

Campaign Title: Cool Kids for Benzac

Brand: Galderma – Benzac

Company(s) Involved:

- **Client Company: Galderma**
- **Client Brand: Benzac**
- **Analytics & Research: W2O Group**
- **Content Production: Assembly Media Arts & Sciences, Awesomeness TV, BuzzFeed, Defy Media, College Humor**
- **Media Planning & Distribution: W2O Group, Awesomeness TV, BuzzFeed, Defy Media, College Humor**

Category: New Audiences

Summary

HALLENGE

- The Galderma brand Benzac, which is a unique over-the-counter (OTC) treatment specifically formulated for treating mild to moderate acne, launched in the US in 2015, but because advertising support was minimal Benzac was basically unknown to US consumers even though it was widely distributed.

METHOD

- W2O Group used social data to create a custom panel of more than 60,000 influential teens online, called “Cool Kids,” which could then be analyzed and segmented into subgroups based on relevant conversations, affinities and behaviors.

CREATIVE

- Using the audience insights delivered by W2O Group, Galderma partnered with relevant content curators and publishers with teen (target) audiences to create customized (branded video) content targeting the *Cool Kids* and their followers. The custom content was intended to build and provide an emotional connection with the teens based on each target audience’s behaviors and specific affinities.

IMPACT

- Benzac’s paid social campaigns outperformed ALL KPI’s across all social channels, including Facebook, Twitter and Instagram.

Marketing Challenge

Galderma's brand Benzac, which is a unique over-the-counter (OTC) treatment specifically formulated for treating mild to moderate acne, launched in the US in 2015, but because advertising support was minimal, Benzac was basically unknown to US consumers though it was widely distributed in Food, Drug, and Mass retailers.

Benzac wanted to pursue teens through a digital exclusive media campaign with the goal of generating awareness, narrowing the consideration set and driving trial. The goal is to make a meaningful connection with teens through compelling branded video content that could only come from Benzac.

Methodology

Using social data, W2O Group created a custom panel of influential teens called "Cool Kids," which could then be analyzed and segmented into subgroups based on relevant conversations, affinities and behaviors

Audience Selection

The total dataset for this custom panel of *Cool Kids* included 27K Twitter handles, and 37K Instagram handles. Handles identified as non-teen users were removed

For this analysis W2O Group identified the Target Audience as US-only public accounts that are currently following either 3 or more of 35 teen key influencers, and have between 1K and 30K followers

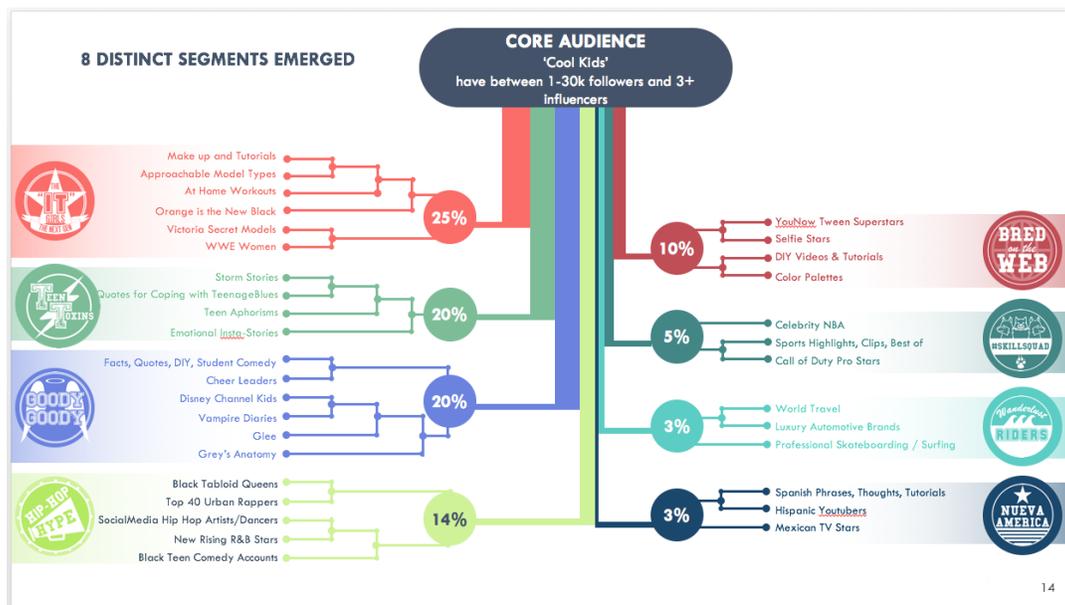
Affinity Identification

We compared the target population to a US-based normative population. We analyzed how the target audience over- or under-indexes in terms of affinities: brands, personalities or online platforms

Audience Segmentation

Hierarchical clustering is used to create audience segments that share common affinities

Other demographic elements, such as gender and location are layered over to enrich the data



Creative Execution

Custom (branded video) content based on each subgroup’s behaviors and specific affinities was created by Benzac’s agency partners (**W2O Group, Assembly Media Arts & Sciences**) in collaboration with strategic content publisher partnerships, including: **Awesomeness TV, BuzzFeed, Defy Media, College Humor**

Video Example: <https://www.youtube.com/watch?v=gEHjz2OJyE8>

The *Cool Kids* were then directly targeted with this custom content through paid social advertising activities across specific channels identified by W2O Group’s *Cool Kids* research and analytics, including: **Instagram, Facebook, Twitter, YouTube**

AD UNIT TYPES for PAID SOCIAL MEDIA (See the Creative Collateral PDF provided)

Post Engagements: Promote Benzac tweets, Facebook and Instagram posts to increase overall engagement (likes, RTs, @Replies, comments, shares etc.).

Audience Growth: Increase followers/audience size. These campaigns are also referred to as “Promoted Account” campaigns.

Promoted Video: Promote Benzac videos on social channels to increase the total number of video views.

Clicks to Website: Show users an image, related context and a clear call-to-action leading them to click through to a designated website

Targeted Benzac Paid Social Posts

Promoted Video

POST ENGAGEMENTS

Clicks to Website

BENZAC
ACNE SOLUTIONS

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Business Results

Benzac Content Reached Over 60 Million Teens

The panel of *Cool Kids* were directly responsible for exposing Benzac to **1,239,876 teens** by sharing Benzac's content, or directly mentioning Benzac to their followers.

In addition to targeting the panel of *Cool Kids* themselves, Benzac's branded content was distributed across paid social media campaigns setup to target each *Cool Kids*' subgroup across specific social media channels. These social media campaigns placed Benzac's content in front of an additional **60,292,929 teens** through smart targeting, which greatly outperformed cost and engagement benchmarks.

A total **reach of 61,532,805** was achieved through paid social activations and related programs, and **3.2 million individual teens took an action** on at least one Benzac social ad

Benzac Stole Share of Voice from Competitors

Benzac share of voice increased amongst competitors from **4% in 2015** to **9.5% SOV in July 2016**

Benzac consistently held a **greater SOV over the top two category leading brands** for more than three months after the campaign's launch

Surpassed ALL Engagement KPI's

Paid social media engagement rates were more than **6x higher than KPIs on Facebook & Instagram** (28.14% over 4.25%), and nearly **2x higher on Twitter**

Benzac's *Cool Kids* **engaged with 80% of Benzac's campaign activities**, solidifying the audience targeting selections and campaign content quality

What Worked

Paid social targeting to a custom audience(s), specifically the *Cool Kids*, achieved engagement rates well above expected KPIs

Custom creative imagery for social channel promotions of retailer discounts targeted through paid media and driving trial and in-store sales

Monitoring the conversation trends of *Cool Kids* to capitalize on relevant content for Benzac

Partnering with key influencers to broaden and enhance Benzac's presence amongst the target audience

Leveraging video content to maximize engagement results across social platforms