

## 2-3 Minutes of Dwell Time: The Power of Online Branding

### The Objective

Derma Genesis is a new product line from L'Oréal designed to revitalize and illuminate the skin. In order to promote brand awareness, L'Oréal launched a campaign in the Malaysian market to promote the range of products.

L'Oréal has a reputation for their forward thinking, and this was further proven by their first foray into online advertising. Rather than “test the waters” with a minimum buy campaign, L'Oréal decided to pull out all the stops with Derma Genesis and teamed up with Eyeblander, MSN and Carat Media in Malaysia. Free samples, a video contest and interactive product information were made available to connect consumers to the full Derma Genesis product line.

### The Execution

The campaign utilized a premium brand format - the MSN Homepage skinner. The presence of the brand clearly caught the attention of MSN Homepage and of Windows Live Hotmail visitors, with L'Oréal spokesmodel Penelope Cruz prominently featured on the home page. Highlights of the campaign included:

- An auto initiated skinner, which branded the user's browser and created a full L'Oréal environment.
- Information on the range of products was cleverly placed to maintain the look and feel of the brand while targeting the online audience suitable for L'Oréal Derma Genesis.
- A broadcast of the L'Oréal TV commercial in the banner and an opportunity to gain a free sample for users using data capture.



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*For this campaign, the Eyeblander team were extremely helpful in lending us their support to get the technical applications of the skin format right... They provided the creative team with all the troubleshooting assistance that was needed to get the takeover ready in time.*

**Rueben Vijaratnam** | MSN Malaysia

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## The Results

Combining eye catching animation, great interaction including video streaming, and a savvy use of data capture, the Derma Genesis campaign provided very positive results for the client.

The campaign reached nearly **460,000** users, targeting users who are more affluent and who regularly visit the MSN Homepage as well as the audience of 25-34 year old females who use Windows Live Hotmail. Eyebalster analytics enabled L'Oréal to measure the dwell time of the users, which was recorded as up to nearly **3 full minutes** on the MSN Homepage Skinner and **2 minutes** on the Hotmail Banners. This is where interactivity was used in the best

possible manner. Providing the brand **100% attention** from its users and providing users an avenue to experience the brand.

The campaign also managed to generate high brand awareness amongst the intended audience with a large number of exposures (**1,801,638 impressions**) reaching each user an average of **3.96 times each**. This optimum frequency placed the brand on top of their mind. Over and above that, online was also used as an extension to broadcast the TV commercial at a minimal cost where **53,433 video views** were recorded. And of that, more than **52%** of the videos were **viewed fully**.

"In terms of post campaign analysis, Eyebalster's capability to provide tracking services made our task easy to justify L'Oréal's spend on this campaign," said Vijaratnam. "The high dwell times demonstrated to the client the true value of online advertising when compared to the regular 30 second TV and radio commercials that the client had relied upon previously."

Finally, using free samples as a means to collect contact data, the campaign had provided L'Oréal a total of **825 quality leads** of future customers who have clearly expressed interest in their product.



## Campaign Details

**Advertiser:** L'Oréal

**Campaign:** L'Oréal Derma Genesis

**Media Buy:** MSN Homepage Skin with Video

MSN Hotmail ROS Expandable Showcase with Video

**Creative Agency:** Compass Interactive

**Media Agency:** Carat Media Services (M) Sdn Bhd