

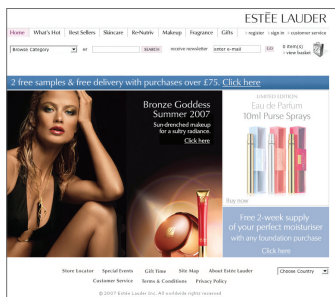


“Google and 77 Agency have been key partners in our online success to date. The AdWords campaign has driven the right type of traffic to our site and the results speak for themselves.”

**Louisa Abrahams**

Internet and CRM Manager  
at Estée Lauder

ESTÉE LAUDER



[www.esteelauder.co.uk](http://www.esteelauder.co.uk)

Launched in 1946, the Estée Lauder collection of skincare, makeup and fragrance exemplifies the best that art and science can achieve. The Estée Lauder brand name is recognised globally, in over 100 countries. Founded in 1946, the company has gained a worldwide reputation for elegant, luxurious products. Products come with a promise to uphold the finest standards of excellence through extensive research and stringent product testing and Estée Lauder thrives on innovation and technological advances in order to create the best products and consumer experience. It was this sentiment that saw the company embrace ecommerce.

### Challenge

For a brand synonymous with elegance and luxury, Estée Lauder products were previously only available via carefully selected retail outlets. However, a significant change in mindset towards online as a key business driver saw Estée Lauder seek the best strategy to optimise its online sales channel.

### Solution

By re-launching [www.esteelauder.co.uk](http://www.esteelauder.co.uk) from a marketing site to an e-commerce platform in November 2005, Estée Lauder responded to consumers' expectations and extended its distribution direct to customers. Online sales enabled Estée Lauder to reach a wider and varied audience at scale, some of whom had previously not been touched by the brand.

Part of the online strategy from the outset has been the use of Google AdWords to drive relevant consumers to the website. With an assortment of grey market resellers vying for online business, Estée Lauder's objective was to be in pole position in both natural search and pay per click to uphold its brand positioning.

Louisa Abrahams, Internet and CRM Manager at Estée Lauder, explains, “Online is extremely complementary to our brand strategy. Our website has always been a valuable consumer touch point and ecommerce was a natural next step for Estée Lauder. We wanted to connect our brand with consumers who are on the internet and extend to new segments, such as men, that were previously harder to reach in the female-orientated store environment.”

### Results

By working with Google and 77 Agency, Estée Lauder ensured that it maximised the potential of its distribution expansion without compromising the Estée Lauder brand positioning.

The AdWords campaign took a broad and intelligent approach to search by marrying a deep understanding of the brand and the product segments and used extensive research on the target audiences' seasonal and ongoing beauty needs and behaviour. This process involved mapping out a unique brand territory for Estée Lauder.

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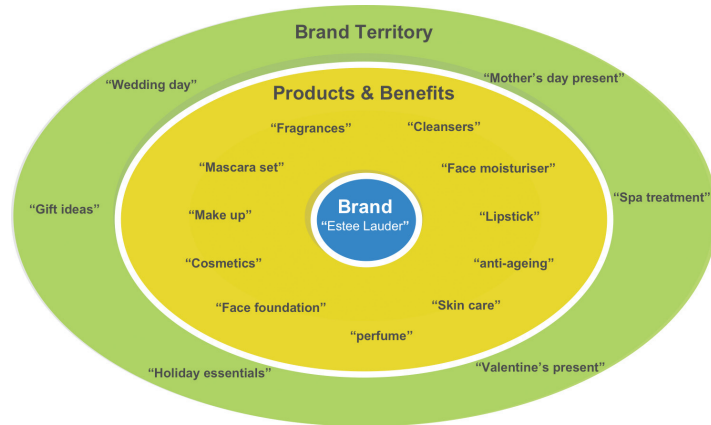
### Louisa Abrahams

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### ABOUT GOOGLE ADWORDS

Google AdWords is the world's largest search advertising programme, currently used by thousands of businesses to gain new customers cost-effectively. AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The programme is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information visit  
[www.google.co.uk/ads](http://www.google.co.uk/ads)



As Louisa Abrahams points out, the aim of the campaign was to reach people who were actively looking for Estée Lauder and also those looking for premium beauty products in general. "Google and 77 Agency structured our campaign so that we would get results from obvious searches on our brand name but also from less precise searches, for example, a man searching for a gift for his girlfriend around Valentines Day. Google and 77 Agency delivered a highly intelligent solution for search marketing that ensured Estée Lauder's leading position and as a result delivered a constant and high quality flow of traffic to the website."

Estée Lauder's figures reveal that the AdWords activity achieved a remarkable ROI of 400% and, with the online sales channel growing month on month, Estée Lauder is confident Google and 77 Agency have played a key role in growing the online business. At the same time, Google has been able to help Estée Lauder gain exposure to new consumer segments that may not have been reached through other channels.

Louisa Abrahams concludes, "Google and 77 Agency have been key partners in our online success to date. The AdWords campaign has driven the right type of traffic to our site and the results speak for themselves."

