

# The sweet smell of success for luxury beauty brand



**Ozone and our client – a leading luxury beauty brand – worked together to showcase the brand’s opulent new fragrance and deliver fabulous viewability and drive high attention scores.**

## CLIENT BRIEF

The client wanted to promote its exclusive new fragrance to audiences targeted only in relevant context, including Luxury Goods, Perfume and Style & Fashion content.

Key campaign objectives included raising brand and product awareness, consideration, with attention and viewability also key.

## OUR SOLUTION

Luxury brands deserve luxury ad formats and our high impact and engaging interscrollers and in-banner videos were used to deliver the campaign’s striking and distinctive creatives.

The combination of our scaled platform – with a near universal reach of the nation’s internet users – and targeting capabilities would be critical in raising engagement more broadly.

Our targeting strategy included serving the campaign to perfume fans and style & fashion readers in behaviourally relevant areas of interest, such as those reading about luxury goods gifting content for Mother’s Day.

## CAMPAIGN RESULTS

### 88% viewability

Striking creatives, paired with engaging formats are what led to the campaign’s fantastic viewability score of 88%; 18% above MOAT benchmark.

### +7.9% brand lift

The campaign scored a very impressive brand lift increase of +7.9% points, with the driving force being the preference score, fuelling 37% of overall lift. Combined lower funnel metrics (preference and action intent), achieved +5.1% points increase to showcase the success of the campaign in making the product a preferred perfume to purchase.

### 23% Attention Index

The campaign achieved an overall Attention Index score of 23%. The most impressive results were seen in the scroll rate and interaction touch rate, far above their MOAT benchmarks to delight the client.

Sources: Ozone & Brand Metrics

