



Campaign Objectives

Lancôme wished to target a large number of affluent and socially aware women for one day at a busy, commercial venue. The object of the exercise was to raise money for charity and increase awareness of Lancôme as a premium skincare brand.

They wanted to give consumers the opportunity to familiarise themselves with the Lancôme range, try new products, learn application techniques and also receive free, professional make up advice.

Activity

Concourse Initiatives recommended running the campaign at Lakeside shopping centre – one of the UK's busiest and most iconic shopping centres. Running from 7am to 7pm on a Saturday, female shoppers were offered free makeovers and advice in exchange for a small donation to charity.

Demonstrations were also carried out, teaching women how to apply their make up, explaining which shades and products to use...and which to avoid, according to skin tone.

Results

Lancôme were delighted with the results, carrying out a total of 224 makeovers over the course of the day – proving that people will take time out of their day if the product appeals to them and their lifestyle.

The campaign raised over £1,000 for Marie Curie Cancer Care and was an integral part of a highly successful branding initiative to increase awareness of the Lancôme brand amongst affluent and socially aware women.



LANCÔME

