

morrisjones

Case Study: Innox, "Showing off", 2009

Objectives

Our task was to gain back the credibility of the Innox brand, increase sales and regain lost market share.

Challenge

Innox was struggling to stand out from the clutter and was being outshouted by international beauty brands with large budgets. We were faced with a challenge that mirrored that of David and Goliath.

With a limited budget we needed to make sure that the campaign was as cost effective as possible, yet still creating the awareness needed for the brand.

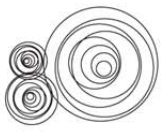
Insight

The target market is described as "forever 30" and is feminine but not fussy. Pride was an insight that stood out. When you feel good you are proud and you present yourself with confidence. When you walk in to a room proudly, people stop and notice you. You walk in with your shoulders pushed back, chest out and your chin up. You show off.

Solution

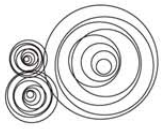
Our solution was to choose one "hero" product from the Innox range, and I focus our communication solely on this product so that our communication could be a lot more targeted, and our messaging more focused. The product we decided on was the Body Specialist Neck and Bust cream. Because of the uniqueness of this product and no one else was punting this specific product, it would set us apart from the rest.

Just as one shows a beautiful face when selling a face cream – we felt it necessary to show off the body part that our product targets – the Neck and Bust. The idea celebrates women for being, the beautiful creatures that they are. It is a clear and beautiful demonstration not only of the products physical results, but the emotional results too – feminine, inner confidence that shines through. It is also an idea that grabs attention and is far from the generic format of international beauty adverts. The morrisjones team were all female and so they knew that deep down all women want a beautiful chest to show off.



Work





The
campaign
resulted
in a

2200% ROI

Results

The sales results were excellent especially when comparing to the actual investment behind the campaign – therefore great ROI. These results are even stronger if we consider that magazines are naturally a slow building medium.

Standing “abreast” and taking a risk paid off.

When the Neck and Bust campaign launched, sales increased significantly – from 382 000 units to an impressive 531 000 units (making it the number one selling SKU)

The Innoxia campaign also resulted in a great ROI. With a media spend of R902 484 we generated unit sales of 178 626, which in simplistic terms works out at a media cost of R5 for every unit sold, which is 4% of recommended selling price. Put differently, by multiplying the RSP by the number of units sold we get a total of almost R22 million sales. This is approximately a 2200% ROI.

We won a Silver Apex in 2010 for this Innoxia campaign in the change category.

We also got a lot of people talking.

Radio stations, newspapers, top magazine titles and numerous credible blogging and marketing sites were all talking about our adverts.

Although there were the critics, they were outshouted by the positive buzz that the campaign created.

Copyright morrisjones© 2011