

L'Oréal Spain increases awareness & consideration for Biotherm "Blue Therapy" line with interactive, omnichannel video campaign



Overview

L'Oréal Spain and media agency Zenith Spain partnered with VDX.tv on a video-driven, omnichannel campaign for "Blue Therapy", a new product range for global skincare brand Biotherm.

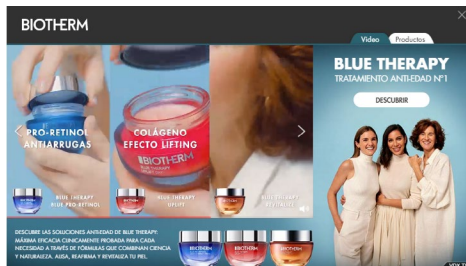
The primary objective of the campaign was to increase reach and awareness of the new "Blue Therapy" Pro-Retinal product, while educating consumers about the revolutionary formula. A secondary goal was to showcase and promote other products within the "Blue Therapy" range - Blue Therapy Uplift (red algae) and Blue Therapy Revitalize (amber algae) - so that consumers could choose the best product according to skin-type and age.



Campaign Details

To maximize impact for the omnichannel campaign, VDX.tv built innovative, video-driven ad units that were delivered across CTV/OTT, desktop and mobile. The VDX units housed the Biotherm video creative on a customized canvas and included interactive tabs that users could explore.

Video Tab



The compelling Biotherm video about the "Blue Therapy" line served as a powerful tool to capture user attention and quickly introduce viewers to the new product. The custom canvas featured additional imagery and messaging that would keep the brand top of mind.

Product Gallery Tab



A secondary interactive "Products" tab in the desktop and mobile versions of the unit contained helpful information about the product line that viewers could engage with. Users could select their age range: +35, +45, +55 to find their perfect "Blue Therapy" product and learn about the benefits, formula and customer testimonials for each.

The campaign was strategically calibrated to reach the most relevant users at the right moment, and behavioral audience targeting was applied to reach users who were more likely to be interested in beauty, health and personal care.

"At L'Oréal Luxe Spain, we are always open to testing new products that allow us to grow in innovation and that meet our campaigns objectives. With the VDX.tv proposal, Biotherm has generated an omnichannel video experience with high impact formats, where users interacted with the brand, demonstrating a real interest in the product".

-Adriana Ruiz de Landa, Brand Business Leader Biotherm Spain & Portugal, L'Oréal Luxe Spain

Results

VDX.tv's video-driven ad units proved to be an effective solution for the omnichannel campaign, as they allowed a single creative execution to be delivered across screens in a cohesive and consistent manner to consumers, no matter which device they were using. The omnichannel campaign ultimately increased the product awareness and consideration for the "Blue Therapy" line across the brand's target market.

80%

View Completion Rate

24%

Interaction Rate

17 Sec

Average Time Spent

For more information, please contact us at hello@vdx.tv

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