



## Brylcreem

Marketing a range of products based with a message tailored to response

### Media objectives

Brylcreem, the established male grooming brand, launched its new 'b:' range, a group of six styling products aimed at young males

Brylcreem had three core objectives for their new 'b:' range of hair products

- Raise awareness of the range of products among young men
- Develop understanding of the product proposition in a relevant and engaging way
- Amplify their "effortless style" message in line with their existing channel mix

### The Blyk Solution

This was Brylcreem's first use of mobile and they turned to Blyk for strategic & creative expertise

Blyk created a 2-part animated MMS dialogue

- Showing images of the range of 'b:' products
- Segmenting respondents by their styling preference and creating a talking point for the brand
- Members were sent a message with the product relevant to their response

Sent to male members early evening on a Friday

- When thinking or preparing for their Friday night out
- Prior to their weekend shopping excursions

Total response 49%

Responses by hair style

Kind of smart	Sort of messy	Somewhere in between
15%	52%	33%

### Results

Delivered against all Brylcreem's objectives

1 in 2 Blyk members engaged with the campaign

- Shows high brand awareness
- Increased consistency of brand message through integration with other media

### Insights

Animation and question created viral and WOM buzz

- Blyk's Shift 6 focus group said it created a talking point with members showing the animation to friends

Provided additional audience insight

- Creating new member segments based on hairstyle
- For future remarketing

The campaign resonated with Brylcreem's core targets: indexed against all respondents

- Personal grooming buyers (Index 143)
- Toiletries and cosmetics buyers (Index 121)
- Clubbers (Index 113)