



## L'Oreal StudioLine

Driving engagement through a high value competition offer

### Media objectives

L'Oreal's StudioLine brand is a range of hair styling products; one of their leading products for men is 'DirtyClean Texture Paste'

Drive awareness of DirtyClean Texture Paste, StudioLine's leading male hairstyling product

Build a relationship between the brand and Blyk members

Drive entries to the DirtyClean competition

- To win one of five trips to watch the Madrid vs Barcelona in Madrid

### The Blyk Solution

Unique 3-part MMS dialogue engaging male members with the brand and the competition

Delivered on a weekend with a full football league programme

The dialogue included a competition surrounding freestyle footballer Billy Wingrove, famed for his half-time tricks during Premier League Matches at Tottenham Hotspur

#### Stage one



Response 40%

Y > 66%



#### Stage two

Response 70%

C > 42%



A/B  
v



58%

### Results

The campaign scored an impressive result with male members

- 40% responded to the initial MMS

Of these 66% received the competition MMS

70% responded to the competition dialogue

- Of which 42% answered correctly

### Insights

The use of a valuable incentive worked on a number of levels for L'Oreal's StudioLine DirtyClean range:

- Raising awareness of the product range
- Successfully associating the brand with football
- Driving high levels of interaction

Second stage response shows effectiveness of Blyk dialogue with audience that has already engaged with the brand