

Client: Sally Hansen (Coty)
Agency: OMD
Campaign Objectives:

- Improve awareness of Sally Hansen and position it as an expert in nail care
- Improve perceptions of Sally Hansen as a provider of expert nail care and drive purchase

Target Audience: All female readers
Campaign Dates: Sunday 17th April 2011
Research Dates: Mon 18th – Fri 22nd April 2011

Additional Comment: Sally Hansen have been running an advertorial in YOU magazine almost continuously since October 2010.

Execution:

- A **colour half page** advertorial in The Mail on Sunday YOU magazine in the front half.
- The advertorial features a professional's response to a reader's question with the relevant Sally Hansen product and instruction highlighted.
- Cost of the product and stockists are listed in the advert along with a website and email address for more information or to request a response to a specific question.



Campaign Results...

The advertorial was very successful in increasing awareness and purchase of the Sally Hansen nail care range. It increased consideration of Sally Hansen and enhanced its reputation as a nail care expert.

Awareness:

- Spontaneous advertising awareness for Sally Hansen was **30% - 1.2m readers**. This is a very impressive recall figure and it is likely that the clear, colourful and useful content meant the reader was fully engaged. It was the **second most spontaneously** recalled advert in the 17th April issue of YOU
- 69% of readers are now more aware** of the Sally Hansen brand
- 61% (761,000)** see Sally Hansen as an **authority on nail care/health** as a result of the advertorial
- 59% (736,000)** have a **more positive perception** of Sally Hansen products as a result of seeing the advertorial

Call to action:

- 16%** have purchased a product from Sally Hansen as a result of seeing the Sally Hansen advertorial – **199,000 readers**
- As a result of seeing the advertorial **45% (561,000 readers)** considered purchasing a product from Sally Hansen
- 16% cut out and kept** the Sally Hansen advertorial for reference
- 14% went online** after seeing the advertorial to find out more about Sally Hansen products

Brand attributes:

- There is a **real familiarity** with the Sally Hansen advertorials and **an expectancy to see it in YOU** magazine. It has run in the same place and format for a significant amount of time
- 73%** of those that saw the advert found it **informative**
- 60% found the advertorial helpful** and **51% found it useful**
- The advertorial was considered **eye catching** by **39% (487,000)**
- One of the reasons that the advertorial works so well is that it **aligns well with the environment** of YOU magazine and **relates to our readers**. Over a third find the advert relevant to them – **487,000**

Impact:

- 75%** say YOU magazine is a good place to advertise beauty products
- 64%** state that seeing beauty advertising in YOU magazine gives ideas on what to buy
- 90%** of those that saw the advertorial felt this type of advertising is an engaging way of giving information about products

