



one to one in one™

CASE STUDY
Retail Loyalty Campaign

XMPie-Enabled B2Me Marketing

from Strategies Drives Maybelline Sales and Loyalty

Case Study Snapshot

Customer

Maybelline New York, the number one cosmetics company in America

Providers

Strategies Relationship Marketing, a relationship-marketing agency based in Laval, Quebec, Canada, and Montreal-based Pazazz Printing

Challenge

Improve customer loyalty in its cosmetics business, educate consumers on a 1:1 basis, and boost consumer willingness to try new products

Solution

A series of three, highly-engaging, full-color and fully personalized 20-page booklets containing cosmetics lessons, personal product recommendations, and trackable discount coupons

Results

Sales, as measured by the coupon redemption rate, are multiple times greater than those from previous, non-personalized campaigns, and most is new business from people who previously bought competitive brands

Strategies Relationship Marketing is a relationship-marketing agency that communicates to targets in a focused, personalized, and relevant way to drive business results and customer loyalty. Founded in 1989 and based in Laval, Quebec, Canada, the privately-held boutique agency has seven employees and an impressive list of national clients.

Long-time client Maybelline New York approached Strategies about a marketing challenge: improving loyalty in its cosmetics business, where consumers tend to use multiple brands for their range of makeup needs. In particular, Maybelline sought to leverage its No. 1 worldwide ranking in mascara to boost its business in categories where it had smaller shares, such as foundation products. A potential complication: many consumers are unaware of technical considerations in makeup choices, such as how foundation products behave differently based upon skin type, dry or oily.

"It's mind-boggling, but that's what XMPie does - puts together all of our components and makes them run right," said Strategies President Mark Morin.

To meet Maybelline's challenge, Strategies developed a "B2Me™" campaign - direct marketing that applies deep personalization and content marketing to create relevant messaging based upon rational, emotional, physical and relational characteristics. The campaign goals: educate consumers about choosing and using cosmetics, and recommend which Maybelline products best suit them, based upon their physical characteristics and makeup personality.

The main component of the campaign would be a series of three, full-color and fully-personalized 20-page, 4.75"x7" booklets containing cosmetics lessons, personal product recommendations, and trackable discount coupons - an extremely ambitious undertaking that would require a great deal of unique



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STEP 1: ABOUT YOU | STEP 2: ABOUT YOUR FEATURES | **STEP 3: ABOUT YOUR PREFERENCES**

STEP 3 of 3

ABOUT YOU AND MAKEUP

Tell us how familiar you are with makeup techniques • **Close to nothing**

Tell us how you would describe your makeup style • **Natural**

Where do you shop most often for your makeup? • **Shoppers Drug Mart**

ABOUT YOUR PREFERENCES

What type of benefits do you prefer? **Volume** **Gloss** **Longwear**

Mascara benefit • Lipstick benefit • Foundation benefit • Description

What are your favorite brands? **MNY** **Cover Girl**

Foundation brand • Mascara brand •

Please send me my personal copy of myMNY beauty guide and each subsequent issue absolutely FREE.

I also wish to receive other valuable offers, samples and information from Maybelline New York.

SUBMIT REQUEST

THE BEAUTY GUIDE THAT'S ALL ABOUT YOU!

data, a high degree of variability, and high-quality digital print production capability. So, the campaign began with mass and social media efforts to drive consumers to the Maybelline New York microsite where information about an individual's ethnicity, hair and eye colors, eye shape, skin conditions, and other qualities was collected in a 12-part questionnaire. As a side effect, mailing addresses were captured, which essentially built the beginnings of a loyalty club for Maybelline New York.

The data consumers entered was used by Strategies, along with the XMPie® uCreate™ Print plug-in for Adobe® InDesign®, to personalize content in the booklets, enabling an astonishing 3.5 million options for each booklet. "It's mind-boggling, but that's what XMPie does - puts together all of our components and makes them run right," said Strategies President Mark Morin. Montreal-based Pazazz Printing used their XMPie production capabilities and Xerox iGen4™ Press to print the three booklets, and they were delivered sequentially over several months.

The campaign has been ongoing since 2009, consistently delivering superior results. Sales, as measured by the coupon redemption rate, are multiple times greater than those from previous, non-personalized campaigns, and most is new business from people who previously bought competitive brands. The campaign has also delivered a lift to Maybelline's brand appreciation and improved the likelihood that consumers will recommend the Maybelline New York brand - an unusual result for a direct marketing initiative. According to Morin, highly-satisfied consumers have credited Maybelline with improving their lives by changing the way they feel about their personal appearance. So many consumers recognize the value in the booklets, that fully half of the microsite visitors complete the longer-than-usual questionnaire, consistently providing new targets. Next steps: a mobile component is under development for future campaigns.



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