



BOOTS & BAUER MEDIA

A ground breaking partnership between Bauer Media and Boots UK, with the aim to inspire, advise and support their young, female audience with unique, relevant beauty content.



BOOTS HAS THE OPPORTUNITY TO INSPIRE WOMEN TO FEEL PRETTY DAMN GOOD BY BEING FAMOUS FOR THE BEST IN BEAUTY ALL YEAR ROUND – HOW COULD YOU HELP US DO THIS IN 2015?



Brand awareness/engagement
May 2016



MEDIA GROUP

GRAZIA & BOOTS PARTNERSHIP

◆ *This Valentine's Day, treat a loved one (and yourself!) courtesy of Grazia and Boots' ultimate fragrance edit*

VALENTINE'S SPECIAL

VALENTINE'S DAY MAY NOT BE for everyone, but deciding to invest in a new fragrance is definitely a move that we can get behind. And with an influx of new-season offerings landing this month, what better time to do exactly that? So whether you're asking a lucky gift to self, dropping some love than, while here to a significant other, or looking to treat your favorite gal pal or boy, the Cruise Beauty edit have got it sorted, as they've teamed up with Boots to compile their ultimate fragrance edit.

At Boots, they understand the fragrance niche, and you can't get much more personal than a pre-mixed bottle - on some such as Viktor & Rolf Flowerbomb. And, in creating new, Boots is offering a Price Match Promise on its largest fragrances, including the new Yves Saint Laurent Black Opium Eau de Parfum and the iconic Dolce & Gabbana. So, if you purchase a luxury fragrance from Boots or boots.com and find it cheaper at any other high-street retailer within 72 hours, they will refund the difference. What are you waiting for?

Order at boots.com or in-store today by 12pm and collect free after 12pm tomorrow at a store near you.

let's feel good

Watch our beauty how-to's and enter to win a selection of Spring beauty must-haves

KISS KISS FRESH KISS TV KISS FMUK.COM

ON AIR NEEV

Get the KISS KUBE app

Watch Neev create perfectly undone spring hair with Boots

NOW PLAYING Snakeships feat. Tinashe & Chanc All My Friends

PREVIOUS Little Mix Black Magic 4 minutes ago

LISTEN AGAIN Monday 15 Tuesday 16 Wednesday 17 Thursday 18 Friday 19 Saturday 20 Yesterday

00:00 - 03:00 03:00 - 06:00 06:00 - 09:00 09:00 - 12:00 12:00 - 15:00 15:00 - 18:00 18:00 - 21:00 21:00 - 00:00

Saturday Night Kiss: Danny Lee 00:00 - 02:00

Saturday Night Kiss: Charlie Hedges 02:00 - 03:00

Saturday Night Kiss: Danny Lee 03:00 - 04:00

KISS JAMS MIXED BY DJ SWERVE 04:00 - 05:00

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THE CHALLENGE

Boots' key objectives were to boost their credentials and awareness, and change any perceptions of Boots being irrelevant or too expensive amongst their key audience of women 16-34. Boots wanted to be seen as the natural destination for all beauty needs, and the place to go to for inspiration and expertise.

OUR APPROACH

Using our multi platform brands, our editorial endorsement, and talent, we aimed to create a unified campaign that would deliver rich content experiences appealing to the young, female, beauty-focused audience. We also wanted Boots to use native advertising for the first time, to allow them to get even closer to the audience in a real, honest and fun way.

THE IDEA

Our idea was to create a partnership between Bauer's editorial and Boots's expertise that would deliver advice, inspirational and expert content from the people who understood them best. Across a 6 month period, the multi platform Bauer content aimed to inspire and surprise the audience with the range and affordability of Boots beauty products, whilst creating a call to action geared at browsing and treating at payday. In addition, to cement the partnership, Boots had ownership of The Debrief hair and beauty channel for the duration of the campaign, and we created a beauty product franchise across Grazia and heat specifically for them. The franchise offered our beauty experts' endorsement from across the business to be harnessed to back into their beauty range - the first time this has ever been done.

EXECUTION

Print involved a series of monthly 'pay day' partnerships across Grazia and heat where, with Boots, we bought the audience our 'pay day picks'

Radio was focused around key payday timing and was split between co-branded spotlights and airtime. The spotlight copy highlighted seasonal trends and beauty finds, whilst driving listeners online to view expert advice from our talent on the digital hub.

TV using a panel of Bauer talent and Boots experts, we brought to life the in-store experiences and advice on offer with Boots via informative 'vloggers' style spots.

HPTOs and ROS ran in bursts to serve a dual purpose of driving product purchase directly via Boots.com and showcasing video content as a driver through to the central hub.

GRAZIA IN PARTNERSHIP WITH Boots let's feel good

Hurray for PAYDAY!

let's feel good

Grazia and Boots bring you their must-have party picks for a barnstorming New Year's Eve... WE LOVE NYE! Because what better way to round off a month of endless eating, champagne quaffing and general celebration than with yet another party? With this in mind (and seeing as payday comes early, yay!), the Grazia beauty team has collaborated with the lovely lot at Boots to hand-pick a beauty edit that will ensure you see out 2015 in style. Need some help getting your glow on? Easy! Desperately seeking the perfect smoky eye? Sorted! Fancy trying a gold-dipped nail? Trust us, we have just the thing!

Order at Boots.com/grazia or in-store today and collect free at a store near you.

RESULTS

63% vs 30% industry standard of returning visitors Boots hub performance

2min 12sec Dwell time - higher than 1 minute industry standard

8 out of 10 respondents took some form of positive action

3 in 5 respondents remembering seeing the campaign



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