

# Lancôme

## Location Based Messaging



### Campaign

Lancôme



*We were thrilled with the results of this campaign which allowed us to reach an extremely relevant audience, with no wastage, at a key time and drive them in store to avail of this offer.*

- Joanna Anesti, Maxus



### Brief

Lancôme wanted to drive sales by driving awareness of their free 'Gift with Purchase' offer. The special offer was available exclusively in Clerys & House of Fraser.

### Solution

Using 3Media's unique capabilities, we geofenced Clerys & House of Fraser over the duration of the campaign promotion, allowing Lancôme to reach the most relevant audience, at the right time, close to the point of purchase.

We layered the targeting to include females over the age of 18. We deployed the message to coincide with opening hours of both stores, allowing for immediate purchase.

### Result

**65% Recall.**

**50% of those who received the message purchased or considered purchasing.**

