📍 ASIA

Garnier Gives Its Haircare Products a Shiny Launch on the Smart Lock Screen

GARNIER

Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Garnier

Garnier is an international haircare and skincare brand with products formulated to meet the needs of everyone around the world. The brand offers innovative, affordable, and sustainable beauty solutions.

The Highlights

8 Mn+	462,000+	346,000+
unique users	interactions	clicks

"

At Garnier, we relentlessly try to push the boundaries of innovation by bringing authentic organic products to our users. Our new range of hair food masks, enriched with the unparallel qualities of four different fruits, is another extension of our vision of solving hair care problems with natural ingredients. We wanted to partner with an innovative platform which would not only amplify our message but also help us generate mindshare amongst today's distracted audience. Glance went a step further than just letting us promote our products with flair on the lock screen – the weather API integration provided a direct thread to communicate with our target audience. The results of the activity speak for themselves, we look forward to many such rewarding associations with Glance.

GARNIER

Team Garnier

The Brand Objective

India's extreme and diverse weather patterns, on top of pollution, unhealthy lifestyles, stress etc. can take a huge toll on one's hair. From frizzy hair to breakable strands, the root of all issues lies in lack of nourishment. Granier Fructis, known for their range of organic hair care products, recently unveiled four new variants in their Hair Food range. These products were not only made of 98% natural ingredients but also were vegan, recyclable, cruelty-free and paraben-free. With an aim of giving such game-changing products the spotlight they deserve, Garnier partnered with Glance, the world's only screen-zero platform. Prioritizing awareness and engagement, the lock screen became the medium for Garnier to engage with existing and potential consumers, with solutions personalized for their hair care woes.

The Solution

Garnier's target audience included Millennial women, from the key metros, who were not only aware of the goodness of natural products but would also prefer such organic, sustainable solutions over synthetic ones. These women face a majority of hair issues thanks to weather conditions – like dried up locks during winter or an oily scalp during humid summer months. Glance's innovative solution targeted this challenge of theirs. The brand utilized the Glance Experience Unit and through an exciting weather API integration, grabbed the eyeballs of their target audience. The weather API integration suited the campaign requirements to the T – it let users choose a suitable product as suited to prevalent weather conditions in their cities, in turn urging them to engage with Garnier on their lock screens. The attention-grabbing creatives focused both on the brand and the key needs of its target audience, thereby inspiring action from the latter. Relevance and vibrancy were the key factors in boosting the campaign's engagement factor which led to higher recall for Garnier.
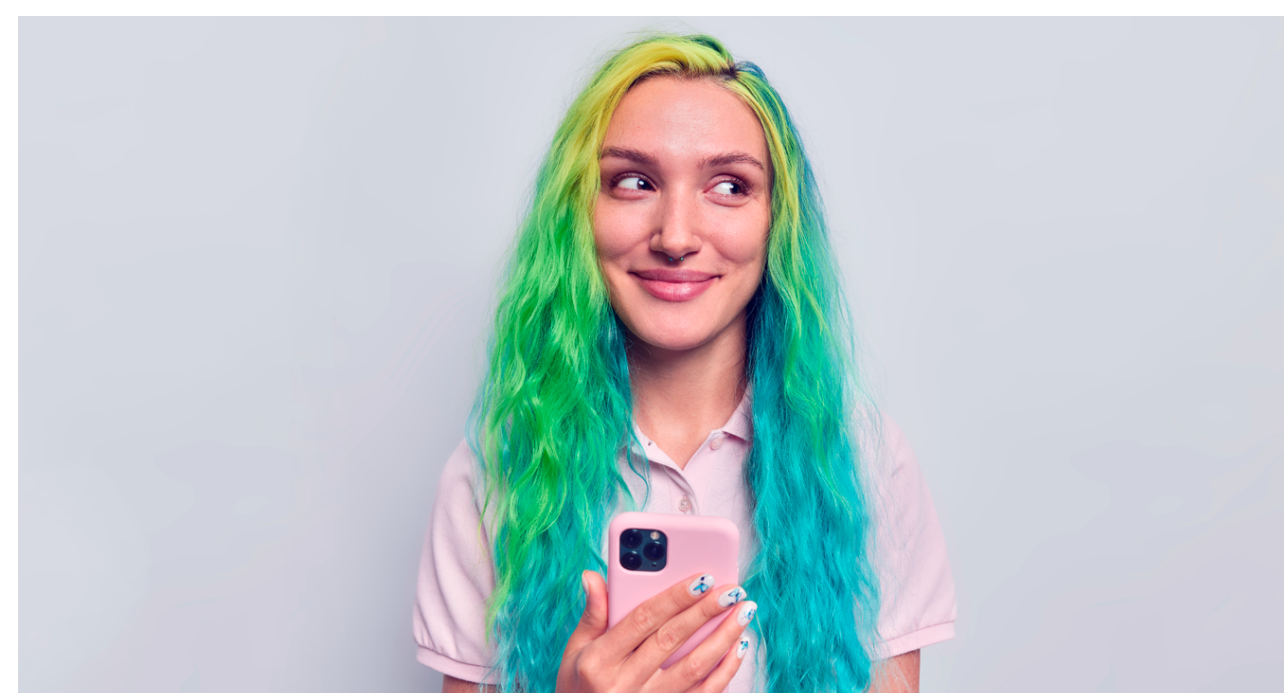
The Results

The campaign provided a solution to the commonest hair care challenges right on audience's lock screens. It resonated with women who were dealing with under-nourished hair and was able to rake in a whopping 25+ million impressions. Reaching more than 8+ million unique users with 462,000+ interactions, Glance's clutter-breaking solution increased product awareness along with purchase intent. The clutter-free, full-screen visuals brought out the product USPs effortlessly – from their organic compositions to the variety of flavors they were available in. Thanks to a frictionless experience, users could land on the brand's site with a single click from their lock screens. The activity concluded with 346,000+ clicks, which went on to show the power of storytelling on screen zero.

8 Mn+	462,000+	346,000+
unique users	interactions	clicks