

# WWD BEAUTY BIZ

A PUBLICATION OF

## MOST INNOVATIVE AD CAMPAIGN OF THE YEAR

From the risqué to the rousing, these brands garnered more than their fair share of eyeballs with communications strategies that stood out.

MASS

### MAYBELLINE NEW YORK • GARNIER

Maybelline New York-Garnier is well on its way to taking on the beauty world, that is an award put to innovative ways of reaching consumers. This year the division of L'Oréal USA hit the ground running—literally—with two cross-country tours that aimed to intimately reach consumers. There was The Great Beauty Tour, which joined Maybelline New York with Garnier Nutritionists to educate women on both brands in 22 markets across the country, 14 of which required print and Internet support, while eight markets were bolstered with TV, print and Internet support. A custom-made tractor trailer was created for the tour, outfitted with both brands' advertisements, heavy visuals and enough large enough to hold one-on-one makeup and skin consultations. When the vehicle, which stopped at major events, festivals and small locations across the U.S., was in full setup, the tractor trailer's dimensions were 60 feet long by 20 feet wide. Also during the year was the Garnier Fructis Style Tour, the brand's first national mobile marketing tour, which visited 20 markets involving more than 80 events. The tour utilized a style bar, as well as a lounge and sampling, with stylist consultations, one-on-one experiences with consumers, product demos and entertainment to engage consumers for a complete Garnier Fructis experience. Combined with both brands' high-impact advertisements, the message was clear: Nothing beats an intimate relationship with the consumer. —A.S.



THE  
AWARDS  
CELEBRATE  
YEAR  
SKIN  
GO-TO  
BUCHOW

