

Elizabeth Arden Scores With Radio Promotion

Objective

Introduce Skinsimple skincare line from Elizabeth Arden and build credibility for a totally new product line in a category driven by brand trust.

Media Strategy

Target 30 top face-care markets across the country with a fast, broad-reach plan to build buzz *and* sales. Identify the medium that can go beyond the traditional :60 or :30 advertising format.

Radio Plan

Develop daily interactive on-air radio contests, promotions, and product sampling that engage the listener.

Results

Dollar sales for Skinsimple increased an average of 18% in the 30 markets in the three weeks following the promotion. Due to its success with Skinsimple, Elizabeth Arden will apply a similar approach to reenergizing Halston Z-14, its classic men's brand.

Radio is now on the radar for Elizabeth Arden. Based on double-digit sales gains it pegs to a targeted radio promotion effort for its Skinsimple skincare line, Elizabeth Arden again turned to radio promotions for the relaunch of its Halston Z-14 men's fragrance in February 2005. And more may be on the way.

The Skinsimple tactic was unusual for a beauty marketer more typically wedded to print media, with the occasional TV buy. It was developed by Arden's public relations firm, Treister Murry Agency, Miami Beach, as a fast, broad-reach way to build buzz - and sales - beyond the initial PR push for Skinsimple's debut. It was the first time Arden had used radio.



Treister Murry targeted 30 top face-care markets across the country, including San Diego and Phoenix, for the promotion, offering DJs daily prize packs filled with Skinsimple products (sold exclusively in Wal-Mart stores) and a weekly \$250 Wal-Mart gift certificate to give away for their own contests or one of four that the agency created. Among the more popular contests were those asking listeners to call in when they heard the smooching K-I-S-S ["Keep It Skinsimple"] sound of the day, and those where listeners offered their best "life-simplifying tips."

BIG BOOSTS

Listeners listened. Dollar sales for Skinsimple increased an average of 18% in the 30 markets in the 3 weeks following the promotions. Dallas sales were up a whopping 40%. These measurements were made easier because of its Wal-Mart partner's tracking ability.

"The radio listener is more open to your message because it's not done in a 30-second advertising format," said Greg Griffin, VP-trade marketing, Elizabeth Arden. "Especially when DJs are given leeway to have fun with the promotions and chat about the brand, consumers don't feel like it's an ad," he said.

Carrie Bonner, industry manager for consumer products at market research firm Kline & Co., said the radio tack is "interesting and different." That might help Arden in its challenging effort to build credibility for a totally new product line in a category driven by brand trust.

Due to its success with Skinsimple, Arden applied a similar approach to re-energizing Halston Z-14. The classic men's brand had slipped, since its 1976 launch, from a top prestige brand to a fairly small mass fragrance with roughly \$11 million in retail sales for 2003, Kline & Co research shows.

Surrounding new packaging featuring Nascar driver Jeff Gordon (the new face of Z-14), Treister Murry developed radio promotions for top fragrance marketers closest to Nascar racetracks. The promotions revolved around the popular driver and featured prizes including Halston Z-14 products and Jeff Gordon merchandise as well as grand prize gift certificates for local retail partners, such as J.C. Penny, that carry Z-14.

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