



Maybelline New York India partners with Amazon Premium Ads to create a digital buzz just around the Amazon India Fashion Week (AIFW'16)!



11 million
impressions



7 million
unique shoppers



270 thousand
product views



203%
Return On
Investment

With over 100's of brands and designers showcasing their collections, Amazon India Fashion Week (AIFW) is one of the most sought after fashion extravaganza in India. To kick start the AIFW 2016 season with a bang, the young and vibrant brand Maybelline New York India ran a month long Premium Ad campaign on Amazon.in with objectives of generating brand awareness and creating a buzz that would boost both online and offline sales.



“As we scale our digital spends, Amazon will continue to be an important platform for Maybelline. The Amazon advertising platform not only results in incremental sales but also acts as a brand awareness platform that is a vital aspect of our digital agenda.”

**- Ms. Pooja Sahgal,
General Manager
Marketing, Maybelline**



Access to Premium Placements and Precise Targeting

Amazon Premium Ads provides brands with access to premium placements such as the Amazon.in homepage, the deals page and many other prominent high-traffic pages. Also, through this campaign, Maybelline was able to target its ads to precise audience, in this case, to young female shoppers who are interested in beauty products.

Customized Account Management Services

Amazon Premium Ads offer valuable account management services with expertise in creating and optimizing a brands advertising campaign. Each Maybelline ad led the shopper to a custom-made Maybelline brand page on Amazon.in which featured AIFW related content such as Maybelline's select product portfolio, banners, videos and links to its social media pages. Amazon Premium Ads has assisted us in directing our marketing efforts to the right shoppers, hence increasing the effectiveness of our ad campaign. **“The team provided us with valuable creative and strategic**

guidance on how to reach-out to shoppers across mediums also assisting us with mobile responsive advertisements. Due to such prowess, we regard the Amazon Premium Ad team as our advertising partner rather than a mere vendor.” - says Pooja.

In-depth Reporting

Another vital aspect is to be able to measure the success of an ad campaign. Amazon Premium Ads, provides in-depth reporting with valuable metrics. **“While other ad platforms record impressions until click through rates, Amazon pushed the envelope by reporting interesting insights such as number of searches with intent.” - says Pooja.**

Apart from the resounding success the campaign achieved online, it also was successful in creating a strong association with the AIFW and increased the brand's recall during the event by creating a buzz in the social media. Through this campaign Maybelline also shared content around make-up techniques for women to improve shopper experience and to enhance the beauty category.