

## Executive Summary:

Neutrogena partnered with Classmates.com on an experimental social media initiative in support of its Healthy Skin Rejuvenator™ line. The campaign took advantage of Classmates' ability to accurately target a large adult audience, and tested the impact of branded content and beauty tools in an environment focused on looking and feeling your best in advance of reconnecting with friends from younger days.

## Testimonial:

"Neutrogena wanted a safe and effective approach to social media marketing to help launch our Healthy Skin Rejuvenator™ line. We partnered with Classmates.com because it reaches nearly 20 million women age 35 and older, an important Neutrogena demographic, as they reconnect with friends. Together, we created an innovative approach that focused on brand engagement via our "Skin Age Test" tool, in a health-related environment on the Classmates site. Neutrogena's results, in some cases, delivered click yields in excess of 40%, and showed the impact social media can have on brand integration."

- Stephen Matt, Director of Strategic Marketing



## Strategy:

Targeted communications to female members (age 35-55), using a combination of Classmates-designed "Content Blocks" and Neutrogena's "Skin Age" messaging to drive traffic to a Neutrogena-sponsored Health & Wellness Interest Group on Classmates, and to Neutrogena.com. The Neutrogena-sponsored Interest Group consisted of a flash overlay encouraging members to take the "Skin Age Test", a takeover of all advertising positions, and integration of other Neutrogena content that enabled Classmates members to engage further with the Neutrogena brand. Standard ad units utilized by Neutrogena were all companion-targeted for maximum effectiveness, with multiple creative executions testing the impact of content versus direct-response messaging.

## Exposure & Results:

The campaign provided Neutrogena with brand engagement, lead generation and high yields. Neutrogena's "Skin Age Test" generated a 41% click-yield and most of the people who engaged with the Skin Age Test completed it. Neutrogena was very pleased with the volume of leads the campaign produced, as well as the fact that our audience consisted of many new consumers.

## Products/Solutions Used:

- Content Blocks
- Interest Group Sponsorship
- Gender & Age Targeting
- Page Takeover
- Flash Overlay
- Companion Banners