

NIVEA Astrodome Promotion Increases Sales In Boots By 800%

NIVEA

Customer

NIVEA

Location

8 shopping centres
across the UK

Industry

Health and Beauty



Background

- NIVEA is part of the Beiersdorf group, one of the internationally leading companies for skin care
- With more than 125 years' experience in skin care and one of the world's most modern research centres, Beiersdorf stands for innovative and high-quality cosmetic products

Venue

- 8 shopping centres across the UK

Mission

- Drive awareness and encourage trial of NIVEA Night Renewal Cream through sampling activity with the "NIVEA Astrodome" brand experience

Execution

- Shoppers were invited to take time out to experience the NIVEA Astrodome – a peaceful, tranquil environment under a 360-degree starscape where shoppers could learn how NIVEA Night Renewal Cream could help the skin rejuvenate overnight
- Members of staff talked in-depth to shoppers, distributed samples and money off coupons
- The team also targeted stores with a high proportion of female customers aged 20–45 who distributed samples in a teaser envelope with the tagline 'Lets spend the night together' and a money off coupon for Knickerbox Night Time DNA range of underwear
- Samples were placed in staff rooms of large stores such as M&S and Debenhams to ensure staff were involved in the promotion

Results

- 298,000 samples were handed out to target consumers
- 10,540 consumers went inside the Astrodome and experienced the show
- Sales in Boots stores during the weeks of the promotion increased by 800%
- Sales in Superdrug for NIVEA Night Renewal Body Cream increased by 600% and by 30% for NIVEA Night Renewal Hand Cream

"The experience has had so much impact that I am certain it has met our objectives. We wanted to create a brand experience as close as possible to the point of purchase. The Astrodome activity forms part of our integrated launch campaign and provided the opportunity to have a meaningful dialogue with our target consumers."

Kathy Adams
Senior Brand Manager
NIVEA General Skincare