

Outperform

## Style Studio – a digital success story

Since its launch in 2013, the Australian Henkel Beauty Care team has grown its digital platform, Style-Studio.com.au, to become one of the most successful websites in the region, driving brand loyalty through interactive engagement with customers.

Style studio aims to promote stronger one-to-one connections with its consumers through authentic, independent and relevant content. In turn, the website will also provide the Beauty Care team with valuable insights about the Australian consumers.



In May 2013 the Schwarzkopf Style Studio blog was launched on Schwarzkopf.com.au. Four of Australia's most influential health and beauty bloggers were engaged to produce tailored, branded content on a variety of topics, including the latest hair trends and easy-to-follow hair care tips. Each blogger's articles were also shared on their own networks, driving traffic back to the Schwarzkopf Style Studio to learn more.

Lauren Gooch, Communications Manager, Henkel Beauty Care Australia, explained that the launch of Style Studio had an immediate impact that delivered beyond expectations.

"The launch of the Schwarzkopf Style Studio was a great success. Over the six months from May to October 2013, the site received an average of 26,421 monthly visitors, a 453 percent increase from pre-campaign levels," Lauren said.

The team was keen to build on the success of the Style Studio digital campaign and, in May 2014, Style-Studio.com.au was born. This independent, branded platform would serve as the hub for all digital brand activity and was the first-of-its-kind initiative for Henkel globally.

Lauren explained that Style Studio required a creative theme to bring everything together, leading to the development of the 'Hair Happiness' Campaign in 2015.



"Hair Happiness is the overarching strategic theme that supports all our other activities, including the 'Hair Happiness Challenge' and 'Colour College' campaigns. Our main goal is to

provide people with the tools and confidence to overcome their excuses and achieve more good hair days than bad.”

The Hair Happiness Campaign has enabled the team to build and grow its digital footprint by creating content and conversations across multiple platforms, elevating awareness and consumer engagement with the Schwarzkopf brand. It is also helping to drive sales.

### **Hair Happiness Challenge**

The purpose of the Hair Happiness Challenge is to promote routine and an extended hair care repertoire to drive sales. A four-week campaign provides participants with a challenge each week through their email, helping them to develop a better hair care routine. Those who complete all four weeks stand a chance to win the grand prize of an exclusive styling day with fashion blogger, Zanita Whittington.

In 2015 nearly 8,000 people entered the campaign, which is five times more than the number of entries generated for a similar campaign in 2014, known as Australia’s Most Beautiful Hair.

### **Schwarzkopf Colour College**

The Schwarzkopf Colour College addresses the resistance to hair colouring in the home, by showing new and lapsed users accessible DIY looks that can be achieved. Eight popular bloggers re-create different colour looks using Schwarzkopf products and produced video for their audiences.

In 2015, 2,065 people participated in the Schwarzkopf Colour College campaign, resulting in 3,023 new subscribers to the database.