

MAKARI / NIVEA

NIVEA ASTRODOME

Mission: To drive awareness and encourage trial of NIVEA Night Renewal Cream through sampling activity with the “NIVEA Astrodome” brand experience in 8 shopping centres across the UK.



Execution: Shoppers were invited to take time out to experience the NIVEA Dome – a peaceful, tranquil environment under a 360-degree starscape where shoppers could learn how NIVEA Night Renewal Crème 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, 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 Makari created 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

