

The Event Business / Coty

Rimmel Colour Show

Mission: Promote Rimmel away from the glare of rival brands

Execution: Cutting edge stand, make-overs, samples, advice, competition with data capture

Venue: 24 shopping centres, 68 days



Results



2,400 make-overs

48,000 visitors to stand

12,000 coupons

11,000 competition entries

Sales up in local Boots and Superdrugs

“The Rimmel Colour Show was an excellent way for us to take our brand to a broad audience. We maximised awareness, sales, sampling and data capture while our customers enjoyed a brand experience they won’t forget.”

David Allan, Marketing Director, Coty

