

JLo Beauty

Background

When Jennifer Lopez’ new skincare line, JLo Beauty, launched on New Year’s Eve 2021, they want to drive product awareness by tying it to other brand launch activations – the biggest being Jennifer’s performance on Dick Clark’s Rockin’ New Year’s Eve special.

Objective

Focus on creating an interactive and instantly shoppable experience for adult women and also building on the momentum of Jennifer’s performance, her hundreds of millions of fans, and her New York roots.

Strategy

For two months, the MTA S shuttle train was wrapped in 36 unique, branded, and fast-scanning codes that gave consumers the ability to directly shop an array of products from the skincare line, see exclusive content, share their contact information, and follow Jennifer’s social accounts, all in one seamless mobile-first landing page experience. The S shuttle was also prominently featured in her Dick Clark’s Rockin’ New Year’s Eve special, as she emerged from the subway at the start of her performance.

Plan Details

Market: New York, NY

Flight Dates: 12/30/21 - 2/2/23/21

OOH Formats: Transit - Shuttle Wrap

Target Audience: Women 18+

Budget: \$10,000 and over

Results

The campaign generated over 1,500 QR code scans and 3,000 landing page views, made even more impressive by the fact that the train only ran on the weekends because of COVID. It also garnered 86M+ media impressions, 8.5M+ TV impressions, and 140M+ social impressions.

