

Glossier - Q1 2023 OOH Support

Background

Glossier was born on the internet and has become ubiquitous on the streets of New York with its consistent investment in OOH.

Objective

Their Q1 2023 effort presented three interconnected challenges:

1. Bring the world of the relaunched cult classic Balm Dotcom to life through engaging digital placement in key clusters of specific neighborhoods. Build a plan to maximize impact and surround the consumer with colorful creative messaging throughout their daily journey across various touchpoints. The idea was to blitz markets where the digital landscape lends itself to this type of execution and consider, where possible, formats that run sequentially and will play into the campaign's storytelling.

2. Increase awareness and consideration of Glossier's return to New York, creating buzz and social chatter around the new flagship store opening. Include unique OOH that will make the brand moment stand out and feel "BIG".

3. Drive fundamental brand awareness to support the launch at Sephora in key markets, driving awareness that Glossier products were available at Sephora.

Strategy

1. To support Balm Dotcom, we ran custom packages of digital bus shelters, digital urban panels, and escalator panels with colorful creative and unique taglines in New York, Chicago, and London. We strategically placed locations to allow sequential targeting.

2. Prioritize OOH that is efficient, effective, scalable, and offers creative flexibility for the NY store opening. We capitalized on media in the area near the store to drive awareness and maximize foot traffic. We included street-level packaged OOH media to increase message frequency and reach consumers multiple times throughout the campaign. Helped the brand amplify the campaign support with OOH on owned social channels.

3. We focused on premium, high-impact units such as large format wallscapes/spectaculars in hip areas of each market where young professionals live, work, shop, and play. We also considered targeted, high-end street furniture packages to more efficiently drive reach/frequency amongst Glossier's target audience.



Plan Details

Markets: NYC | Chicago | London | Boston | Dallas-Ft. Worth | Los Angeles | Miami-Ft. Lauderdale | San Francisco

Flight Dates: 1/30/23 - 3/12/23

OOH Formats Used: Urban Panels, LinkNYC, Digital Taxi Tops, London Underground Digital Escalator, Station Domination, Bus Shelters, Livecard MAX, Pillars, Street Walls, IKE Kiosks, Escalator Video Walls, and Wallscape

Results

1. OOH successfully helped relaunch the Balm Dotcom product. Each flavor of their lip balm was featured on various digital screens throughout each market. Interest and consideration increased for Glossier's Balm Dotcom product.

2. There were various activations leading consumers to the new Glossier flagship NY store. OOH was a driving force and hyper-targeted to provide New Yorkers with up-to-date information. Messaging was tailored to each format and new to the market, never done before station domination formats were included.

Glossier's new flagship store launch in New York was a resounding success. The store, located at 72 Spring Street in SoHo exceeded traffic and sales expectations.

3. Sephora support across various markets was strong and brand awareness for the new partnership increased.