

Jet Lag Mask

Background

Summer Fridays, founded by beauty influencers, was created to fill a gap they noticed in the beauty industry. After trying countless products, they felt something was missing, so they developed their own line that checks all the boxes: easy-to-use, clean ingredients, immediate results, and beautiful packaging that invites display.

To leverage their strong social media following, Summer Fridays focused its OOH campaigns on creating real-world moments that connect their dedicated customers with the brand they love. These campaigns are designed to evoke the sensory experiences customers associate with the products, prompting them to share their interactions on social media, further engaging their community.

Objective

Build General Awareness

The goal was to build general awareness and increase social media engagement for Summer Fridays, with a specific focus on driving product sales for their Jet Lag Mask. Inspired by the rejuvenating feeling of travel, Jet Lag Mask offers instant refreshment for both skin and soul. A central theme of Summer Fridays is the sensation of a relaxing flight experience, captured by their signature cloud motif and the "Summer Fridays feeling." In Spring 2024, the brand aimed to highlight this unique experience through a dynamic out of home (OOH) campaign.

Strategy

Summer Fridays strategically timed the OOH program with the launch of its second Jet Lag product, the Jet Lag Overnight Eye Serum, building on the success of its first and hero product, the Jet Lag Mask. This campaign specifically tied into the origin story of the Jet Lag Mask, emphasizing themes of travel and escapism rooted in airport culture. It also tapped into the trend of stylized TSA bins across beauty and lifestyle brands.

Plan Details

Campaign Posting Dates: 4/1/24 – 4/28/24

Markets Selected: Los Angeles, CA (LAX), New York, NY (JFK)

OOH Formats Used: Airport Security Trays, Airport Digital Spectaculars (Large Format), Geo-fenced mobile re-targeting

Additional Media Formats Used (if any): Various Social Media

Target Audience: Women 18+



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Results

The OOH campaign for Summer Fridays resulted in impressive outcomes, fueling a 143% increase in sales. Social media impressions soared to over \$14.2 million, while mobile retargeting efforts achieved a 4.3% click-through rate (CTR). Additionally, QR code engagements led to a significant boost in average order value (AOV), with an increase of 50% compared to standard interactions. These results underscore the campaign's success in driving both immediate sales and long-term engagement with Summer Fridays' target audience.

