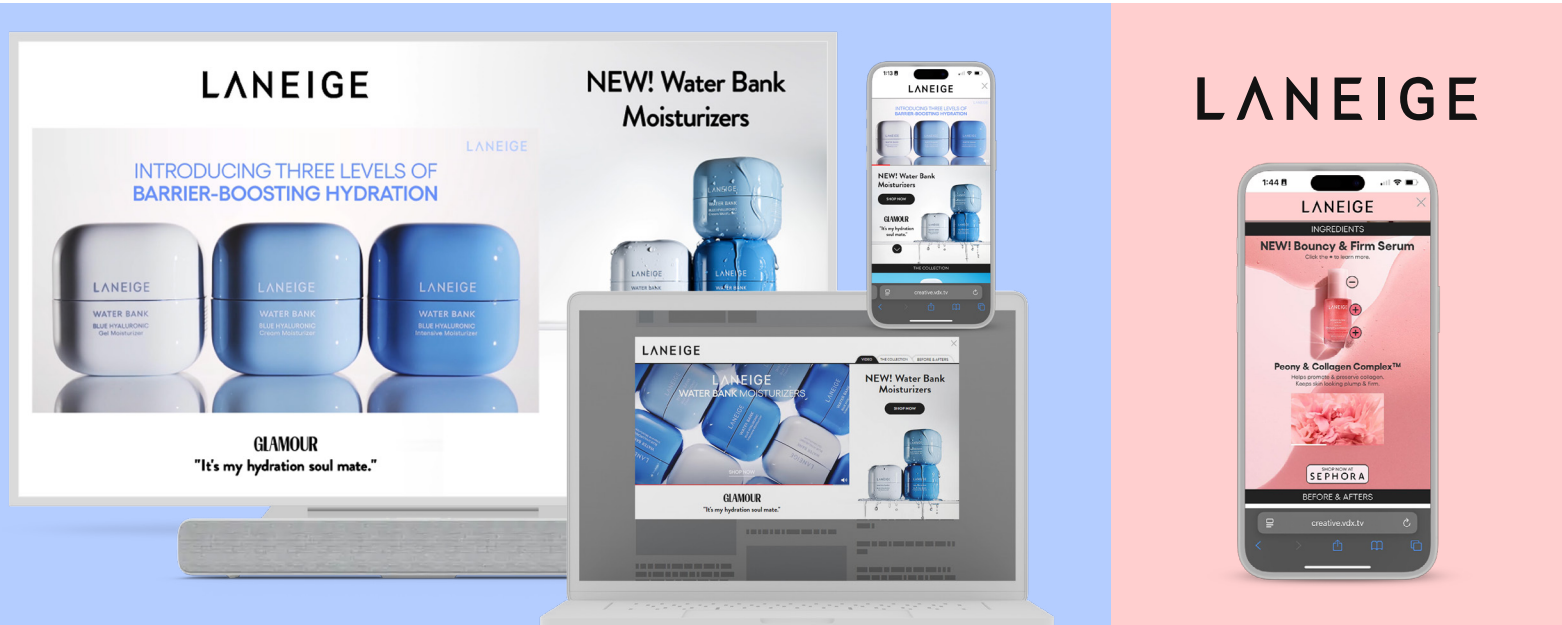


LANEIGE Video Campaigns Combine Interaction, Education & Shoppability to Build Trust & Boost Product Consideration



Objective

With countless beauty products competing for attention, today's consumers are highly selective. To engage them, premium skincare brand LANEIGE needed to showcase product efficacy and credibility while inspiring purchase confidence. Partnering with VDX.tv, LANEIGE launched two campaigns: one relaunching the Water Bank Moisturizers collection and another introducing the new Bouncy & Firm Serum. Both aimed to cut through the crowded market, educate consumers on benefits, and build lasting trust - driving not just awareness, but genuine engagement and consideration.



Solution

Both the Water Bank Moisturizers and Bouncy & Firm Serum campaigns used VDX.tv's cross-device, video-driven solutions to showcase product launches and reach relevant consumers across CTV, OTT, desktop, and mobile - creating a multi-touch journey at home or on-the-go. The Water Bank Moisturizers campaign also ran on DOOH screens near retail locations, bridging brand awareness with in-store opportunities. At the core were VDX interactive video ad units designed to capture, engage, and inform, featuring:

- Shoppable galleries linking to Amazon, Sephora, and LANEIGE's DTC site
- A "Before & After" slider to demonstrate product results
- QR codes on CTV for seamless mobile engagement
- Credibility boosters like celebrity testimonials and a Glamour review

To ensure relevance, VDX.tv applied advanced targeting, reaching women 20-40 with skincare purchase behaviors, Sephora shoppers, LANEIGE and competitor followers, and engaged social media audiences.



Impact

Both LANEIGE campaigns cut through the clutter by blending inspiration, education, and shoppability. Consumers were engaged and empowered with the information needed to make confident purchase decisions. By pairing interactive video-driven creative with precise targeting, LANEIGE built credibility, drove awareness, and created frictionless paths to purchase.

Campaign impact was confirmed through third-party brand lift studies, which found significant lifts across upper- and mid-funnel measures after exposure to the VDX ad units.

Water Bank Moisturizers Campaign

Metric	% Lift
Brand Opinion	+78.3%
Brand Consideration	+61.1%
Tell Friends / Family	+75.9%
Visit the Brand Website	+58.1%

Validated by CINT

Bouncy & Firm Serum Campaign

Metric	% Lift
Brand Opinion	+21.1%
Brand Consideration	+34.4%
Purchase Intent	+20.8%

Validated by PURESPECTRUM

*Brand lift studies compare responses between a control group (exposed to VDX ad) and a test group (not exposed to VDX ad).



Takeaway

VDX.tv’s partnership with LANEIGE demonstrates the importance of working together across multiple campaigns. Each activation builds on the last helping us refine audiences, optimize creative, and uncover insights that drive stronger performance. The result is not just campaign success, but a learning loop that makes every future campaign smarter and more impactful.

“ In a highly competitive beauty landscape, our priority was to drive meaningful engagement and build trust around Laneige’s latest skincare innovations. VDX.tv delivered a truly integrated solution, combining premium CTV placements, interactive video across personal devices, and DOOH near retail locations, to create a seamless, multi-touch consumer journey. Their shoppable formats, credibility boosters, and precise audience targeting helped us not only educate and inspire consumers but also achieve measurable lifts in brand consideration and purchase intent. The collaboration was thoughtful, data-driven, and impactful. ”

– Shrija Pandya, Director of Growth Marketing, Laneige