

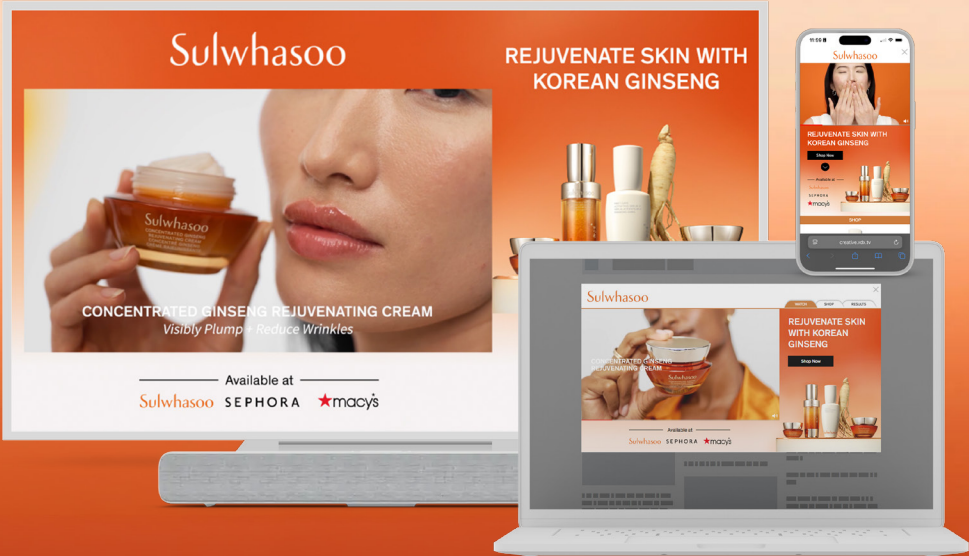
Beauty Rebrand Drives Awareness & Consideration with Integrated Campaign Featuring CTV, DOOH & Retargeted Ads



Overview

Luxury Korean skincare brand Sulwhasoo partnered with VDX.tv to amplify its rebrand launch and build awareness among new consumer segments. The campaign leveraged VDX.tv's TV Magnify solution to reach net-new luxury skincare purchasers across CTV and online video touchpoints, while pioneering a first-to-market Video Omnify/DOOH retargeting strategy that linked outdoor advertising with personalized digital follow-up.

Through this integrated approach, the campaign expanded brand reach, drove upper-funnel awareness, and influenced both in-store and online sales.



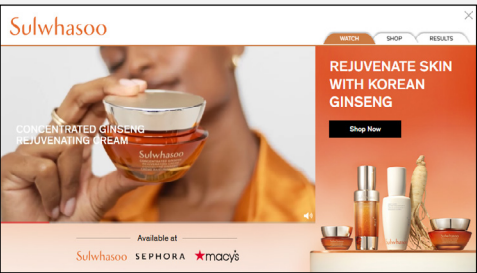
Campaign Details

VDX.tv executed a multi-channel strategy for Sulwhasoo's rebrand campaign, leveraging both TV Magnify and Video Omnify to maximize reach and engagement. TV Magnify targeted luxury skincare buyers, Sulwhasoo retailer shoppers, and social media influencer followers across CTV and online video placements (desktop and mobile), while strategically excluding existing customers to focus on new audience acquisition. The campaign also featured a groundbreaking Video Omnify/DOOH retargeting component that connected outdoor ads near key retail locations with personalized digital follow-ups, creating a seamless brand experience across physical and digital touchpoints. This integrated approach helped Sulwhasoo build household-level awareness through connected TV, while driving individual-level engagement through retargeting at multiple points along the consumer discovery and purchase journey.

Sulwhasoo

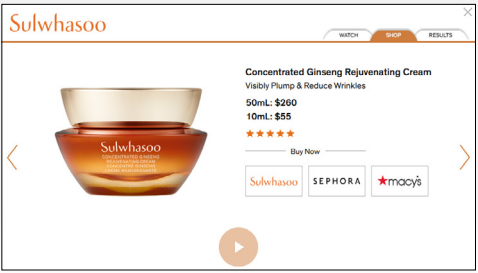
Creative Features

"VIDEO" TAB



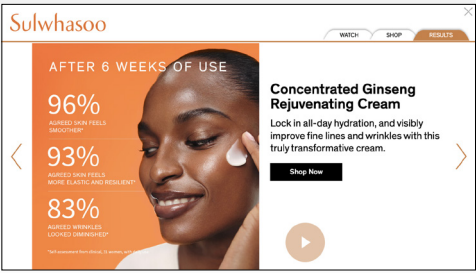
The "Video" tab showcased Sulwhasoo's premium Korean ginseng skincare products, highlighted anti-aging benefits and drove consumers to specific retail locations.

"SHOP" TAB



The "Shop" tab featured Sulwhasoo's premium skincare product lineup with detailed product information, pricing, and customer reviews.

"RESULTS" TAB



The "Results" tab displayed compelling efficacy statistics and before-and-after data, featuring real consumer testimonials and product performance metrics to build credibility and drive purchase intent.

Impact

The Sulwhasoo campaign successfully achieved its dual objectives of driving brand awareness and influencing sales among new consumer segments. The TV Magnify component achieved impressive household penetration with over 302K unique households reached, effectively introducing the rebrand to net-new consumers. Interaction rates increased throughout the campaign period, climbing from 6.16% at mid-campaign to 6.50% by completion, indicating growing consumer engagement with the rebrand messaging. The Video Omnify/DOOH retargeting strategy delivered exceptional results, with engagement rates consistently exceeding benchmarks week over week and both click-through rates and view completion rates increasing from mid-campaign to completion.

Key Campaign Highlights

2,276,697

DOOH
Impressions

3.40%

DOOH
Retargeting
Action Rate*



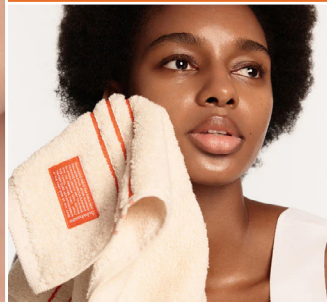
3,248,549

TV Magnify
Impressions



3.84%

TV Magnify
Engagement Rate



6.50%

Interaction Rate



*Action Rate: (Engagements + Clicks + Internal Interactions) / Video Views

“ Our goal was to raise awareness and expand reach for the rebranded Concentrated Ginseng Collection, ultimately driving retail sales. VDX.tv helped us deliver high-impact, engaging creative to new audiences through TV Magnify and Video Omnify, allowing us to share our brand story effectively. The campaign captured attention at the upper funnel and drove meaningful lower-funnel results by directing consumers to key retailer destination pages. The partnership was smooth and collaborative from start to finish.

Jazmine Gonzalez

Senior Manager Performance Marketing at Sulwhasoo

For more information, please contact us at hello@vdx.tv

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