

Beauty & Cosmetics



Enhancing Brand Awareness & Purchase Intent for a New Mascara Launch

A top beauty brand wanted to increase brand awareness, drive product recall, and improve purchase intent for its latest mascara launch. The goal was to position the product as an innovative, must-have beauty essential while reinforcing brand favorability among makeup enthusiasts.



Solution

The campaign utilized AI-powered in-scene media placements, embedding digital branding and product visuals seamlessly into high-engagement beauty and lifestyle YouTube content. The in-scene ads were integrated into videos featuring beauty influencers, ensuring that the brand appeared in authentic, contextually relevant settings where the audience was already engaged.

Results

- Unaided brand awareness increased significantly among exposed viewers, demonstrating a strong recall advantage.
- Ad recall improved by 22% highlighting effective brand retention.
- Purchase intent rose by 18%, increasing the likelihood of consumers choosing the product.
- Brand favorability grew by 15%, reinforcing the brand's perception as a quality and innovative beauty brand.
- Message association improved by 12%, ensuring stronger alignment between the product and its key benefit: "360° Extraordinary Lash Impact."
- Higher engagement among women aged 18-34, driven by beauty influencers whose content resonates with younger makeup enthusiasts.
- Greater brand perception lift among consumers with incomes between \$40,000 — \$74,999, indicating strong appeal to mid-market beauty consumers.

