

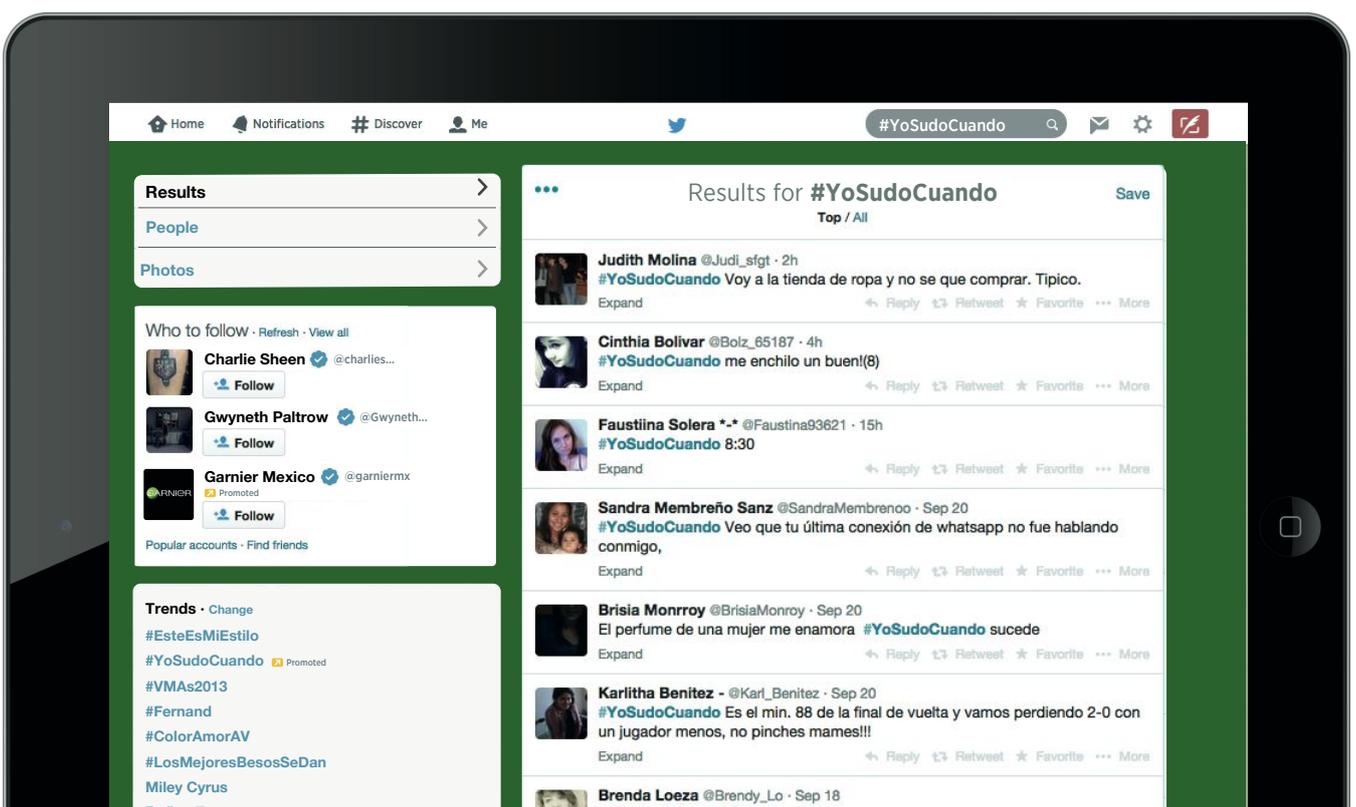


#YoSudoCuando

Garnier uses humor to engage its consumers.

With the campaign #YoSudoCuando, the Brand generated conversations around embarrassing situations when people sweat.

Garnier is one of the main beauty brands in Mexico. As part of the L'Oréal Group – one of the world's leading beauty companies – Garnier combines innovative technology and natural ingredients in a wide range of skin and hair products.





CHALLENGE

How does a beauty brand communicate product benefits to Mexican youth?

The brand wanted to reach a new audience on Twitter with the launch of the brand's official account @garniermx and develop a multi-channel campaign around the benefits of its Bi-o Protection5 product.



SOLUTION

The brand used Promoted Accounts to establish and spread the word about its presence on Twitter. To reach the right users, the Promoted Account was targeted by @usernames related to relevant sports teams, singers and celebrities.

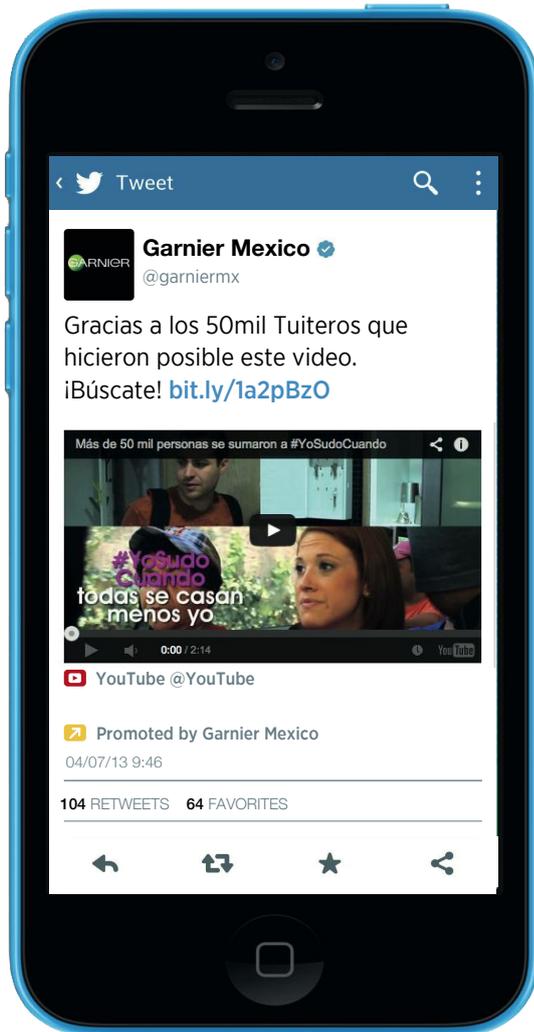
To amplify its message, organize conversations and achieve massive reach, @garniermx launched a Promoted Trend with the hashtag #YoSudoCuando. It supported the trend with Promoted Tweets targeted by interests like fashion, beauty and technology featuring original content. The content described real-life situations users could relate to like the end of a big soccer match, and encouraged them to share their own experiences.

@garniermx monitored the user-generated stories that included the #YoSudoCuando hashtag and identified common experiences shared by users to create a video.





TESTIMONIAL



“For the #YoSudoCuando campaign, we used Twitter as core platform to generate engagement with the brand and awareness of our new product Bi-o Protection5. We created an organic conversation with our target audience, since we used a fun and day-to-day tone to communicate with the user. In addition, we gained valuable insights. It was a clear example of how to leverage social networks to address our consumers in a creative and original way.”

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Gregory Recoing

Director of Marketing
Garnier Mexico

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TIP

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With Promoted Tweets, boost a campaign that encourages participation from the audience. Organize conversations about its new product with the Promoted Trend and reach a new, young audience and engage them in one-to-one conversations on Twitter.

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RESULTS

13.5 K

new followers from
Promoted Account

68.3 K

interactions during
the campaign

53.6 K

#YoSudoCuando
mentions



The Promoted Trend had a 2.59% of participation and many Promoted Tweets achieved engagement rates that were higher than the average for the country.



KEYS TO SUCCESS

#01

**OWN THE
CONVERSATION**

Spark conversation with a fun, inclusive and relevant hashtag that maximizes engagement as a Promoted Trend

#02

**USE CREATIVITY
AND HUMOR.**

Connect with consumers by humanizing your brand on Twitter. Focus on a common experience we all share and use humor to capture attention.

#03

**CONNECT WITH YOUR AUDIENCE
THROUGH THEIR INTERESTS.**

Target Promoted Tweets to make sure its message reached a receptive audience. Gain new followers and increase brand awareness among relevant users.

Contact us to learn more about the possibilities that Twitter offers for your business.

 @IMSCorp | twitter@imssocial.com

www.imscorporate.com