

Pantene: Reducing Media Costs

PANTENE PRO-V Personal Hair Consult Pro Secrets Offers & Promotions Products

NEW [natureFUSION] In stores this February

Science unlocks the power of nature

For the first time ever, scientists have combined Pantene Pro-V technology and the power of Cassia essence in a shampoo to give your hair strength* and natural radiance.

Pantene Pro-V Science [cassia essence]

Moisture Balance for touchable softness

The Moisture Balance shampoo and conditioner system provides damage protection that leading salon brands can't beat.**

Smooth Vitality for silky smoothness

The Smooth Vitality collection gives you smooth, healthy hair that leading salon brands can't beat.**

*Strength against damage.
**Shampoo and conditioner system vs. leading salon brand shampoo and conditioner systems, based on 2007 Kline report of sales data

Enversa is a technology-oriented direct response marketing company. We employ a variety of Internet, Event, Mobile Phone and In-Person marketing contains state-of-the-art, proprietary technology, allowing for rapid transfer of qualified customer interactions to our clients' customer relationship marketing systems.

We believe:

There is always an opportunity to exceed our client's expectations.

The key to a successful client engagement is to approach one client and one project at a time, so that we can ensure focused service of the highest quality.

Pantene had two goals with an online cost-per-thousand (CPM) media buy: increase brand awareness and drive qualified traffic to its website. The brand partnered with Enversa to deliver on these goals.

The Enversa team worked with the brand to create clearly defined program specifications, which included guidelines regarding reach (women 25-49 years old), placement, ad unit size and creative rotation. The Enversa team used the program specifications to pre-qualify a select group of media properties that could deliver to Hydrience-Pantene's specific goals. The winning media property was also required to provide a pre/post-measurement or third-party study as added value to report on the success of the campaign.

Once the participating media properties agreed to the program specifications, the Enversa session began. The bidding started at 6.5 million impressions. Each media property bid up the number of impressions that it would provide for the fixed budget. After 40 minutes of competitive bidding, the winning property guaranteed more than 34 million impressions, providing more than five times the number of impressions than the starting bid.

Challenge

Increase awareness of the Pantene brand and drive qualified traffic to its website.

Solution

Leverage Enversa Media Engagement Marketplace to deliver an online CPM buy that secured five times the media inventory than typical market levels, while meeting the brand's objectives:

"The results we realized through Enversa far exceeded our expectations. Through Enversa, we were guaranteed that our media partner would deliver higher volumes of media inventory, as well as the utmost program quality for our media dollars.

The additional 27 million impressions we received will go far in promoting brand awareness and generating qualified site traffic."

Interactive Marketing Manager, Pantene