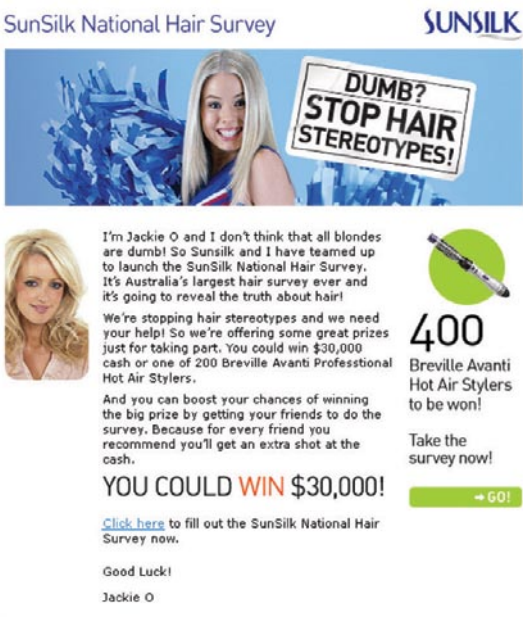


SUNSILK

Sunsilk Stop Hair Stereotypes



SunSilk National Hair Survey **SUNSILK**

DUMB? STOP HAIR STEREOTYPES!

I'm Jackie O and I don't think that all blondes are dumb! So SunSilk and I have teamed up to launch the SunSilk National Hair Survey. It's Australia's largest hair survey ever and it's going to reveal the truth about hair!

We're stopping hair stereotypes and we need your help! So we're offering some great prizes just for taking part. You could win \$30,000 cash or one of 200 Breville Avanti Professional Hot Air Stylers.

And you can boost your chances of winning the big prize by getting your friends to do the survey. Because for every friend you recommend you'll get an extra shot at the cash.

YOU COULD WIN \$30,000!

[Click here](#) to fill out the SunSilk National Hair Survey now.

Good Luck!
Jackie O

400 Breville Avanti Hot Air Stylers to be won!

Take the survey now!

+ GO!

Challenge

With no website, no customer database and little past investment in digital marketing, particularly in comparison to its main competitors (L'Oreal, Pantene), SunSilk selected online as the communications hub for its 360° brand activation.

To ignite this campaign a simple but insightful idea was conceived – the SunSilk National Hair Survey to “Stop Hair Stereotypes”; the largest ever in Australia and New Zealand.

SunSilk had three key objectives:

1. Build a database to communicate the brand re-launch to (Target: 50,000 opt-ins)
2. Reconnect with consumers and reinvigorate the SunSilk brand
3. Find out how Australian and New Zealand men and women really feel about hair to inform future SunSilk strategy, advertising and brand development (Target: 50,000 completed surveys)

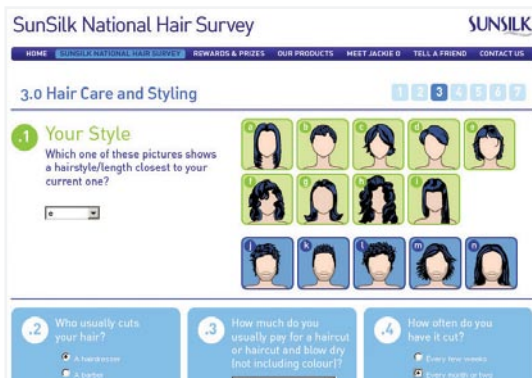
Solution

The SunSilk National Hair Survey was heavily promoted using TV, radio, magazine, outdoor, online advertising and in-store promotion at leading supermarkets. Customers were directed to the SunSilk website where they were able to complete the online survey. The website and online survey were integrated with Traction to provide the following functionality:

- **A-B Testing**
Email campaigns were used to test campaign messages. In addition to deploying these email broadcasts, Traction's tracking capabilities provided the data on which future email broadcasts and online advertising was optimised.
- **Real-Time Survey Reporting**
The scope of the online survey was extensive with approximately 100 questions in all. Traction captured these responses and provided instant access to collated survey results, along with all other customer data captured.

Traction Features Used

- Email Broadcast
- Customer Registration
- Online Survey and Polls
- Send to Friend
- Real-time Reporting
- Segmentation Tools



- **Incentivised “Tell-a-Friend” promotion**

Every customer that invited a friend to complete the survey earned an extra entry in the grand prize draw. Traction provided the website with the functionality to send these emails, as well as capturing these requests for reporting purposes. 97% of women who participated used this facility.

- **Brand Health Exit Poll**

To set a benchmark for future activity, Traction was utilized to capture feedback from customers on the SunsilK brand.

One month after the campaign concluded, SunsilK launched a new product range and a personalised email containing a promotional offer was sent to over 100,000 customers using Traction. Customers were first segmented using Traction's targeting capabilities. The campaign achieved astonishingly high open and click-through rates as a result.

Outcomes

- Nearly 250,000 completed surveys
- Over 100,000 opt-in's for future marketing and communication
- 307,707 unique visitors to the site
- 45% of consumers said the campaign changed the way they felt about SunsilK for the better
- 86% of consumers said they would consider SunsilK as their next hair care purchase
- 92% of participants were female
- TV drove 40% of site traffic
- In the Exit Poll, 34% thought of SunsilK as “Fashionable and Trendy” whilst 35% said “An Expert in Haircare”. After two months of targeted and frequent communication, another poll was conducted and achieved an improved 62% and 46% respectively
- The cost of each completed survey, including all offline and online spend, was little more than the cost of a bottle of shampoo

For more information please visit the Traction website at www.tractionplatform.com

To discuss how Traction may serve your specific needs, please contact MassMedia Studios on +44 20 7060 2900 or email contact@tractionplatform.com