

PRESS RELEASE

Frankfurt, March 8, 2017

„Love is in the Hair“: Aussie's first out-of-home campaign increases sales of their “3 Minute Miracle” care product by 50 percent

The poster campaign with creative hair care tips and location-based headlines developed by Cocomore made Aussie Hair Care the market leader in the premium segment of Berlin’s dm drugstores. After the great success of the pilot project in the capital, the campaign has also been launched in Frankfurt and Cologne.

Cocomore has developed the first out-of-home campaign for Aussie. The Frankfurt-based agency designed six different poster themes in order to increase the popularity of the hair care brand. In addition to young women, who at the same time represent the brand’s main target group, the posters show creative hair care tips like “Don't feel like styling? Let the wind do it” or “Don’t believe in miracles. Get one - at dm!”. Aussie’s hero product “3 Minute Miracle” was always displayed.

The campaign was initially launched as a pilot project in Berlin: Location-specific headlines were also designed for this purpose. In total, the 2,000 City light posters and City light columns have reached around 90 percent of the target group and increased sales of the “3 Minute Miracle” care product in dm drugstores by 50 percent, which also turned Aussie into the market leader in the premium segment of Berlin’s dm stores.

Due to its great success, the campaign was also launched in Frankfurt and Cologne by the end of 2016. A significant increase in sales was recorded in these cities as well.

“With our first out-of-home campaign, we wanted to achieve top-of-mind awareness among young women, which has been succeeded. Cocomore has provided a concept that has centered our brand identity as a young, unconventional hair care brand in a humorous way and, by doing so, has achieved impressive results in sales,” said Isabella Moeller, Brand Manager for Head & Shoulders and Aussie.

Cocomore has been working with Aussie since 2012 and is the digital lead agency for the German market. As such, Cocomore is not only responsible for digital projects of the hair care brand, but also often provides the creatives for campaigns like the out-of-home campaign.

About Cocomore

As an agency for marketing and IT, Cocomore develops communication, e-commerce and customer relationship management (CRM) solutions with a total of 160 employees at the Frankfurt, Geneva and Seville locations. Cocomore's clients include Nestlé, Procter & Gamble, Merz, Otto, Sanofi, and the German Association for Heavy Machinery and Plant Engineering (VDMA). The agency has implemented projects in more than 30 countries.



Cocomore is also winning in the area of sustainability and is certified for Corporate Social Responsibility services by EcoVadis. More information is available at www.cocomore.de.

Press contact: Veronika Heibing, Senior PR & Marketing Manager,
Tel.: +49 (0) 69 / 972 69-2608 | E-Mail: presseservice@cocomore.com

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