



Nivea Sun – Holiday Countdown Case Study



www.colx.com/nivea

Blitz the Net Ltd worked closely with top agency Carat Interactive on this project.

From a supplied list of existing Nivea customers, the objective was to promote a new range of Nivea Sun products and grow the client's email database.

We struck a balance by offering a fantastic top prize of a holiday in the Maldives in return for downloading an innovative Nivea branded desktop holiday countdown.

The fully branded, interactive desktop utility was downloaded from a microsite, which also was home to the main competition page. The site also provided visitors with product information and links to travel content on the Internet.

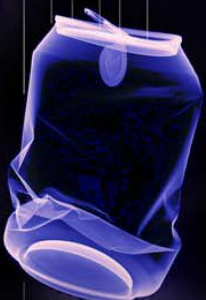
Awareness of the microsite and competition were promoted through an HTML campaign to the supplied list and spread from peer to peer direct to the desktop.

- **29%** click-through from initial HTML email (*Industry standard is 5.4%*)
- On average **2** people referred by each participant
- **71%** increase to client's original email list
- **5 Minutes** consensual brand immersion per customer

"Working with Blitz the Net was about sound communication and getting the timing absolutely right. We were very impressed with the smooth delivery of the project. The key was to target potential Nivea Sun consumers in a fun and innovative manner, whilst imparting detailed product information. We would definitely consider Blitz the Net's services again"

Graham Phillips – Planning Director – Carat Interactive

Internet branding



advertising