

A woman with long dark hair, wearing a white, long-sleeved, button-down dress, is sitting on a chair with a thick, brown, textured fur throw over the back. She is looking over her shoulder towards the camera. The background is a plain, light-colored wall.

# Aveeno & Neutrogena Custom Marketing Program with CVS

2012 Program Recap

SIEMPRE MUJER

# *Custom Marketing Program for Aveeno and Neutrogena*

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## **Objective:**

Extend Neutrogena and Aveeno brand messaging to the Hispanic market while driving consumers to purchase products at retail.

## **Solution:**

- ***In-book:*** *Siempre Mujer* created custom advertorials for Neutrogena and Aveeno promoting select products along with CVS sampling events and an online sweeps.
- ***Online:*** A branded webpage was set up on *SiempreMujer.com* where visitors would sign up for a chance to win a \$1,000 CVS gift card.
- ***In-Store:*** *Siempre Mujer* worked with CVS to provide Neutrogena and Aveeno with endcap display units in 400 stores in Hispanic dominant markets plus 10 sampling events per brand.

# Custom Advertorials in Siempre Mujer

- IN-BOOK: One-page advertorials for Aveeno and Neutrogena ran in the Aug/Sept issue of *Siempre Mujer* promoting the events and sweeps, running adjacent to the brand ads.
- RESULTS: 93% (Aveeno) and 85% (Neutrogena) any actions taken vs. 66% category norm. Purchased product and brand index significantly higher than others in the skin care product category.

**en sus marcas, listas A LA CARGA con CVS/pharmacy**

**Eventos de belleza CVS**

Busca tu tienda CVS más cercana y no te pierdas estos eventos de belleza en tu área. Los dermatólogos CVS han preparado consejos y consejos disponibles para darle algunos tips de belleza y muestras de estos productos de **AVEENO® - DAILY MOISTURIZER, POSITIVELY RADIANT® DAILY MOISTURIZER y POSITIVELY RADIANT® DAILY MOISTURIZER - que son esenciales para una piel hermosa y saludable.**

Sábado, 29 de septiembre de 2012  
De 11:00am a 5:00pm

1996 Second Avenue  
New York, New York 10021

1020 Lexington Avenue  
New York, New York 10029

41-08 Queens Blvd.  
Sunyside, New York 11104

200 Biscayne Blvd.  
Miami, Florida 33132

3215 Grand Avenue  
Coconut Grove, Florida 33133

227 SW 8th Street  
Miami, Florida 33130

150 SE 3rd Avenue  
Miami, Florida 33131

610 5th Street  
Miami Beach, Florida 33139

1000 West Sunset Blvd.  
Los Angeles, California 90012

2103 South Atlantic Blvd.  
Montgomery Park, California 91754

**PIEL NATURALMENTE RADIANTE**  
Proteger mi piel del sol de verano es algo que siempre está entre mis prioridades. Yo uso la crema diaria humectante **AVEENO® POSITIVELY RADIANT® con SPF 30**, complejo CVS Total y difusores de luz naturales. Se ha comprobado científicamente que limpia mejor y la textura de mi piele para destilar su brillo natural. Tengo que proteger mi piel SPF 30 que ayuda a prevenir el daño a largo plazo de la exposición al sol.

**LA CINEMA PERFECTA PARA TODOS LOS DÍAS**  
Para ayudar a mi piel a lucir hermosa y lista para el verano, yo me pongo en mano de la crema humectante **AVEENO® Daily Moisturizing Lotion**, que contiene harina de avena coloidal natural. Humecta mi piel durante 24 horas para darle una piel más suave, hidratante y saludable todos los días, de modo que pueda lucir fantástica an mis vestidos de verano.

**¡Participa para ganar una tarjeta de regalo con valor de \$1,000!**  
Tienes la oportunidad de ganar una tarjeta de regalo de \$1,000 que puedes usar para todas tus compras en CVS. Visita [SiempreMujer.com/contests/concursodebelleza](http://SiempreMujer.com/contests/concursodebelleza) para participar. Una afortunada ganadora recibirá su premio con valor de \$1,000.

**Aveeno. ACTIVE NATURALS.**

**en sus marcas, listas A LA CARGA con CVS/pharmacy**

**Eventos de belleza CVS**

Busca tu tienda CVS más cercana y no te pierdas estos eventos de belleza en tu área. Los dermatólogos de la belleza estarán disponibles para darle algunos tips de belleza y muestras de estos productos de Neutrogena. Llega a la **Impulso DEEP CLEAN CREAM CLEANSER** y las toallitas desmaquillantes **MAKEUP REMOVER CLEANSING TOWELETTES** que son esenciales para un cutis hermoso.

Sábado, 15 de septiembre de 2012  
De 11:00am a 5:00pm

1996 Second Avenue  
New York, New York 10021

1020 Lexington Avenue  
New York, New York 10029

41-08 Queens Blvd.  
Sunyside, New York 11104

200 Biscayne Blvd.  
Miami, Florida 33132

3215 Grand Avenue  
Coconut Grove, Florida 33133

227 SW 8th Street  
Miami, Florida 33130

150 SE 3rd Avenue  
Miami, Florida 33131

610 5th Street  
Miami Beach, Florida 33139

1000 West Sunset Blvd.  
Los Angeles, California 90012

2103 South Atlantic Blvd.  
Montgomery Park, California 91754

**NEUTROGENA® DEEP CLEAN CREAM CLEANSER**  
La crema limpiadora Deep Clean limpia tan profundamente, que puedes contar con un cutis hermoso y saludable. A través de las fórmulas limpiadoras comunes y corrientes, ésta limpia hasta el fondo, eliminando al 99% de las impurezas de la piel e incluso aquellas toxinas que no sabes que existen y que pueden causar brotes indeseados y problemas en la piel.

**NEUTROGENA® MAKEUP REMOVER CLEANSING TOWELETTES**  
Nada funciona mejor que estas toallitas desmaquillantes. Recomendadas por los dermatólogos, son las toallitas #1 para eliminar el maquillaje más difícil. El único desmaquillador que ha sido científicamente comprobado para remover 99.3% de todos los tipos de maquillaje, incluyendo maquillaje impermeable, con sólo una toallita. Además, vienen en prácticos paquetes de 7 cada uno que caben fácilmente en tu bolso.

**¡Participa para ganar una tarjeta de regalo con valor de \$1,000!**  
Tienes la oportunidad de ganar una tarjeta de regalo de \$1,000 que puedes usar para todas tus compras en CVS. Visita [SiempreMujer.com/promo/concursodebelleza](http://SiempreMujer.com/promo/concursodebelleza) para participar. Una afortunada ganadora recibirá su premio con valor de \$1,000.

**Neutrogena. ACTIVE NATURALS.**

# Online Sweepstakes on SiempreMujer.com

- ONLINE: A custom branded webpage ran for two months (Aug-Sept) on SiempreMujer.com to enter the sweeps for a chance to win a \$1,000 CVS gift card.
- RESULTS: 2,782 pageviews and 379 entries for sweeps, significantly higher than other sweeps. One winner was selected and sent the \$1,000 prize.

The screenshot shows the SiempreMujer.com homepage with a prominent CVS sweepstakes banner. The banner features a woman laughing and text about entering to win a \$1,000 CVS gift card. Below the banner are logos for Aveeno and Neutrogena. The page includes a navigation bar with links to Moda, Belleza, Salud, Amor y sexo, Estilo de vida, Carrera y dinero, Cultura, Cocina, Querer es poder, Vídeos, and Horóscopo. There are also social sharing buttons for Facebook, Twitter, and Google+. A sidebar on the right offers to subscribe to the newsletter and asks to ask questions of the editors. A Playmobil advertisement for a sweepstakes is also visible.

Source: Google Analytics, October 2012.

# Endcap Displays at CVS

- IN-STORE DISPLAYS: Branded endcap displays with select Aveeno and Neutrogena products were up in 400 CVS stores in select Hispanic markets for one month (October).
- RESULTS: Average 500 impressions per store for total of over 6MM impressions in one month.



Source: FDM Marketing, Inc., October 2012.

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# Sampling Events at CVS

- RETAIL EVENTS: Ten sampling events per brand were executed at CVS stores on October 6<sup>th</sup> and October 20<sup>th</sup> in select Hispanic markets nationwide to include the endcap display units.
- RESULTS:
  - **Aveeno:** Over 350 direct consumer interactions per store with event total of 3,500 impressions.
  - **Neutrogena:** Over 500 direct consumer interactions per store with event total of 5,000 impressions.



# CVS Event Details

## NEUTROGENA

- Event Date: October 6, 2012
- Number of Stores: 10
- Markets: NY, Miami, TX, LA

- **Event Objective:** Create excitement and awareness of Neutrogena and Aveeno products to highly engaged Hispanic consumers in key markets.
- Events executed during peak shopping weekend
- Events set-up in high-traffic Hispanic market areas in store, near the product shelf to maximize brand impact
- Branded signage and product display created visual impact and attracted consumers to the event



Source: FDM Marketing, Inc., October 2012.

## AVEENO

- Event Date: October 20, 2012
- Number of Stores: 10
- Markets: NY, Miami, TX, LA



# Event Feedback

## NEUTROGENA

*"Wow! We made a lot of consumers happy today! They loved the promo!"*

**- CVS Beauty Advisor**

*"I love Neutrogena. It makes my skin soft. Muchos gracias!"*

**- Customer**

*"I have dry skin. I can feel the product working immediately. I will definitely buy Neutrogena from now on."*

**- Customer**



## AVEENO

*"Shoppers really enjoyed the free samples. The most common reaction was, "Gracias!"*

**- CVS Store Manager**

*"The samples are the perfect size for me to try. Thanks Neutrogena!"*

**- Customer**

*"I always wanted to try the make-up wipes. They feel good on my skin. I will be a customer for life."*

**- Customer**





# ¡GRACIAS!

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SIEMPRE **MUJER**