

The background of the entire page is a complex, abstract geometric composition. It features overlapping translucent shapes in various shades of blue, yellow, and white. Some shapes are solid, while others contain patterns like dots or concentric circles. The overall effect is a sense of depth and movement, with the shapes appearing to float and interact with each other.

AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2019**

Best Use of Media Relations



Mari O'Leary, FPRII, Chairperson, Public Relations Consultants Association; Nicky Crichton, MPRII, Head of Brand Communications, and Catherine Donnelly, Client Executive, Drury | Porter Novelli.

Campaign

Breaking The Barrier: Eucerin Eczema Awareness Month

Description of Campaign

Through a highly targeted media relations campaign DruryPN positioned dermo-cosmetic skincare brand, Eucerin, as leaders in the dry skincare market through a campaign strategically aligned to Eczema Awareness Month. Through hyper-segmentation of influencers and audiences, a low-cost, high impact campaign increased year-on-year sales by 41% with no supporting ATL activity.



Public Relations Consultant

Drury | Porter Novelli



Client

Beiersdorf

Background to the Campaign

Equipped with the knowledge that 1 in 5 children and 1 in 12 adults are affected by eczema in Ireland, dermo-cosmetic skincare brand, Eucerin, identified an opportunity to position themselves as **leaders in the dry skincare market in Ireland**. Through research, DruryPN identified the changing weather during the back-to-school period in September, as exacerbating dry skin conditions, which meant that it was an ideal time for the brand to educate people about managing eczema conditions.

The brief to the agency was clear and concise – to create awareness around the Eucerin Dry Skin range (amongst those with eczema and/or treating children with the condition) highlighting how their scientifically proven ingredients help restore moisture to the skin – with a view to driving a minimum 10% increase in sales of the Eucerin Dry Skin range of products in September and October.

Backed by over 113 years of experience, Eucerin has a superior understanding of skin science, particularly dry skin conditions; and the campaign needed to communicate this expertise to those who suffer from eczema.

Despite this heritage, Eucerin faced major challenges to achieving their goal of being the authority on dry skincare. Eucerin began implementing active PR in Ireland in January 2018 for the very first time, therefore brand awareness of Eucerin and relationships with key opinion leaders were still in development. Eucerin needed to stand out amongst well established and high budget players (La Roche-Posay, Avené, Vichy) in an already cutthroat FMCG market. DruryPN recognised that digital platforms would be crucial to the success of this campaign, given our core target audience and subject matter. However, this challenge was compounded further as Eucerin do not have dedicated Irish social channels, but instead rely on global cross-market platforms.

Despite these challenges, DruryPN identified that Eucerin's extensive dry skin-care offering went beyond that of their competitors. By combining medical knowledge, skin competence and cosmetic dedication, Eucerin stands out by being the only brand that delivers a holistic dermo-cosmetic approach. It was this message and the amplification of it that would be key to the success of the campaign.

Statement of Objectives

- Through strategic media relations, create awareness of the Eucerin Dry Skin range to appeal to our target audience of those with eczema or dry skin conditions, parents who manage a child's eczema, parenting and health media, and health care professionals who may recommend dry skin products to patients and consumers.
- Drive Eucerin's key messages that; backed by over 100 years of experience, Eucerin has an in-depth understanding of dry skin conditions, the Eucerin Dry Skin range is clinically proven to improve dry skin and is the ideal solution to dry skin during the winter months, and, that Eucerin is a reliable, family friendly brand.
- Highlight the extensive Eucerin Dry Skin range on offer and demonstrate its uses through strategic media and influencer outreach and partnerships.
- Generate extensive organic social coverage showcasing the Dry Skin range.
- Position Eucerin as a leader in dry skincare with the most extensive offering of dry skin products on the market.
- Maintain a sustained profile for Eucerin in the media during Eczema Awareness Month that would continue throughout to the end of Q4.

Agreed Communications KPI's & Business Goals

- 10 Eucerin Dry Skin range pieces in targeted print & online publications.
- 20 organic social mentions.
- Minimum 10% increase in Eucerin share of voice online in commentary around dry skin conditions during the months of September and October 2019.
- Roll out of 2 x print media partnerships.
- Ensure a strong presence at the Irish Skin Foundation Eczema Expert Annual Event, a well-known gathering of dedicated Irish skincare experts and consumers managing dry skin conditions.
- Based on the planned media relations campaign, Eucerin set an extremely ambitious business goal – to increase Irish sales of the Eucerin Dry Skin range by 10% in Q4 2018 year on year (for the same period).

Programme Planning and Strategy

DruryPN analysed the potential opportunities and challenges that faced the launch of Eucerin Dry Skin Campaign.

Whilst we acknowledged that the market was very much saturated, our aim was to gain cut through in this competitive sphere and position Eucerin as the leaders in dry skincare, through hyper-segmentation of our target audiences and influencer identification and outreach, given the importance of third-party endorsement and WOM to the target.

Audience Profiling

For this campaign, it was important that we spoke directly to Eucerin's intended audience and therefore had to be extremely targeted in our approach. We divided our audience into three categories: these included parents who manage a child's dry skin condition, individuals aged between 25-40 who manage their own dry skin condition, and finally health care professionals who recommend dry skin products to patients and consumers.

The profiling of the audience was carried out by DruryPN using specific analytical and social listening tools (Brandwatch).

Strategy Planning

To ensure we were speaking directly to Eucerin's target audience we took a multi-layered approach to media relations. We began by ensuring that Eucerin had a strong, branded and interactive presence at Irish Skin Foundation's Eczema Expert Event. This enabled Eucerin to speak directly to a focused audience of healthcare professionals and consumers who manage an eczema condition.

DruryPN recognised the need for the campaign to be led by a skincare expert who could give an authoritative voice to our activities and support Eucerin's desire to be a leader in eczema care. DruryPN worked with Eucerin and identified Dylan Griffiths, Eucerin's Medical Manager, as the ideal candidate to speak authoritatively about the campaign, as he had extensive knowledge of Eucerin's product ranges, their uses and dry skin conditions.

We took a tiered approach when pitching Dylan for media interviews and strategically planned our pitching process ahead of time so that when interviews appeared, they coincided perfectly with Eczema Awareness Month. First, we targeted long lead health and parenting publications, followed by print and online beauty and skin care media so that we could reach all healthcare professionals and those who manage an eczema condition.

To further enhance Eucerin's authority as a leader in dry skin we arranged strategic media partnerships with two key publications, namely *Irish Independent – Mothers and Babies*, an important outlet for reaching the parent audience and *Irish Pharmacy News*. Through careful negotiation we successfully secured two full pages of colour feature coverage in both the September and October editions of *Mothers and Babies*. The trade media partnership allowed us to reach healthcare professionals and communicate to them Eucerin's dry skin offering and extensive range – along with all of the medical proof points and case studies needed to back up the Eucerin Dry Skin efficacy claims.

We recognised the need for Eucerin and Eczema Awareness Month to have a strong presence on digital platforms.

To overcome the challenge of Eucerin having no specific Irish social channels, we leveraged our existing influencer partnership with leading beauty journalist and influencer, Triona McCarthy. Triona was highly relevant to the campaign as she manages her own children's eczema condition and uses Eucerin in her daily life to relieve their symptoms. This added another layer of authenticity to the campaign. Through a series of beautiful imagery captured by Triona of her children using the product range day-to-day, we communicated that Eucerin was a holistic skincare brand that has a real impact on family life through the scientifically proven relief that its products bring. Triona also spoke at length about the impact of the products on her life, at skincare events at which she was a keynote speaker and across TV interviews during the month of October, resulting in significant online commentary across her owned channels. We also ensured that any social commentary and Irish earned media coverage included the #EczemaAwarenessMonth which was specific to the Irish market.

Further campaign authenticity was achieved by working closely with Eucerin's existing advocates. Laura Bermingham is one of Ireland's most respected beauty writers, with decades of experience, writing for online publication *Evoke.ie* and *Irish Daily Mail*. Already a genuine fan of Eucerin products, Laura was a natural partner for the Eucerin Dry Skin campaign. Laura posted on Instagram throughout Eczema Awareness Month showcasing different products in the Eucerin Dry Skin range and their uses in an accessible way.

In planning the media outreach, we noticed that the current market for beauty and skincare brands is saturated, with brands in rigorous competition and creating increasingly elaborate press drops attempting to gain cut through and coverage on social media. In a unique approach that went against the current trend, we decided to let the products speak for themselves. By working with a UK based design company, Superior, we created simple, yet effective presentation boxes to display the Eucerin Dry Skin range.

We conducted in-depth research and analysed who in the media and blogging sphere was leading the conversation around eczema and compiled a list of highly specific targets. We sent the outreach box to Tier 1 parenting and health publications, parenting bloggers – specifically those who manage a child's eczema, bloggers and social influencers who manage their own dry skin condition, and pharmacists with a significant following on social media, allowing us to speak directly to Eucerin's target audience.

The final aspect of the campaign was a news release issued to target media. This was carefully created to highlight the wide range of Eucerin products available that are suitable for use on eczema prone skin and emphasise Eucerin's understanding of skin science based on 113 years of experience. This release was sent to a wide set of health,

parenting, regional and beauty journalists who had not received the media gift. This helped to maintain a consistent level of positive coverage that continued to appear in the weeks after the initial media outreach.

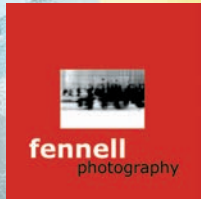
Measurement

We smashed our KPIs through a well-planned PR and media relations strategy that was supported by decisive media and influencer partnerships.

- Positioned Eucerin as a leader in the Irish dry skincare market.
- Achieved circulation of 6.4million in publications that reached our core audience.
- Maintained positive earned media coverage throughout the campaign, including over 25 print, online and broadcast pieces appearing throughout Q4, carrying Eucerin's key messaging.
- Generated organic social coverage for Eucerin resulting in 52 mentions on Irish social media, and increased share of voice online.
- Presence at the Irish Skin Foundation Eczema Expert Event, the most recognised eczema-related event in Ireland for dermatologists and individuals.
- Successfully negotiated two media partnerships and one influencer partnership, while leveraging our existing partnership with Triona McCarthy (50k followers). The media partnerships secured 3 print, 10 social and 1 broadcast mentions.
- Interviews with Dylan Griffiths featured in the September and October editions of *Irish Independent: Mothers and Babies* and *Irish Pharmacy News (IPN)*. These reinforced our campaign messaging, as *IPN* commented that, 'Eucerin is now one of the world's most trusted dermo-cosmetic brands endorsed by dermatologists and pharmacists' and enabled us to speak to parents and healthcare professionals.

We exceeded the agreed business objectives:

- DruryPN was the driving force in increasing sales of the Eucerin Dry Skin range. **The campaign increased sales of the Dry Skin range by 29% in September 2018 and by 49% in October 2018, smashing our agreed business objective of 10% increase in sales.**
- The staggering increase in sales illustrates the PR campaign was successful in driving purchase and trial of the Eucerin Dry Skin range.
- The results are 100% driven by PR activity, as there was no additional marketing or ATL activity carried out by Eucerin in Ireland during the campaign period.
- Plans are already underway for another similar campaign in October 2019. The campaign is being touted as best in class by Beiersdorf and rolled out across other European markets selling Eucerin products.



KANTAR

rrd

RUEPOINT MEDIA

