

Even & Lovely

July to September 2019

Even & Lovely

Unilever identified a need for a new effective face care product that would be affordable to women with limited income who still want to take the best care of their skin. The launch of Even & Lovely provides a dermatologically tested product, formulated specifically for African skin concerns that is affordable, trustworthy and effective.

Mechanic + Concept

Powerspots and recorded content features introduced radio listeners to the Even and Lovely Skincare tips which provided beauty advice on common skin concerns. The tips were linked to Even & Lovely's Even Tone Lotion benefits such as correcting sun darkening, dark patches, spots, dullness and creating even-tone glowing skin.

The Results

The station's female listeners really appreciated the tips on how to improve and take care of their skin by using Even & Lovely. The style of the feature resonated with their target market and the content was seen as authentic and informative coming from a trustworthy "friend" on their favourite radio station.