

# Search For The Face of Ponds

## Case Study



# POND'S®

## The Client

Face of Ponds is a heritage property of the Unilever brand, that recognizes, rewards and celebrates the POND'S target market of aspirational women who value their face care and appearance and see it as an outward reflection of themselves to others.

Ponds aims to build brand equity and affinity by encouraging them to enter to the Face of Ponds competition and become the next face of the brand.

## Mechanic + Concept

A holistic media strategy, using TV, radio, digital social and OOH was built to amplify the competition, to reach a larger audience and drive more entries through platforms that are relevant and have a high affinity with the Ponds target market.

## Engagement and Reach

Over 1.2 million viewers were reached on TV and 3.713 million radio listeners, across 2 regional and 1 national radio station. Social media reached over 149 000 users, and more engagements than ever before. Entries for the 2019 Search for the Face of Ponds saw a 50% increase compared to the previous year, with 15 163 entries received. Ponds built brand affinity and awareness in a new market showcased across multiple platforms with their superior skin solutions.