

# DOT & KEY SHOWED GROWTH IN SUNSCREEN CATEGORY

## CAMPAIGN INPUTS

### IN-SHOW PRODUCT INTEGRATION



### SHOW SPONSORSHIP (Start of summer season)



### MONTH ON MONTH CAMPAIGN (60% REACH)



## CAMPAIGN RESULTS



**95.2%**  
VCR



**1.9%**  
CTR



**37 Mn+**  
REACH



**110 Mn+**  
IMPRESSIONS