

CASE STUDIES

MAYBELLINE NEW YORK LEVERAGED TO DRIVE AWARENESS FOR ITS **NEW MAKE-UP RANGE**

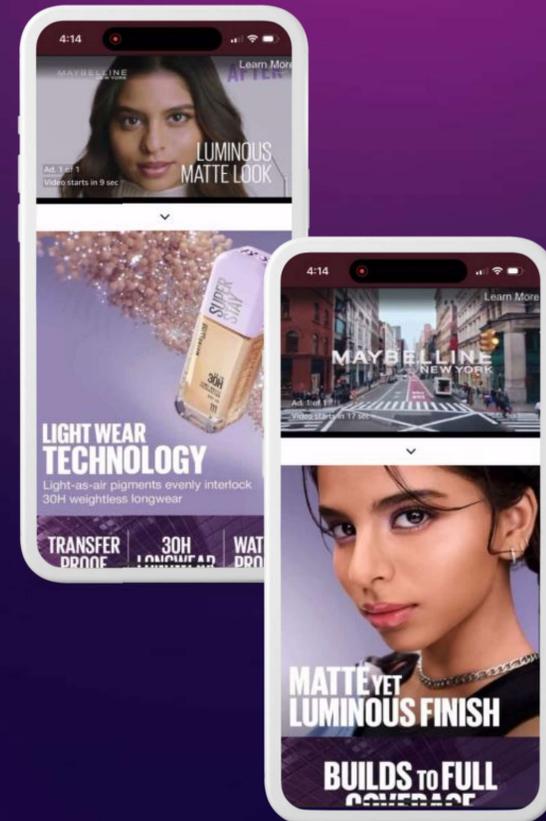


OBJECTIVE:

Build recall for Maybelline's newly launched Lumi Matte foundation range by driving **awareness and engagement** among **relevant audiences**

CAMPAIGN APPROACH:

- Leveraged the insight of **2 in every 3 young adult streamers** are **Beauty shoppers**
- Used Amazon's audience signals to target **Women Beauty Enthusiasts** and **Viewers watching Top International shows**
- Reinforced brand messaging through 20-sec edits featuring their new brand ambassador via **Instream video ads** to drive aided recall and in-app visibility across shows.



~1.5Mn+



REACH

5.8Mn+



IMPRESSIONS

97%



VIEW-THROUGHS

~2%



CLICK-THROUGHS