

Yves Rocher Increases Sales about 19% through trnd Campaign.



About Yves Rocher

- <http://www.yves-rocher.de/>
- Herbal based cosmetic products for face, body, hair and as makeup
- Since 1959

Objectives

- Increase awareness and trial for Yves Rocher Elixir 7.9 in core target group
- Generate visits in Yves Rocher Stores in Munich, Hamburg and Cologne

Approach

- Turn 1,500 potential consumers into brand ambassadors by heavily involving them in the Marketing process
- Motivate ambassadors to initiate targeted trial and recommend Yves Rocher Elixir 7.9 to friends and family
- Drive ambassadors, their friends and family to Yves Rocher shops to increase shop and product sales

Results

- Awareness: 115,622 real-life C2C conversations and recommendations
- Trial: at least 68,168 samples passed on within the core target group of herbal based facial care users
- +13% additional shop visits within campaign period*
- +19% sales uplift on Yves Rocher Elixir 7.9 in Q3/2014*
- +6% sales uplift on shop sales in Q3/2014*

Yves Rocher increased sales of Yves Rocher Elixir 7.9 of about 19% as well as total shop sales of about 6%. trnd triggered this through an offline-focused Word-of-Mouth campaign in Munich, Hamburg and Cologne.

Inspired by the herbary of his grandfather, Monsieur Yves Rocher discovered his passion for plants and thus laid the foundation for the first French cosmetic brand focusing on herbal based beauty products. Since 1959, Yves Rocher has been driven by dedication and innovation, relying on the power and the wealth of the flora to fabricate its eco-sensitive products.

Despite being established on the German market, Yves Rocher targeted a sales-uplift for its new anti-aging line Elixir 7.9. In order to do so, a Word-of-Mouth campaign was run by trnd, increasing brand awareness and trial for the product line Elixir 7.9, as well as invoking store visits in three selected cities.

Increase of Awareness, Trial and Shop Visits through credible Word-of-Mouth.

In order to achieve Yves Rocher's objectives in the market, the trnd Word-of-Mouth campaign was designed based on the following targets:

The core objective was to drive real-life C2C conversations and recommendations within the target group of herbal based facial care users.

Besides increasing product and brand awareness through credible Word-of-Mouth, the campaign aimed at initiating targeted trial through full-size products and samples provided to the brand ambassadors.

The third objective was to encourage consumers to visit Yves Rocher shops located in Munich, Hamburg and Cologne in order to stimulate product and shop sales.

Highly targeted Campaign Design.

The campaign concept developed by trnd involved a four week long virtually guided brand event. Its central starting point was a campaign microsite, which was specifically created and hosted by trnd.

Within the campaign, a team of 1,500 potential consumers of 100% women from the commuting areas around Munich, Hamburg and Cologne, with an average age of 34.3 years were selected.

trnd educated these participants through special involvement mechanisms such as moderated blog discussions and a massive seeding of background information about product and brand, thus turning them into highly motivated Yves Rocher brand ambassadors.



<http://yves-rocher-elixir-7-9.trnd.com>

* Europa-Universität Viadrina Frankfurt (Oder): Marketing Mix Impacts for Yves Rocher. 2014.

As one of the main objectives was to encourage brand ambassadors to experience Yves Rocher Elixir 7.9 with their friends, family and colleagues, trnd equipped them with full-size products to test and samples of Elixir 7.9 to spread to others.

In order to drive product and shop sales for Yves Rocher, trnd created special WOM triggers and a dedicated communication concept, which actively encouraged the brand ambassadors to visit Yves Rocher shops in their city with friends, family and colleagues.

Intensive Support of Brand Ambassadors led to excellent Results.

With 115,622 real-life conversations about Yves Rocher Elixir 7.9, the campaign exceeded its objective of generating awareness and credible recommendations among potential customers of herbal based facial care products. At least 68,168 samples have been handed out.

The campaign increased store visits about 13% in Q3/2014. These additional visits led to 6% sales uplift on store level and 19% sales uplift on Elixir 7.9 products. Due to missing data only immediate sales effects in Q3 could be measured. Sales effects in Q4 or even after that period could not be measured.*



About trnd

trnd is Europe’s leading company for collaborative marketing. trnd enables large brands and companies to engage and collaborate with their consumers and target groups in a direct dialogue, thereby saving costs, boosting sales and setting up their business for future growth.

The trnd Collaborative Marketing formats can be used in a variety of ways – for example to generate awareness for brands or products (Word-of-Mouth), increase their online visibility (Social Content) or develop the products and services of the future (Co-Creation/Real Life Market Research).

trnd offers both the design and realisation of individual campaigns, and also the strategic implementation of collaborative marketing tools into existing CRM systems and existing communities (Social CRM).

Working as the technical foundation, trnd uses its in-house SaaS (Software as a Service) solution trndsphere™ Collaborative Marketing Suite. This allows Collaborative Marketing campaigns to be integrated quickly and easily into any marketing and software landscape.

trnd was founded in 2005. The trnd headquarters are based in Munich, Germany. International subsidiaries are located in Paris, Barcelona, Amsterdam, Milan, Budapest, Prague and London.

trnd employs a total staff of more than 200, who up to this point have managed over 650 collaborative marketing campaigns in 16 European markets: Germany, Austria, Switzerland, UK, Spain, Portugal, France, Belgium, Italy, Greece, Turkey, the Netherlands, Hungary, the Czech Republic, Poland and Slovakia.

<http://www.trnd.com/company>

Relative Sales Contribution of trnd WOM per Month & Quarter in 2014*



“This campaign was the first pilot test for Yves Rocher in Germany. We wanted to find a new way of reaching new customers, giving them the opportunity to experience our products live and to get involved in our brand. Furthermore, we wanted to have a comprehensive measurement of what is happening in order to evaluate the Return on invest. trnd worked very close to our needs and briefing from the conception of the campaign to the analysis of the outputs. We are very satisfied with the impressive results. We now believe that WOM is a relevant tool that has its place in our cross-channel marketing-mix. Therefore, we wish to continue to spend budget into further implementation.”

Marie-Bernadette Cals, Head of Brand Recruitment, Yves Rocher

*Source: Europa-Universität Viadrina Frankfurt (Oder): Marketing Mix Impacts for Yves Rocher. 2014.