

Rimmel Stand Receives 48,000 Visitors And Increases Sales In Local Boots & Superdrugs



Customer

Rimmel, Coty
The Event Business

Location

24 shopping centres
over 68 days

Industry

Health and Beauty



Background

- Rimmel is one of the world's oldest cosmetics brands and has worked with many famous actresses, musicians and models to promote their product ranges
- Coty Inc. acquired Rimmel in 1996 and the company has since gone from strength to strength and is Britain's best-selling cosmetics brand
- The Event Business delivers bespoke conferences and events, live brand experience and incentive travel to its customers

Venue

- 24 shopping centres over 68 days

Mission

- Promote Rimmel away from the glare of rival brands with the Rimmel Colour Show

Execution

- Cutting edge stand
- Staff on hand to give make-overs, hand out samples and give advice to stand visitors
- Competition with data capture

Results

- 2,400 make-overs
- 48,000 visitors to stand
- 12,000 coupons distributed
- 11,000 competition entries submitted
- Sales up in local Boots and Superdrugs

"The Rimmel Colour Show was an excellent way for us to take our brand to a broad audience. We maximised awareness, sales, sampling and data capture while our customers enjoyed a brand experience they won't forget."

David Allan
Marketing Director
Coty