

JUST FOR MEN

Control GX 2017 Launch

Background

- Just For Men (JFM) had spotted a gap in the market – men who weren't necessarily concerned by their greys but wanted to target them gradually, amid fears of a sudden drastic change. This led to the launch of Control GX, a new solution to hair dye that could provide men with subtle but permanent and natural looking results.

Idea

- With JFM already holding a 95% share of the hair dye market, the aim of the campaign was to increase penetration and sales amongst newly educated consumers.
- Cinema provided a brilliant opportunity for JFM to reach a premium male audience in an impactful and trusted environment. Therefore, the brand wanted to adopt a cinema first approach, advertising the new product only on the big screen for the first 10 days of the campaign.

Plan

- DCM and Wavemaker worked together to identify the right buying routes that would help JFM reach its target audience: *Logan* was a perfect fit, with the film over-indexing against ABC1 35-54 males and a broader Male AGP could help drive campaign coverage while also running in relevant titles (including *Kong: Skull Island*).
- JFM used a cinema solus approach for the first 10 days of the campaign as the medium has unrivalled attention and impact – cinema can deliver the message in one exposure, not requiring frequency to drive salience. Other media were then brought in including TV, VOD and out-of-home to further drive reach and message amplification.



Campaign Details

Sector	FMCG
Target Audience	ABC1 35-54 Males
Package	Male AGP & <i>Logan</i> Film Pack
Media Agency	Wavemaker
Duration	30"

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Results

- The main objective of the campaign was to drive new customers to the hair dye market through sales of the new Control GX product. The product was on sale from Feb without media support, but throughout the first 10 days of March with only cinema running Just For Men sales jumped 249%.
- Across the 2 weeks of the campaign where cinema was working in conjunction with TV, VOD and OOH, Just For Men saw further sales increases, up 1519% from the initial pre-campaign baseline, comfortably exceeding Just For Men's expectations.
- Cinema and the wider media mix have worked successfully at growing penetration with initial figures showing that only 15% of Control GX purchases were made by previous Just For Men buyers.



Testimonial

“Cinema is a great channel to communicate and educate the benefits of products to consumers.

It was the right decision to launch JFM Control GX on cinema as we knew we could find our upmarket target audience there watching films such as *Logan* - hence the strong results and affinity experienced during this successful launch.”

Just For Men, Combe International