



CREATING THE CONNECTION BETWEEN WEATHER & BEAUTY

The client approached AccuWeather looking to evolve their advertising with more dynamic messaging and contextual relevance with the understanding that weather has a significant impact on lip and skin care. The goal of the weather focused initiative was to drive awareness of the lip balm product around the holiday season and winter months.

SOLUTION

AccuWeather used a mobile-first approach to develop a customized Dry Skin Index Trigger based on proprietary weather forecasting for Real Feel[®], barometric pressure, humidity, etc. to ensure that the lip balm company's ads were being dynamically served when audiences were most actionable and conditions were most relevant to the product's purpose. The Dry Skin Index Trigger was applied to a cross-platform brand awareness campaign.

RESULTS

The weather-triggered campaign garnered high click through rates across platforms, the highest performing unit being the mobile expandable with an overall ad CTR of 10.87%—over 200x the industry standard. The success of the campaign impressed the client so much that they renewed advertising business with AccuWeather for their summer 2018 shave product campaign at a 66% budget increase and further consideration for a holiday 2018 campaign.

Call +1.814.235.8600 today to request your free consultation about AccuWeather's Beauty Partnerships.