

Revlon Mascara Day

Background: Revlon, a distant third brand in the mascara category, needed to make a bold move to grow share. Poised to revolutionize the category, Revlon launched a new mascara collection – 5 eye-opening lash looks designed to simplify choice and give each woman the lash look that is just right for her.

The Idea: Recognizing that disrupting the category and driving trial among new and current users was critical to success, e|wmg helped Revlon establish 5/1, May 1st, as **National Mascara Day**: a buzzworthy one-day event that called for women everywhere to join Revlon’s mascara **REVOLUTION** and get the lash look they love. Single-minded messaging leveraging the numbers 5 and 1 reinforced Revlon’s (5) mascara SKUs in (1) revolutionary collection and touted Revlon’s first ever, one day only, high value offer – \$5 off any 1 mascara.

Strategically targeted media (paid and organic), search, bloggers, influencers, and digital banners across multiple media outlets created unprecedented buzz and delivered downloadable coupons to highly engaged beauty consumers.

The Result: *In just one day, the promotion far exceeded goals for redemption AND units moved. Revlon’s share of mascara doubled and the brand has since established itself as a rightful contender in the category.*



Consumers downloaded a high value coupon good for \$1 off any of the 5 mascaras to be redeemed on 5/1.



BRANDING



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