



SUBLIMESKINZ

CASE STUDY

PACO RABANNE
LADY MILLION

Challenge and Solution



Position Paco Rabanne Brand within the consumer spirit and develop both branding and image for the Lady Million perfume.



Design and delivery of a VideoSkinz campaign including a video ad playing at the top of the page and in the background, while product images wrap the sides of the page to further immerse the viewer. The campaign was delivered to a targeted audience of Women 25-35 years old.



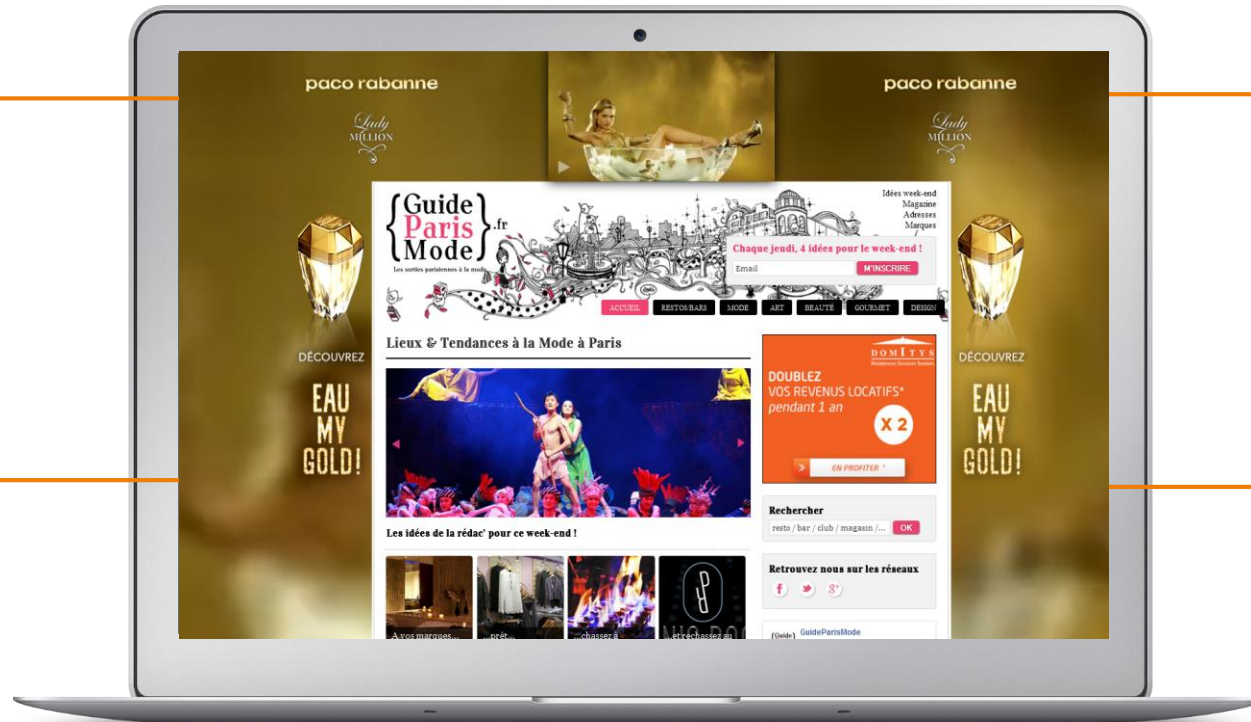
Skin-based advertising is highly impactful and performing, offers great viewability and engagement level, without intruding the user experience.

30
WEBSITES

1 678 071
IMPRESSIONS

52 373
CLICKS

3,1 %
CTR



4 POINTS TO PROVE THE CAMPAIGN'S SUCESS



Ad Recognition

40%

of viewers recall the campaign



Ad perception

66%

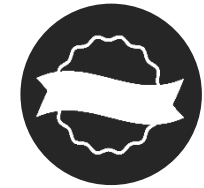
of viewers describe positively the ad



Impactful format

63%

of viewers think it is the best format to remember the brand



Unaided Awareness

+5

points of Unaided Awareness

