

- CLIENT** Bourjois
- PROJECT** Promotion of new Cocktails cosmetics range
- OBJECTIVE** Maximise awareness of the new range and encourage sales



To mark the launch of their new “Cocktails” range and to introduce customers and prospects to their new in-store merchandising units, Bourjois instructed **the event business** to create noise and excitement around the brand to encourage trial and purchase in flagship Boots stores.

We adopted the colourful ‘cocktails’ theme and designed a face-to-face promotion that included putting an attractive, personable cocktail waiter in store (recruited and trained by us) to interact with customers. His friendly approach was followed through by a professional Bourjois make up artist who was on hand to promote the new range, offer advice on products and colours and carry out mini make-overs.

The promotional activity centred on an eye-catching display stand designed and installed by **the event business**. To help draw customer attention to the new Bourjois merchandising stands we worked in close co-operation with the Boots beauty managers to ensure the promotional activity was located next to these units.

The promotion ran over 2 weekends in July, deliberately selected to hit Bourjois’ target audience at peak holiday times. The in-store activity proved very successful in persuading Boots’ customers to trial the new products and led to increased sales.

**FULL OF SURPRISES**

*We’re adept at using the ‘unexpected’ to add impact to activity, as demonstrated here by the unusual presence of a cocktail waiter in-store.*

