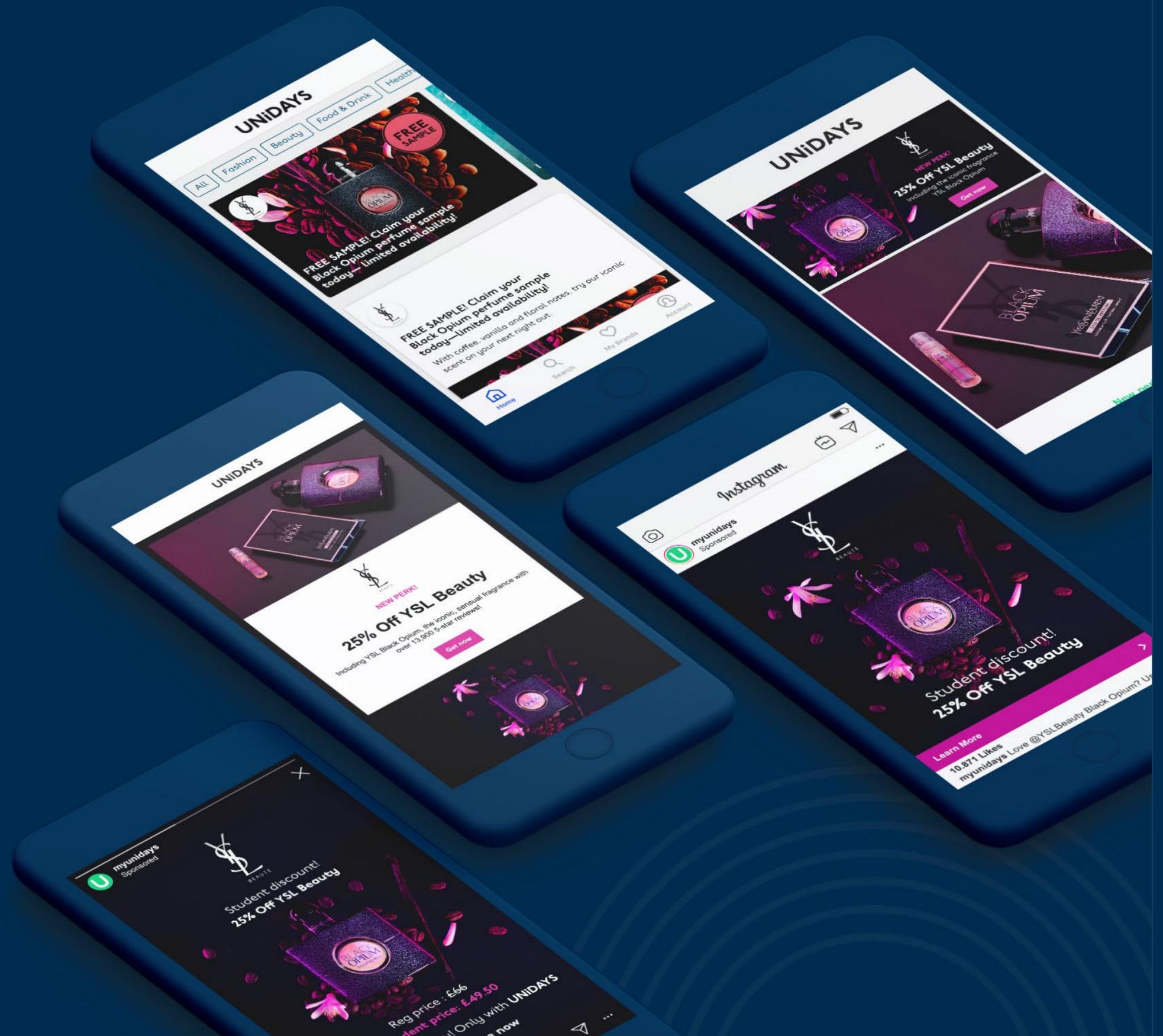


Fragrance sampling campaign drives +488% increase in brand engagements for YSL Beauté

The Challenge

Building upon previous success with Gen Z, YSL Beauté sought to raise a larger awareness of their fragrance range.

With a 7m+ UK member base, **UNiDAYS** was perfectly positioned to drive trial and reviews of YSL Beauté's signature fragrance: Black Opium Eau de Parfum.



The Solution

To deliver on YSL Beauté's targets, **UNiDAYS** strategised and implemented the following solutions

- ➔ A bespoke, cost-effective sampling campaign in partnership with SoPost, to drive product trial and brand awareness with the added benefit of generating product reviews
- ➔ Amplification on **UNiDAYS** marketplace to promote the sampling campaign to a highly engaged UK student audience

The Results

With thousands of students reached and reviews generated, the campaign was a success in increasing awareness, endorsement and real sales of YSL Beauté Black Opium Eau De Parfum.

DIRECT IMPACT ON BUSINESS FUNDAMENTALS

16k Sample redemptions

+37% Uplift in consumer marketing leads

+33% Uplift in UK student fragrance samples



Working with **UNiDAYS** and SoPost enabled us to get our products into the hands of Gen Z customers and gain valuable product insights. We were pleased to see that so many **UNiDAYS** members recommended our product and that we could retarget them with our latest student exclusive offers.

— **IONIE BROWN**
Yves Saint Laurent Beauté

Member Feedback

97%
Of **UNiDAYS** members would recommend the fragrance

90%
Said they would switch from their current fragrance to YSL Black Opium

