

# WINDOW-SHOPPING TAKES ON A WHOLE NEW MEANING

*Nivea's holiday ad campaign with SAY Media: Gift-giving has never gone so smoothly.*

Last year, women looking for the perfect holiday gift for the men in their lives needed to look no further than Nivea for Men. The award-winning skincare brand makes products that are great beneath the tree or stuffed in stockings. Last year, the company threw in a little extra for people who shopped through its Facebook store: personalized wrapping paper featuring Facebook photos of the giver and the recipient.

SAY Media was approached by Carat, Nivea's media-planning agency, to raise awareness of the Nivea products and Facebook stores and drive sales in the days leading up to Christmas.

To do this, SAY Media developed an online ad that opened up a full-screen window featuring all of the Nivea for Men

products, a video of the corresponding television ad and an invite to visit the Facebook store. Users could learn more about the products without ever leaving the ad — window-shopping as it were. The original site remained visible in the background to reassure them that they were just one click away from their initial destination.

Though the campaign was quick, it was a definite success, says Lawrence Horne, account director at SAY Media. "In the end, almost 11,000 consumers were driven to the Facebook store in a short period of time before Christmas, which is the equivalent of a tremendous retail footfall."

Even better: There were a lot of happy — and well-moisturized — men on Christmas morning.

— THE NIVEA AD GENERATED —

**360K+**  
ENGAGEMENTS

**107K**  
MINUTES SPENT WITH  
THE BRAND

**11K**  
CLICK-THROUGHS  
TO FACEBOOK

