

Interactive Video

case study

MAYBELLINE
NEW YORK



Interactive product tutorial
video for consumer
marketing and education

About Maybelline

Maybelline New York is a renowned global beauty brand that encourages consumers to capture trends from the catwalk and try them on the sidewalk. Maybelline empowers women to make a fashion statement, explore new looks, and flaunt their own beauty and personal style with creativity and individuality.



What's the Goal?

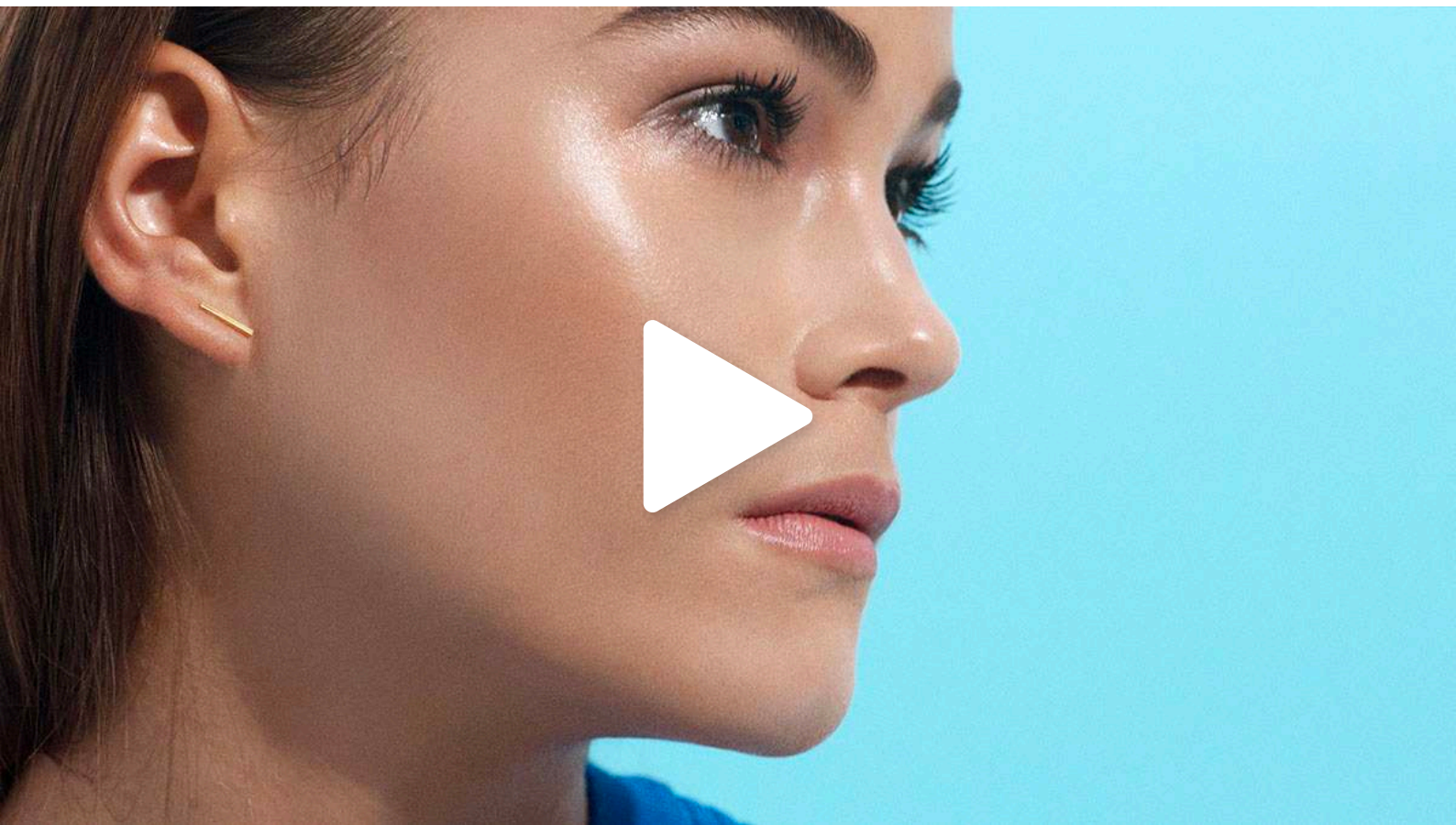
Maybelline New York has been using tutorial videos to show how its products can help women achieve signature looks and styles for years. For the launch of its Big Eyes Mascara line, the company wanted to bring the product to life through an unprecedented, interactive tutorial experience. Maybelline New York envisioned a video that would speak directly to consumers and allow them to choose how their beauty adventure would unfold.

Not only did Maybelline New York want to announce the release of its Big Eyes Falsies Mascara in a unique way, but it also wanted to position itself as an innovator in the digital space, as well as create an asset that could be used globally to support the Maybelline New York brand ethos.



The Challenge

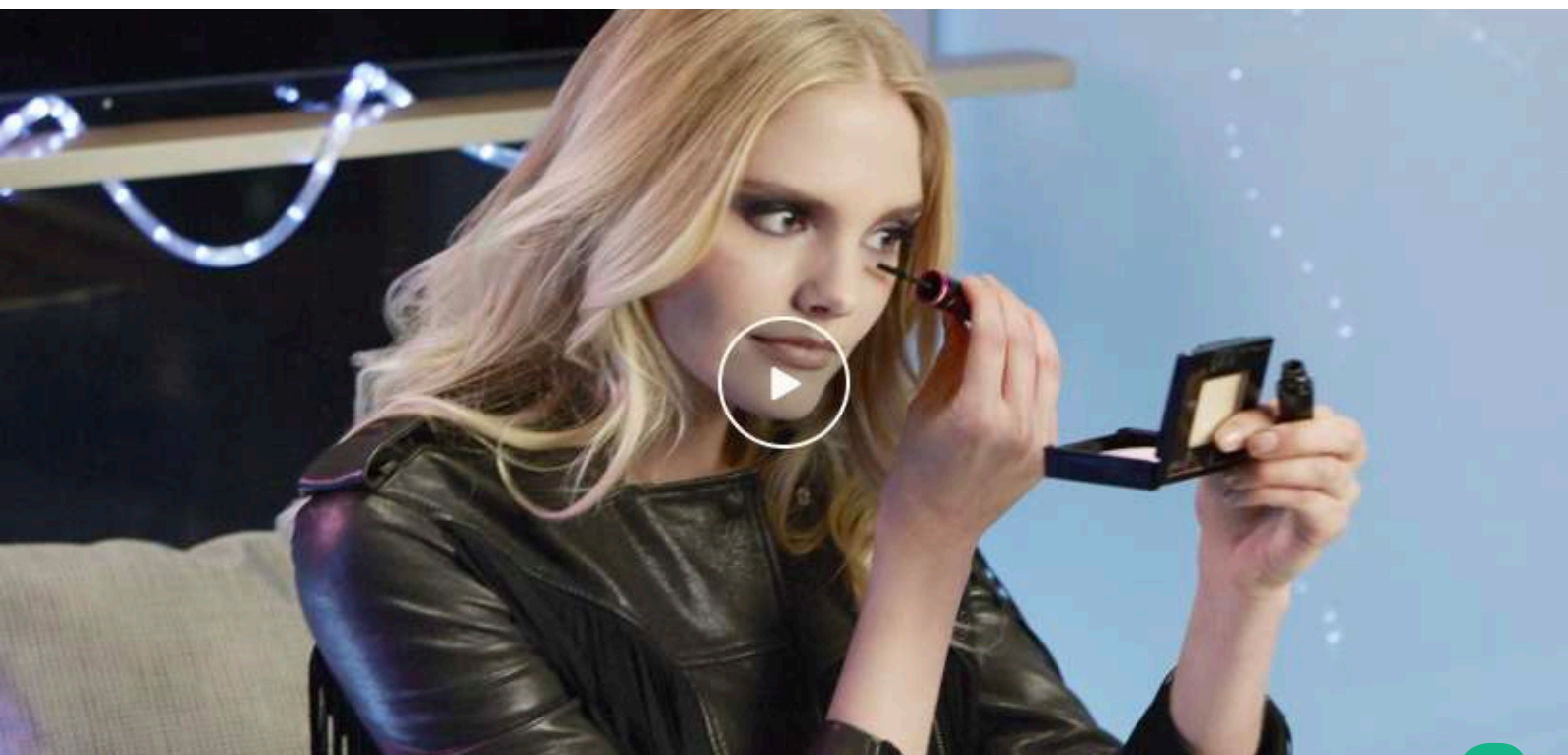
One of Maybelline New York's key brand pillars is product education. The company needed a video solution that would allow it to launch its new product to global audiences online in an innovative way. And, with a large percentage of its audience consisting of millennials, a demographic notoriously known for mobile consumption, Maybelline New York knew finding a solution with the ability to playback on mobile devices was necessary.



The Solution

Working with creative agency ICED Media, Maybelline New York partnered with one of the most notable fashion bloggers, Kelly Framel of The Glamourai, named among the “10 NYC Fashion Blogs Worth Reading” by the Huffington Post, to create a step-by-step interactive tutorial of four different looks that use Maybelline’s new product. “#TheGlamourEye” interactive video, developed by ICED Media, allowed viewers to navigate through beauty tutorials that showcased how beauty trends can be leveraged to create a complete fashion look.

Localized for Maybelline New York’s global audiences, including the U.S., Canada, France, Sweden, and the Netherlands, the video included in-video links that took viewers to featured products on Maybelline.com.



The Results

- More than **6 million** earned impressions
- Click-through rate **14x higher** than industry average
- Brand engagement exceeded **5 minutes** per interaction
- Average **3 video interactions** per viewer
- Editorial coverage on consumer and trade press outlets
- Extended Maybelline New York's positioning as **innovative first mover**



How Can I Get Results Like this?

Check out how you can get started using interactive video by getting in touch with us.