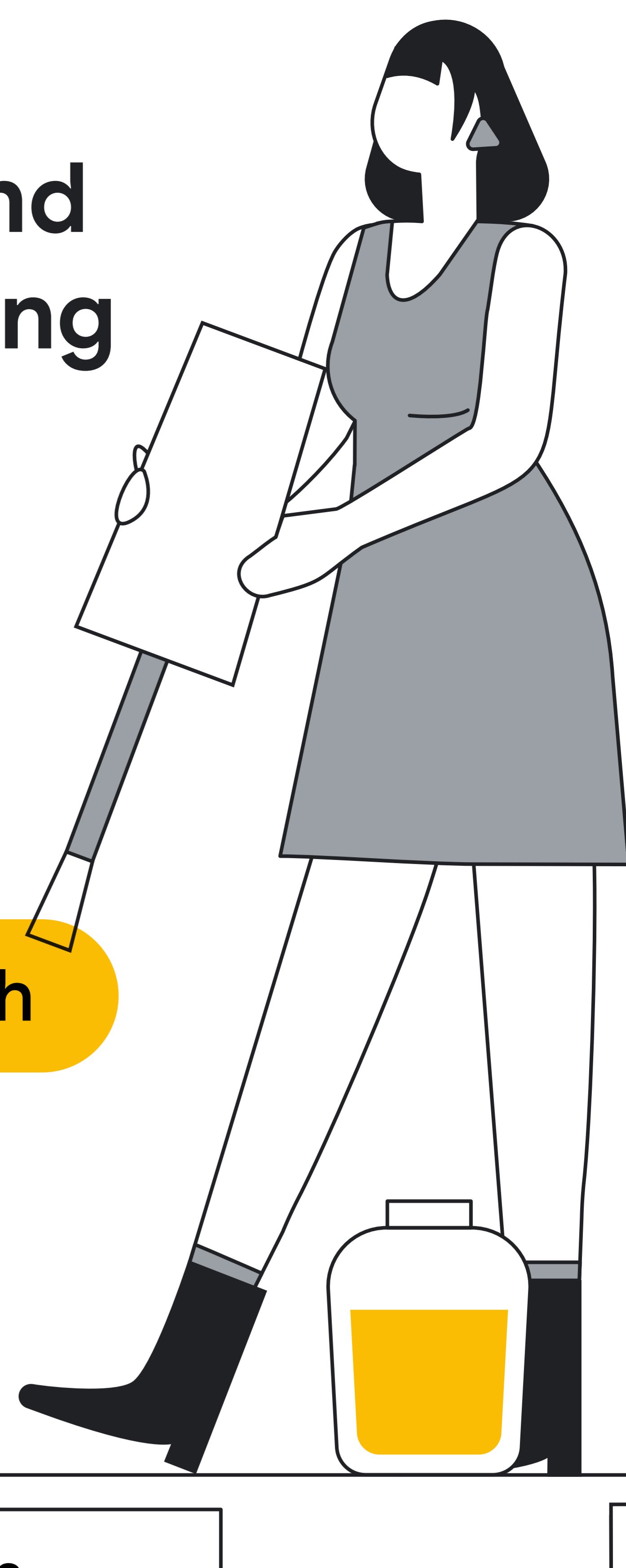


# Rimmel's new look: What the beauty brand learned from marketing mix modelling

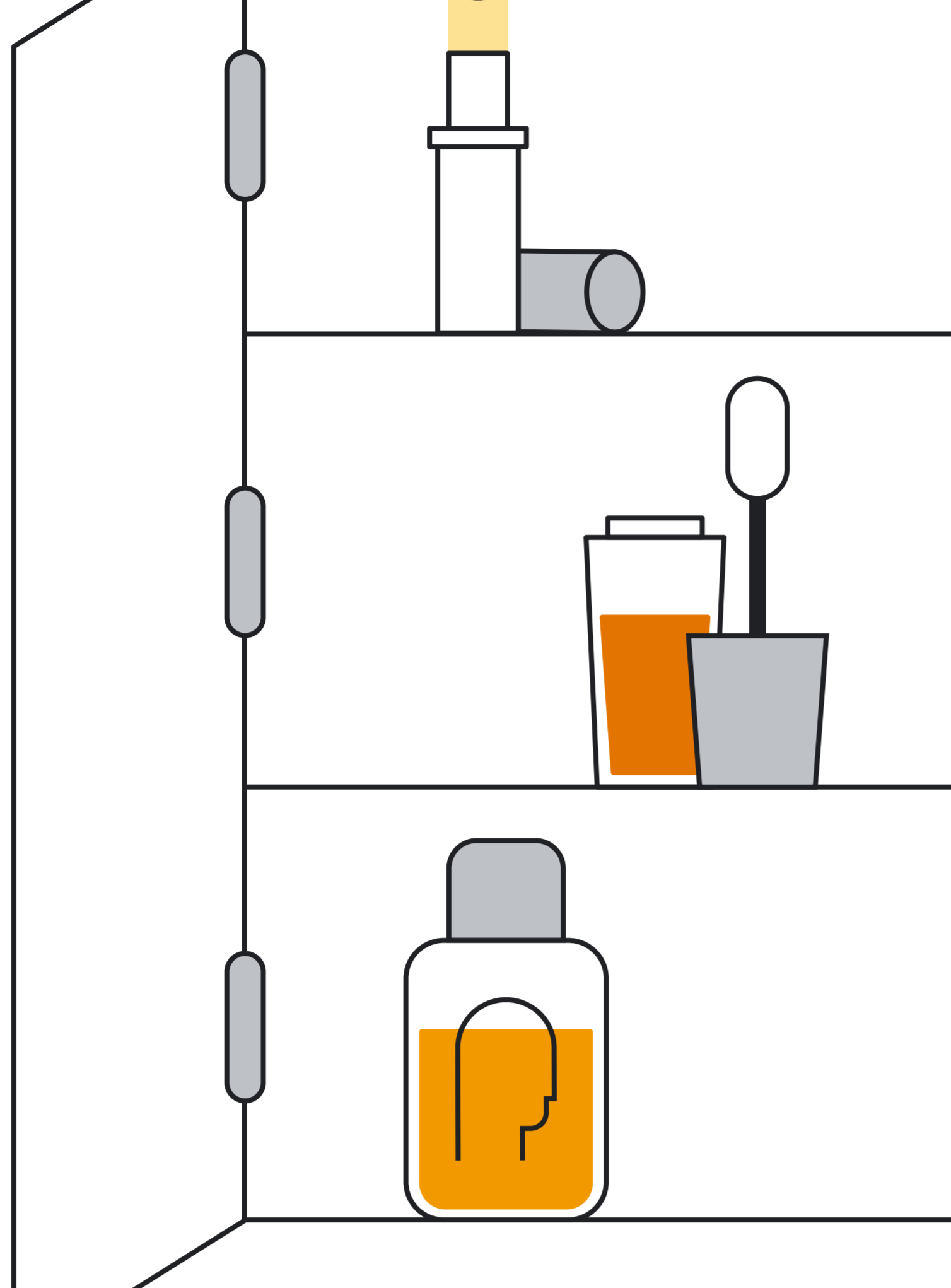
Finding the right media mix is a lot like perfecting a makeup routine — it takes practice, experimentation, and time. See how Rimmel, a beauty brand under Coty, uncovered the best blend of channels to boost reach and sales with marketing mix modelling (MMM).



## Polishing a strategic approach

With a bigger marketing budget in 2019, Rimmel saw an opportunity to get on more makeup fans' shopping lists by uncovering which channels they used to find inspiration.

### Rimmel's top goals

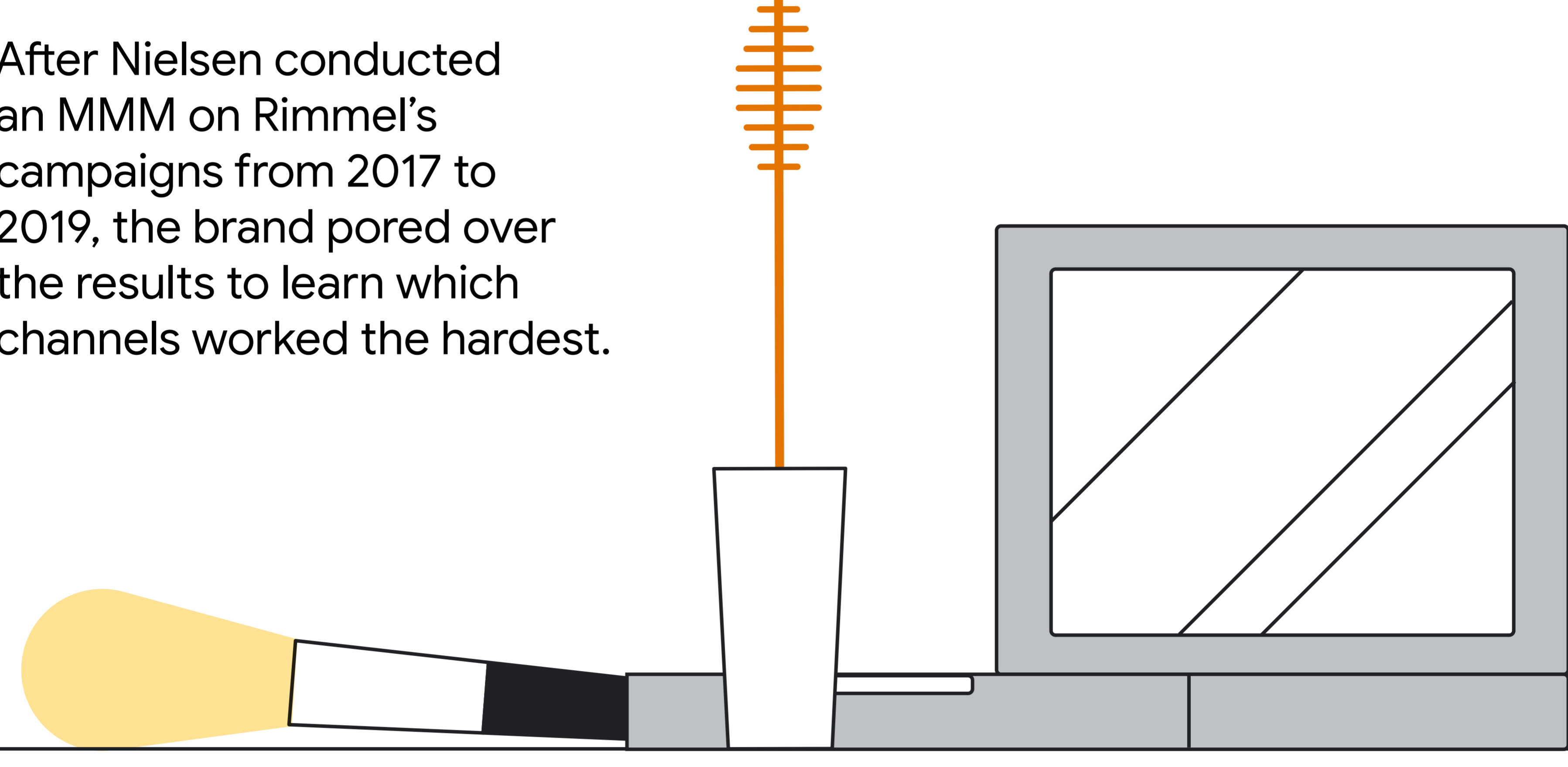


- 1. Ramp up sales**  
Help shoppers discover Rimmel's newest products.
- 2. Raise brand awareness**  
Stay top of mind with beauty lovers.
- 3. Rethink budgets**  
Optimise spend per channel to boost ROI.

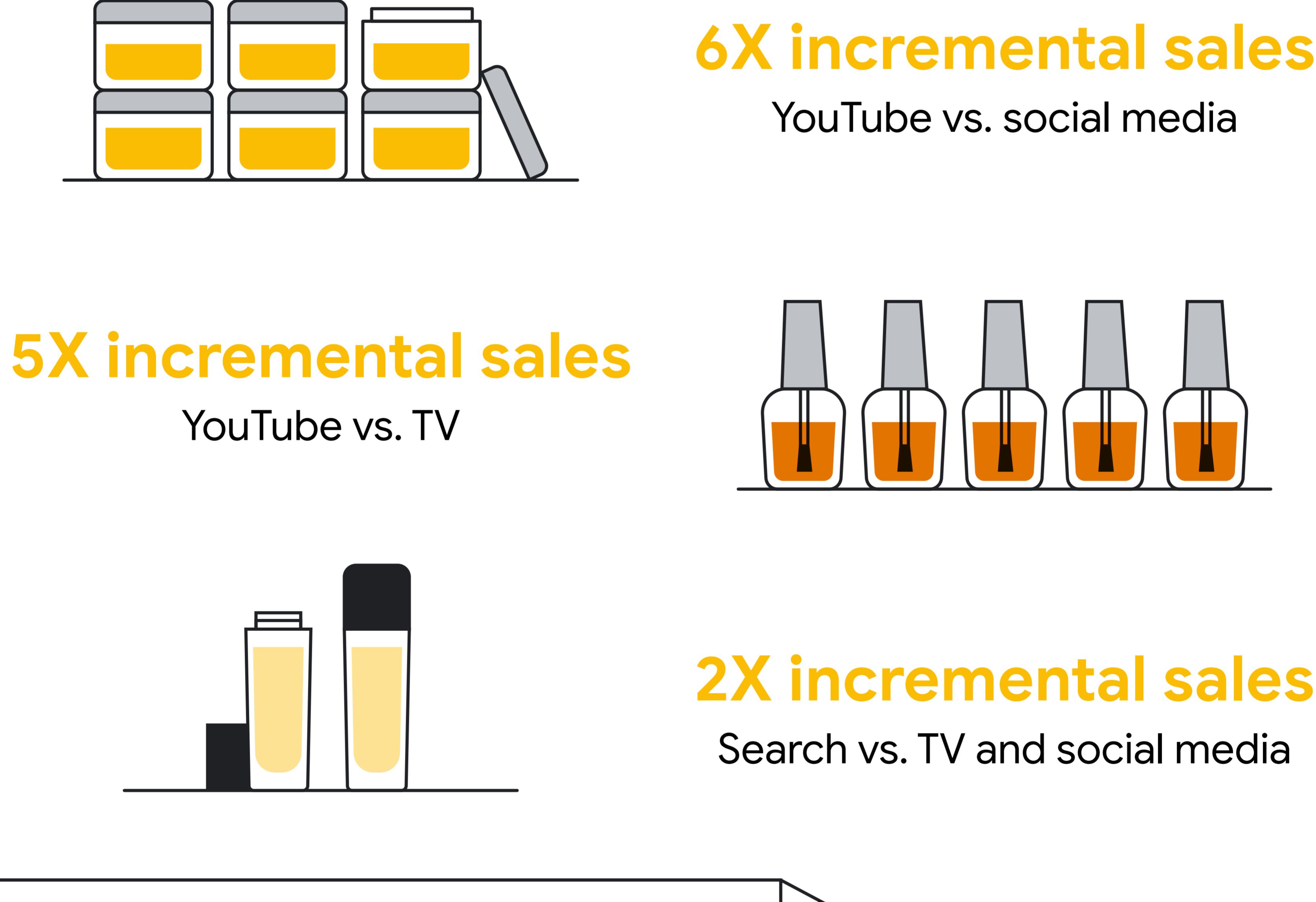
To get a better sense of which platforms deliver the best results, the brand kicked off an MMM analysis with Nielsen.

## Zooming in on past performance

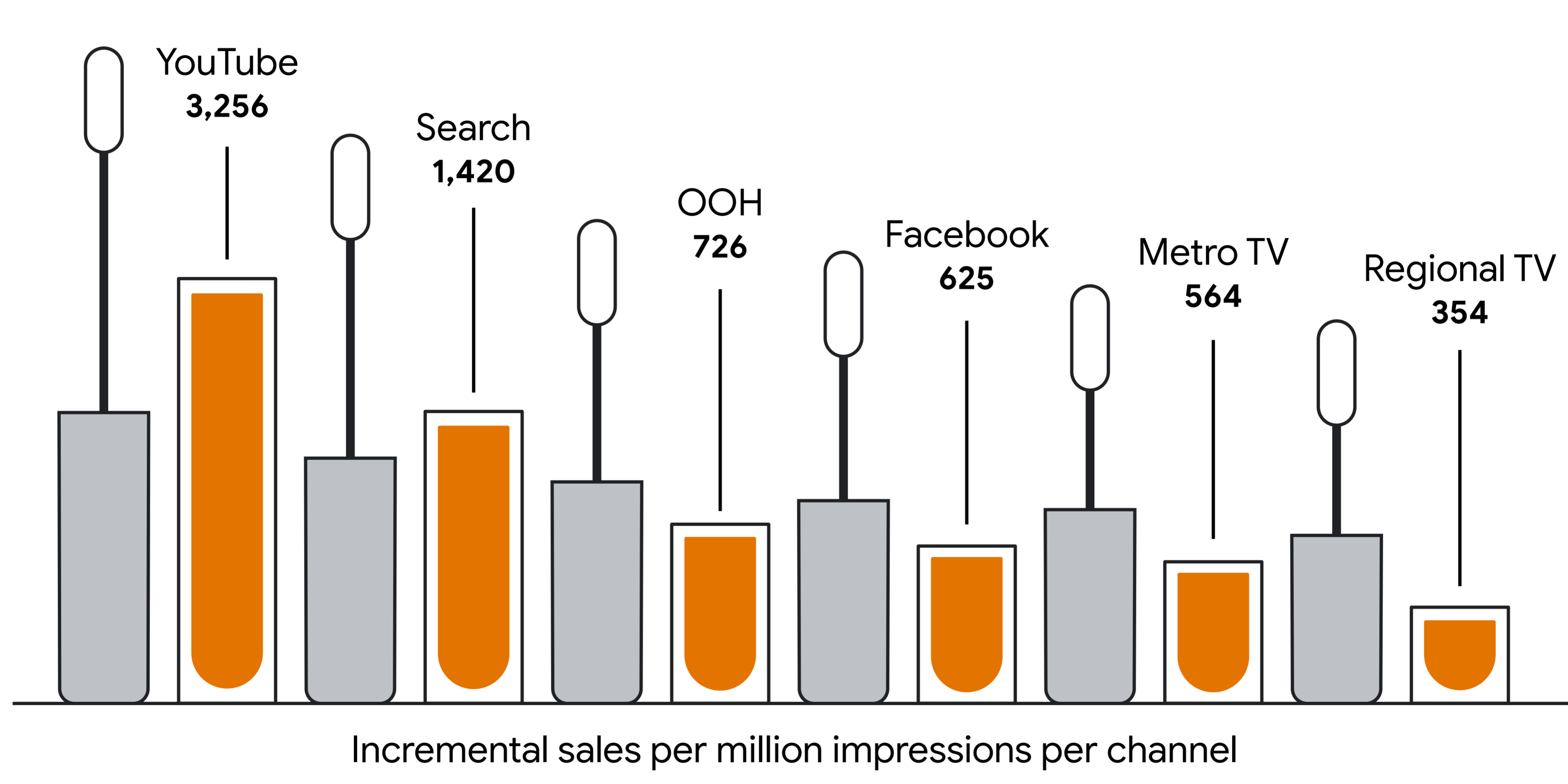
After Nielsen conducted an MMM on Rimmel's campaigns from 2017 to 2019, the brand pored over the results to learn which channels worked the hardest.



### Comparing Rimmel's sales across channels<sup>1</sup>



### Rimmel's overall incremental sales per channel<sup>2</sup>



Rimmel also discovered which channels performed better when paired with different platforms.

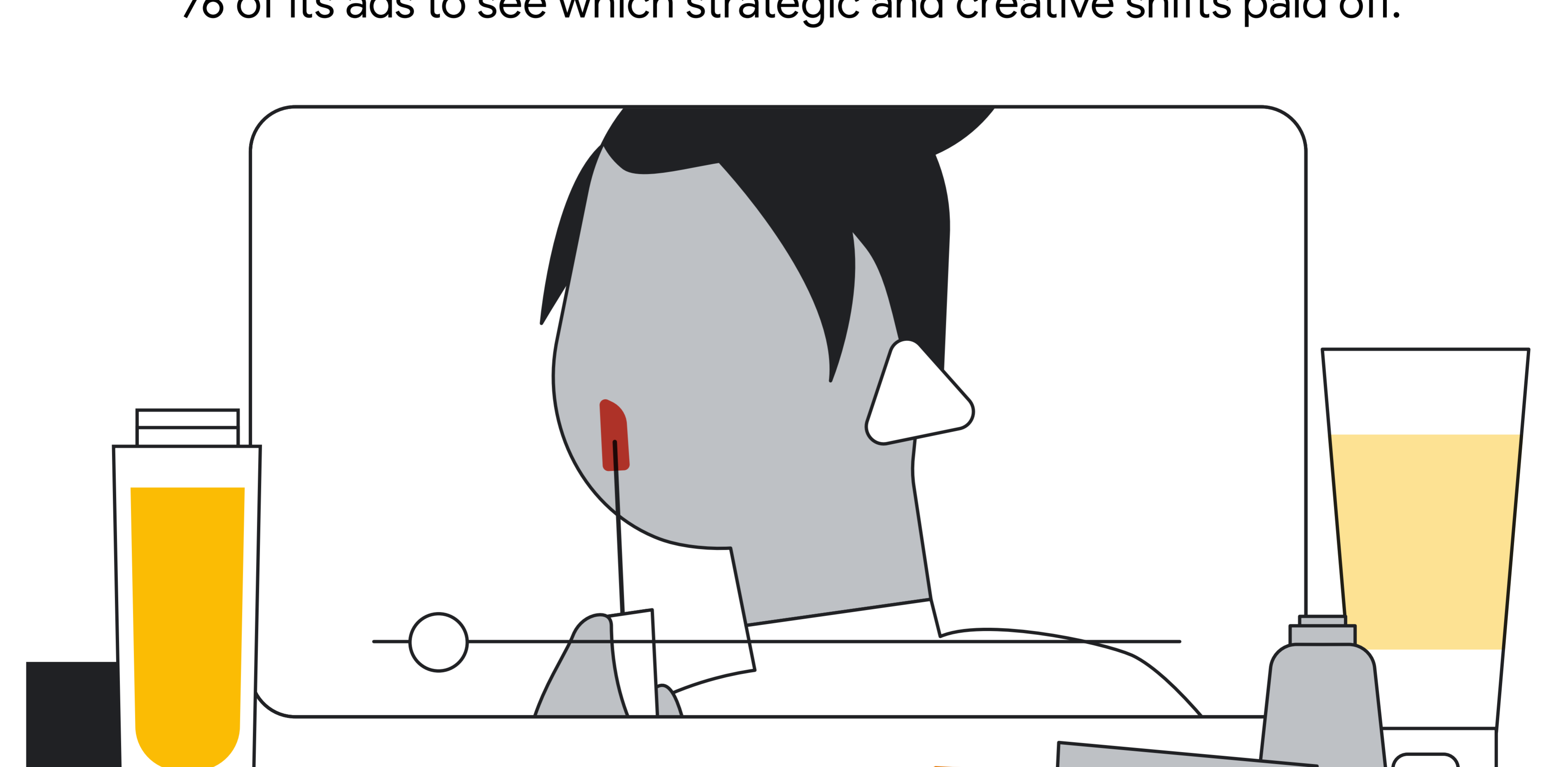
### Rimmel's cross-channel sales uplifts<sup>3</sup>

	TV	YouTube	Trade	Search	OOH
TV		6.5%	9.4%	7.5%	1.0%
YouTube			3.4%	2.9%	2.7%
Trade				2.6%	1.2%

With new insights about its media mix, the brand shifted its budget to its standout channels. It also enhanced its Search and YouTube experiences by directing people to more relevant landing pages and trying out new video ad formats.

## Hitting refresh on video campaigns

After noticing a jump in ROI from YouTube in 2019, Rimmel reviewed 76 of its ads to see which strategic and creative shifts paid off.



### Lessons from Rimmel's best campaigns

- 1. Focus on quality, not quantity**  
The brand streamlined its messaging by running just five ad variations in 2019, compared to 45 in 2018 and 26 in 2017.
- 2. Grab attention from the get-go**  
Rimmel shifted its focus to fast-paced, tightly framed ads that kicked off with a strong brand message.
- 3. Experiment with creative**  
The brand started testing YouTube bumper ads when they noticed shorter spots efficiently reached and captivated more beauty enthusiasts.

Sources: 1-3 Nielsen-Coty MMM, Brand Rimmel Eye, Australia, Channels: Grocery (Coles & WWs) & Pharmacy (CWH & Priceline) - National, Time Period for Modelling: Jan. 2017-Oct. 2019.