

Garnier & Aller

L'Oréal's Garnier cream needed to focus in on a very specific teenage demographic and grab their attention. Following some trials and testing OPP was able to find a way to combine Labelzine with this unusual product shape.

The Results.

The company has had a very positive response from the consumers who liked the innovation and additional information. L'Oréal, said the combination of a youth magazine helped target the product at the correct demographic and then provided a means of interacting directly on a deeper level with the consumer.

OPP Office: OPP Europe (Denmark) | Product: Labelzine™ Mark I
Ordering Client: Garnier | Publishing Partner: Aller Publishing | Packing: External co-packing facility | Printing: NSD Rotterdam | Distribution: Retail

Country: Denmark.

