



How Guerlain reached a 52% email opt-in rate in one campaign



A staple in the French landscape for perfumes and cosmetics



Founded in Paris, in 1828



1,000 to 5,000 employees

The challenges



Customise
the user experience



Educate
consumers about products



Engage
& animate its audience



Increase
the number of newsletter subscribers

The campaign

The House has set up a contest on its Facebook page around its range of cosmetics "Les Météorites".

3

Languages
French, English & German

2

Channels
Dedicated mini-site and Facebook page

52%

Opt-ins
to Guerlain newsletter

To participate, Internet users had to **choose their skin color** among 4 shades proposed, **answer a quiz** according to the chosen shade and **fill out a form** for their participation to be taken into account during the draw. To design its campaign, Guerlain sought the assistance of the Qualifio Studio who created a **minisite** entirely dedicated to the contest.

