

CASE STUDY

YVES SAINT LAURENT BEAUTY: USER- GENERATED CONTENT FOR SOCIAL COMMERCE



BACKGROUND

As part of a L'Oréal AUNZ campaign, Wavemaker partnered with JCDecaux to create an interactive out-of-home (OOH) experience for Yves Saint Laurent Beauty's Libre Flowers & Flames fragrance. This activation, alongside a complementary digital campaign, aimed to drive awareness and engagement with the new scent.

CHALLENGE

Connecting offline brand experiences with broader reach and engagement. YSL Beauty, through Wavemaker's strategy, sought to create a campaign that captured attention in the physical world while amplifying its impact through digital channels.

SOLUTION

The campaign, located prominently outside Australia's Bondi Junction, featured interactive digital screens and a unique motion-sensor fragrance spritzer for passersby to sample the new scent. This physical interaction, which generated 2,465 fragrance samples over a two-week period, was complemented by two concurrent video campaigns.

16.7M VIDEO VIEWS

2.5K FRAGRANCE SAMPLES