

GIVENCHY **EYEBROW STUDIO –** **PARTNERSHIP WITH UBER**

RESULTS

Background: Givenchy launches a new eye brow cosmetics collection. In a fast growing brow category there was a demand in a outstanding, innovative promotion

Insight: In a big cities ladies usually don't have enough time to ca

Idea: we created a special option for Uber app users - During several hours Uber users could open a special vehicle view (called UberBeauty) where they could order a ride with a Brow Studio inside that would guide them through the new brow product line and make the brow styling. The rider gets a gift from Givenchy (a set of product miniatures). Users who made great amount of unfulfilled requests got some special offer from Givenchy.

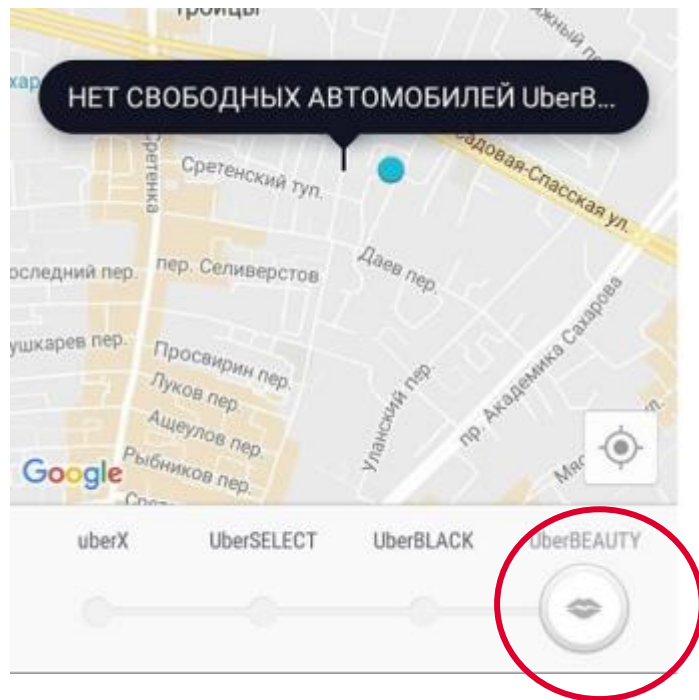


ИДЕАЛЬНЫЙ МАКИЯЖ БРОВЕЙ ОТ GIVENCHY С UBERBEAUTY

Только сегодня с 12:00 до 16:00 вы можете заказать экспресс-макияж и стайлинг для создания идеальных бровей от визажистов Givenchy прямо в салоне автомобиля. Переключайте слайдер на опцию UberBEAUTY и заказывайте поездку!

[УЗНАТЬ БОЛЬШЕ](#)

Стоимость поездки - 200 р. Акция доступна в пределах Центрального, Адмиралтейского, Василеостровского и Петроградского районов.



НЕТ СВОБОДНЫХ АВТОМОБИЛЕЙ UberB...

uberX UberSELECT UberBLACK **UberBEAUTY**

BEAUTY RIDE



RESULTS

- Total number of attempts was **8 348**.
- Number of rides – 300
- Information about the project caused viral effect – more than **20 articles** about the project were published on the top female & news recourses. Estimate coverage is about **100 000 unique visitors**