



ChapStick Transforms From Habitual Purchase to Beauty Essential

Award of Excellence

Reputation/Brand Management — Business — Companies With Sales Up to \$50 Million

Submitted By: ChapStick with Coyne PR





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TITLE OF ENTRY: ChapStick Transforms from Habitual Purchase to Beauty Essential
AGENCY: Coyne Public Relations
CLIENT: ChapStick



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SITUATION ANALYSIS

A brand whose name is used generically to describe its category is not just a leader, but an icon. That's exactly what ChapStick® has been throughout its 125+ year history. ChapStick® is a brand nearly everyone associates with lip balm. Though this mass familiarity has cultivated the brand's reign as the most iconic lip balm, the brand faced a challenge when it sought to change long-standing consumer perceptions as a habitual purchase into a beauty and skincare essential.

The brand's single-minded focus on caring for lips fueled the development of an expansive portfolio of premium lip products that deliver skincare for lips; but despite the brand's progression, consumers still perceived the brand as one they'd find in the cough/cold aisle and weren't aware of the beauty benefits ChapStick® products offered. ChapStick® charged Coyne PR with elevating the brand in the beauty and skincare space and challenging consumers to view the brand as a beauty staple.

The brand set out on a multi-year journey to establish a foothold in the beauty space and position ChapStick® as skincare for lips ... and the work gradually paid off. Now touting seals of approval from leading beauty publications and celebrities proudly endorsing ChapStick®, 2018 was the year Chapstick® finally attained its long-sought goal of being recognized as a beauty essential.

Objectives

1. Strengthen the brand's foothold in the beauty space and drive sales of the Total Hydration line of products
2. Earn an Allure Best of Beauty award plus 3 other beauty awards
3. Secure coverage within 25 beauty media outlets and generate 300 million media impressions

RESEARCH AND INSIGHTS

When ChapStick® began its journey into the beauty space, the brand conducted extensive research on the target consumer – women 18 to 44 – which revealed a lack of knowledge around lip care needs. While most women had a lengthy skincare routine and a host of products to care for different areas of the body, the lips were neglected.

Insight: There was an unmet need for ChapStick® to address – skincare for lips.

As the experts in lip care, ChapStick® has a wealth of knowledge surrounding the delicate nature of the lips, which Coyne PR leveraged to create compelling materials, elevating the importance of lip care and conveying how the lips are one of the most sensitive areas of the skin; emphasizing that many don't realize lips require a skincare routine of their own.

Insight: Educating media on the importance of lip care would elevate ChapStick® as the experts in lip care.

A competitive analysis was compiled to gain insight into what other successful beauty brands have done, revealing that top beauty brands were leveraging celebrity endorsements and red carpet events to create buzz.

Insight: Targeting red carpet events and engaging celebrities would generate buzz among industry media and drive product sales.

Another key finding from research of the category was the prevalence of media beauty awards and the power to drive sales and equity that these seals of approval offer.

Insight: Winning beauty awards would reinforce ChapStick® as a beauty brand and underscore the beauty and skincare benefits of the Total Hydration products.

PLANNING

To elevate ChapStick® in the beauty and skincare space and communicate the brand's skincare for lips positioning, Coyne set out to implement tactics that would showcase ChapStick® as a premium beauty brand, align the brand with premium beauty events and forge a lasting impact.

The new launches would be debuted through an impactful media event that would communicate the beauty benefits of the Total Hydration products and the role of each in a lip care routine. The product launch was then complemented with a red carpet activation and a focus on earning recognition in the most coveted beauty awards. Each activation educated consumers and media about the new ChapStick® products, packed with ingredients and benefits found in advanced beauty and skincare products – proving ChapStick® is more than just flavor, it is skincare for lips.

EXECUTION

To kick off the 2018 campaign, ChapStick® hosted beauty editors at a sleepover where they learned about the new



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Total Hydration Overnight Lip Serum and Tinted Lip Oils and experienced a night of “beauty sleep.” The media were hosted at an upscale hotel where their rooms were stocked with ChapStick® samples and small gifts tying to the theme. ChapStick® rented the penthouse suite of the hotel and decked out the luxe space in décor and colors reflecting the new products and set up a lip bar where the media could test the products and see the breadth of the line. The evening was packed with activities – including a lip care routine demonstration by celebrity makeup artist Matin, followed by a movie viewing and photobooth, all of which kept the media interacting with the brand for hours.

ChapStick® made another splash during television's biggest night – the Emmy Awards – by creating a beauty squad comprised of three A-list celebrities who are fans of ChapStick® and attended the awards. Each wore a ChapStick® Total Hydration colored product as part of their look and showed the payoff of the product on their social pages. To expand the brand's presence, samples were also seeded in the cars that transported attendees to the show, encouraging all attendees to wear ChapStick® for the big night and future red carpets.

Additionally, ChapStick® renewed its partnership with celebrity makeup artist Matin who helped forge additional celebrity fans of ChapStick® and served as a source for media opportunities – helping to elevate ChapStick® as a beauty brand.

Lastly, Coyne submitted ChapStick® for beauty award consideration throughout the year, helping to build the brand's resume of award recognitions and take the brand's achievements to the next level by earning seals of approval from the most coveted awards.

EVALUATION

The achievements met in 2018 assured ChapStick® they could kiss consumer's old perceptions of the brand goodbye.

Objective 1: With the help of the PR activities, ChapStick® Total Hydration sales were up 28% in 2018. The celebrity social posts on the night of the Emmy Awards generated hundreds of thousands of likes and thousands of comments – sparking countless conversations about the brand and generating widespread awareness for the Total Hydration line, while aligning the brand with red carpet beauty. Furthermore, for the first time ever beauty editors

requested invitations to the brand's product launch event. Finally, the brand expanded its placement within the beauty aisles of retailers.

Objective 2: This year ChapStick® won an Allure Best of Beauty award, which is viewed as the industry's gold standard and has been a long-sought goal for ChapStick®. In addition to this achievement, the brand won 8 other beauty awards – more than double their goal and a record number of wins in one year. In addition, ChapStick® products were finalists in the coveted Cosmetic Executive Women Beauty Insider Awards.

Objective 3: ChapStick was splashed across beauty pages, including placements in 53 top-tier outlets yielding more than 1 billion earned media impressions – triple the impressions goal. Placements to date have included features in Better Homes & Gardens, Glamour, O, the Oprah Magazine, Parents, Martha Stewart Living and the websites for Allure, Family Circle, InStyle and Seventeen.

The results proved that ChapStick® could uphold its spot in the beauty aisle because its now the must-have product on everyone's lips!