

# Case Study



## LYNX - Cinema Campaign FMCG

# LYNX

### Goals

- Driving brand recall
- Increase customer sophistication
- Drive purchasing intention



### The Objective

Lynx had two main objectives as a result of their campaign. Firstly to make Lynx an iconic male grooming brand for a more sophisticated audience. Secondly, to get guys to fall in love with the brand again and strengthen brand affiliation with their key target audience whilst also converting new clients.

### The Strategy

Primesight offered Lynx access to cinema goers through their foyer D6 network that had been specifically targeted against films that we know over index against a 16-34 male audience. This level of data for targeting was achieved through our partnership with DCM/P&D.

Cinema already helped us deliver the hard to reach young male audience and our further use of insight & data helped to deliver greater efficiency when deploying the admissions.

### The Execution

Primesight constantly optimized future bursts and timings based upon new films landing in the schedule.

The activation was further amplified by using contextual copy relating to the films targeted to drive greater brand recall.

### The Outcome

*"We are really pleased with our Lynx cinema admissions campaign, particularly the unique trading method which has allowed us to efficiently target that hard to reach young male audience. With purchased admissions being deployed based upon audience insight and future admissions constantly being optimised to new films in the schedule, we have a fluid and dynamic campaign. This activation has been further amplified by using contextual copy relating to the films targeted to drive greater brand recall".*

James Byard, Group Account Director, Kinetic

