



# CLAIROL HERBAL ESSENCES' COMING ATTRACTION

**CATEGORY:** Local regional or target/ethnic promo (more than \$1 billion)  
**MARKETER:** Procter & Gamble, Cincinnati  
**AGENCY:** Source Marketing, Westport, CT

Looking to build awareness in advance of the launch of its new Herbal Essences hair-coloring product line, Clairol found a logical partner in MGM's summer hit *Legally Blonde*. A sweepstakes offered winners a trip to Hollywood for the movie premiere, as well as a designer wardrobe and at-home hair-color party packs.

Clairol held sampling events with fashion retailer XOXO, while theater ads and package standees promoted the product in 20 markets. Banner ads on MTV.com., E!Online and Glamour.com drove consumers to the Herbal Color site to sign up for free samples and enter the sweepstakes. Meanwhile, guerrilla teams were sent out sporting the new "Intense" hair colors.

Clairol counted more than 425,000 entrants and delivered 45,000 samples during the three-month promo. Launched in April, Clairol Herbal generated more than 43% of new dollars sales in the category through August, per Nielsen.



XOXO In-store Signage