



Clé de Peau Beauté *Masterclass*



SUMMARY

Cle de Peau Beauté promoted the launch of its new Radiant Cream Foundation through the Harrods Make-up Masterclass package. Together, we filmed editorial content showcasing the new products and bespoke make-up looks. Clé de Peau was the first brand to feature the Masterclass creative across our online and in-store channels.

OUTLINE

October / November 2021

- *Harrods* magazine – Masterclass
- Harrods App – Masterclass
- harrods.com
 - Beauty MegaMenu
 - Homepage Display Banners
- Paid Social
- Email Marketing
- Digital Screen Network – Beauty Hall Chandelier

SUCCESS

Clé de Peau's campaign was a phenomenal success, achieving the below uplift in trade:

+428% uplift in **online trade***
vs. previous period

+100% uplift in **in-store trade***
vs. previous period

*Analysis period: 1st October – 12th December 2021

