

Bio Beauty Concepts

HD Brows

- Dynamic Audio Creative across LiSTNR, Hit and Triple M





The challenge:

Get HD Brows on the lips (and eyebrows) of salon owners and beauty consumers in Australia

What we knew:

- HD Brows entering the Australian market
- First time doing audio advertising
- Looking for a creative way to increase brand awareness and product consideration amongst target demographic



Our approach:

Bring a smile to the face of those wanting perfect brows

We mixed light-hearted humour, conversation about the weather and a strong brand value claim, to inform Australians that HD Brows is the best solution for their beauty routines.



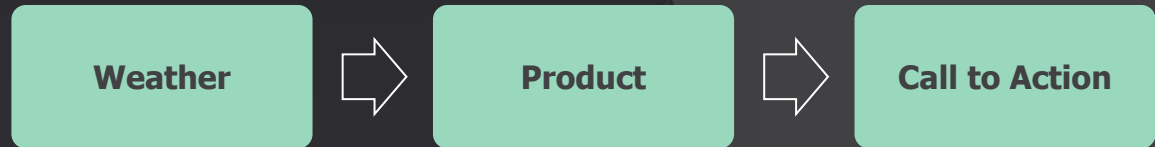
HD BROWS®

HIGH DEFINITION BEAUTY



Our approach:

A different message was shared with men and women



Females:

- Foggy
- Clear
- Cloudy
- Windy
- Rain

Males:

- Hot
- Cold

Product

- Brow Glue
- Propencil
- Browtec
- Colourfix

Call to Action

- Shop online and save 20%
- Shop online or ask your brow stylist

What did Australia hear?

These triggers influenced the HD Brows audio campaign:

- Weather
- Product
- Call To Action



Using dynamic creative across both broadcast and digital allowed HD Brows to share a contextually relevant message in real time, for ultimate effectiveness.

Contextually relevant creative increases audio engagement.

What did Australia think?

The results show an increase in brand awareness for HD Brows, and an increase in positivity towards the brand after hearing the dynamic ads.

35% positivity

Over 1 in 3 respondents said they felt more positive towards HD Brows, after hearing the ad.

4th in recognition

HD Brows was the 4th most recognised brand from the brands prompted- with +133% growth

111% awareness lift

Increase in awareness of the HD Brows key brand message

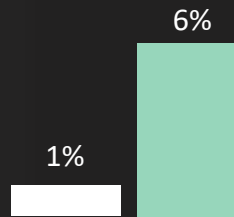
Source: SCA iQ | HD Brows Research | January 2022 | National | Hit Community | Q. Which of the following brands do you recall advertising for in the past month?
| Could Hear Audio | Digital Listeners W18-54 | Pre n=128 Post n=78

Consideration for HD Brows grew by 400%!

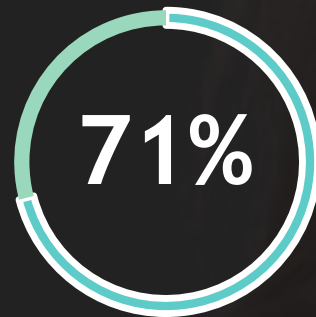
Australian listeners are considering and aware of the HD Brows product.

Unpromoted Ad Awareness Increased by 500%

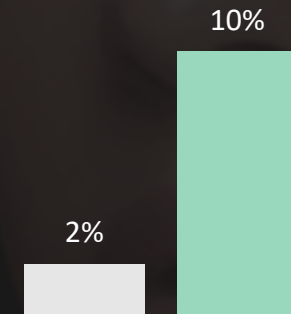
This increase saw HD Brows move from the 5th most recalled brand to 2nd, behind only MAC Cosmetics.



7 in 10 who recalled the ad, took action



Product Consideration Increased by 400%



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Key Learnings

Males have an interest in the product

Those who received the 'Male-Targeted' creative were more likely to explore the website/app/page

Young Australian's are more engaged with the brand

18-24yr olds were more likely to listen for longer

Dynamic variations kept the audience interested

For both target audiences, frequency was 3.7 so the audience was likely to be subjected to 3 or more creative variations.

Woman visit salons frequently

Women 18-29 are the age group most likely to visit a salon monthly, while W30-39 and W40-54 are more likely to visit a few times a year

We're pluckers in Australia

'Tweezing/plucking', 'Waxing at a salon' & 'Filling in eyebrows' are the top three actions across all age groups

Quotes from our listeners


"It's definitely a product I'm interested in. Like the sound of the brand. Will definitely look them up. Grabbed my attention"

"I will give these HD a go, sounds professional"

"They seem innovative , unique and reputable"

"Advert made me interested in researching them more"

"They know what problems I have with my brows and can fix it"



“ The team at SCA were fantastic in putting together an impressive dynamic campaign to help launch HD Brows in Australia. Not only did we experience a jump in sales and increased brand awareness during the campaign period, we have also importantly seen a continued momentum in sales and engagement that has helped establish the brand in the Australian market.

Brad Bergmann
Bio Beauty Concepts

Other clients have also seen success...

These triggers influenced the dynamic audio campaigns:

- Technology
- Weather
- Product
- Sport
- Call To Action



ESS Results

- +50% increase in awareness
- 1 in 5 felt more positive towards the brand as a result of hearing the ads
- 2 in 5 of exposed audiences did something as a result of the campaign- with most heading to the website for more info.