

TWNN

THE WORLDWIDE NETWORK

## **Case Study: TWN Connect - Elevating MNP Skincare's Global Advertising**

Industry Sector: Beauty/Skincare

Profile: Organic Skincare

Size: SME

Location: London, UK

### **Client Overview**

My Natural Paradise (MNP) Skincare is a leading brand in organic beauty and health products, specializing in natural remedies for various skincare concerns. With a commitment to harnessing nature's gifts to improve skincare for all, MNP Skincare aims to engage a global audience. They sought a cost-effective and integrated advertising solution to increase brand awareness, target young and middle-aged adults in key world markets, and position themselves as trendsetters in the organic beauty industry. To achieve these goals, they partnered with TWN Connect.

### **Client Objectives**

1. Increase brand awareness: MNP Skincare aimed to enhance brand visibility on a global scale, establishing themselves as a trusted and influential player in the organic beauty industry.
2. Target young and middle-aged adults: The client wanted to engage with their ideal customer profiles and capture the attention of young and middle-aged adults who prioritize natural skincare products.
3. Boost website traffic and conversions: MNP Skincare sought to drive more visitors to their website, ultimately leading to increased sales and growth for their business.

### **TWN Connect's Creative Solution**

TWN Connect collaborated with MNP Skincare to develop a comprehensive global advertising strategy that incorporated sustained, integrated campaigns targeting young and middle-aged adults in key world markets. The creative solution provided by TWN Connect aimed to captivate the target audience, showcase MNP Skincare's best-selling products, and leverage reviews and testimonials for maximum impact.

1. Creative Product Placements: TWN Connect strategically placed MNP Skincare's best-selling products in relevant media to generate brand exposure and create visual associations with natural beauty. By showcasing these products in movies, TV shows, and popular online platforms, TWN Connect ensured that MNP Skincare became synonymous with organic and effective skincare solutions.

2. Prime Time Adverts and Testimonials: TWN Connect created compelling prime time adverts that highlighted customer reviews and testimonials. These adverts showcased the positive experiences and results achieved by individuals using MNP Skincare products. By featuring real stories and relatable experiences, the adverts established credibility and trust with the target audience, encouraging them to explore MNP Skincare further.
3. Association with Relevant Programs: To further enhance brand exposure, TWN Connect strategically associated MNP Skincare with the most relevant programs and content. By aligning the brand with beauty and lifestyle programs, wellness influencers, and online platforms, TWN Connect ensured that MNP Skincare reached a global community of beauty mavens who were actively seeking natural and effective skincare solutions.

### **Partnership and Outcomes**

TWN Connect and MNP Skincare entered into a 1-year partnership with the shared objective of transforming the brand's reach and receptiveness on a global scale. The collaborative efforts and implementation of the creative advertising solution produced significant outcomes:

1. 8% Growth in Styling Enquiries: The sustained and integrated advertising campaigns led to an impressive 8% growth in styling enquiries. By effectively targeting young and middle-aged adults who prioritize natural skincare, MNP Skincare attracted a wider customer base, generating increased interest in their products and services.
2. Massive Boost in Website Traffic: The holistic content strategy and prime time adverts resulted in a substantial increase in website traffic. The engaging advertisements, testimonials, and association with relevant programs drew visitors to the MNP Skincare website, generating more opportunities for conversions and sales.

### **Conclusion**

Through the strategic partnership between TWN Connect and MNP Skincare, the client successfully achieved their objectives of increasing brand awareness, targeting their ideal customer profiles, and driving website traffic. The creative solution implemented by TWN Connect, including product placements, prime time adverts, and association with relevant programs, played a pivotal role in capturing the attention of the global community of beauty mavens. As a result, MNP Skincare experienced a notable growth in styling enquiries and witnessed a substantial boost in website traffic, reinforcing their position as a leading brand in organic beauty and health products.