

56%

of those exposed to Lynx Twist's Dashboard and in-game ads said they were more likely to buy Lynx in the future

A welcome Twist

Combining Xbox Dashboard and in-game advertising delivered startling **uplifts in purchase intent** for the new Lynx deodorant, Lynx Twist. The campaign drove **big increases** in well-established **brand metrics**, with both platforms delivering significant rises and the most dramatic results coming amongst consumers who experienced the Lynx Twist ads across both.



Key Facts

Client: Lynx

Agencies: Mindshare, TMW, Freud Communications

Objectives:

- | Drive awareness and purchase intent for the new Lynx Twist deodorant
- | Educate Males 16-24 on the meaning of 'Twist Yourself' and bring life to the key insight, "Girls get bored easily: Twist yourself to keep them interested"
- | Syndicate the *Keeping Keeley* video on platforms beyond the computer screen
- | Increase key brand metrics

Target audience:

- | 16-24-year-old men

Products used:

- | Xbox Dashboard advertising featuring interactive *Keeping Keeley* video campaign
- | In-game advertising across the Massive network including key male interest titles such as *Fight Night Round 4*, *Need for Speed Shift*, and *Skate 2*





Creative solution

The campaign kept the target audience intrigued through a multi-screen approach to the gaming environment: catching the eye with seductive video advertising on the Xbox Dashboard and driving awareness and recall through high-impact in-game ads across titles with strong male interest. *Keeping Keeley*, the interactive video campaign featuring star lingerie model Keeley Hazell, featured prominently on the Xbox Dashboard while in-game poster sites and hoardings reinforced the key message that new Lynx Twist is 'the fragrance that changes'.



Research methodology

Continental Research and Microsoft Advertising conducted online interviews with 826 male gamers aged 16-34, measuring recall of the Lynx campaign and assessing the impact on key marketing metrics and product preference. The survey also looked at the strength of different campaign elements and the impact of ads on the gaming experience.

Key results

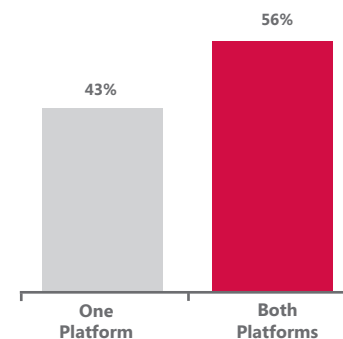
The campaign was a success and significant uplifts were delivered by both the in-game and Xbox Dashboard ads. While each component delivered lifts in key brand metrics, users exposed to the campaign on both platforms demonstrated the most positive results of all.

Driving awareness and purchase intent

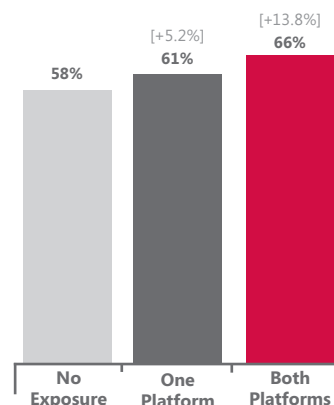
Gamers who recalled the campaign on both platforms were **14%** more likely to be aware of Lynx Twist than those not exposed to the campaign, and **8%** more likely than gamers exposed on only one platform.

Increases in purchase intent were even more impressive: **56%** of those exposed to the full campaign reported they were more likely to purchase Lynx Twist after seeing the ads, a **30%** increase over gamers who saw the ad on only one platform. Among those exposed to ads on both platforms, recall of the campaign reached a phenomenal **82%**.

Purchase intent: Percentage of gamers more likely to purchase Lynx Twist after seeing the ads



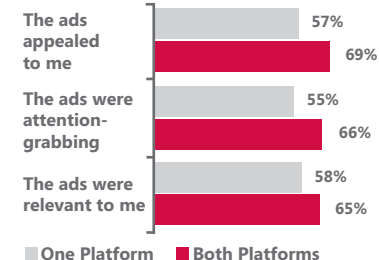
Awareness of Lynx Twist



Improving brand perception

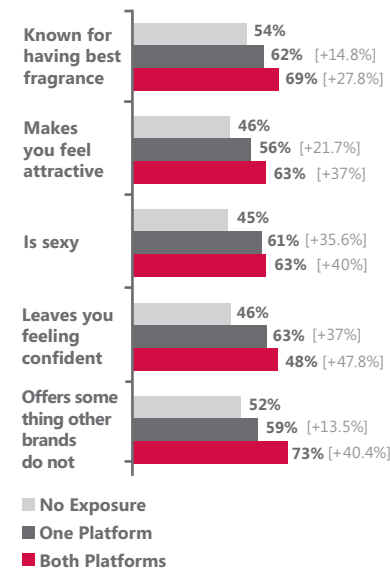
Exposure to the full campaign also improved brand perception and ad likeability. Those recalling the ads on both platforms were **21%** more likely to agree that the ads appealed to them and **20%** more likely to agree that the ads were attention-grabbing, compared to gamers who were only exposed on one platform.

Ad likeability



Additionally, those recalling the full campaign were up to **47%** more likely than those not exposed to the ads to agree with all Lynx Twist brand characteristics. They were also **24%** more likely to agree compared to those exposed on only one platform.

Brand characteristics



The results from this campaign definitively show how Lynx Twist successfully drove awareness and purchase intent by reaching our target of young males through the gaming platform. The combination of in-game and Xbox Dashboard advertising enabled us to realize even stronger lifts for key brand metrics and brand perception than we would have seen from ads on only one platform alone.

—James Chandler

Account Manager, Mindshare