

handbag.com case study:

Cussons Imperial Leather – Driving brand awareness

Advertiser's objective

- ▶ To increase awareness of the Imperial Leather brand whilst educating the audience about the broad range of products.

Mechanic

- ▶ handbag.com produced an Imperial Leather advertorial feature, which users could reach through promotional links across the site.
- ▶ The links included a 710x120 Sponsorship of the Home Page and Beauty Channel positioned at the top of the page and Banners.
- ▶ The advertorial and other links were used to drive traffic through to Imperial Leather's 'Release the Lather' site.
- ▶ Eyeblasters and Pop Ups were used as traffic driving mechanisms to the releasethelather.co.uk site.

Results

- ▶ The promotional links to the advertorial achieved a click through rate of 6.32% whilst the traffic drivers to the releasethelather.co.uk site recorded 1.42%.
- ▶ The client was particularly satisfied with the huge number of page views delivered on handbag.com, as each page acted as an Imperial Leather branding opportunity.

The screenshot shows the handbag.com website interface from 11 November 2002. At the top, a purple banner for Cussons Imperial Leather features the text "Where will your Bathtime take you?" and navigation links for "Bathtime", "My Bathtime", and "Request a Sample". Below the banner, the date "11 November 2002" is displayed, along with icons for "free web access", "free email", and "horoscopes". The main navigation bar includes the "handbag.com" logo and a search bar with the text "pick a channel" and "find it". Below the navigation bar, there are several content sections: "in handbag.com" with a list of categories like "handbag experts", "beauty", "careers", etc.; "today" featuring a photo of a woman and articles titled "Sensational exits!" and "Hot winter shoes"; "sponsored by" with a Lufthansa advertisement; "shopping" with a "shopping heaven" banner; and "promotion" with a "Which one are you?" quiz.

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“handbag.com has been an integral part of Imperial Leather's online marketing plans for the past 18 months. During this time it has consistently proved itself to be an outstanding performer both in terms of response and as the ideal environment to brand effectively to the female consumer. We are keen to continue this relationship for future planning and introduce new and improved creative treatments which handbag.com has always been keen to embrace”

Pete Mitchell, Regional Director, Outrider (Imperial Leather's Media Agency)

The screenshot shows the 'handbag.com promotions' page. At the top, there is a search bar with 'pick a channel' and 'find it' options. Below this, the page is divided into several sections:

- in this channel:** A list of content categories including 'handbag home', 'horoscopes home', 'which sign are you?', 'shelley von strunckel you in 2002', 'you & the age of aquarius', 'you & entertaining you & money', 'you & relationships', 'mystic handbag', 'celebrity star profiles', 'let's talk', and 'shopping'.
- essentials:** A list of content categories including 'address book', 'auctions', 'become a member', 'city guides', 'handbag home', 'beauty home', 'ask our experts', 'christmas essentials', 'make-up & skincare', 'hair care', 'hot products', 'tips & tricks', 'photo galleries', 'stockists', and 'unsubscribe'.
- Where will your Bathtime take you?** A featured article with an image of a woman in a bathtub. The text reads: 'Did you know that the bath is the favourite place for women to daydream? Research from Imperial Leather reveals that more than a 10th of us daydream for the equivalent of a whole working day each week! Daydream believer Sleep psychologist, Jason Ellis, uncovers what your daydreams mean... Sex – reflects self-satisfaction and a lively interest in love. Travel – different holidays reflect different moods: hot products Party essentials The party season will soon be in full swing - make sure you're the belle of the ball with these party must-haves. Unwind in the luxurious bubbles of Imperial Leather Double Bubble'.
- photo galleries:** A section titled 'Bond premiere beauty' with the text: 'The beautiful people were out in force for the world premiere of Die Another Day. See who was there...'
- hot products:** A section titled 'ried & tested - trial-sized skincare' with the text: 'Find out if you like a skincare range, before you splash out, with a trial-sized pack. We've tested the best.'

At the bottom left, there is a 'Close' button. The Imperial Leather logo is visible in the bottom right corner of the page.