

L'Occitane iconic hand cream at your fingertips



L'Occitane is a global, natural and organic ingredient-based cosmetics and well-being products retailer. The company was founded in France in 1976. With almost 3000 retail locations and more than 8000 employees across the world, it is one of the most famous cosmetics brand in the world.

Goal

Cost per Purchase up to



67%

lower than objective

L'Occitane en Provence is a brand with a very strong image. To encourage people to purchase their product, they like to tell stories and engage users in an immersive experience. Even to talk about hand cream, they like to immerse people in a deep emotion, and delicately guide them to the purchase.

Solution

With Facebook Canvas, L'Occitane discovered a new way to tell their brand story and to promote their iconic product, the Karite Hand Cream, using an immersive mobile experience.

Creative:

The creative for this ad was built around the power of our hands: our most extraordinary tools. Because our hands can help us cook, paint, play music, comfort, discover nature's beauty, we need to take care of them every single day. L'Occitane Karite Hand Cream is The hand cream that can help us protect this treasure.

The first part of the Canvas was focused on this story about our hand, thanks to a video showing hands picking flowers or touching a horse for instance. At the end, we can see someone's hands putting L'Occitane Karite Hand Cream on it.

Then the focus is made on the product itself, explaining the benefits of Karite butter, that L'Occitane is buying from Burkinas Faso's women thanks to an exclusive partnership.



0'12

Canvas View duration

Canvas View Percentage



62,64%



Solution

Performance:

Thanks to MakeMeReach expertise, l'Occitane was able to use the Facebook Canvas Format in the best way to promote its hands cream assortments by using a combination of different ad formats (Carousel, videos etc.). The story we built together really engaged people who watched the ad during an average of **12 seconds**.

The most challenging part of a Canvas is to get people scroll and discover each elements. The main KPI is indeed the Canvas View %. This metric indicates the average percentage of the Facebook Canvas that people saw. With a **percentage of 62,64% of canvas view** for this campaign, L'Occitane was highly satisfied.

At the end of the creative, a **Call To Action** redirected to L'Occitane's website in order to boost sales of this iconic product. MakeMeReach experts worked on the implementation of **pixel** for this Facebook campaign in order to measure the number of purchases coming from this ad and to identify buyers' profiles.

Thus they could sharpen the Facebook Canvas campaign targeting to target more intensively profiles that would be the more inclined to purchase the cream, **reducing the cost per purchase by 67% as compared to the objective**.

