

花王株式会社

#みんなでドンキのPOPつくってみた

Overall

店頭販促と連動した初の施策。ドン・キホーテ様にご協力いただき、人気クリエイターとドン・キホーテ社員が花王製品を動画でユニークに紹介しながら、商品のキャッチコピーをコメント欄で募集。優秀作品は実際にPOP化・店頭掲示を行った。全国80店舗以上にPOPが掲示され、売上へのポジティブな効果が見られた。

メンズビオレ施策



2021/10/15~10/25：第一弾募集動画



2021/12/10~12/23：第一弾結果発表動画

Essential THE BEAUTY施策



2021/10/28~11/7：第二弾募集動画



2021/12/21~12/31：第二弾結果発表動画

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In-Feed Ad

Summary

第一弾：メンズビオレ3商品のキャッチコピーを募集。各商品の特徴やキャンペーン情報をクリエイターのトーンに合わせたテンポ感のある構成で紹介しながらキャンペーン及び商品の話題を創出。優秀作品に選ばれたキャッチコピーは**全国80店舗**以上のドン・キホーテでPOPとして掲出され、売上へのポジティブな効果が見られた。

Highlight

POPを考えるにあたってのヒントを動画内に組み込んだことでコメントを誘発することができた。オーガニック含め**400件以上の応募コメント**が集まった。



①募集動画



②結果発表動画

Performance

(広告配信のみ)

①R&F
(リーチ目的)②Brand Auction
(動画視聴目的)

いいね数

59.1K

配信日2021/10/15-10/25
(11日間合計)

いいね数

42.8K

配信日2021/12/10-12/23
(14日間合計)

6秒視聴率

26.40%

配信日2021/10/15-10/25
(11日間平均)

6秒視聴率

23.81%

配信日2021/12/10-12/23
(14日間平均)

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In-Feed Ad

Summary

第二弾：Essential THE BEAUTY 髪のコメ美容シリーズのPOPを募集。クリエイターの特徴を生かした会話の中に商品とPOPの要素を組み込みキャンペーン及び商品の話題を創出。優秀作品に選ばれたキャッチコピーは全国80店舗以上のドン・キホーテでPOPとして掲出され、売上へのポジティブな効果が見られた。

Highlight

冒頭6秒以内にユーザーを引きつける言葉を入れたことで、長尺動画にも関わらず6秒視聴率、視聴完了率ともに高いパフォーマンスを記録。オーガニック含め300件以上の応募コメントが集まった。



①募集動画



②結果発表動画

Performance

(広告配信のみ)

①R&F
(リーチ目的)

いいね数

46.9K

配信日2021/10/28-11/7
11日間合計

6秒視聴率

18.1%

配信日2021/10/28-11/7
11日間平均

②Brand Auction
(動画視聴目的)

いいね数

74.0K

配信日2021/12/21-12/31
14日間合計

6秒視聴率

27.15%

配信日2021/12/21-12/31
14日間平均

Kao Corp.

(We Made Don Quijote Pop-Up Banners Together!)- JAPAN

Overall

The first campaign working together with in-store sales promotions. In collaboration with Don Quijote Co., Ltd., popular creators and Don Quijote employees created unique video showcases for Kao products, while asking for catchy taglines in the comments. The best creations were made into real pop-up banners and displayed in-store.

The pop-up banners were displayed in more than 80 stores nationwide, and a positive effect on sales was observed.

Men's Biore Campaign



2022/10/15-10/25
Initial call for submissions video



2022/12/10-12/23
First results announcement video

Essential THE BEAUTY Campaign



2022/10/28 - 11/7
Second call for submissions video



2022/12/21-12/31
Second results announcement video

Kao Corp.

(We Made Don Quijote Pop-Up Banners Together!)- JAPAN

In-Feed Ad

Summary

First call for pop-up banners for three Men's Biore products. Using their distinct styles, the creators explained the features of each product and the promotional campaign in fast-paced videos, generating buzz around the campaign and products. The catch copy selected as the best creation was displayed as pop-up banners in more than 80 Don Quijote stores nationwide, and a positive effect on sales was observed.

Highlight

Including tips for coming up with a pop-up banner design in the video encouraged more comments. **Over 400 comments were received**, including organic posts.



1. Call for submissions video



2. Results announcement video

Performance

(advertising only)

①R&F
(Reach)

②Brand Auction
(Video Views)

Number of Likes

59.1K

Total over 11-day
delivery period 2022/10/15-10/25

Number of Likes

42.8K

Total over 14-day
delivery period 2022/12/10-12/23

6-Second View Rate

26.40%

Total over 11-day
delivery period 2022/10/15-10/25

6-Second View Rate

23.81%

Total over 14-day
delivery period 2022/12/10-12/23

Kao Corp.

(We Made Don Quijote Pop-Up Banners Together!)- JAPAN

In-Feed Ad

Summary

Second Campaign: Call for pop-up banners for Essential THE BEAUTY's Perfect Hair Series. The products and pop-up banners were incorporated into conversations in the creator's unique styles, creating buzz around the campaign and products. The catch copy selected as the best creation was **displayed as pop-up banners in more than 80 Don Quijote stores nationwide, and a positive effect on sales was observed.**

Highlight

By including attention-grabbing lines in the first 6 seconds of the video, we recorded high 6-second and full-length viewing rates, despite the length of the video. **Over 300 comments were received**, including organic posts.



1. Call for submissions video



2. Results announcement video

Performance

(advertising only)

①R&F
(Reach)

Number of Likes

46.9K

Total over 11-day
delivery period 2022/10/28-11/7

6-Second View Rate

18.1%

Total over 11-day
delivery period 2022/10/28-11/7

②Brand Auction
(Video Views)

Number of Likes

74.0K

Total over 14-day
delivery period 2022/12/21-12/31

6-Second View Rate

27.15%

Total over 14-day
delivery period 2022/12/21-12/31