

# WE HELPED PERK UP SALES AND BRAND AWARENESS FOR AMIKA

When amika wanted to ensure the successful launch of a new product in its Perk Up dry shampoo line and increase awareness among its target audience of women 18 to 34, the hair brand turned to OUTFRONT. amika's 360° campaign made a bold impact on New York City, weaving together multiple out of home media formats, influencers, and a pop-up brand activation where consumers could enjoy hair touch-ups, photo opportunities, and free samples.

## STRATEGY & EXECUTION

- **Social OOH (#sOOH):** By including influencers in the ad creative and involving them directly in the launch, amika was able to demonstrate authenticity while leveraging an audience that extends beyond the brand's current customers.
- **Creative Excellence:** The campaign included a hand-painted wallscape mural that towered over Park Avenue, 175 feet high and 90 wide. Two additional Station Dominations saturated subway riders with the colorful, cheerful creative.
- **Strategic Locations:** The campaign was geographically focused around key Sephora locations in Manhattan and Brooklyn, influencing footfall and in-store purchases.

## HIGHLIGHTS & RESULTS

- The campaign delivered **61 million impressions**.
- amika was the **#1 selling brand in-store at Sephora** for the quarter.
- The Perk Up product line **grew at 1.5x the rate** of the overall dry shampoo category.
- **Sales increased by 37% year-over-year** at the targeted Sephora locations, more than double the growth rate amika saw nationwide.
- **Brand awareness increased 4 points** over the previous quarter.

amika:

SOURCES: GEOPATH, AMIKA  
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



**“WE DID PERK UP OUR SALES WITH OOH...IT REALLY HELPED DRIVE THE AWARENESS AND IMPACT AND BUZZ THAT WE NEEDED IN THIS IMPORTANT AREA.”**

- Kelley Martin, amika SVP of Global Marketing and Creative