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April 9, 2012

Procter & Gamble's Herbal Essences debuts new product with mobile ads

By Lauren Johnson

April 9, 2012



The Herbal Essences mobile ad

Procter & Gamble's Herbal Essences is using mobile ads as a launching pad for a new line of hair-styling products.

The Herbal Essence mobile ads let users learn about the new products via the brand's mobile site. The ads are running inside the TV Guide iPhone app.

"Consumers now more than ever are not sitting glued in front of the television – users are spending more time on their smartphones than their desktops or laptops," said Rick Singer, CEO of Greatapps.com, New York.

"A mobile ad for a product launch will be effective for Procter & Gamble, meaning your core audience is on the move," he said.

"They are working professionals, homemakers and teens running around with their friends. This is their audience."

Mr. Singer is not affiliated with Procter & Gamble or Herbal Essences. He commented based on his expertise on the subject.

[Herbal Essences](#) did not respond to press inquiries.

Mobile style

The Herbal Essences banner ads read, "New shape-shifting stylers and treatments" and feature a button that encourages to tap to learn more.

The ads then expand to show users a picture of the three new pictures – a hair-care spray, a curl-holding cream and a serum.



The Herbal Essences mobile ads

Users can tap on each product to view more information on the brand's mobile site.

Consumers can also read product reviews and find related products. Recommending similar products is a smart way for Herbal Essences to display related content that consumers are likely to be interested in.

Similarly, users can also view get-the-look hairstyles that use Herbal Essences products.

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Herbal
essences

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touchably smooth



smoothing serum
want a light touch with lots of shine? a dollop of my sheer formula will do wonders to smooth things over with your strands. my hair serum will smooth your style with shine that begs to be touched
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[smoothing shampoo](#) ▶
[smoothing conditioner](#) ▶

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Users can view product information via the ads

For a beauty brand such as Herbal Essences, including reviews and recommended products is a great way to build awareness, especially around a new product.

"Part of mobile advertising is being able to educate the consumer, and the consumer now is more educated in part due to the amount of information readily available than 20-30 years ago," Mr. Singer said.

Packaged powerhouse

Procter & Gamble dominates when it comes to consumer-packaged-goods brands. The company has specific, unique mobile strategies behind each of its brands.

For example, the company's Charmin brand recently ran a mobile ad campaign that focused on letting consumers buy products from online retailers ([see story](#)).

To compare, a campaign from its cosmetic line CoverGirl aimed at promoting a new lipstick by directing users directly to a mobile landing page ([see story](#)).

Consumer-packaged-goods brands make an especially strong fit for mobile advertising because consumers are loyal to their favorite brands and are likely to be impulse, frequent shoppers.

Therefore, tying a loyalty feature to the mobile ad could have also been a great feature to create a more tailored and personalized campaign.

"I feel tying an online coupon is also great to attract new users and constantly reward your existing customers," Mr. Singer said.

"Another idea is to implement a rewards program that is managed using an app – this will be a constant reminder about the brand and its available products as well," he said.