

# handbag.com – Case study



## Gillette Venus Pink Passion – Quantitative Research

### Advertiser's objective & Background:

- ▶ In Summer 2003 Gillette ran an advertising campaign for the Venus Pink Passion razor brand on handbag.com as part of a media schedule which included TV, women's monthly magazines, Sunday supplements and outdoor.
- ▶ handbag.com commissioned Survey.com to conduct quantitative research to measure the effectiveness of this campaign with particular focus on the impact of the different media used.

### Mechanic:

- ▶ Respondents were recruited via pop-ups served across handbag.com and cookies were used to measure the number of exposures to each ad creative within the online campaign.

### Results:

- ▶ A total of 5,177 respondents completed the survey of which 904 (17.5%) were exposed to advertising on handbag.com.
- ▶ Overall, the Gillette Venus Pink Passion full media campaign was very successful in terms of generating advertising recall, brand awareness and developing positive associations and perceptions for the brand, with significant levels of subsequent purchase. As expected, the main impact of the campaign was driven by traditional media where the majority of investment was made.
- ▶ The campaign on handbag.com was light compared to the overall schedule, however there was a significant impact in terms of campaign recall.
- ▶ Respondents who had been exposed to the handbag.com advertising were almost twice as likely to remember seeing some form of advertising for razors on the site (13% versus 7% for those not exposed). Also notable was that handbag.com outperformed newspaper supplements with regard to prompted recall.
- ▶ In terms of differentiation for the Gillette Venus Pink Passion brand, the handbag.com campaign resulted in particularly strong levels of recall when compared with other media, suggesting highly effective communication amongst users.
- ▶ Amongst those who saw the handbag.com advertising, a cross media recall reinforcement was noted i.e. women who saw the Gillette Venus Pink Passion ads on handbag.com were much more likely to recall the outdoor and Sunday supplement advertising. This result demonstrates a high level of receptiveness to advertising amongst visitors to the handbag.com site.
- ▶ In all the Gillette study illustrates the effectiveness of using handbag.com as a medium for advertising whether in isolation or in support of other more traditional channels.



IT EVEN LOOKS GOOD FIRST THING IN THE MORNING . . .

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## Competitions

### Think pink!

The summer is in full swing, and we've decided to celebrate the colour of the season by showcasing some ultra-feminine pink must-haves that are guaranteed to make you look and feel fantastic.

#### Pretty in pink

Ditch the black and white stripes and dump that khaki look because the only colour a girl should be seen in this summer is pink. To help you get that glamorous goddess look, we've put together a **pink gallery** of our favourite fuchsia items which includes everything from great fashion buys to pampering beauty products.



#### Passion Pink Venus

Indulge yourself this summer with the perfect pink accessory for your bathroom - a Gillette For Women Passion Pink Venus. Just like the blue Venus, it gives you the ultimate close shave. For even better results, use your pink Venus with new Gillette Floral Passion Satin Care Shave Gel. It has a gorgeously light floral fragrance and will leave your legs feeling silky smooth.

#### Win a Venus Pink Passion gift set

We are giving 10 lucky handbaggers the chance to become a pink goddess with a Venus Passion gift set. The set includes a Venus Pink Passion razor and a Gillette Floral Passion Satin Care Shave Gel, as well as a sexy Venus Goddess vest and knicker set.

Please register your name and postal address so we are able to contact you if you win. Please read the **terms and conditions**.



Win

What colour is the new Gillette For Women Venus razor?

- Yellow
- Pink
- Green

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Introducing Passion Pink Venus.® From Gillette. It shaves you so close, your skin stays smoother



Click here to win some lovely pink pieces



What is it about PINK that makes you feel so good? **Venus**

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## beauty

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If you're off on your holidays leave your make-up bag at home and **bag some beauty bargains** to bring back with you.

With more and more people choosing to go under the knife we bring you the lowdown on **cosmetic surgery**.

**Do it now**

[Book a spa break](#)

[Ask John a question](#)

[Which make-up colours will suit you?](#)

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### Promotions

**WIN A WEEKEND FOR TWO IN NICE**  
VEET! COURTESY OF VEET

**Enjoy the Mediterranean heat!**  
Get chic in Nice with Veet!



**Free Health Advice**  
Weight management, sports nutrition and more

**PIMPLES ARE EVIL!**  
Spot reducer gel patches  
 [www.mishis.co.uk](http://www.mishis.co.uk)

**There one day...**  
Gone the next! Spot cure that really works.

### Promotion

Lose weight Start by dieting Weight Watchers today

Vote

Do you wear a day cream that contains a SPF? **Cast your vote**

Gillette Venus Pink Passion Popup - Microsoft Internet Explorer



What is it about PINK that makes you feel so good?

Introducing Passion Pink Venus.® From Gillette. It shaves you so close, your skin stays smoother

**Venus**

Click here to win some lovely pink pieces