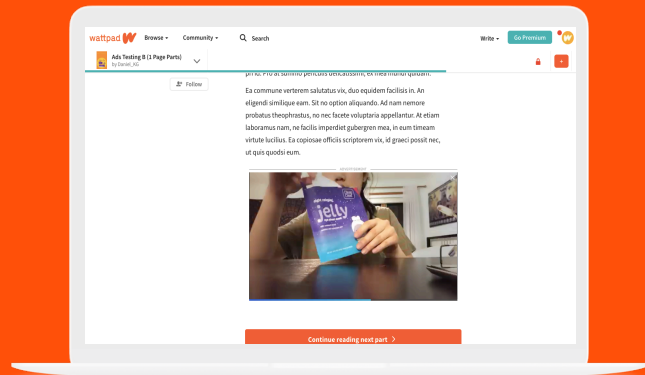
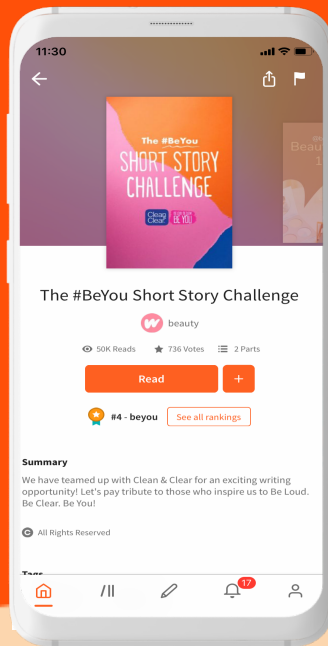
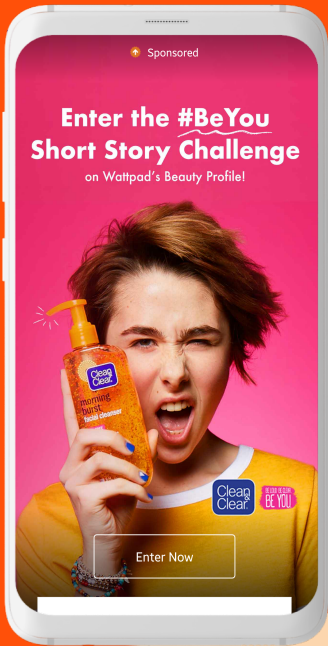


# Clean & Clear



## What we did:

In order to increase brand rating and consideration of Clean & Clear's new Lemon Face Scrub, Overnight Jelly Mask, and Morning Burst Oil Sheets, we launched the #BeYou campaign to engage Gen Z females through creative storytelling.

## How we did it:

- Launched the #BeYou Short Story Challenge on Wattpad, inviting the community to share their personal stories about someone who inspires them to be their true, unique selves.
- In order to increase awareness of the campaign, Wattpad's Beauty profile was fully branded with Clean & Clear, becoming the first brand to do a top to bottom takeover of the profile.
- Media placement on Wattpad stories drove readers to the Short Story Challenge page.

## Results:

- The #BeYou Short Story Challenge resulted in **1,960 passionate, very high-quality story submissions!**
- **The campaign drove more favorable brand rating** through increased brand consideration (purchase intent) (+9/+15 points) and brand recommendation (+15) among those who engaged with the campaign.

## 43,195

Reads on the story challenge

## 6 in 10

Users said the ads stood out compared to other types of advertising