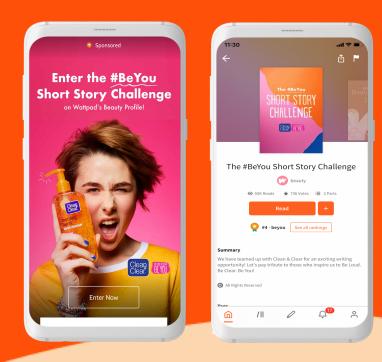


Clean & Clear



Ads Testing B (1 Page Parts) v			•
2º Follow	pri na e ro ai sommo pencans oeskaussimi, ex mea manar quioem. Ea commune verterem salutatus vic, duo equidem facilisis in. An		
	eligendi similique eam. Sit no option aliquando. Ad nam nemore		
	probatus theophrastus, no nec facete voluptaria appellantur. At etiam		
	laboramus nam, ne facilis imperdiet gubergren mea, in eum timeam		
	virtute lucilius. Ea copiosae officiis scriptorem vix, id graeci possit nec,		
	ut quis quadsi eum.		
	Continue reading next part >		

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