Cetaphil Increases Brand Engagement With Dynamic Weather Creatives

Objective:
- Increase brand awareness in the beauty category.
- Drive sales and purchase consideration by serving timely ad creatives on the benefits of Cetaphil’s moisturizer during winter.

Strategy:
- Verve Group built custom audience segments targeting women who shopped at or lived close to stores selling Cetaphil products.
- Dynamic ads, triggered by weather, were displayed when certain conditions were met.

Results:
- Ads were triggered only during specific weather conditions, which proved to be powerful in increasing engagement rates.
- Consumers were able to find the nearest store selling Cetaphil products with the help of turn-by-turn directions with a quick tap.