

OPI Creates an Army of Brand Ambassadors and New Customers

Long a favorite for both home and salon manicures, the OPI brand has a cult-like following, as much for the quality of its products as for the quirky names assigned to the colors. SheSpeaks, the leading women's insight and word-of-mouth marketing network, worked with OPI to establish a direct dialogue with targeted female consumers. Through its unique relationship with a diverse, national network of 100,000 female members, SheSpeaks helped OPI spark new interest, obtain candid feedback, grow word-of-mouth awareness, build long-term brand advocates and drive sales.

The program that SheSpeaks ran for OPI had 9,000 SheSpeaks members sampling OPI's Nic's Sticks nail polish. Program results have been very strong. SheSpeaks members have generated close to 800,000 conversations and 120,000 unit sales!

This is an average of 13 sales per member and close to \$850,000 in revenue. Importantly, the SheSpeaks program was designed to test the role and value of WOM in the marketing mix with a coupon offer being tested through 1) SheSpeaks 2) national beauty magazine and 3) newspaper free standing inserts (FSI). The SheSpeaks coupon showed a 300% increase in redemptions vs. the national magazine and a 1,200% increase over the newspaper FSI insert. Finally, tremendous insight was generated for OPI with ideas for potential product enhancements.

Client: OPI Cosmetics

Agency: SheSpeaks

Budget: Undisclosed

Date of Campaign: April 2008-June 2008