

CASE STUDY: V05 EXTREME STYLE

VAN

Euro RSCG created a two part campaign for **V05** to promote their **Extreme Style** hair products. The campaign “**The Pliktisijiteur Pageant**” featured a male beauty pageant in a Pliktisijiteur village, which was aimed towards V05’s young male audience. The campaign included an initial teaser ad followed by the full TV ad.



The aim behind the campaign was to promote community discussion on the brand’s Facebook page and YouTube channel as the campaign developed. The teaser ad which VAN seeded for a short period prior to the extended ad, helped spark discussion and video sharing. The campaign received a total of **643 Facebook shares** and **1,426 click throughs** to their Facebook page.

VAN seeded the 2 videos, guaranteeing a collective viewing number of **144,445**. We actually delivered **281,544 views** through our network and the two clips received a total of **306,897 views on YouTube** during the campaign period.

