

NIVEA®



FACEBOOK LIKES:
657,864
MOST POPULAR CITY:
Chicago, IL



TWITTER FOLLOWERS:
5,753
TWEETS:
740



YOUTUBE:
14,505
VIDEO VIEWS

HIGHLIGHTS:

+Total video views on YouTube grew by **721%** in April with the majority of views from "For The First Time" ad featuring **John Legend**.

+Extended the reach of the 'kiss the one you love' nye TVC (featuring the contest winners) through an online video campaign.

+The TVC ran across premium shows on **nbc.com & hulu** while video network tremor was used to extend reach through efficient, targeted placements. Corresponding ad units drove consumers to like the brand on **Facebook**. The campaign drove over 10MM video impressions.



Eucerin®



FACEBOOK LIKES:
650,441
MOST POPULAR CITY:
Chicago, IL



TWITTER FOLLOWERS:
24,052
TWEETS:
3,352



YOUTUBE:
312,497
VIDEO VIEWS

HIGHLIGHTS:

+Total video views on YouTube grew by **67%** in April with most views coming from the **Thank You** video.

+**Eucerin** ran an integrated 360 program with the **Dr. Oz Show** to support the calming line. Elements of the program included a TV integration, digital extension on **DrOz.com** and newsletter placement to the Dr. Oz database.



+The credibility of **Dr. Oz** drove very strong results for the brand. The total program drove a **65%** lift in calming sales at **Walmart** and a **26%** lift in purchase intent.

NIVEA® FOR MEN



FACEBOOK LIKES:
133,227
MOST POPULAR CITY:
Tehran, Iran

Switch to conversational posts and gender neutral messaging resulted in **increased fan interaction.**

More BDF News:

As of March, **Rosetta** joined the **Beiersdorf** team as the **Digital Agency Partner** supporting all of the **BDF brands** in the US. Their role will be focused on areas such as the **development and implementation of digital strategy plans** to providing key strategic support in the development of an overarching **CRM communications plan.**



Aquaphor®

HEALING OINTMENT



FACEBOOK LIKES:
56,733
MOST POPULAR CITY:
Chicago, IL



TWITTER FOLLOWERS:
6,295
TWEETS:
854



YOUTUBE:
848
VIDEO VIEWS

HIGHLIGHTS:

+**YouTube** video views spiked **50%** this month due to a Vlogger review and cross-platform promotion from **Twitter**.
+The **April Showers Twitter Party** on April 26 generated more than **1,200** tweets and was one of the top **Twitter** trends in the **United States**.

+**Aquaphor Lip Repair** targeted **Winter Outdoor Enthusiasts** with a 360 campaign supported through targeted digital media on key ski and weather sites, print with **Outside** magazine and an extensive ooh program on **mountain**.

+The program was anchored on **Facebook** where users could enter the a sweepstakes to win **\$3,000** worth of gear.
+The campaign drove over **20MM** impressions, **40k** new **Facebook** fans and **7,000** sweepstakes entries.

DIGITAL IN THE NEWS



Facebook purchased photo editing app, **Instagram** for **1 Billion** dollars!

Maybe now they'll make the **Brand Page** apps mobile-friendly.

Facebook IPO set to be at an all-time high with being valued at nearly **\$100 Billion**.



YOUTUBE'S MOST VIRAL VIDEO:

<http://www.youtube.com/watch?v=31GAzLYfAzw>



Watch Out App: Square – is an electronic payment service. **Square** allows users in the United States to accept credit cards through their mobile phones, either by swiping the card on the **Square** device or by manually entering the details on the phone. Developed and owned by **Twitter** co-founder **Jack Dorsey**. It promises to own every credit card transaction.