



Marketing Futures

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WELEDA

Behind the Campaign:

Inner Nature



This campaign is a 2020 **International ECHO Awards Bronze Winner** in the Best Use of Data-Driven Technology category

Sections in this analysis include:

- The Four Main Objectives
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Introduction

Weleda, a leading natural beauty brand in Europe, was experiencing declining sales in North America and losing market share to competitors with deep pockets. **So, how did they become one of the biggest brands in the category on a shoestring budget? By leveraging data to gain an edge money can't buy.**

“The success of this campaign was critical to the success of the entire business plan for North America. Not only was it critical for growth and to reverse a declining trend, but also internally to show senior management and the Board that the team knew how to grow this brand in NA and could be trusted to succeed in a market where others had not.”



Randi Jachino, VP of Marketing at Weleda

The Four Main Objectives

Weleda was struggling to capture category growth and found itself in a sink-or-swim scenario after being outspent 20 to 1 by competitors in the North American market. Instead of pouring money into traditional advertising, the brand used data science and creativity to outsmart the competition.

Weleda engaged The Shipyard to execute a campaign with four main sales-driven objectives, which included:

1

Increasing Weleda's market share and rank among competitors.

3

Increasing growth and penetration by targeting consumers shopping where the category was growing fastest (including Target, Amazon, and Weleda.com).

2

Stabilizing and improving Weleda's performance at its biggest retail customer.

4

Driving engagement at scale, focusing on KPIs that signaled purchase intent.

“Skeptics started becoming believers when we started to see sales grow and were able to share all the data behind it. Data of who our shoppers were and converting them to buy had never been seen at that granular level. The Data doesn’t lie, and so we started to gain credibility – and even had many from other countries coming to us asking for advice or “how to” as the growth continued.”



Randi Jachino, VP of Marketing at Weleda



The Data Doesn't Lie

Rather than creating a traditional media plan, Weleda used a sophisticated tech stack to deliver content through various digital channels with surgically precise targeting.

The nexus for Weleda's "Inner Nature" campaign involved studying quantitative customer behavior instead of relying on qualitative feedback. By harmonizing millions of data points and hundreds of messages, the brand discovered what motivated buyers in real life and what didn't.

Through real-time message testing, Weleda uncovered 575 performing audience segments and identified common blogs, charities, beverage consumption, and shopping habits of buyers.



Rather than filming commercials, the “Inner Nature” campaign featured well-established natural beauty influencers who were already Weleda users. Unscripted interviews were conducted on a variety of topics that reinforced the brand, such as personal connections with nature, mindfulness, self-care rituals, and natural skin care products’ importance.

Through half-day content capture sessions with natural beauty influencers, Weleda generated over a year’s worth of authentic story content, all for the cost of a single 30-second commercial.

The result was hundreds of personalized micro-campaigns that delivered the most relevant message to each audience through continuous experimentation, programmable bidding, custom algorithms, and artificial intelligence.

“What was most exciting was that almost every ad found audiences that were motivated to learn more about Weleda. Every ad and audience pairing, we found, created another revenue stream for the brand, which allowed us to scale exponentially vs. the one message, one audience approach.”



Lance Porigow

EVP, Head of eCommerce Growth Practice at The Shipyard



This Campaign Had Data-Driven Results

Hundreds of ad permutations were created using dynamic creative optimization tools with controlled templates, imagery, and headline grouping to minimize variability in the results.

When data science and creativity get together, beautiful things are engineered, including the following outcomes:

- **40% growth in consumption in just three months,**
- **Double-digit growth through its biggest retailer, Whole Foods**
- **Weleda leap-frogged over five competitors to claim the fourth spot as one of the top brands in the category**

“The one big learning is that the data didn’t just impact the optimization of the advertising but rather can be applied to all aspects of the marketing mix. It impacted the influencers we selected, the products we featured, the PR we pursued, the website and landing experience, and even how we sold our products into retailers.”



Lance Porigow

EVP, Head of eCommerce Growth Practice at The Shipyard

Q&A

ANA Senior Director of Marketing Futures Michael Berberich, Lance Porigow, EVP, Head of eCommerce Growth Practice at The Shipyard, and Randi Jachino, VP of Marketing at Weleda, recently discussed Weleda's campaign success.



Michael Berberich

Senior Director of Marketing Futures at ANA



Lance Porigow

EVP, Head of eCommerce Growth Practice at The Shipyard



Randi Jachino

VP of Marketing at Weleda

Q Was there any internal or external pushback to the approach of using micro-insights to drive micro-campaigns? Did you have to change any “nos” to “yeses,” and if so, how did you do it?

A Randi:

There was definitely pushback on the approach as that type of campaign had not yet been done at Weleda globally, and frankly not been done by anyone even on the North American team in their past companies – it was new to all. While there wasn't necessarily a “no,” many were in “wait and see” and expected it to fail.

Q The data and insights work you did on the “Inner Nature” campaign sounds like it was a herculean task. What did the tech stack behind this look like?

A Lance:

It was a custom-built integrated suite of technology, including a DMP on the back end, a DSP souped-up by developers for automation, custom bid logic, etc., and a bespoke analytics platform, The Helm. The venue, along with some data science wizardry, enabled audience discovery and creative personalization at scale.

Q&A

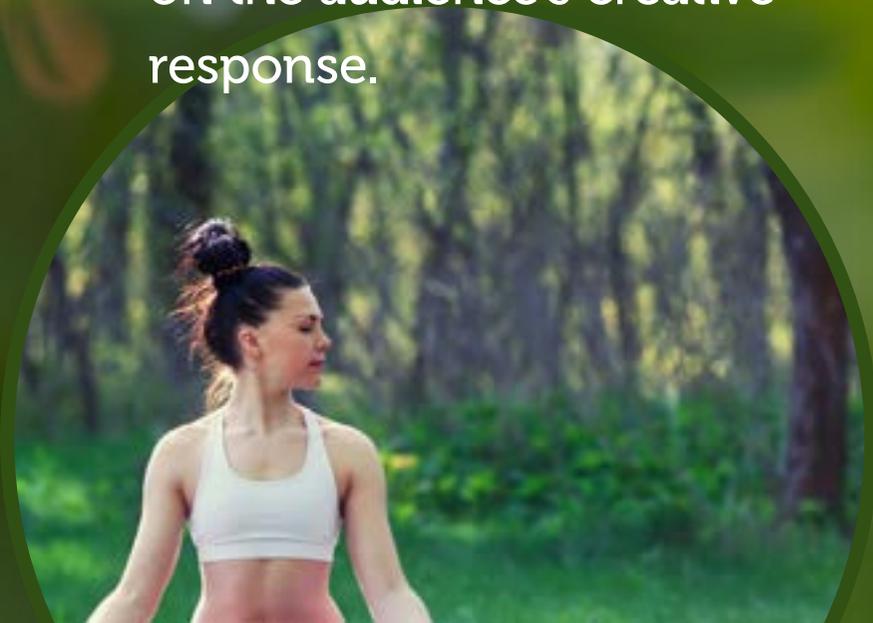


Data was collected and analyzed by data scientists with various statistical techniques and tools based on the audience's creative response.

Q Could you take us through the real-time testing used to identify 575 performing audience segments? Was the messaging you used from preexisting ads, or did you create anything specifically for the test? How were you able to derive insights from the tens of millions of data points created by the test?

A **Lance:**
The process of creating the audiences started with the questionnaire in the quantitative segmentation study. We built matching parameters we could buy audiences against online right into the questionnaire. This was the starting point, but then we used our audience discovery tools to extend beyond the segmentation solution. This yielded thousands of potential audiences.

Data was collected and analyzed by data scientists with various statistical techniques and tools based on the audience's creative response.



Q&A



We had multiple film crews and photographers on set, and we rolled influencers through a rotation of content capture stations that all ran simultaneously.

Q What were some of the most surprising findings of what did and didn't motivate purchase intent among your target audience?

A **Lance:**
We had hypotheses that certain audiences would likely respond to specific messaging groupings or products; however, in reality, we found some surprising responses that opened up new opportunities. For instance, we expected to target moms with young children with Weleda baby products. However, we had an even stronger response from moms wanting to treat themselves with our adult skincare products.

Q How do you create 100+ digital ads and 25 original stories for less than the cost of a traditional:30 second TV ad?

A **Lance:**
You approach the production process as content creation, not as an advertising shoot. We had multiple film crews and photographers on set, and we rolled influencers through a rotation of content capture stations that all ran simultaneously. Stations included documentary-style interviews, product in use, lifestyle, beauty shots, etc.

Q&A



I was confident in the actual campaign idea and creative for sure, but we didn't test as extensively as other companies

Q How confident were you going into the campaign that it would be a success? What is your company's tolerance for risk or potential failure?

A **Randi:**

I was confident in the actual campaign idea and creative for sure, but we didn't test as extensively as other companies. There was just so much anecdotal and qualitative consumer feedback that we were in the right space and "had something." I was less confident that the campaign would "work" – I know from experience that too much not within your control can affect the success (i.e., competition, distribution, product consumer acceptance, etc.). I had fingers and toes crossed!!! But once the first data came in from testing, and then we optimized and started seeing everything moving in the right direction, I gained confidence and have ever since. Like I said above, the Data doesn't lie!



Q&A



When you get data at this granular level, you need to have an open mind, re-adjust what you thought was true, and be prepared to know nothing and learn it all over again.



Q If you could do anything different, knowing what you know now, what would it be?

A **Randi:**
Knowing what I know now, I would have integrated the products more into that first campaign. We wanted to take the consumer on a “journey” (i.e., intro to brand, then tell them about it, then sell the product), but in hindsight, we realized we could engage them with the brand AND sell product from the get-go. We didn’t think we could do both the brand and product justice, so we opted to stay more in the intro space. However, the year after, we took that learning for the follow-up campaign and did “both” simultaneously, which was even more successful than the previous campaign.

Q What is one key learning from this campaign that you would like to share with fellow marketers?

A **Randi:**
A key learning was to be prepared to be the dumbest person in the room!! This idea was very new to me – and still is EVERY time we run a new campaign. When you get data at this granular level, you need to have an open mind, re-adjust what you thought was true, and be prepared to know nothing and learn it all over again.

SOURCE

"Inner Nature" 2020 International ECHO Awards Bronze Winner, Best Use of Data-Driven Technology. Brand: Weleda. Lead Agency: The Shipyard.

Lance Porigow, The Shipyard. Randi Jachino, Weleda. Michael Berberich, ANA.
Inner Nature Behind the Campaign Interview, December 2020.

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