

THE OBJECTIVES

To create an engaging connection between young people and the brand, providing a long term strategy for communication.

To meet the players inside and outside of the gaming space, and expand/create the current market for it.

Age Demographic - Young people aged 13-18

The campaign was performed simultaneously: Both in Minecraft and Roblox



RESULTS



151,000
Unique Players



1,501,000
Impressions



422 DAYS
of combined
playtime



200+
TikTok Videos
by players



6.3 MINUTES
Average Engagement Time



MINECRAFT TRAILER



ROBLOX TRAILER



BRAND UPLIFT STUDY



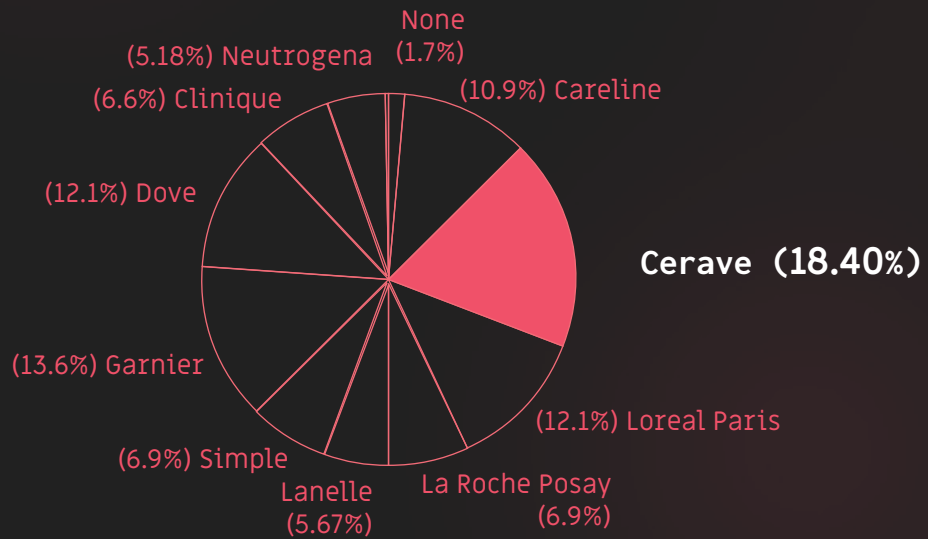
4109 participants, aged 13-18 with a 42% Female/ 58% Male gender split answered our survey.



The survey was performed twice, before the game integration and after the game integration.

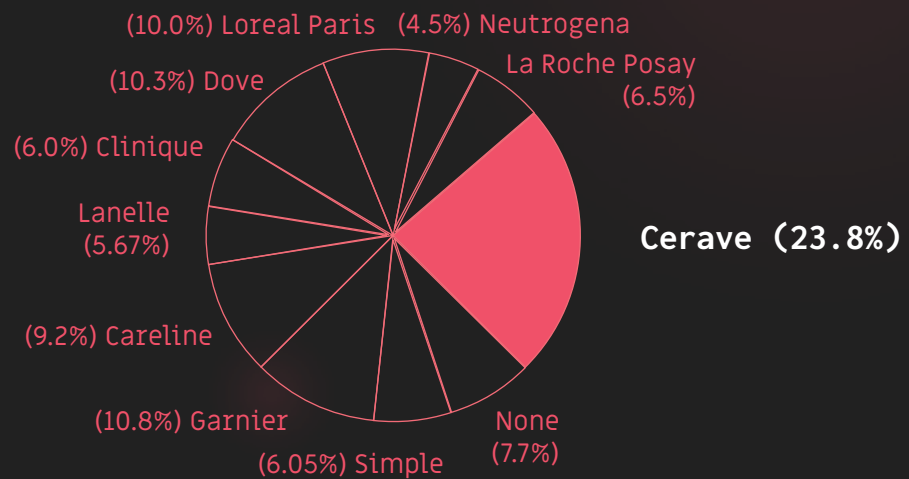
WHICH FACE CARE PRODUCTS DO YOU RECOGNIZE? (MULTIPLE CHOICE ANSWER)

BEFORE



AFTER

↑ 29.34% Increase

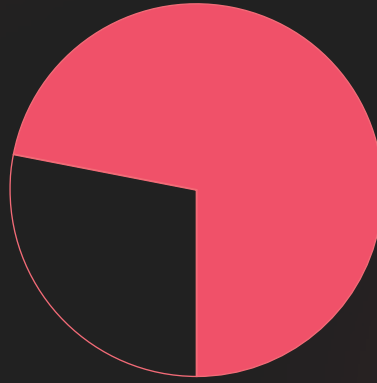


Answer	before	after	increase
CeraVe (+Others)	1948	2648	17% ↑
Only CeraVe	503	1190	16.7% ↑

HAVE YOU SHOWN INTEREST IN FACE CARE PRODUCTS BEFORE?

BEFORE

No (31.9%)

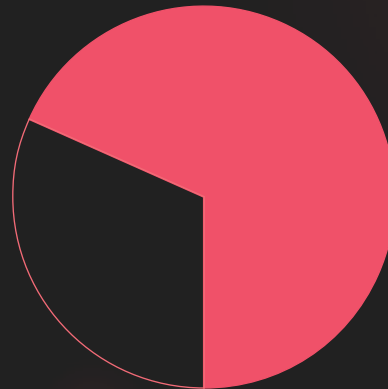


Yes (68.1%)

AFTER

↑3.60% Increase

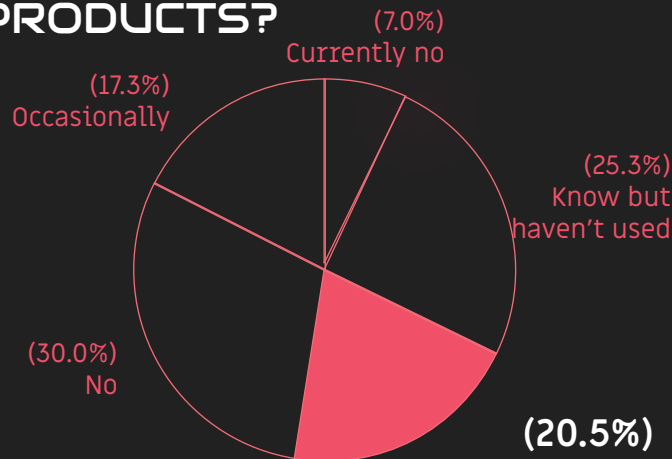
No (28.3%)



Yes (71.7%)

HAVE YOU HEARD ABOUT CERAVE? IF SO, DID YOU USE ANY OF IT'S PRODUCTS?

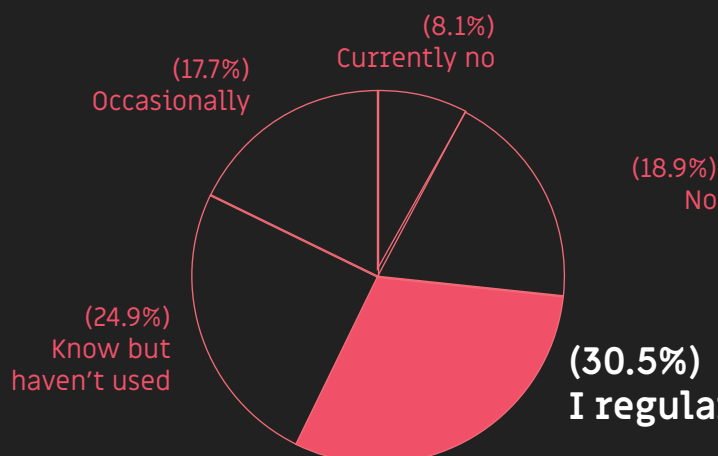
BEFORE



(20.5%)
I regularly use Cerave

AFTER

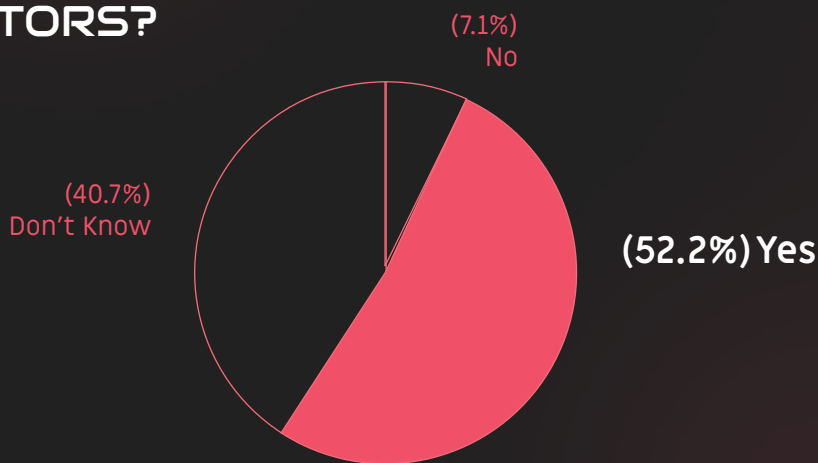
↑10% Increase



(30.5%)
I regularly use Cerave

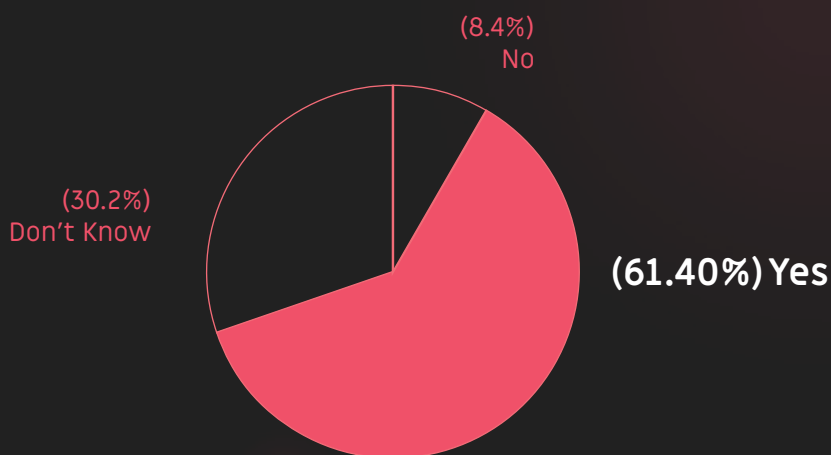
DO YOU THINK CERAVE IS RECOMMENDED BY SKINCARE DOCTORS?

BEFORE



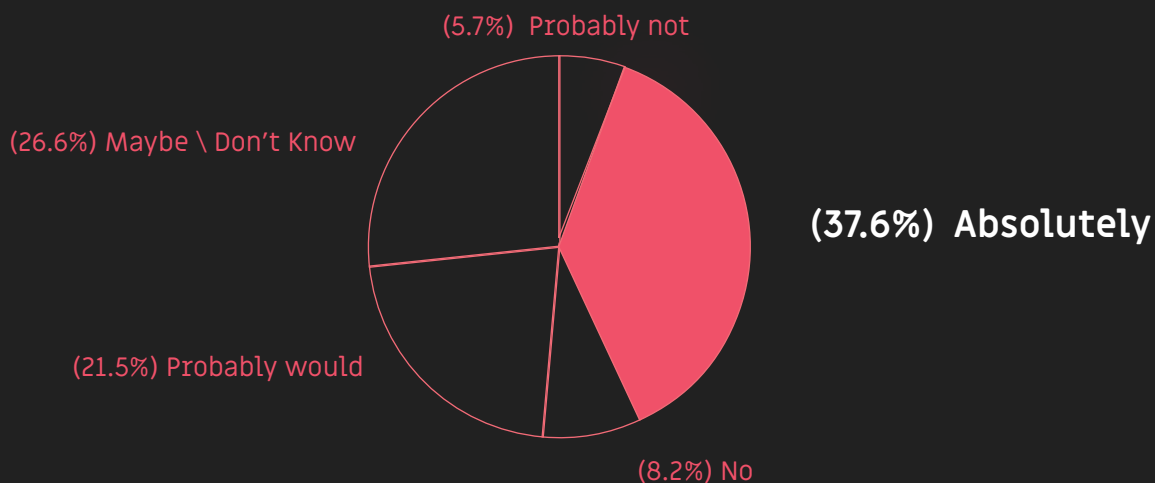
AFTER

↑9.7% Increase



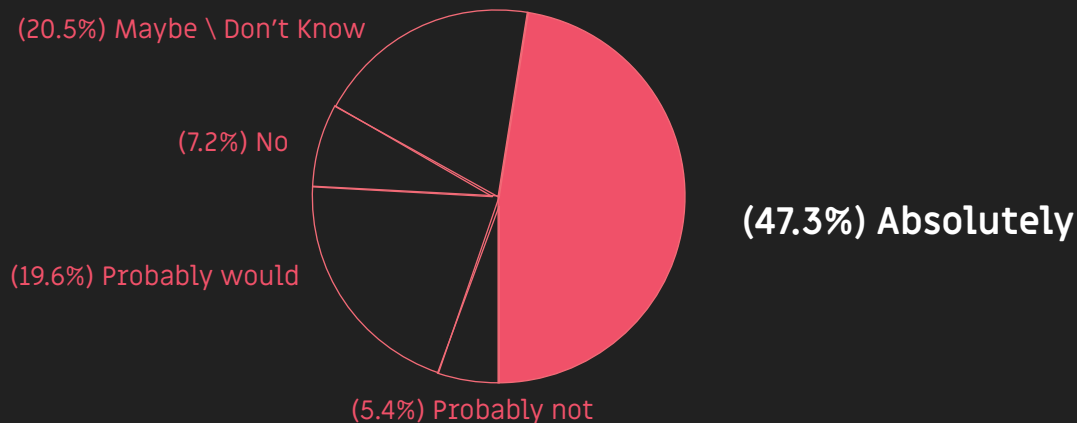
DO YOU INTEND TO PURCHASE CERAVE THE NEXT TIME YOU BUY A SKINCARE PRODUCT?

BEFORE



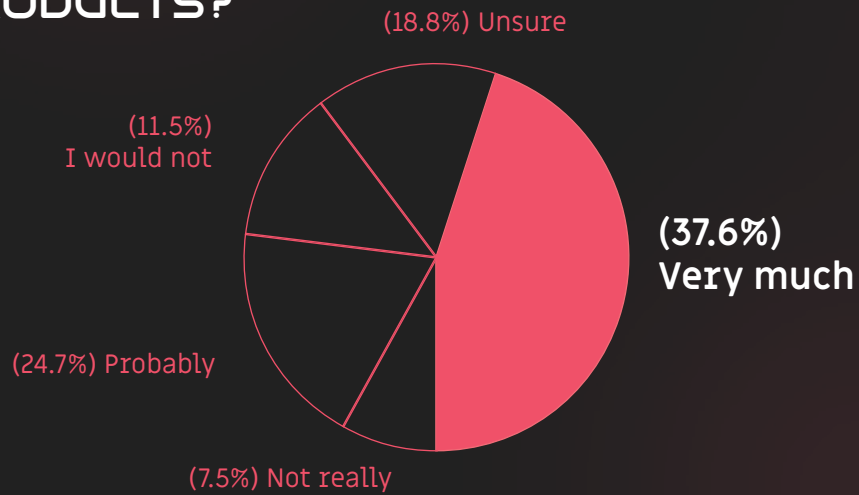
AFTER

↑9.7% Increase



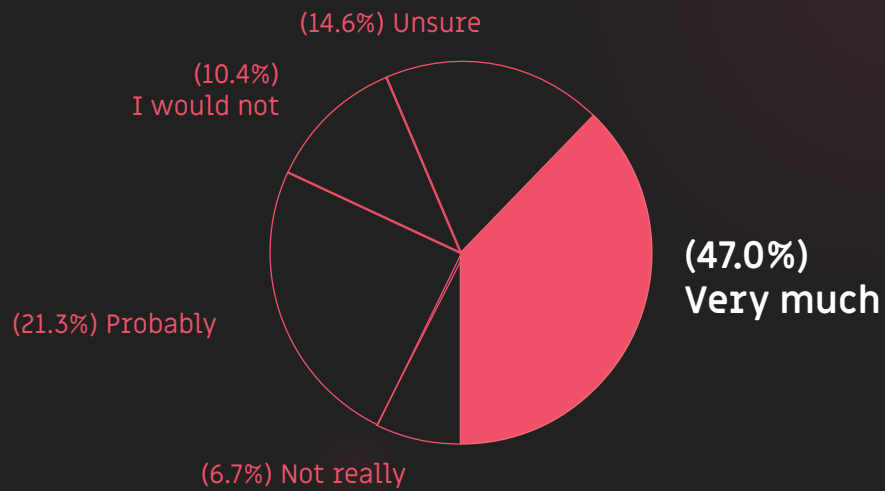
WOULD YOU SAY CERAVE PROVIDES QUALITY SKINCARE PRODUCTS?

BEFORE



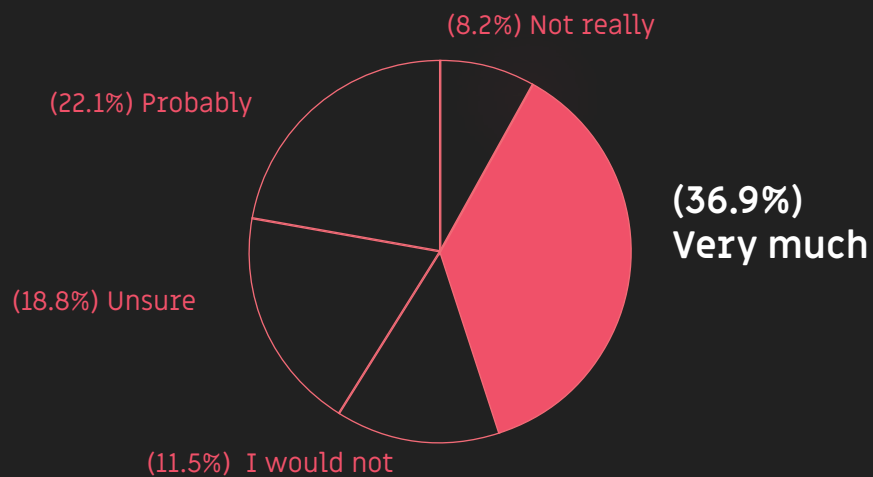
AFTER

↑9.4% Increase



WOULD YOU RECOMMEND CERAVE TO A FRIEND?

BEFORE



AFTER

↑8% Increase

