



Showcasing all the good about Garnier's newest permanent hair dye, Garnier GOOD

Leading global hair color, hair care, and skin care beauty brand, Garnier, is committed to innovation, sustainability, and cruelty-free practices – and their latest product, Garnier GOOD, is no exception.

Working with Walmart Connect, Garnier saw impressive results through their in-store activation, driving awareness for their new dye, educating on its benefits and features, and driving real-time conversions.

Goal

Build awareness of new product through immersive in-store activations, specifically within their target demographic, educate on the sustainable and natural characteristics, and drive conversions.

Activation

Placements across three provinces and eight stores across five weeks.

Execution

Innovative in-store experience with branded booths to allow for customer discovery, personalized education from beauty experts, and virtual try on experiences.



Campaign Results

900+

In-Store Engagements

448%

Increase in new-to-brand customers in demo stores during the campaign period

Compared to pre-campaign period

325

Uses of the virtual try on experience



Excited to partner and create your own unique and engaging in-store experience? [Connect with us today!](#)