

Using Social Media Platforms to Drive Customers In-store

In order to driver consumers in-store, correlating with the superhero theme a social media campaign will run across six months. Customers are encouraged to take a 'selfie' holding a Body Shop product and upload it via the social networking sites Facebook, Twitter and Instagram, using #BeautifulYou. The best customer selfies will be transformed into superheroes and displayed across digital billboards in major cities across the UK.

In addition to this to drive people into store, in-store makeovers will be advertised where the Body Shop beautician will explain what each product is and how purchasing them helps to save the world. After the makeover a shop assistant will offer to take a photo of the customer whilst wearing a superhero prop (provided by the Body Shop) and holding a Body Shop product. These pictures will then be posted on the Body Shop's social networking accounts and could also be in with a chance of being featured on the digital billboards.

Examples of this idea can be found below showing 'selfies' received from customers and the photos taken in store by the shop assistant on billboards, all of which include The Body Shop logo.



