



[www.TheNaturalLook.co.uk](http://www.TheNaturalLook.co.uk)  
[www.JuvedermUltra.co.uk](http://www.JuvedermUltra.co.uk)

## Accelerating Beauty Treatment Adoption in Europe...

### Situation

Allergan sought to increase awareness and consideration of its leading non-surgical facial aesthetic injectable treatments, particularly Juvéderm® ULTRA, physician-administered treatments, used mainly by women between 30 to 65 years of age, that can temporarily smooth frown lines or wrinkles on different parts of the face.

Allergan wanted to do a proof-of-concept pilot for a Direct to Consumer marketing effort in a single country and use the results of that pilot to make expansion decisions for the rest of Europe and some Asian markets. The pilot needed to prove that highly qualified, “aesthetically-aware” women could be motivated to visit a website to connect with qualified physicians in their area in a cost-efficient manner.

### Solution

Leveraging its patented Personality-based segmentation process, Rosetta discovered target Personalities® to serve as the focus for the pilot program. Allergan and Rosetta used the insights to develop a program that leveraged both branded and unbranded assets, to include:

- Personality-targeted media and SEM for acquisition
- An unbranded informational site about treatment options for ageing ([TheNaturalLook.co.uk](http://TheNaturalLook.co.uk))
- A branded Allergan product site ([JuvedermUltra.co.uk](http://JuvedermUltra.co.uk))
- An interactive morphing tool – where visitors learn about treatment options and visualize themselves in a virtual “Before & After” mode
- An interactive clinic locator to aid in finding qualified physicians
- Personalized email communications
- Sales force material and sales force communications

### Results

- After the site was live and optimized for several months, a ROI analysis and sales force impact led to expansion from a single country (the UK) to multiple European countries.
- Follow-up primary research studies confirmed that the campaign was attracting target segment women to The Natural Look site and was helping them locate nearby doctors for consultation.
- The Allergan sales force confirmed the program was having a very positive influence in growing the account base - because physicians and clinics in the UK saw Allergan’s CRM efforts as a way to expand the reach of their practices and grow the category.