



From a century-old classic

To a modern must-have

Hacks With
OG NIVEA Creme

#TheOGs NIVEA Creme Campaign

BACKGROUND

With multiple moisturizer options in the market and launch of newer formats, one of Nivea's original variant - Creme, had taken a hit in terms of market share.

We had to revitalize the category and build relevance among regular skincare enthusiasts for this iconic product.

OUR APPROACH:

- The execution brief was straightforward: build winter equity for NIVEA Creme using a 7-year-old brand film and earned PR efforts.
- Recognizing an opportunity to go beyond the ask, we proposed a unique concept to remind Nivea consumers, that in a marketplace with multiple new launches - OG's (Originals) are the ones to be trusted.



ASK : Build winter equity for NIVEA Creme using a 7-year-old brand film

Transforming a Standard Ask into an Iconic Moment



OBJECTIVE

- **CATEGORY VOICE & CONSIDERATION:**

Revive conversations around the cold cream segment while building consideration for a timeless household staple - NIVEA Creme

- **HIGH ENGAGEMENT & IMPACT ON SALES:**

Leverage the power of creators and KOLs to build a narrative that ensures a spike in engagement and sales through product led content.



CHALLENGE

- **Navigating Nostalgia v/s Relevance**

Despite its iconic status, NIVEA Creme struggled to stay relevant in a competitive market.

- **Cream v/s Light-Weight Formats**

Market leans towards lighter formats of moisturizers, weakening the cream category.

STRATEGY

- **Approach:**

With a product that had such strong equity, we had to lead with emotion followed by product narrative

- **Cultural Touchpoints:**

Featured iconic Bollywood and sports personalities, symbolizing their enduring legacy and marrying it to Creme.

- **Product Benefits:**

Positioned Creme as a multipurpose solution aligned with the 'skin streaming' trend, emphasizing simplicity and effectiveness.



INSIGHT

- Despite its iconic status, **NIVEA Creme's blue tin saw decreased usage among young women**, driven by newer market options and a surge in beauty brand launches.

- Consumers increasingly **sought multi-purpose products** to simplify their beauty routines.

IDEA

- **Creative Concept:**

Positioned the blue tin as 'THE ORIGINAL / OG,' emphasizing its timeless effectiveness.

- **Creative Twist:**

Collaborated with icons Madhuri Dixit, Sania Mirza, Shreya Ghoshal to highlight their journey, reflecting Creme's timeless essence.

- **Product Promotion:**

Partnered with beauty creators to showcase Creme's multifunctionality as an all-purpose cream for all ages and skin types.



#TheOGs BY NIVEA CREME

With new talent emerging on the scene, many people believe that the era of iconic personalities in music, sports, and the Hindi film industry has passed.

However, some personalities have proved everybody wrong - as some people and products are timeless just like Nivea Creme.

We delivered this message with three iconic personalities who resonated with this narrative and have proved to be timeless - Madhuri Dixit, Shreya Ghoshal and Sania Mirza.

WITH ONE TAKEAWAY: #OGS CAN'T BE WRITTEN OFF, AS SOME ARE JUST TOO GREAT, BEST IN THE CATEGORY AND ARE HERE TO STAY!

BE IT LEGENDARY PEOPLE OR PRODUCTS LIKE NIVEA CREME.

OUR ARMY OF 18+ INFLUENCERS



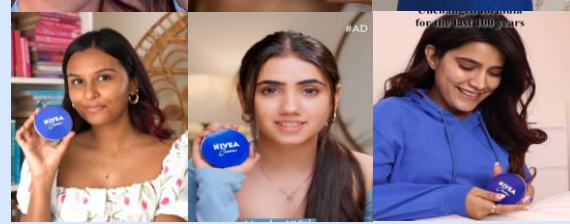
ANCHOR NARRATIVE: With new talent emerging on the scene, many people believe that the era of icons like Madhuri Dixit, Sania Mirza, Shreya Ghoshal has passed. However, they proved everybody wrong - as some people and products are simply timeless.



SUPPORT NARRATIVE: Young creators within the same professional realm as the KOLs, like Shruti Sinha (actor), Sanjana Ganesan (sports presenter) and Lisa Mishra (singer), emphasized that the OGs will always be original- just like Creme - further strengthening the concept of timelessness.



PRODUCT NARRATIVE: Beauty influencers demonstrated Creme's multifunctionality, showcasing hacks such as using it as a makeup primer, lip balm or body butter to heal cracked heels/elbows - resonating with Indian women's preference for versatile products.



ADDITIONAL LEVERAGE

CORPORATE INTERACTION

STORYBOARD 18

Nivea has always been a challenger brand in India: Sunil Gadgil, Nivea India

Nivea's India operations were launched in 2006. What market challenges did the brand face?

Nivea was a late entrant, considering our global competitors. Which meant that we had a lot of catching up to do in terms of brand, distribution, and supply chain.

How has Nivea's target audience evolved since 2006?

The target audience has always been consistent, and the evolution of the Nivea consumer is in line with what we see in the market. It's gone from mass market to cross-channel. This is not just in terms of just purchase behaviour, but also media consumption.

How competitive is the Indian skincare market and who are your strong competitors?

Skincare is a very big market, and has a lot of potential to grow in terms of penetration as well as consumption per head, compared to other markets. In the last few years, the Indian market has been very competitive. We're seeing a lot of growth across the world, and we have the who's who playing here.

We have big international companies which have been in India for long, and who we compete with across the world. Then we have very strong local players. We also have aggressive, new-age D2C brands. So, we have a full assortment of competition in India.

e4m

NIVEA committed to providing extra care, building trust among consumers: Sunil Gadgil

What was the inspiration behind choosing the hashtag #TheOGs for the NIVEA Creme campaign, and how does the term "OG" reflect the brand's positioning in the skincare industry?

The inspiration behind #TheOGs for the NIVEA Creme campaign stems from the product's timeless presence in Indian skincare. The iconic blue tin has been a consistent part of the market for over a century, boasting an unchanged formulation. Hence, the term "OG" was chosen to encapsulate the essence of originality, authenticity and enduring quality. This hashtag serves as a creative and non-preachy way to communicate the product's longstanding heritage, differentiating NIVEA Creme in a competitive skincare market.

In the saturated skincare market filled with new options, how does the digital-first campaign position NIVEA Creme as the "OG"?

Leveraging key opinion leaders (KOLs) and influencers, we highlighted the product's timeless appeal with unchanged formulation, rich texture ideal for winters and comforting fragrance. NIVEA Creme's versatility shines through as a legacy moisturizer catering to all age groups, not just for the face but also for lips, heels, and body. The campaign featured celebrities like Madhuri Dixit, Shreya Ghoshal, and Sania Mirza, alongside lifestyle and beauty creators, sharing unique aspects and personal anecdotes, reinforcing its status as the trusted and multifunctional choice in skincare.

PRESS RELEASE OUTREACH

BRANDWAGON
NIVEA India rolls out campaign
#TheOGs with Madhuri Dixit, Shreya Ghoshal and Sania Mirza

The campaign titled #TheOGs brings alive the versatility and authenticity of the iconic blue tin through tastemakers across genres

Written by brandwagon Online
December 9, 2023 09:57




#TheOGs
India's OG Cream

BRAND EQUITY

Nivea celebrates timelessness with Madhuri Dixit, Shreya Ghoshal and Sania Mirza

An #TheOGs campaign, to celebrate the iconic blue tin reaffirms the product's role in creating a legacy of self-care. As a reward of customer motivation, NIVEA Creme has stepping an important part of media narrative for each a marketing.



#TheOGs
India's OG Cream

MEDIABRIEF

NIVEA launches #TheOG campaign with Madhuri Dixit, Shreya Ghoshal and Sania Mirza

The campaign titled #TheOGs brings alive the versatility and authenticity of the iconic blue tin through tastemakers across genres



#TheOGs
India's OG Cream

afaqs!

NIVEA Creme | The OG Cream



#TheOGs
India's OG Cream

BW MARKETING WORLD

Nivea India Unveils #TheOG Campaign Celebrating Timeless Legacy



#TheOGs
India's OG Cream

BEST MEDIA INFO

Nivea India launches new campaign with Madhuri Dixit, Shreya Ghoshal and Sania Mirza

The campaign titled #TheOGs brings alive the versatility and authenticity of the iconic blue tin through tastemakers across genres



#TheOGs
India's OG Cream

CONSUMER MEDIA TOUCHPOINTS

SK Lifestyle
by sportskeeda

Winter skincare hacks to keep your skin smooth and hydrated: 5 best products for winter care

By Dr. Anvika Chatterjee | Modified Mar 23, 2024 17:54 IST




IANS life in

Unlock winter's best-kept secret for healthy, nourished skin with these 5 tips

OPT FOR LUKEWARM WATER FOR BATHS:
In this chilly weather, the temptation of a steamy hot shower is hard to resist, but it's a big no-no! The intense heat can strip away the natural oils from your skin, leaving it excessively dry. While the brave can opt for cold water, we suggest a compromise: Indulge in the skin-loving benefits of lukewarm water for baths and facial cleansing.

CHOOSE A THICK MOISTURIZER:
Timing is everything in the art of moisturizing, especially during harsh winters. Post-shower, gently pat your skin dry and immediately apply a rich, thick moisturizer. Unlike the light formulations perfect for summers, winter demands a denser texture to lock in essential moisture. A good choice for the season would be NIVEA Creme, the OG cream. Dermatologically approved, its multi-purpose formula caters to every winter woe – from dry elbows to cracked heels to chapped lips to body dryness. Priced at just INR 245 for a 100ml tin, this comforting ally ensures your skin gets that EXTRA care required during winter season!

DON'T SKIP SUNSCREEN:
It's easy to consider skipping it due to shorter winter days and reduced sunlight but think twice. Even in colder months, harmful UV rays can pose a threat to your skin's moisture barrier – crucial for maintaining skin health and hydration. Incorporate a good sunscreen into your morning routine post-moisturizing to ensure your skin stays shielded and well-nourished.

AVOID OVER-EXFOLIATION:
Exfoliation is key to remove dead cells and encourage cell turnover, but overdoing it can strip away your skin's natural moisture barrier, leading to dryness and irritation. Opt for gentle exfoliation methods like chemical exfoliants (AHAs/BHAs) or soft brushes. Avoid harsh physical exfoliation that can damage your skin's moisture barrier.

EAT RIGHT:
Fuel your body with antioxidant-rich fruits, veggies, and heart-healthy fats found in nuts and seeds. Stay hydrated with water and herbal teas. Incorporate omega-3 fatty acids from fish or flaxseed oil into your diet. Consume probiotics from yogurt or kefir to support your skin's microbiome.

NEWS 18

Unlock Winter's Best-Kept Secret For Healthy, Nourished Skin With These 5 Tips

1. OPT FOR LUKEWARM WATER FOR BATHS:
In this chilly weather, the temptation of a steamy hot shower is hard to resist, but it's a big no-no! The intense heat can strip away the natural oils from your skin, leaving it excessively dry. While the brave can opt for cold water, we suggest a compromise: Indulge in the skin-loving benefits of lukewarm water for baths and facial cleansing.

2. CHOOSE A THICK MOISTURIZER:
Timing is everything in the art of moisturizing, especially during harsh winters. Post-shower, gently pat your skin dry and immediately apply a rich, thick moisturizer. Unlike the light formulations perfect for summers, winter demands a denser texture to lock in essential moisture. A good choice for the season would be NIVEA Creme, the OG cream. Dermatologically approved, its multi-purpose formula caters to every winter woe – from dry elbows to cracked heels to chapped lips to body dryness. Priced at just INR 245 for a 100ml tin, this comforting ally ensures your skin gets that EXTRA care required during winter season!

3. DON'T SKIP SUNSCREEN:
It's easy to consider skipping it due to shorter winter days and reduced sunlight but think twice. Even in colder months, harmful UV rays can pose a threat to your skin's moisture barrier – crucial for maintaining skin health and hydration. Incorporate a good sunscreen into your morning routine post-moisturizing to ensure your skin stays shielded and well-nourished.

mid-day

Unlock winter's best-kept secret for healthy, nourished skin with these 5 tips

OPT FOR LUKEWARM WATER FOR BATHS:
In this chilly weather, the temptation of a steamy hot shower is hard to resist, but it's a big no-no! The intense heat can strip away the natural oils from your skin, leaving it excessively dry. While the brave can opt for cold water, we suggest a compromise: Indulge in the skin-loving benefits of lukewarm water for baths and facial cleansing.

CHOOSE A THICK MOISTURIZER:
Timing is everything in the art of moisturizing, especially during harsh winters. Post-shower, gently pat your skin dry and immediately apply a rich, thick moisturizer. Unlike the light formulations perfect for summers, winter demands a denser texture to lock in essential moisture. A good choice for the season would be NIVEA Creme, the OG cream. Dermatologically approved, its multi-purpose formula caters to every winter woe – from dry elbows to cracked heels to chapped lips to body dryness. Priced at just INR 245 for a 100ml tin, this comforting ally ensures your skin gets that EXTRA care required during winter season!

DON'T SKIP SUNSCREEN:
It's easy to consider skipping it due to shorter winter days and reduced sunlight but think twice. Even in colder months, harmful UV rays can pose a threat to your skin's moisture barrier – crucial for maintaining skin health and hydration. Incorporate a good sunscreen into your morning routine post-moisturizing to ensure your skin stays shielded and well-nourished.



RESULTS

QUANTITATIVE

71MN

Reach (Across Social, Online & Print)

7.04%

Engagement Rate
Doubling the industry standard of

500K+
Engagement



0.7%

Increase In
Market Share
while competitors dropped by 0.5%


400K+

New Households
Penetrated


QUANTITATIVE


APPLAUSE

Harshal Jain: Category Manager Skin Care - Beiersdorf


 **Harshal Jain NIVEA**
It seems its raining awards for OG
CReme Campaign :) 20:40


Arjun Visvanathan: Senior Product Manager - NIVEA

 **Arjun Visvanathan NIVEA**
Congratulations team, wonderfully done 20:08

 2

Sreekumar S: Category Manager Skin Care - Beiersdorf

 **Sreekumar NIVEA**
This is an icing on the cake on top of the market share gains in
the same period. 👍 Let's plan for more this season as well 20:42

 **Sreekumar NIVEA**
Congratulations 🎉👏 great news 19:42

MSL has to throw a party now :) 19:44



**THANK
YOU!**