



Case study of "Rimmel.cz": Community website for women as a marketing tool

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In the Czech Republic there are currently more than 3 500 000 internet users. This means that almost 3 500 000 web-pages are viewed every month. The Czech population are spending an average of 18 hours per month on internet. Nearly half of these numbers are women.

On the internet there are various choices on what to pay ones attention to. What interests me is the increasing number of community web-sites that pay attention to women and the younger female population, simply just for us, the prettier half of mankind. History has already shown that women like to share and pass information between them in all forms and it's our favourite activity. But why use just the telephone or a coffee as a medium of communication when the internet offers many more ways how to share experiences and opinions. Yes I mean discussion, chatting, blogs and other ways of showing their interests and themselves.

RIMMEL
LONDON

SOUTĚŽ
o skvělé **CENY!**

VÝHRA TIP

VOLUME FLASH
VOLUME FLASH

**„Když nepřekročíš hranice,
nedostaneš se dál”**

The London Look

The Community, the soldier of marketing

But this would not be anything new in itself. Let's have a look at how a community website for women could be used as a marketing tool. Speak to the modern population, especially the younger generation who are becoming the real hard nuts to crack. It's not just the younger generation who watch TV less and less. Banner advertising on the internet can't



be just interesting, it must be suitably positioned, it must stand out and it must be creative, able to hold ones interest. Why not use what women find interesting and amusing to them, offering to them a pleasant atmosphere where they can find out what's new with their girlfriends and friends, where they can chat and talk freely about their experiences and at the same time obtain personal benefit.

There are large quantities of website presentations of different companies and products.

But not every single company offers to customers the options of product discussions, regular competitions and forming their own blogs.

Straight away it brings advantages to both sides. Users of such a website have got a personalised environment, their friends are near by and, in addition, they can get a product or service free of charge. Companies that use these types of website acquire on the other hand the option of informing their customers about news and gain total loyalty of their customers. Budvar.tv - website specifically aimed at men. Rimmel.cz - specifically aimed at women. These give excellent examples of community websites.

“The proposed campaign totally and effectively accomplished its goal. A quality database of female users was acquired and Rimmel.cz built-up a stable and loyal active community.”

Loyalty of users is the key

Because you are targeting a certain group of people by using a community server, you get a relatively lower number of people, but the group will become closer and more loyal. This is an important base for frequent and regular communication between individual users. For a strong functioning community it is vital to offer such tools and information that will be appreciated by the target group. For a male-targeted website it could be examples of sports news, recommendations of great pubs or theme games (multiplayer game 'beer depth' at Budvar.tv).

Regarding Rimmel.cz, we bank on the fact that the target group (girls) are amused by everything that has a modern image (not only about herself, but also what she will create). The graphics of the web therefore plays the primary role (for instance the blogs on Rimmel.cz are more of a visual notice-board that offers very easy manipulation and is also suitable for more less experienced female users). The decision to use the advantages of a

Community Website should always be based on a thorough analysis of the target group (age, gender, and interests of the target group) for whom the website will be intended for.

Rimmel is Looking for “Rimmel-girls”

We have been devoting our attention to the Rimmel (Coty Ceska republika, k.s. company) brand since 2005. Co-operation began with a project to gain new female customers whilst keeping its original ones. This was done by giving away 100,000 free mascaras for the duration of the project. Within the realisation of this project we prepared the concept of acquiring potential customers naturally through the internet medium. In the proposed campaign there was a selected combination of banner advertising and a virtual mechanism



for growth (snowball effect) for communication of announcements. From the acquired group a database of female users of the brand was subsequently created.

In order to get a free mascara users had to send invitations to friends. With communication by internet came an automatic direct mail-out (this contained mascara together with a code to use for further rimmel.cz competitions) in a typical 'London' style design. The competitors subsequently registered on the website, that calls them 'rimmel-girls'. Also, the website communications with them in a way that is familiar to this group of people. Additionally this website contains not just a standard e-shop, news and make-up trends but its also cool, modern and alive. For example is regularly informs users about actual real life cultural events and offers interesting advice and information.

You will find here already mentioned and often visited visual blogs that 'rimmel-girls' are creating, evaluating and commenting on between each other. Additionally you can enrol with them for regular competitions. By visiting these websites the female users acquire points for 'rimmel luck' and for these points they can claim cosmetic gifts. In lucky roulette you are playing weekly for a professional cosmetic makeover (pictures previous makeover winners can be seen on the website). After registration you may chat and exchange messages between each other. Regular communication from the company website is also provided by e-letter.



Campaign Success

The proposed campaign has effectively and completely achieved its goal. It has managed to acquire a quality database of female consumers and on the rimmel.cz a loyal and active community has been created. The website hit-rate relates to the website's popularity and over a long time this has been approximately **5,000 visits per day**. The large part of the website content has been created by the female users themselves thanks to the blogs. Also, the e-shop is generating a constant and stable quantity of business. Statistically this equates to more than **400,000 female users!** Regular monthly visits number **between 130,000 to 260,000** and the database of loyal customers has over **150,000 members**.

We are very pleased that communication of the 'rimmel-girls' is increasing rather than decreasing. New female users are constantly appearing and with them their original blogs. This proves how modern and trendy the area of female community websites are. By the way, dear ladies, how many of you have already created your own blog?



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