

BIODERMA  
LABORATOIRE DERMATOLOGIQUE

## Which sunny fairy are you

Photoderm Tablet Application "Which sunny fairy are you" to create and deliver Photoderm products

June 2014



BIODERMA has teamed up with Lowe Swing Communication & MOTIVIAN to create and deliver Tablet Application to promote its Photoderm products. During BTL activities all volunteers can make the test "Which sunny fairy are you" and discover what type they are and what the perfect Photoderm product is for them this summer. In addition everybody who completes the test and provides hers/his name and e-mail receives gift voucher for discount for hers/his next Photoderm purchase. All registered participants receive mail with the results from the test.

### Benefits:

- Huge customer interaction with the brand
- Building a client data base which will be useful for campaigns in the future
- Improvement in customer's satisfaction and brand's good image



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