

CASE STUDY

MTV/ Herbal Essences

Industry: Retail
Vehicle: On-Pack & In Store
Products: Ringtone
Features: Custom Card, On Pack

When Herbal Essences was looking to boost the sales of its retail products, the brand chose to focus on the youth market. By partnering with MTV and offering a Ringtone on specially marked shampoo and conditioner bottles, the brand saw an increase in retail purchases and was able to create a customer database of teens and young adults for on-going marketing campaigns.



The screenshot shows a web browser window with the URL <http://www.ringcandy promo.com/standard/content.php?CategoryID=10&ProductTypeID=1>. The page features the Herbal Essences and MTV logos, a search bar, and a navigation menu with 'Ringtones' selected. A promotional banner for Motorola Q9m offers 16 credits. The main content area displays 'Rock Ringtones -- Page 1 / 23' with a list of songs and artists, each with 'LISTEN' and 'REDEEM' buttons. A 'Questions' sidebar on the right asks 'Will these ringtones work on my phone?' and provides an answer. A vertical banner on the right side of the page reads 'Love your luscious hair from Herbal Essences'.

Rock Ringtones -- Page 1 / 23		
100 Years	Five For Fighting	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
11AM	Incubus	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
1985	Bowling For Soup	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
22 Grand Job (Filthy Dukes Society Remix)		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
24 Hours At A Time		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
40 Boys In 40 Nights		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
40 Kinds Of Sadness	Ryan Cabrera	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
45	Shinedown	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
99 Percent		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
A Place For My Head	Linkin Park	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
A Taste Of Honey		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
A Winner Needs a Wand		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
About Us (Ft. Paul Wall)	Brooke Hogan	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
Absent Radio	Black Tie Revue	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
Acapulco Sunrise		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
Adam And Eve		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
Ain't It Strange		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
Ain't No Reason	Brett Dennen	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
Alive	P.O.D.	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
All Around Me	Flyleaf	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
All Because of You	U2	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
All I Need	Matt Kearney	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
All Said and Done (hook)		<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
All Star	Smash Mouth	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>
All That I Am	Rob Thomas	<input type="button" value="LISTEN"/> <input type="button" value="REDEEM"/>