



SEPHORA

How Sephora reinvented Valentine's day
at the age of the "New Normal"?

THE CHALLENGE

At the age of the “new normal”, Sephora wanted to reinvent Valentine’s day 2021 in order to create a new kind of engagement, **generate online traffic** and **bring back customer to their 130 Italian stores**.

On top of this, the challenge was to find a solution capable of overcoming social distancing to give back **personalisation and emotion** to the **gift-giving experience** and allow people to celebrate love as it should be.



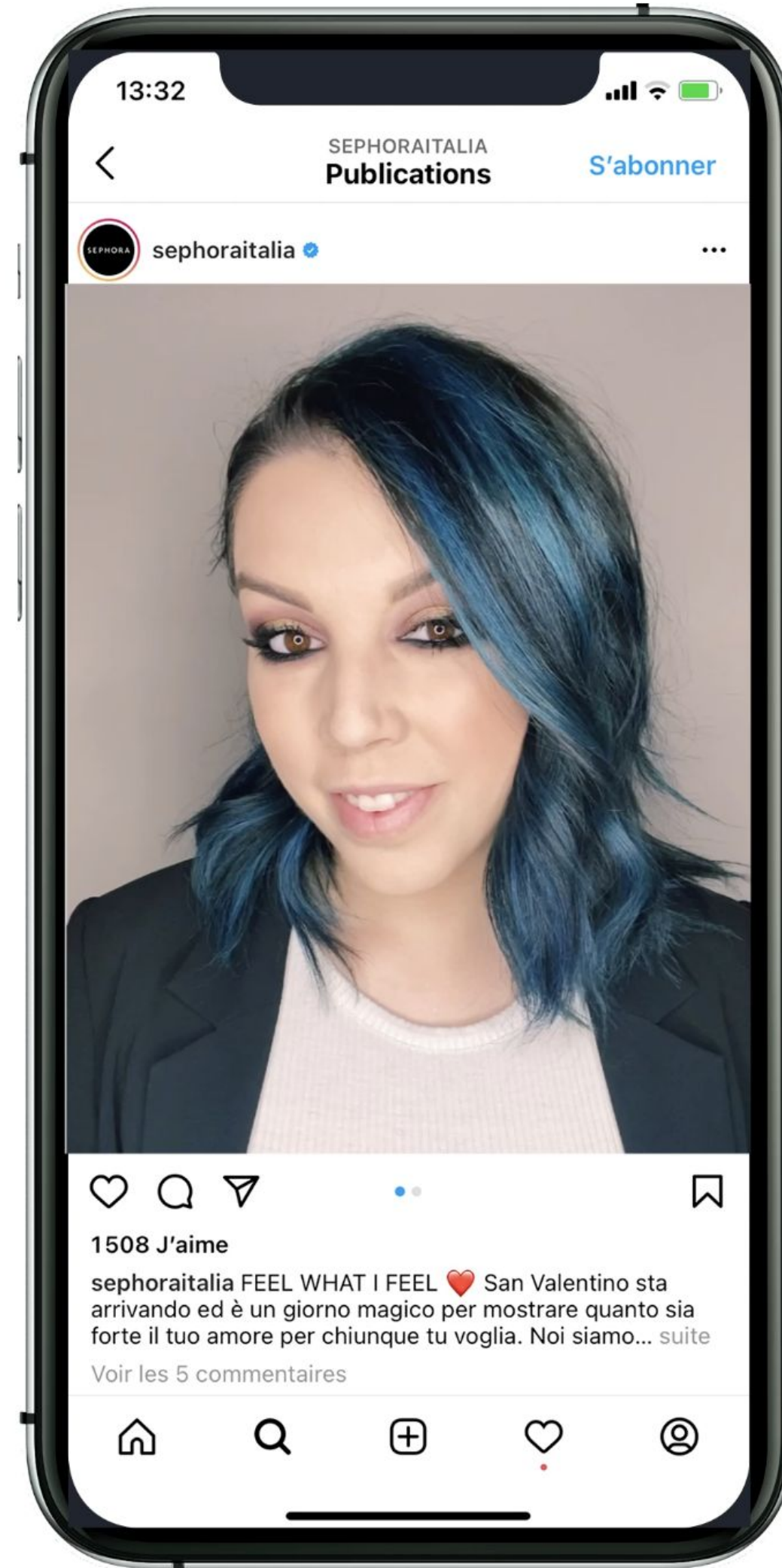
THE SOLUTION

Sephora and sharingbox implemented **Scan for Happiness** - an innovative QR code experience - for each gift.

- + 36.000 cards containing a QR code were produced to be added to each gift purchased online and in-store. Each customer had the possibility to **record a video message** for the person receiving their gift.
- + By scanning the QR code, the lucky receiver revealed their personalized message and was able to reply directly to share their gratitude!

THE CAMPAIGN

A **communication campaign** by the Italian **beauty influencers!**



THE RESULTS

More than **2000**
video messages sent
and replied **in a**
week!

SEPHORA
REINVENTS VALENTINE'S DAY

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