



Have you ever wondered what 10 years of memories look like?

OLAY Total Effects helps customers relive their past through a visual timeline.

Working with P&G Australia and to help celebrate the 10 year anniversary of Olay Total Effects, The Creative Shop has designed and developed an interactive facebook application, which presents users with a visual timeline of their lives over the past 10 years.

The campaign idea was developed around the key brand messaging;

“A lot has changed over the past 10 years; fortunately your skin doesn’t have to”.

Using facebook as the platform, 11 search criteria were formed around areas in which a person’s offline and online lives meet, including but not limited to;

- How many ‘great holidays’ you’ve had,
- How many times you’ve ‘smiled’
- All the way through to listing your ‘top 3 most memorable moments’

The application automatically evaluates a person’s profile information to deliver the 7 highest ranking criteria which then become the basis for the content, seamlessly intertwined to create and present a *‘this is your life’* style social movie back to the user.

“This is a great way for Olay to speak directly to their customers in a meaningful and relevant way, whilst staying true to the brand and product USP. The ability to use real data such as photos, comments and status updates, really empowers consumers to become brand advocates and to spread content”

David Wommelsdorff / Director - Business Development / The Creative Shop

This is the first time that a campaign of this nature has been launched here in Australia, whereby a person does not need to self-populate the outcome but instead is provided facts and statistics directly from their facebook profile automatically.

The key to the success of this campaign is the high talk and share value that it possesses by allowing consumers to appear on screen as part of the experience.