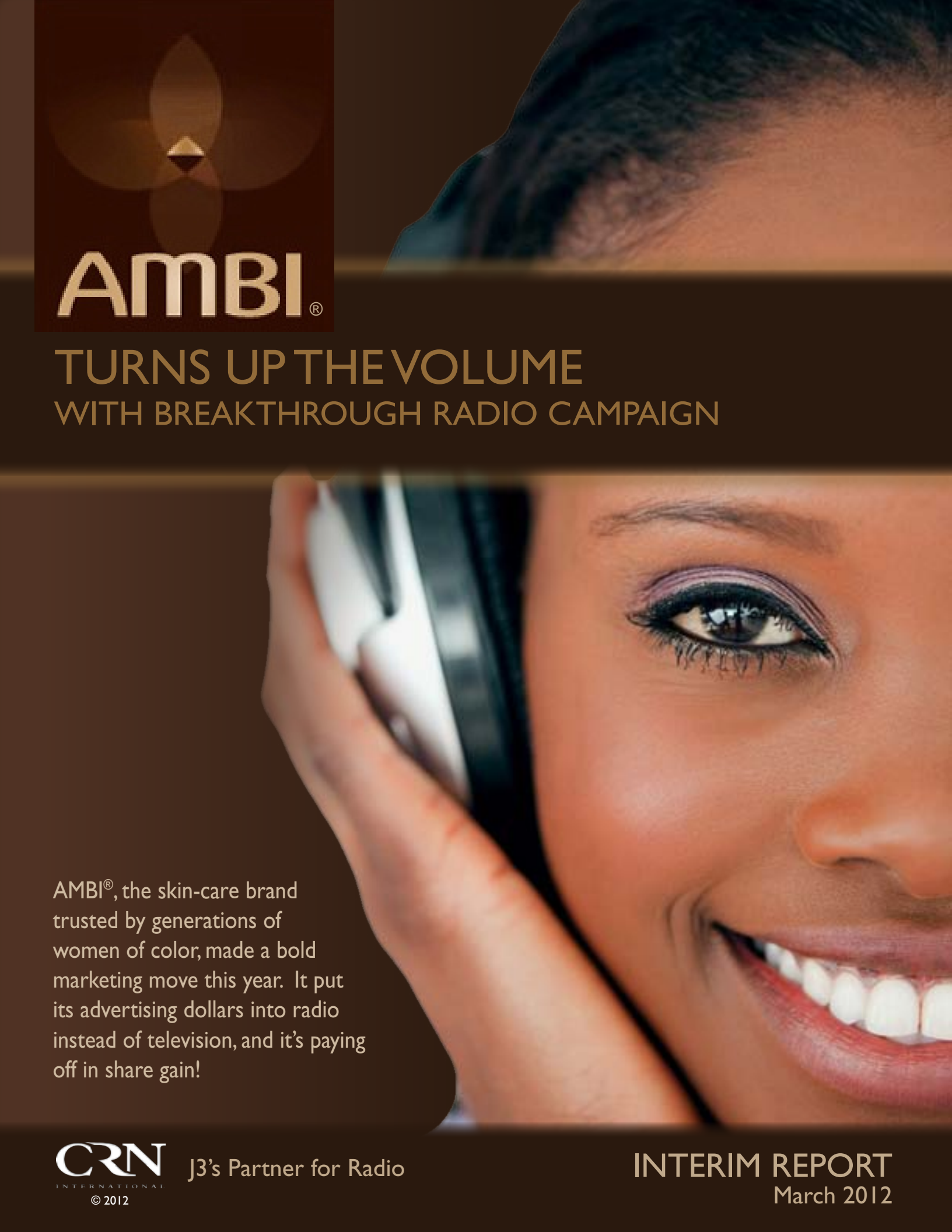


A close-up photograph of a woman with dark skin and hair, smiling and holding a white mobile phone to her ear. The image is the background for the entire page.The AMBI logo, featuring a stylized, symmetrical floral or leaf-like emblem above the word "AMBI" in a bold, sans-serif font, with a registered trademark symbol (®) to the right.

## TURNS UP THE VOLUME WITH BREAKTHROUGH RADIO CAMPAIGN

AMBI®, the skin-care brand trusted by generations of women of color, made a bold marketing move this year. It put its advertising dollars into radio instead of television, and it's paying off in share gain!

# AMBI® TURNS UP THE VOLUME

## A NEW WAY OF DOING BUSINESS

Television advertising is great for awareness, but AMBI® needed more to stave off increasing competition on a limited marketing budget. It needed to establish itself as THE EXPERT in skin care for women with richer skin tones and it needed to do it economically.

Radio's lower cost of entry was great for AMBI®'s needs. It allowed AMBI® to update its brand image, increase frequency and hyper target its consumers. Radio also allowed AMBI® to invest in out-of-home, digital, print and search engine advertising—for the first time in brand history.

But advertising alone wouldn't be enough to help AMBI® achieve its expertise strategy. AMBI® recently began focusing on educating its target about the importance of an effective skin-care regimen, from cleansing to protection from the sun's damaging rays. CRN's approach to radio was a perfect fit, introducing ways to engage and influence consumers with sought-after content designed to achieve AMBI®'s marketing objectives.

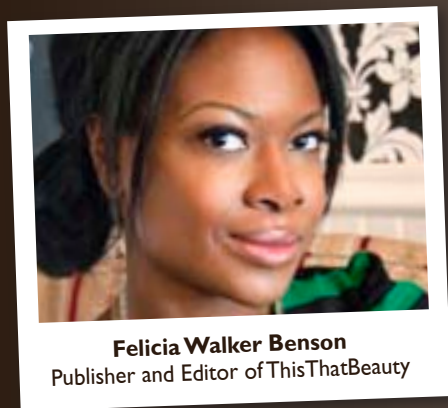
J3 asked CRN to develop an eight-month, high-impact radio campaign in leading African-American markets to build brand preference and elevate AMBI® to a position of expertise. The campaign engages its target through professional skin-care advice, endorsements by popular local female African-American personalities, glamorous contests, and support for AMBI® events.

5%  
share  
gain

AS A RESULT OF THE NEW MEDIA MIX, THE BRAND HAS EXPERIENCED A YEAR-OVER-YEAR FIVE PERCENT SHARE GAIN!

The AMBI® client is so thrilled with the campaign's success, it is extending it to three additional markets. In the words of Jordan Kim, Associate Strategy Director at J3, "RADIO IS HOT!"

## AMBI®'S ASK THE BEAUTY EXPERT



**Felicia Walker Benson**  
Publisher and Editor of ThisThatBeauty

Felicia answered listeners' most pressing skin-care questions on air

Women of color face unique skin-care challenges. Each day, eager listeners tune in to the new AMBI®'s Ask the Beauty Expert program for tips on topics that matter to them, like how to address hyperpigmentation, keep skin hydrated and avoid sun damage. The program is written and voiced by noted beauty expert, blogger and social media maven Felicia Walker Benson. She is the perfect fit as AMBI®'s beauty spokesperson, and her programs demonstrate that AMBI® is the skin-care expert for women of color.



CLICK FOR AUDIO



## CAMPAIGN FAST FACTS

### TIMING:

January through September, 2012

### DEMO:

African-American Women  
18 to 49 years old

### MARKETS:

Current  
Atlanta  
Chicago  
Detroit  
New York  
Philadelphia  
Washington, DC

Upcoming  
Memphis  
New Orleans  
Baltimore



Listeners asked Felicia their questions via a specially created microsite

# AMBI® TURNS UP THE VOLUME

## PERSONALITIES ENDORSE AMBI®

CRN and AMBI® also reach women of color on a personal level through the trusted voices they listen to every day—their favorite local female African-American radio talent. CRN provided personalities in each market with their own personal AMBI® regimen to follow, then trained and coached them on the delivery of natural, personal endorsements that highlight AMBI®'s benefits and communicate important skin-care facts. And the personalities are delighted to discover that the regimen has made a positive difference in the look and feel of their skin. They continue to share their progress and experience with their listeners on air.

DDB Management Supervisor Lauren Pemberton is excited by the endorsements she's heard on local radio. "I think you are getting way more than what you are paying for out of those radio stations," she said. "I heard a DJ talking about AMBI® and it was way more than just selling a product. This DJ was really excited about a brand that she has personally used for a long time, and you could feel her excitement."

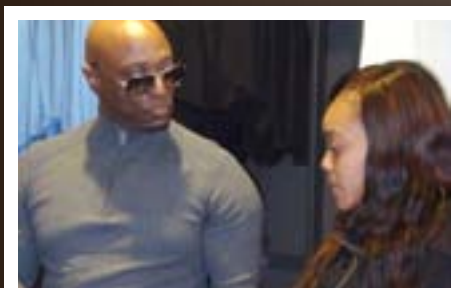
J&J's Group Product Director on AMBI®, Katie Decker, agrees. "What I really like about [the radio endorsements] is that you are hearing about AMBI® from someone you already have a relationship with, and actually trust."



Local station personalities are powerful brand ambassadors



[CLICK FOR AUDIO](#)



Tracy Sipp counseling Atlanta's grand-prize winner on personal style



[CLICK FOR AUDIO](#)

## A DAY WITH A CELEBRITY STYLIST

The brand created additional buzz by giving away a day with a celebrity stylist to one winner in each market. Listeners called in to win a daily AMBI® prize regimen that included Even and Clear Foaming Cleanser, Even and Clear Daily Moisturizer and AMBI® Fade Cream. Daily winners were entered to win an unforgettable day with local professional hair and makeup stylists and a \$2,500 shopping spree with a local wardrobe consultant.

According to Courtney Mullen of digital agency Razorfish, the people who won the AMBI® radio contests are even posting thank-you notes on Facebook!



## BRONNER BROS. HAIR SHOW

AMBI® teamed up with the city's number-one radio station, WVEE, to promote the brand's booth at the internationally renowned Bronner Bros. Hair Show, which drew more than 60,000 stylists and enthusiasts to Atlanta in February. For five days in advance, morning host Ramona gave away AMBI® prize packs and exclusive, all-access VIP ticket upgrades. In addition, on-air personalities Da-Da and Luscious made a guest appearance at the AMBI® booth on the first day of the show.

Here's what they had to say:



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## NON-TRADITIONAL RADIO WORKS

Janis Smith and Katie Decker... told us how thrilled they were with the promotional and DJ-endorsed spots. They loved them and (are) thinking perhaps we don't need our AMBI®-branded spot to run as part of the mix.

—Danielle, SVP, Group Strategy Director, J3

## STAY TUNED...THERE'S MORE TO COME!