

# How Calvin Klein leveraged a UNiDAYS sampling campaign to make CK One a Gen Z fragrance favourite

## The challenge

COTY, the parent company of Calvin Klein, sought to enhance awareness and sales of its signature fragrance, CK One, specifically targeting Gen Z students.

Facing the challenge of effectively reaching this tricky demographic, COTY enlisted the support of UNiDAYS to develop a strategy that engaged students and generated fresh interest in the CK One fragrance.



## The solution

UNiDAYS collaborated with SoPost and ASOS to launch a beauty sampling campaign for CK One. Alongside SoPost, we strategically paired the campaign with a 10% discount offer on CK One fragrance tiles on UNiDAYS' ASOS brand partner page.

In addition to that, UNiDAYS deployed run of site placements across desktop and app interfaces—various posts were crafted to highlight the sampling opportunity, ensuring maximum visibility and engagement among the target audience.

As a proactive measure, once all 5,000 samples were claimed, UNiDAYS swiftly reallocated any remaining impressions to support the 10% Off CK One perk. This seamless transition sustained interest and prompted conversions, even after the sampling phase had concluded.

## The result

**443K** Impressions; 5.5K clicks

**+20%** Uplift in ASOS sales of CK One during October 2023

**+2.99%** CTR (+2.22% above benchmarks)

