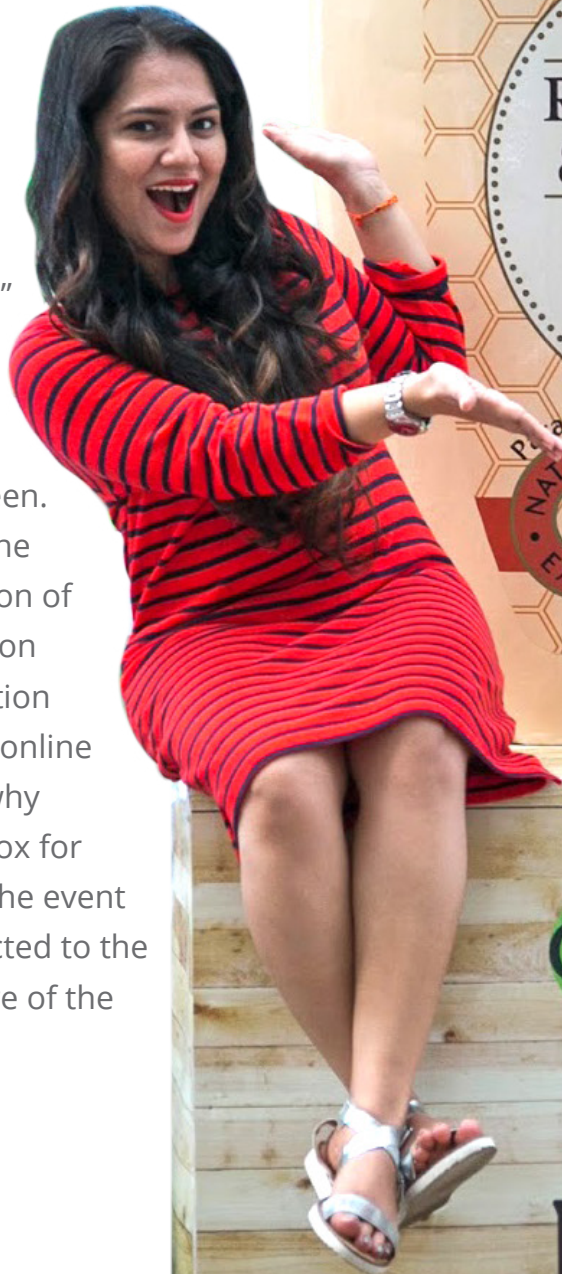




# TAGGBOX AT THE PRODUCT LAUNCH EVENT BY GARNIER LOREAL

Garnier Loreal organised a launch event of their new range of Ultra Blends Shampoo & Conditioners which are “Blended with Love” for every hair type at Palladium, Mumbai. The Decor at the grand event was mainly white with pops of green. To reach a larger audience, one requires the effective utilization of the digital space. This utilization depends on a good conversation about the brand through the online and offline audience. That’s why Garnier Loreal wanted Taggbox for getting a custom solution at the event so that audience feels connected to the brand & people got well aware of the product.





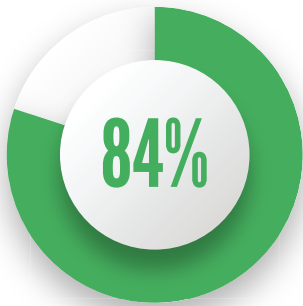
## WHAT WE DID

The aim was to bring the spotlight on the new product and it achieved it quite well through the presence on a social wall. The event was a huge success and people appreciated the brand's interactivity with its customers and raising interest in potential buyers. People were engrossed with the showcase of the posts on a huge display fetched from feeds using our social hub.



## AND RESULTS?

Not only that it raised the brand awareness among the online and offline audience, but it exponentially increased the reach of a brand over the internet. The number of likes and comments started rising. It gave certain vibrancy to the screen. With users posting about event constantly, it kept the content fresh and users engaged with an incentive to get their content displayed on the screen.



*People are more likely to buy a product promoted socially*

**4hrs.**

*Trended on Twitter*

**2x**

*Rise in the product searches*

