

Maximizing Product Discovery in the Social Commerce Landscape

Like many brands in 2020, Smashbox was tasked with how to market a product in a global pandemic. With the loss of the traditional in-store shopping experience, came the loss of discovering and trying on products IRL. By harnessing the power of AR and leveraging the new social commerce landscape, Smashbox actually increased product discovery and brand engagement, reaching 9X their Instagram following and seeing over 3 million virtual product try-ons.

With Camera IQ, they were able to create an AR experience that increased awareness of their new

Halo Healthy Glow Tinted Moisturizer and expand reach beyond their social following. In addition to the campaign's business goals, it was important for Maddy Wilson, Content Strategy & Production Manager at Smashbox, to create a "feel good filter that anyone can use." The 'Halo Tint' AR effect launched on Instagram to allow consumers to virtually experience the glowy effect of using the tinted moisturizer on their skin.

True to the essence of the Smashbox spirit, the experience is fun and bright, and enhances what people already like to see about themselves.

27M Views

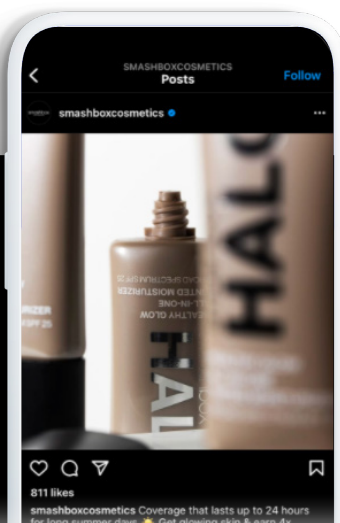
9x Instagram following

3M Plays

AR provides a core dynamic in our 360 digital marketing strategy because we're able to create not just content people consume, but also content they can participate in.

Maddy Wilson

Content Strategy & Production
Global Consumer Engagement Team



Transform
static content
into an interactive
experience

