

Blue Wheel 

CREMO CASE STUDY

AMAZON DSP



BLUE WHEEL CASE STUDY

Crema

*"Exceptional grooming products.
Meticulously Designed & Refined."*

Crema is a modern grooming company that combines relentless passion with uncompromising quality. By merging authentic, everyday values with sophisticated fragrances, it creates a truly exceptional grooming experience.





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The Cremo case study has four sections, showcasing different aspects of our strategic [Amazon DSP](#) efforts and accomplishments.

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The Challenges & Goals



The Challenges & Goals

[Cremo \(Edgewell\)](#), a grooming company that specializes in men's products, was entering a new category with its latest products on a national scale, selling in Walmart, Target, and on Amazon.

The brand contacted [Blue Wheel](#) to develop a successful strategy for entering the competitive men's antiperspirant deodorant market.

Cremo's main goals were to drive awareness and sales of the new products amongst existing Cremo shoppers, both on [Amazon](#) and off, and acquire new-to-brand shoppers in market for antiperspirant deodorants.



The Actions

[Blue Wheel](#) addressed Cremo's challenges and goals by developing and executing a high-impact brand awareness campaign that leveraged Amazon data and streaming TV capabilities. This approach allowed for tracking ad-attributed sales on both Amazon and Cremo's direct-to-consumer (DTC) site.

The strategy was chosen due to Cremo already having a strong brand presence and an established shopper base on Amazon. For the product launch, the focus was on utilizing upper-funnel awareness-driving tactics.

Amazon offered unique inventory options, such as [Prime Video](#), along with valuable shopper purchase data and detailed audience insights. Additionally, Amazon provided closed-loop measurement to help understand how tactics like Streaming TV drive sales on their platform and influence lower-funnel activations.

The Actions





The Actions

The Actions

To support Cremo's upper-funnel strategy, we first implemented the [Amazon Ad Tag](#) on the Cremo DTC site, allowing us to accurately track sales attributed to Amazon campaigns.

We then developed [Custom Audiences](#) tailored to high-value segments, including past Cremo purchasers, competitor brand buyers, and known high-value customers, to ensure we targeted users most likely to convert.

Leveraging Amazon shopper insights, we partnered with Amazon's deal teams to craft a curated [Streaming TV \(STV\)](#) deal. This package was informed by viewership data from existing Cremo customers and in-market audiences, aligning ad placements with relevant streaming content.

To measure the impact, we executed a full-funnel measurement plan that included a 3rd party [Brand Lift study](#), [Amazon DSP platform data](#), & [Amazon Marketing Cloud analysis](#), providing valuable insights into the campaign's influence on brand perception as well as bottom funnel activity.



The Creative

Crema produced new creative for the product launch dubbed "Scent Kings."
We ran both 15s and 30s spots, and included interactive functionality on the 30s.



The Campaigns & Results

The Blue Wheel team launched three [STV campaigns](#) for Cremo. One was a Prime Video (only accessible via Amazon DSP). Another was a curated list of non-Prime Video STV publishers that are accessible via the DSP. The last was a custom deal created by Amazon using Amazon shopper insights specific to what in-market shoppers of their products are streaming.

We were able to track the Page Views of users who were exposed to the STV campaigns and subsequently visited a Cremo product page on Amazon in addition to Cremo's DTC site.

Key Metrics & Results:

- Amazon DPVR: 0.54% vs Amazon Benchmarks: 0.20% (*Beauty and Personal Care Category)
- Significantly increased purchase rates for users exposed to multiple ad types

Kantar Brand Lift Study revealed that the Cremo campaign boosted Aided Awareness, Brand Favorability, Purchase Intent, and Affinity among key demographics.

Kantar Brand Lift Study Results:

- Aided Awareness: +10.4%
- Brand Favorability: +11.2%
- Purchase Intent: +9.6%
- Affinity: +7.8%

DSP Platform Data

0.54%

DPVR
amazon.com

Kantar Brand Lift Study

10.4%

Lift in Aided Awareness

\$0.65

ROAS

11.2%

Lift in Brand Favorability

98%

VCR

9.6%

Lift in Purchase Intent

0.23%

Branded Search Rate

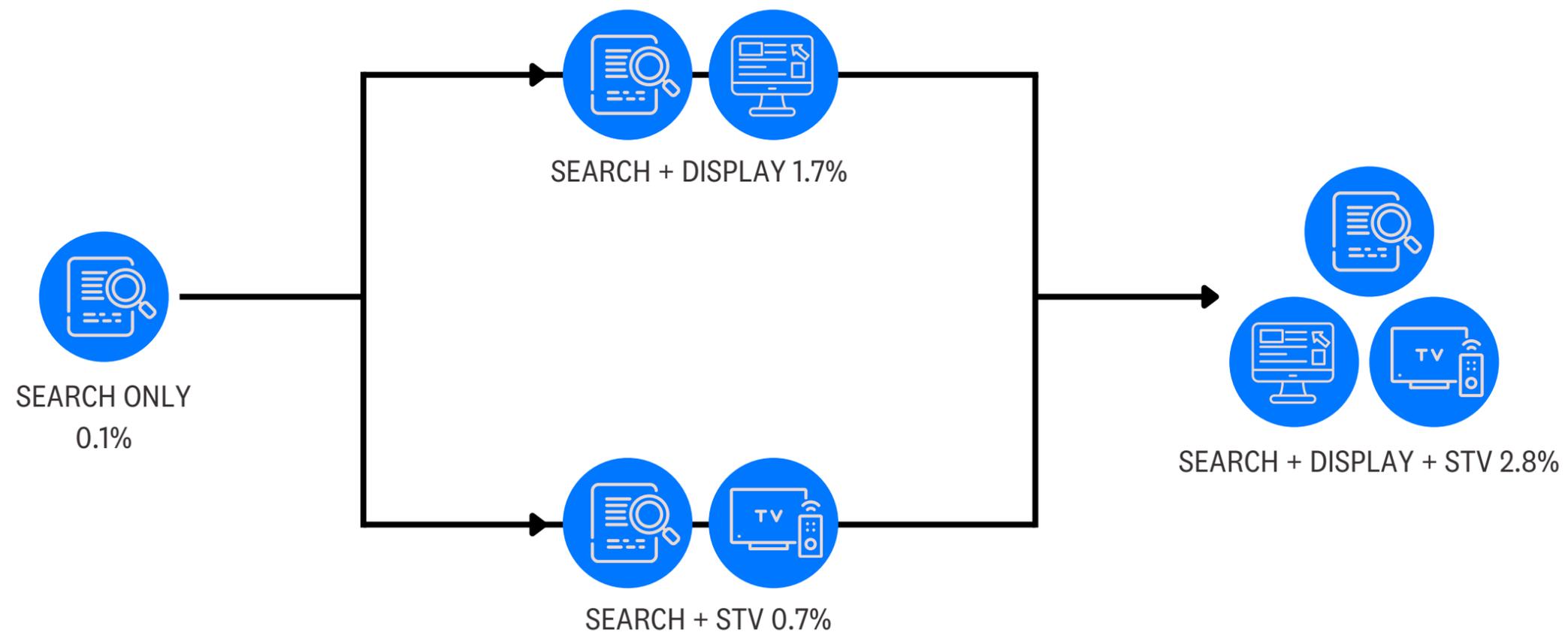
7.8%

Lift in Brand Affinity



AMC Campaign Data*

A combination of channel activations across the funnel resulted in an exponential boost in purchase rate; the Lift in purchase rate is above the internal benchmark data.



Users exposed to an STV ad prior to a search ad had purchase rates 600% higher vs those only served a search ad.

The Conclusion



The Conclusion

The [Kantar Brand Lift study](#) indicated that Cremo Streaming TV ads had a significant impact on audiences, especially men aged 18 to 54, helping drive overall success.

Cremo was very pleased with the Brand Lift and attributed sales that exceeded expectations. Closed-loop attribution allowed our client to attribute direct sales and other performance metrics resulting from the STV campaigns.

Measuring the actual sales and Brand Lift effects of streaming campaigns can be challenging. We offered multiple data points to help stakeholders better evaluate achievements.

“ The Amazon STV campaign exceeded our expectations—not just in reach, but in the quality of engagement it drove with our target audience. The execution was seamless, and the campaign played a pivotal role in the successful launch of our new deodorant line. It’s been a standout example of how premium, targeted video can deliver both brand impact and measurable business results. ”

[Justin Bullock, Marketing Director at Edgewell Personal Care](#)





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$1B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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