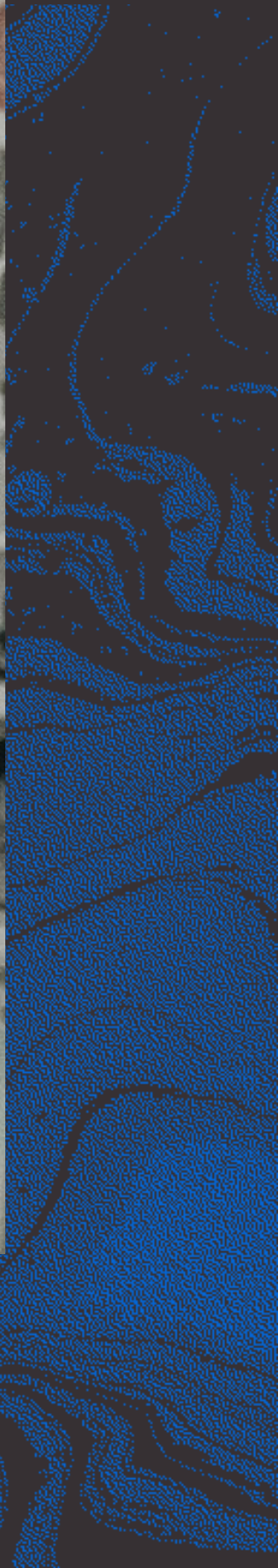
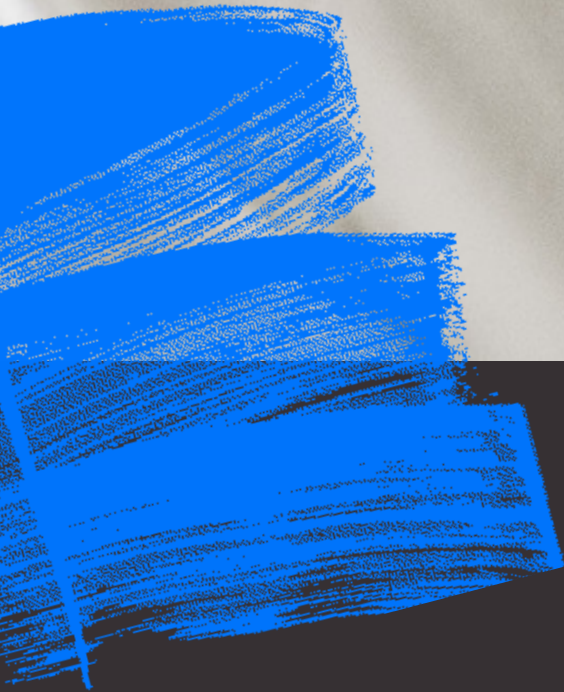


Blue Wheel 

EDGEWELL PERSONAL CARE CASE STUDY

OMNICHANNEL
STRATEGY



BLUE WHEEL CASE STUDY

Edgewell Personal Care

Edgewell Personal Care is a multinational consumer products company formed in 2015. It offers a diverse range of personal care products, with over 25 market-leading brands spanning shaving, grooming, sun and skin care, and feminine care. Wilkinson Sword, Edge, Carefree, O.B., Banana Boat, and Jack Black are some of the top names belonging to their brand portfolio.

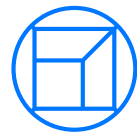
Blue Wheel and Edgewell partnered a few years ago, and have been working together across the client's entire brand portfolio ever since. One of the brands that stands out in our collaboration is Jack Black. It is the number one prestige men's skincare, body care, and grooming brand, featuring products with advanced formulations and natural ingredients.

Jack Black[®]
Authentic and Original

YOU DESERVE THE BEST.
Explore Our Best Sellers!



BLUE WHEEL CASE STUDY



Contents

The Edgewell Personal Care case study is divided into four sections. Each demonstrates different aspects of our omnichannel strategy efforts and accomplishments.

01



02



03



04

[The Challenges and Goals](#)

The challenges we faced and our client's goals.

[The Actions and Creative](#)

The strategic steps we took and the creatives we used.

[The Results](#)

The results we achieved for our client.

[The Conclusion](#)

Our conclusion and client testimonial.





The Challenges & Goals

Before the partnership with Blue Wheel, Edgewell worked with several different agencies for their efforts across influencer marketing, Amazon ads, media, creative, etc., and experienced incoherence. The client's overall brand measure for success is growth, brand awareness, and top-of-funnel awareness. Edgewell was falling into a pattern of investing too heavily in the lower funnel, such as brand search, and not truly growing their overall audience, incremental sales, and the brand as a whole across all channels.

Edgewell, a leading consumer products company, faced challenges with its Jack Black brand amid budget cuts, softening brick-and-mortar sales, and the need to adapt to digital marketing goals. The previous agencies' focus on ROAS, ACoS, and traffic optimization led to wasted spend and suboptimal results. With an emphasis on DTC sales and brand growth, Edgewell sought solutions to optimize its advertising strategies and drive results in a challenging market landscape.

The goals were to optimize advertising strategies to achieve maximum efficiency and new-to-brand sales despite budget constraints and to focus on brand advertising for overall brand growth. The objectives were to increase upper funnel conversion rates, customer acquisition, and social/influencer impressions, to get a broader dispersion of UGC/social proof, and to improve brand engagement across digital channels.



THE ACTIONS

The Process

Blue Wheel implemented a tailored omnichannel strategy for Edgewell to address the specific challenges and goals of promoting the Jack Black brand.

We conducted in-depth data analysis with our Performance Commerce Effect (a stage-driven KPI ecosystem) to understand consumer behavior, market trends, and performance metrics across various channels. This analysis provided valuable insights into audience segmentation, purchase patterns, and channel effectiveness, informing our strategic decisions.

Through our digital-first creative approach, we created visual content that could be used and repurposed in many ways. Leveraging Meta's ASC ad type, we performed extensive creative testing to optimize campaign structures and improve performance. By testing hundreds of pieces of creative, we identified the most effective messaging and visuals to resonate with the target audience, driving higher engagement and conversion rates.

Recognizing the importance of diversifying marketing channels, we expanded Edgewell's presence across multiple platforms, including social media, eCommerce marketplaces, and retail partnerships. This ensured the brand reached consumers through various touchpoints, maximizing brand exposure and sales opportunities.

Our team ensured seamless integration and coordination across channels, maintaining consistency in branding and messaging while adapting strategies to suit the unique characteristics of each platform. This holistic approach reinforced brand identity and enhanced the overall customer experience across all touchpoints.



The Actions & Creative



THE ACTIONS

The Process

Blue Wheel took the following action steps:

01 Strategic Advertising Realignment

We restructured Edgewell's media plan, focusing on brand advertising alongside DTC sales to maximize reach and engagement. Most of the budget was shifted to the upper funnel to increase NTB sales.

02 Creative Testing and Optimization

Our team utilized Meta Advantage+ catalog ads to conduct extensive creative testing, optimizing campaign structures for improved performance. We created a TNF ad campaign in partnership with Amazon to attract the brand's target audience.

03 Channel Diversification

We expanded advertising efforts beyond traditional channels to include TikTok, leveraging its lower CPC, growing influence, and audience engagement.

04 Influencer Marketing Enhancement

Our marketing specialists tailored TGC and influencer campaigns to drive awareness and engagement, leveraging UGC content for paid media amplification. We built a tailored influencer campaign to ensure that, in a very tight time frame, we could drive awareness that Jack Black is back in Costco.

05 Email and SMS Optimization

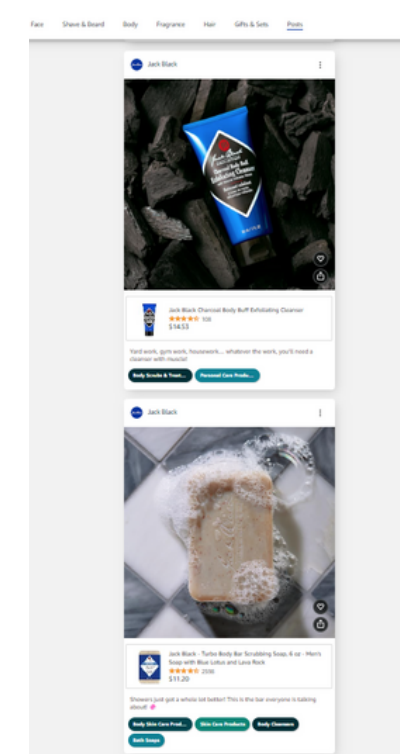
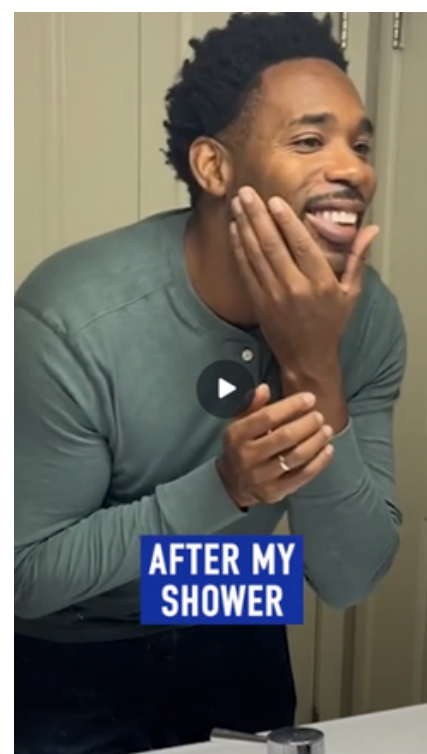
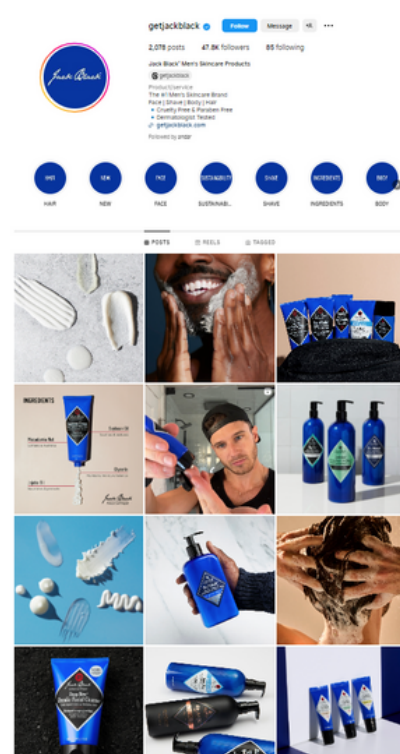
We revamped email and SMS campaigns with personalized content and expanded workflows to improve customer engagement and retention.



THE CREATIVE

Digital-First Creative

Blue Wheel was fueling a digital-first creative strategy through a creative-centric strategy. We planned productions and budgets around content that can be repurposed in many ways. We captured photography and video content, including TGC (Talent Generated Content), for multipurpose use across different platforms and channels, including organic social (TikTok, Facebook, Instagram), Amazon, and DTC website.



1 Paid Ads

2 Organic Social

3 TGC/Influencer

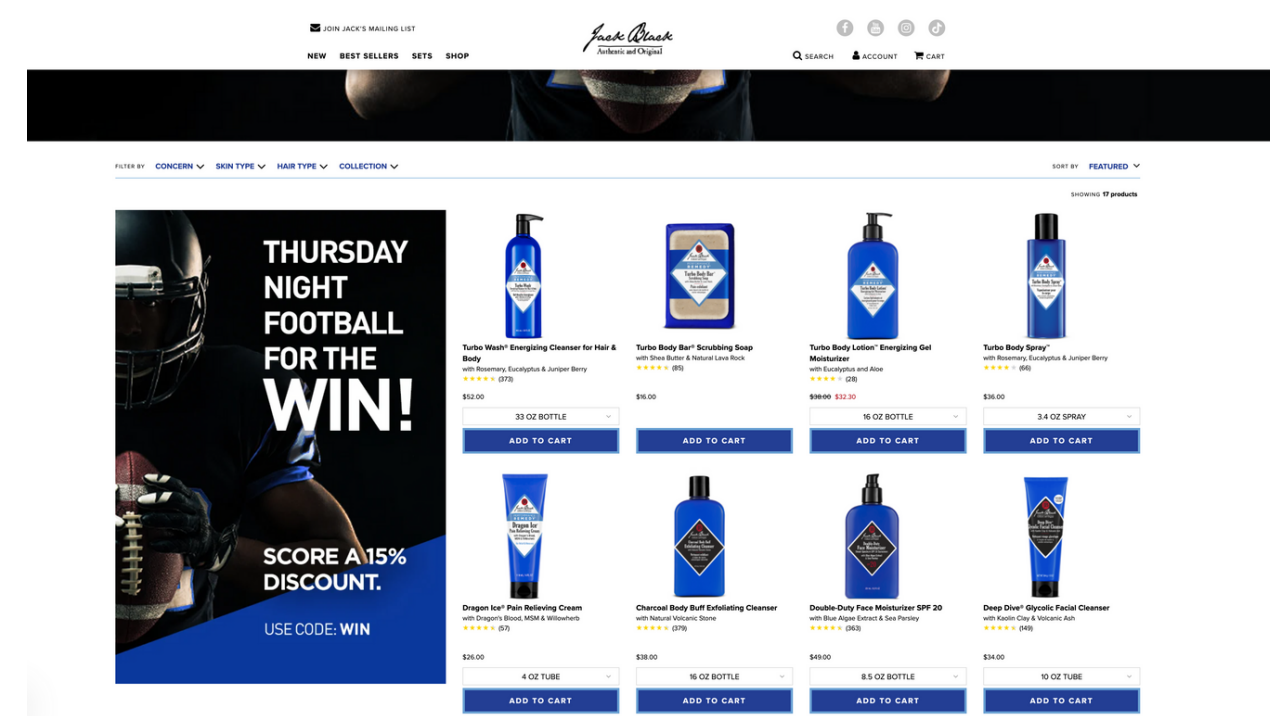
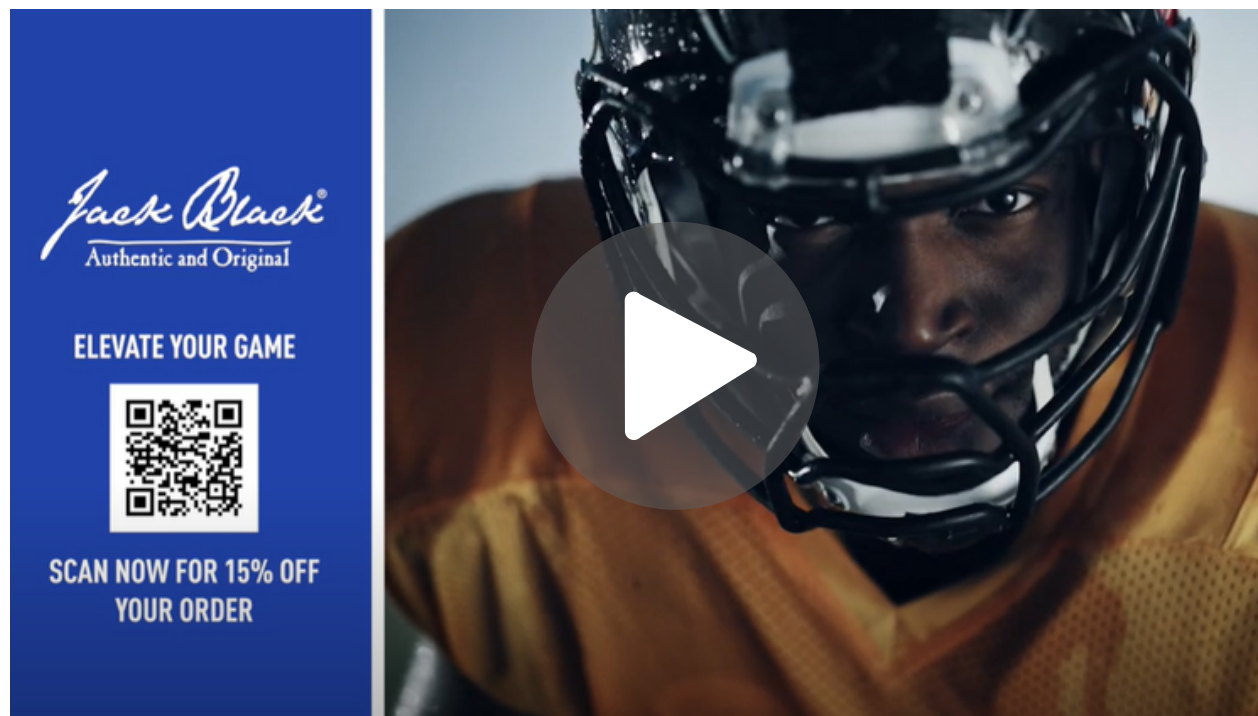
4 Email

5 Marketplace x DTC

THE CREATIVE

Jack Black TNF Ad Campaign

Jack Black collaborated with Blue Wheel and Amazon on an exclusive venture to engage with a Thursday Night Football (TNF) audience via a sponsored TV ad campaign. The advertisement featured a QR code that directs viewers to the DTC website, which includes a unique landing page with a coupon code for tracking purposes. This traffic contributed to fueling DTC advertising campaigns at the bottom of the funnel. Moreover, the engagement garnered from the advertisement was leveraged in the DSP campaign.



*The add was ran by Amazon directing traffic to website

*Bespoke landing page with customized coupon code

3.7M IMPRESSIONS

The Results

Blue Wheel's omnichannel strategy delivered tangible results for Edgewell's Jack Black brand, demonstrating significant improvements in revenue, sales performance, efficiency, brand growth, and customer acquisition and retention.

Increased Efficiency: Achieved significant DTC advertising efficiency gains, with paid social traffic increasing by 130% and conversions from paid social rising by 62%.

Brand Growth: Successfully shifted advertising focus to brand advertising, leading to a 40% increase in brand store traffic and a 50% increase in brand store revenue.

Improved Performance Metrics: Saw an 11% lift in new-to-brand purchases and a 52% increase in revenue from automated workflows.

Successful Campaign Execution: Executed a beta test slot with Amazon during Thursday Night Football, driving significant brand awareness and engagement.

+8%
on DTC | **+11%**
on AMZ

Increase in topline opportunities
on DTC and Amazon

+823%

Increase in Paid Social
Conversion Rate

6M

Influencer Impressions

+100%

YoY Organic Social Traffic





The Conclusion

Blue Wheel successfully addressed Edgewell's challenges with the Jack Black brand through a tailored omnichannel strategy, driving brand growth, increasing sales, and achieving measurable results across multiple marketing channels.

Our data-driven approach, creative optimization, and channel diversification enabled Edgewell to navigate market challenges effectively and capitalize on growth opportunities in the competitive personal care industry.

“ I was very amazed by the Jack Black TNF ad campaign. With previous partners, there's no way we would have been able to pull it off in two and a half weeks and take advantage of this kind of bonus beta test that we were offered, which is a huge bonus for us. We're doing a lot of follow-ups on this now, and I think it just speaks to how quickly Blue Wheel works. ”

Lauren de Wet, Edgewell Personal Care





About Us

[Blue Wheel](#)

We're a new breed of omni-channel 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.



[Blue Wheel](#)



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