



THE BRIEF

Working with Coty, owners of Kylie Cosmetics, our brief was to tap into Kylie's Gen Z audience and bring the 'most-followed beauty brand in the world' to Boots.com. UK fans had previously struggled to get their hands on Kylie's cult Matte Lip Kits, with no official stockist.

Coty asked us to explore dynamic ways to connect with Kylie's fervent audience of 18-24-year-olds and drive sales on Boots.com by integrating new technology with the existing checkout system to build a virtual experience for an immersive customer journey.

OPPORTUNITY

Our aim was to inspire consumers with a creative, discovery-driven brand experience online that introduced new customers to Boots' retail experience. BLUP were uniquely placed to understand the style-conscious, Gen Z target market, thanks to BLUP:GEN, our trendsetting audience talent network and UK-wide university partnerships.

Running quantitative and qualitative research through surveys and focus groups with Kylie's consumer base gave us direct insight into how they shop online.

INSIGHT

Our research confirmed a growing demand for AR, including virtual try-on. It also revealed a frustration with the lack of direct-to-cart capabilities of AR experiences and products being out of stock once directed to an external checkout.

Working with the target audience meant they helped craft the perfect solution for themselves and Boots.com, guaranteeing a mobile shopping experience they would engage with and keep coming back to. A new virtual sales channel was established through a proprietary virtual reality commerce platform.

INNOVATION

Branded AR retail experiences are not new. But developing a 360 degree AR experience with integrated checkout functionality that seamlessly integrates to online stock levels was a game changer. Particularly with a complex e-commerce site as large as Boots.com.

Our integration of the Kylie Virtual World with Boots.com ensures that if something is out of stock, it will be shown as unavailable within the AR mobile experience, easing existing Gen Z frustrations around social shopping.

Opening up this end-to-end interactive shopping experience creates a new way for Boots.com to engage the core market of 18-24-year-olds for Kylie Cosmetics. Making shopping on social media accessible and seamless minimises 'drop-off' by allowing customers to easily purchase products.

The Kylie Virtual World has been built to enable product updates as well as style re-skins. Adjusting for seasons and occasions gives users reasons to revisit multiple times as it is updated throughout the year, providing ongoing value for both Boots.com and customers.

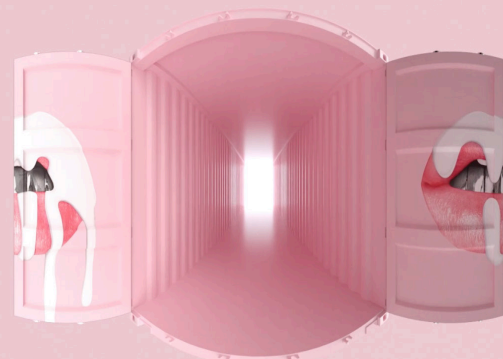
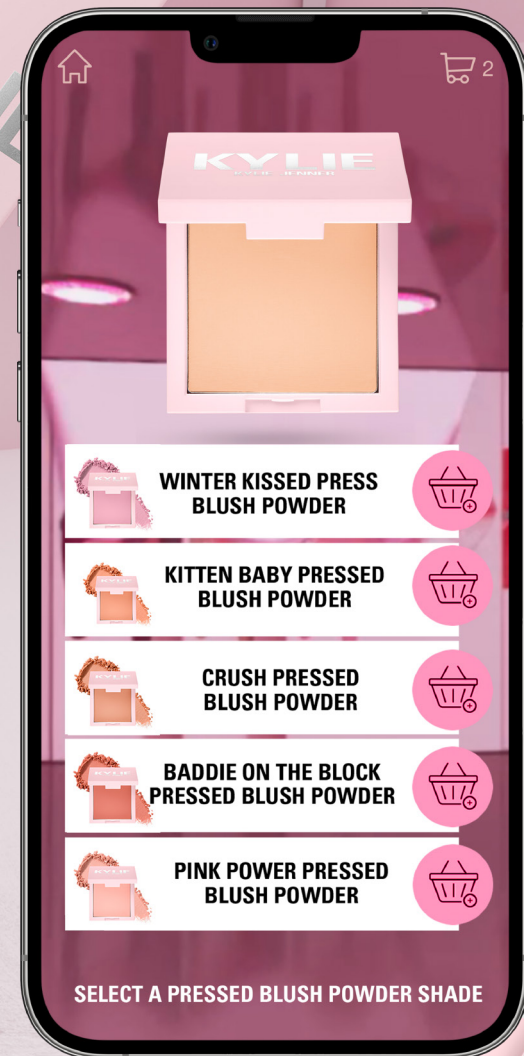


ADD TO CART

Every product on show in the Kylie Virtual World has an 'add to cart' button, with the additional options to 'view cart' and 'checkout'. Because the AR experience is fully integrated with Boots' e-commerce website, every SKU is matched and prices and availability are always current, meaning users are not left disappointed by trying to purchase an item that is unavailable.

The interface is tailored to match the Kylie Cosmetics brand guide and the HQ in LA. Standout design features include Kylie's famous dripping lip visual and strong use of brand colours to make users feel they are stepping into her space. Every element had to be signed off by her brand team in LA as well as Boots.com.

We used influencer outreach to further engage the target audience. Personalities like Zara McDermott posted Instagram Reels of themselves exploring the virtual world, trying on lip kits and adding products to their baskets.

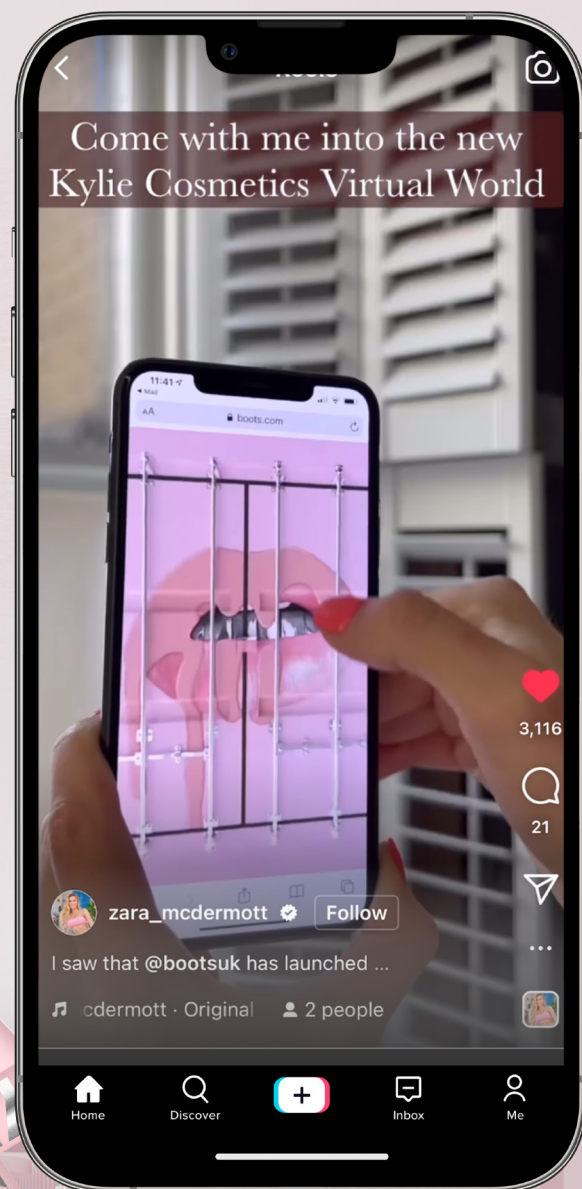


360 EXPERIENCE

Launched from a QR code, Kylie Virtual World allows customers to immerse themselves in a 360-degree shopping journey, a virtual store blending fantastical details with familiar retail elements. Features in the world include a virtual try-on (VTO) to let customers try Kylie's infamous Matte Lip Kits, how-to videos demonstrating product use, product benefits and shop-the-look opportunities to enable users to purchase her celebrated Instagram looks.

These features are accessed by entering different 'rooms' within the AR experience and bring products to life by showcasing them in varied environments that enable customers to visualise their usage.

Having scanned a QR code integrated on Boots.com, customers are asked to grant access to their camera and enable gyroscope permission to launch the experience on mobile. From here, they enter through a pink shipping container-style crate and are met with a 360-degree experience featuring hotspots inviting them to explore the various rooms.



RESULTS

2m 01s AVERAGE ENGAGEMENT TIME

For perspective, the average internet user spends 2hours 24mins on social media per day. Our Kylie Virtual World occupied 1.3% of users' daily time on social, in comparison to the average beauty industry Instagram engagement of 0.54%. [Social Insider Jan 2020-Dec 2021]

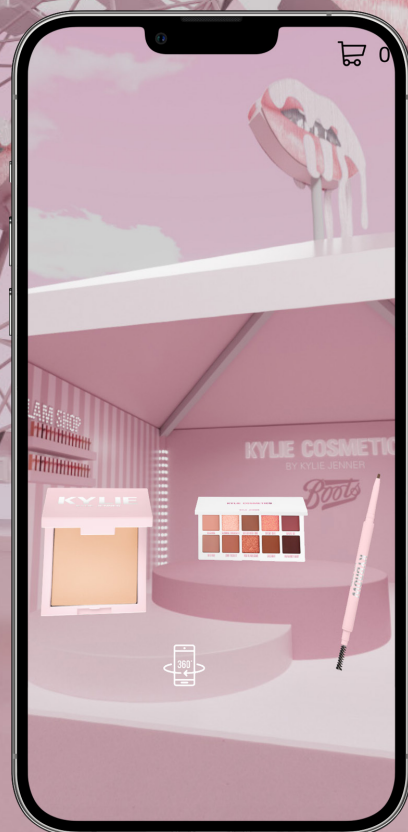
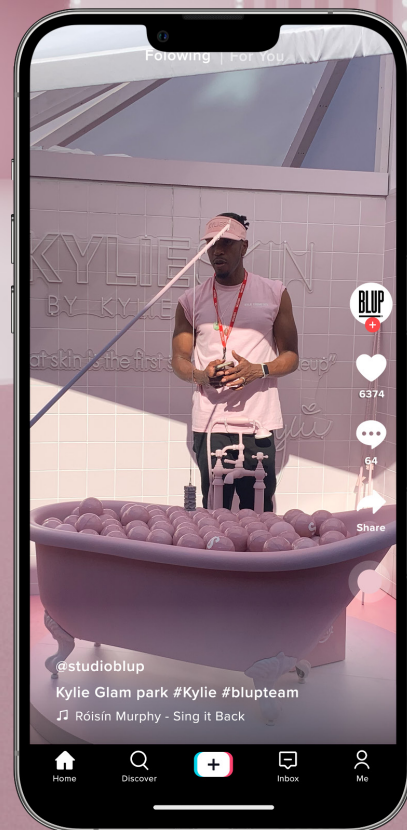
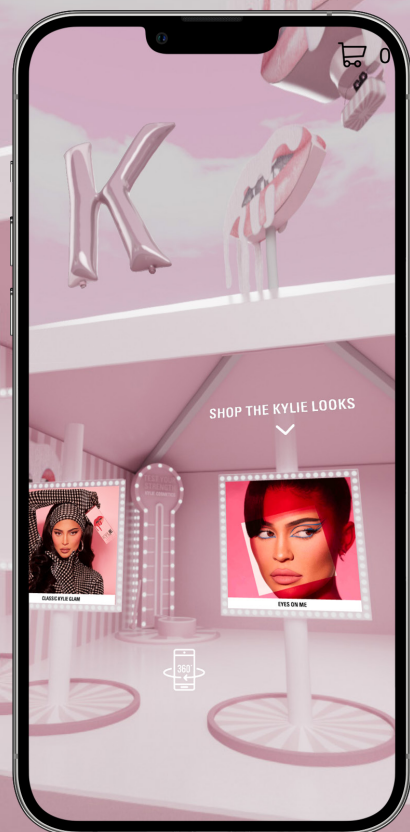
25k UNIQUE VISITORS

71% ENTERED MULTIPLE ROOMS

12% ADDED PRODUCTS TO CART

10% HIT THE CHECKOUT

5x HIGHER CONVERSION VS ECOMM



WATCH THE FULL
CASE STUDY HERE



IN REAL LIFE

The VTO element of the virtual world is being brought into the real world in August with the Kylie Glam Park takeover in Covent Garden. With Covid health and safety still of great importance, the VTO functionality will be used as a safe way for customers to try Kylie's Matte Lip Kits at the Glam Park - a great example of digital innovation impacting physical, IRL customer experience.

The virtual world is also being developed and improved and an updated version is launching in August to replicate some of the real-world design features of the Glam Park. This will enable customers not in London to have a virtual experience of the takeover plus Kylie Cosmetics OOH posters will feature the Kylie Virtual World QR code, further amplifying audience reach and engagement opportunities. This demonstrates that the project goes far beyond a one-off retailer collaboration.

Our Kylie Virtual World collaboration with Coty has reimaged the future of m-commerce and shoppable AR experiences. Creating more fluid, end-to-end customer experiences that allow exploration and product purchases in a single interaction will open up a world of possibilities for brands.