



## PRESSEMITTEILUNG

### **German Brand Award 2018: essence wins "Gold" for 15-year anniversary campaign**

**In its anniversary year 2017, essence already had reason to celebrate: Europe's No. 1 cosmetics brand\* looked back on 15 phenomenally successful years and celebrated them with the "celebrate life in pink" initiative. This 360-degree campaign was now awarded "Gold" in the category *Industry Excellence in Branding – Beauty & Care* at the German Brand Award 2018. The jury at the German Brand Award was particularly impressed by the high target group relevance of the campaign and the brand's innovative digital and offline presence.**

Operating in the entry-level price segment, essence appeals to a young target group that enjoys trendy looks and decorative cosmetics. Hence, the campaign in which essence celebrated its 15<sup>th</sup> brand anniversary and highlighted its distinct spirit under the motto "celebrate life in pink" mainly targeted young beauty fans. The spectacular #essencebirthdaybash in the Tempodrom in Berlin was the main event of the campaign: 1.500 beauty-loving guests and international influencers witnessed a truly brilliant program that excited the young audience with many highlights. For example, when Lukas Rieger exclusively performed the birthday song "Side by Side". The mobile "Maker Shop" allowed make-up lovers to create their own lip gloss (with different finishes and fragrances) and nail polish in their favorite colour. essence even toured through Germany with this innovative concept. With this campaign, the brand skillfully combined the passion for cosmetics with their target group. An idea worthy of an award – in this case, the golden one at the German Brand Award.

#### **about essence**

It has been 16 years since the company's founder, Christina Oster-Daum, brought essence to life with a lot of love, energy and passion. Since then, essence has taken on the task of convincing beauty fans of all ages around the world of its trendy, innovative and highquality products at affordable prices. And with great success: available in over 80 countries, essence is Europe's No. 1\* cosmetics brand based on the number of sold products.  
<https://www.essence.eu/de/home/>

\* in units / Source: Euromonitor International, 2013

#### **Pressekontakt**

Faktor 3 AG

Ansprechpartner: Swantje Laasch

E-Mail: [essence@faktor3.de](mailto:essence@faktor3.de)