

MULTICHANNEL

Kiehl's touches up CSR with multiple in-store, digital events

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By RACHEL LAMB

Skincare brand Kiehl's is using social media, online sales, in-store deals and a multiple-city event to bolster its corporate social responsibility for amfAR.



Kiehl's is starting its third annual Kiehl's LifeRide for amfAR, which includes brand employees and famous persons riding from Florida to Washington with stops in multiple cities. However, there are a few key differences this year that Kiehl's hopes will prove more engaging and meaningful to amfAR's cause.

"This year's LifeRide will continue to further align those looking for a business that is more socially, ethically and environmentally-responsible with the brand," said Megan Sterritt, principal and director of account services for **KWE Partners**, Miami.

"In addition, using its social media channels, Kiehl's is reaching a younger, more engaged demographic of potential new customers," she said.

Ms. Sterritt is not affiliated with Kiehl's, but agreed to comment as an industry expert.

Kiehl's did not respond before press deadline.

AmfAR is an organization devoted to raising money to fund the research towards the cure

of HIV/AIDS.

Aiding others

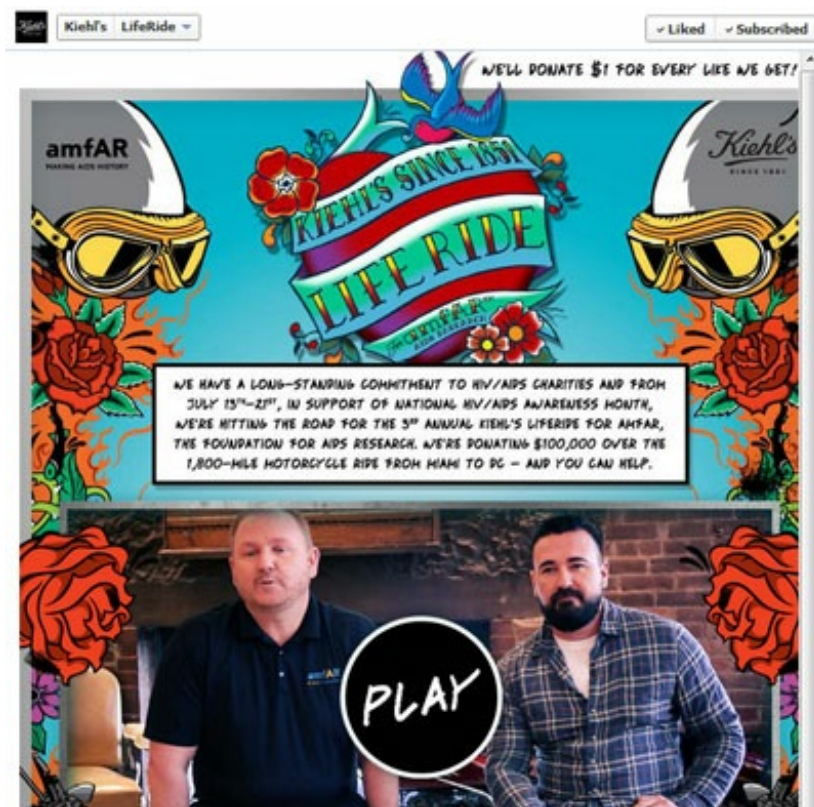
To raise money for AIDS research, Kiehl's LifeRide is stopping off at various cities and offering exclusive online and in-store deals. In addition, consumers can follow along on social media and buy products that will give proceeds to amfAR.

Kiehl's video

The ride started July 13 and finishes the 21 of this month. The group stopped in Miami, FL; Aventura, FL; Ormond Beach, FL; Jacksonville, FL; Atlanta, GA; Washington; Fall's Church, VA; and McLean, VA.

Chris Salgado, president of Kiehl's, and Kevin Robert Frost, CEO of amfAR, along with actors John Corbett, Tricia Helfer, Katee Sackhoff, Tyson Beckford, Teddy Sears, Christopher Redman, Marguerite Moreau and Grant Reynolds, photographer Timothy White, custom motorcycle builder Paul Cox and artist Conrad Leach are participating in the ride.

The group is riding in July, which is established as National HIV Awareness Month. In addition, the LifeRide will end on July 21, just before the start of the International AIDS Conference, which will be held in the United States for the first time in 22 years, per Kiehl's.

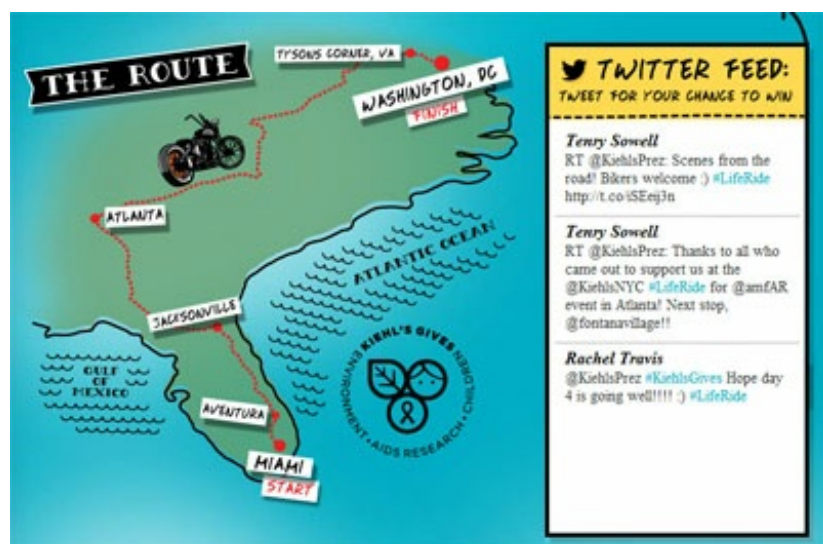


Kiehl's LifeRide tab on Facebook

For the first time, Kiehl's is bringing along its panel created for LifeRide, which consumers can sign and be part of the cause.

Also for the first time, the entire AIDS Memorial Quilt will be displayed in its entirety in Washington. There are 48,000 panels.

Consumers can follow the ride on <https://www.facebook.com/KiehlsSince1851>, or by following Mr. Salgado on Twitter at @KiehlsPrez or through the hashtag #LifeRide.



Kiehl's LifeRide map

Consumers who tweet at the brand will be entered to win a Lifestyle Essentials Kit.

"We absolutely believe that social engagement – whether it's online, on the road or in-store – is an essential mix for truly connecting with a cause and customer," said Hayley Berlent, strategy director at Siegel+Gale, New York. "However, channels aside, the content

and execution of the program need to make sense for your business and to your consumer."

Take a ride

To continue giving back, Kiehl's is using a multichannel effort to draw awareness to its efforts.

Kiehl's offered a two-day online sale. When consumers entered the keyword "LIFERIDE" at check-out, they were given a 15 percent discount.



This year's LifeRide

Also, LifeRide stop stores are offering a 15 percent discount the day of and after their stop and other nationwide stores offered this discount July 13-14.

Kiehl's is also using its social media to raise money. The skincare brand expects this LifeRide to raise \$115,000 for amfAR.

The skincare brand will donate \$5 for every customer that visits Kiehl's on the day of the events, up to \$75,000.

Kiehl's will also donate \$1 for every new "like" on Facebook up to \$15,000 and will donate up to \$25,000 from sales of its Limited Edition Active Lifestyle Essentials Kit.

The Limited Edition Active Lifestyle Essentials Kit includes products including hair wash and sunscreen, but also eucalyptus lip balm, which is exclusive to this kit.

The brand's multichannel approach to CSR is likely to hit customers no matter where they shop. However, the approach could be a little more integrated, according to Siegel+Gale's Ms. Berlent.

"The LifeRide event—while connected as a standalone campaign—does not truly connect to the Kiehl's in-store and online experience," Ms. Berlent said. "To be truly successful, we'd recommend that the LifeRide campaign be more closely connected with the Kiehl's brand, as well as other Kiehl's social initiatives."

Final Take

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