

BUILDING THE CURÉL BRAND IN PREMIUM SKINCARE UK

THE PROBLEM

Curel, a Japanese skincare brand, had recently entered the UK market with a small share of the category on Amazon. The Curel team challenged Tambo to deliver **a full funnel solution** to accelerate sales growth

THE SOLUTION

Collaborating with the Amazon retail, ads & creative team, we developed an innovative full funnel campaign targeting the crucial Q4 period.

We introduced upper funnel executions with custom creative **in Fire Tablet & Amazon Publisher Direct. AMC was implemented** to build **unique audiences** to target during peak moments in the quarter. We upweighted Generic & Competitor search exposure to win share of voice on core category terms.

THE RESULTS

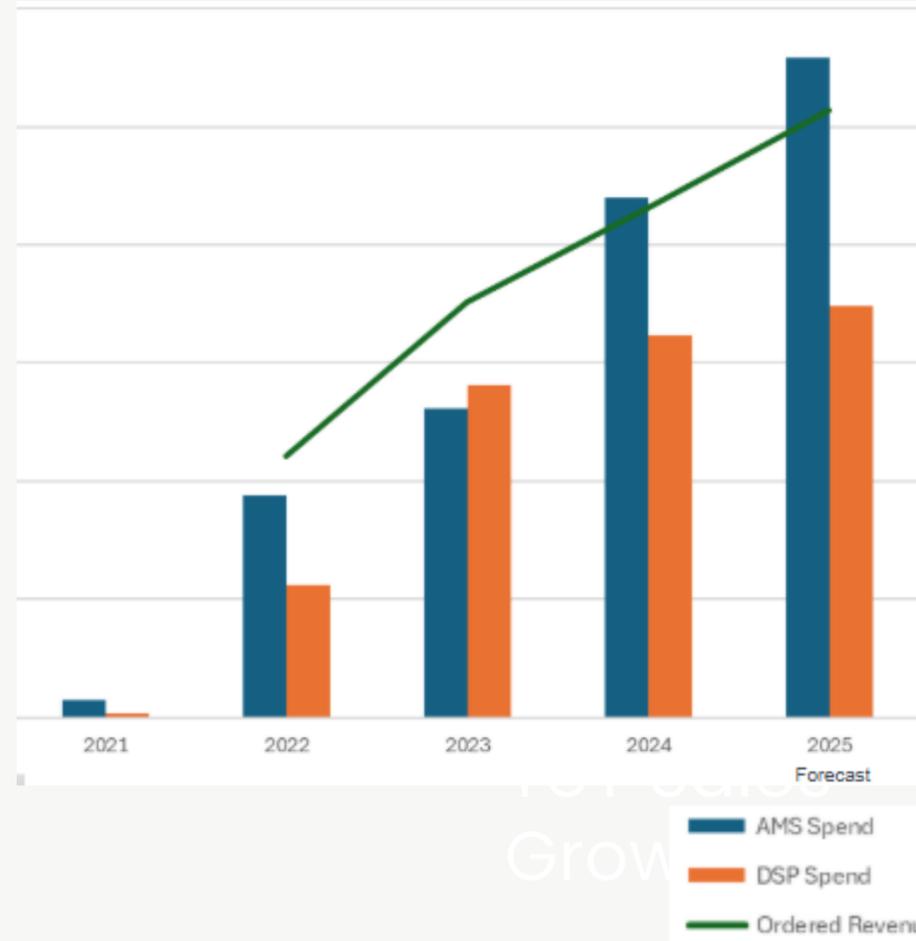
- Delivered **232% growth between 2023 & 2025(F)**
- 72% NTB rate on generic targeting with £3.9 ROAS with DSP outperforming AMS (£4.2)
- Innovative Fire Tablet campaign with **1.1M Unique Reach** with **15m** impressions overall
- Increased Brand Term engagement by 190% indicating growing market share
- Curel Market Share has increased 2.8x in day cream category



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Curel®

marie claire

ELLE

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