bazaarvoice®

INSPIRE AWARDS 2025



bazaarvoice®

INSPIRE

Campaign of the Year

A client who has executed an outstanding content creation campaign that resulted in exceptional engagement and significant success.

Campaign of the Year

Winner Sydney

DAISE*
BEAUTY



DAISE Entered the Market with Strong Retail Readiness, a Valuable Base of UGC and a Foundation for Long-term Brand Trust

1,239	1,159	514	20
Units Shipped	Reviews Collected	Reviews with Media	Products Launched

Objective

The goal of the DAISE Bazaarvoice Sampling campaign was to generate authentic consumer reviews that would build trust, drive conversion, and support the brand's launch into retail in a competitive category.

Action

DAISE conducted a Bazaarvoice Sampling campaign for its new fragrance and body care brand, which involved:

- Shipping 1,239 units across 20 products.
- The campaign was focused on adding a layer of credibility to complement the brand's broader internal seeding and creator strategy (which focused on buzz and awareness).
- Syndicating the collected reviews across 11 retailers to amplify reach.

Results

- Collected 1,159 reviews (94% completion rate)
- Nearly half of the collected reviews included photos or videos, creating richer Product Detail Pages (PDPs) and a stronger digital shelf presence.
- By syndicating reviews to retailers in the Bazaarvoice network, DAISE:
  - Amplified the total reach to 74.4K reviews across retail partners.
  - Drove a +7,914% review volume lift across those partners.



"Authentic reviews weren't a "nice to have" - they were essential to setting DAISE up for success. Bazaarvoice Sampling allowed us to build a library of real, trustworthy reviews at launch, and syndicate them across our retailer network to amplify reach and conversion."

By layering Bazaarvoice Sampling alongside our ZURU creator-driven engine, we built a holistic launch: creators generated the buzz while reviews delivered credibility and confidence for retails and consumers alike."

Monique Wesseling, eCommerce Content Manager - ZURU EDGE

Campaign of the Year

Winner Melbourne

DANONE ACTIVIA





Danone Ensures New Product Launch Success with UGC

446	99%	85%	4.6
Reviews Collected	Reviews with Media	Review Completion Rate	Average Rating

Objective

Successfuly launch Activia's new single pot and large tubs formats of new Probiotic Yoghurt.

Action

- Partnering with Bazaarvoice to run a hyper-targeted sampling campaign to collect UGC.
- Distributing 520 samples to the ideal consumers.
- A strategic approach to ensure the right audience was reached with the right message.

Results

- The campaign was highly successful and exceeded every objective.
- Generating significant consumer engagement and advocacy.
- The campaign drove awareness, trial, and trust for Activia's innovation.

Activia is sending all their reviews to key APAC Grocery retailers
94% of destinations products only have syndicated reviews!

ccrystalll

The Best Vanilla Yoghurt!

★★★★★ 5

This yoghurt is the perfect snack after a long day of classes! As a big fan of vanilla and yoghurt, it tastes and smells amazing and I appreciate the low sugar content as well. Additionally, the product is easy to spot on shelves and information is displayed quite clearly, making it easy to read.

"For the launch of Activia's new single pot and large tub formats, we executed a well targeted and high performing campaign that exceeded every objective. This campaign stands as a benchmark for excellence in consumer engagement, review generation, and brand impact"

Maria Pessoa, Brand Manager - Activia Australia

Campaign of the Year

Runner-up Melbourne

L'ORÉAL GARNIER



Garnier Ensure Product Line Success with UGC

361	276	91%	4.5
Reviews Collected	Reviews with Media	Review Completion Rate	Average Rating

Objective

Supporting the four products in the Damage Eraser Keratin Treatment line with UGC across retail partners, focusing on Ratings & Reviews as well as visual content to go along these. Each member received one of each product from the range to review.

Results

Through this campaign, Garnier has achieved a 4.5-star average rating across its' Damage Eraser Keratin Treatment line with a minimum of 89 reviews collected per product and a total completion rate of 91%. With syndication, these reviews are now being shared with key Garnier retailers across the Bazaarvoice Network.

Perfect in my hair care routine

★★★★★

Oct 4, 2025 at 09:51 PM, by tc11_268

Pairing with the conditioner, my hair feels healthier after using every time. It doesn't leave my hair greasy, my scalp feels cleaner and my ends feel revitalised.

Super hydrating for hair

★★★★★

Aug 24, 2025 at 11:00 AM, by victoriac338_6375

A beautiful leave in hair treatment that actually leaves my hair feeling more dense and hydrated. The scent is sweet and amazing but not sickly or overpowering. I have been using this treatment in conjunction with the other products in the range and can definitely say my hair feels soft, hydrated, and healthy!

Really helped my split ends

★★★★★

Sep 6, 2025 at 12:52 PM, by madelines113_1425

I love this conditioner, it makes my hair so silky smooth and a little bit goes a long way if I run it down the ends of my hair. I have noticed a decrease in my split ends and my hair in general looks a lot healthier. Cute packaging and great value!



Campaign of the Year
Nominee Sydney

GALDERMA
EST. 1981



Cetaphil & Benzac Supporting Products in Market with UGC

Achieving 100% review coverage on products sold at retailers in the Bazaarvoice Network

5	4,400	3,251	83%
2025 Campaigns	Reviews collected so far	Reviews with Photos/Videos	Completion excluding campaigns in progress

Cetaphil BENZAC®

Objective

Enhance ratings and reviews presence to improve Cetaphil and Benzac performance against competitors across key retailers.
Focus on improve review volume and average rating.

Action

Galderma partnered with Bazaarvoice to launch a targeted reviews campaign across core Cetaphil products and, for the first time, Benzac. The campaign also included 2025 NPD launches.

Results

Since launching the 2025 campaign, Galderma has seen exceptional results:

- Cetaphil: Average reviews per SKU increased by +856%, and average rating improved by +30%.
- Benzac: 100% review coverage across all Non TGA SKUs, with an average brand rating of 4.4 stars—fully incremental growth.

"Year-to-date performance across top retailers syndicating Bazaarvoice reviews, shows both Cetaphil and Benzac are outperforming the total online category, with stronger growth online compared to in-store.
This has been a highly successful campaign, with consumers sharing before-and-after photos and tagging Galderma brands on social media. A huge thank you to the Bazaarvoice team for your support—we're excited to continue growing this partnership!

Isabel Gallardo,
eCommerce Manager - Galderma

Campaign of the Year
Nominee Sydney

LYNX



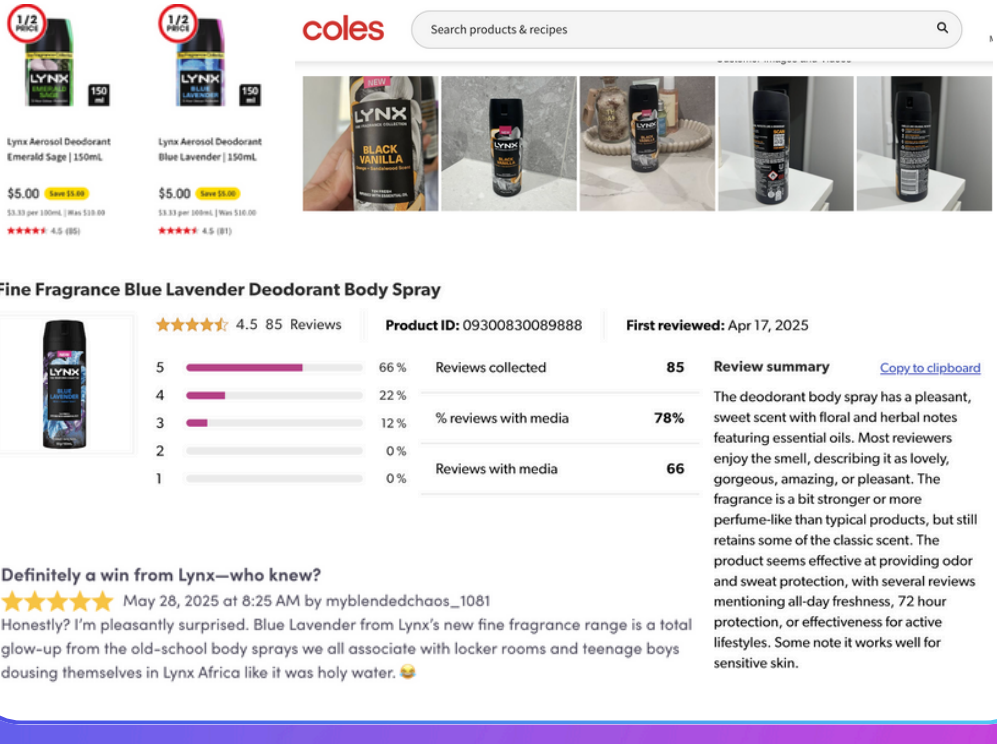


LYNX Boosting Share Growth with UGC

Since the launch of Lynx Fine Fragrance, Lynx has seen continuous share growth from this year onwards for each period.

4.5	266	237	93%
Average Rating	Reviews Collected	Media/Photos Collected	Review Completion Rate

Improving Digital Shelf Performance by Standing out at Retail!



Campaign of the Year
Nominee Sydney

MasterFoods™



Masterfoods Supports New Category Launch with UGC

4.5	82	67	85%
Average Rating	Reviews Collected	Reviews with Media	Review Completion Rate

"By combining true innovation with powerful customer advocacy, Masterfoods successfully modernised the spice category - proving that even a focused, insight-led activation can deliver strong engagement, trial and brand growth"

Karen Sprintz, Activation Manager - Mars Food Australia

Objective

MasterFoods aimed to revolutionize the way Australians use spices and modernize the spice category by launching the Wet Squeezy Spice—an innovative, convenient format designed for busy households to make meal prep quick, mess-free, and fuss-free.

Action

To support this category-first innovation, MasterFoods focused on a targeted ratings and reviews campaign to generate strong consumer engagement and advocacy without the need for large-scale media investment.

Results

The targeted campaign was highly successful and exceeded expectations:

- Generated authentic reviews, photos, and testimonials from consumers who embraced the product and showcased how it elevated their everyday meals.
- This user-generated content built trust and credibility and inspired others to try the product, thereby fuelling trial and repeat purchase.


It saved my time in peeling and chopping.
★★★★★ August 22, 2025 at 11:23 PM by prabhjyot1_2941
MasterFoods Finely Crushed Garlic is a must-have for quick cooking. It comes in a convenient squeeze bottle, so there's no peeling or chopping needed. The aroma is rich and fresh, just like real garlic, and it blends smoothly into dishes. I used it in pasta and mix veg, and it added a delicious depth of flavor. Perfect for busy days, this garlic makes cooking faster while keeping meals tasty and aromatic.
MasterFoods Finely Crushed Garlic 280g
9310012063377


One squeeze💙 is all you need
★★★★★ July 14, 2025 at 8:10 AM by mmgirls_7413
I love this to have in the fridge for so cooked meals when preparing them over a morning it makes it so much quicker and faster with the handy squeeze bottle. It has great flavor and freshness. You wouldn't know it wasn't fresh herbs. it allows you to create the depth and it's great value for money.
MasterFoods Finely Chopped Onion 270g
9310012063384

71% Social CTA completion Tik Tok & Instragram



Campaign of the Year

Nominee Sydney

Schwarzkopf





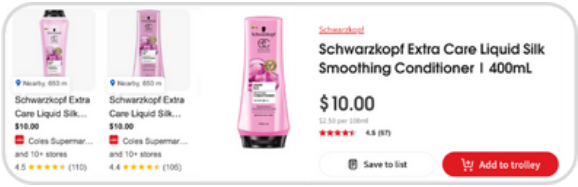
Schwarzkoft Boosts Awareness and Sales at Retail with UGC

4.5	679	761	94%
Average Rating	Reviews Collected	Images/Videos Collected	Review Completion Rate

Schwarzkoft Extra Care is syndicating a total of 6.9K reviews to Australian retailers increasing their review volume by 6,312%.

71% of products at retail only have syndicated reviews from Extra Care.





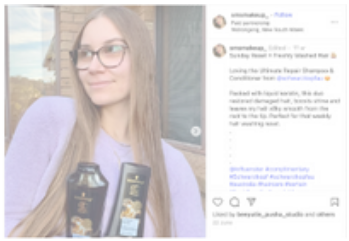


Magical! My hair love it.

May 19, 2025 at 7:51 PM by salmas65_8412

It has been a lifesaver for my fine, fragile hair. It has a lightweight formula that cleanses without stripping, leaving my hair feeling refreshed and hydrated. Since using it, I've noticed less breakage and my hair feels stronger and more resilient I've only used it twice and already my hair is happier - it's softer, shinier and far less hair on my brush. Very glad I decided to give it a go! value for money.





91% Social CTA completion Instagram



bazaarvoice®

INSPIRE

UGC Innovator

A client who has masterfully leveraged user-generated content into a broader multi-channel strategy to build a powerful brand story across multiple channels and / or drive internal innovation by using authentic customer insights.

UGC Innovator

WINNER Sydney

Leveraging Consumer Voices to Shape Product Development at Beko ANZ

"UGC is now a cornerstone of our marketing strategy. It gives us the real voice of Beko ANZ consumers. Those insights shape how we plan, position, and communicate products like the Autodose Dishwashers so our messaging truly connects."

Amanda Hart, Marketing Manager - Beko ANZ

Objective

Beko ANZ used Bazaarvoice to capture authentic customer feedback, shaping the design of the Autodose Dishwashers.

Action

In May 2020, during the height of COVID-19, Beko ANZ partnered with Bazaarvoice to start to collect local consumer reviews. While the initial goal was to provide a local voice to drive sales, the team quickly realised the broader potential of user-generated content (UGC). What began as a tool for syndicating reviews evolved into a rich source of consumer insight, directly influencing product development.

Results

UGC gave Beko ANZ real-time, unfiltered insights that shaped the Autodose Dishwasher's design and features:

- Validated key product decisions
- New feature innovation
- Boosted consumer confidence



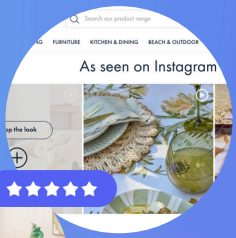
We first set out to collect reviews to give our consumers a genuine voice and share that with retail partners. But very quickly, we saw the real value; every review gave us insight into how people use our products, what they love, and what they wish for. Those insights soon began shaping improvements and innovations, like our Autodose Dishwashers."

Amanda Hart, Marketing Manager - Beko ANZ



UGC Innovator

WINNER Melbourne | Pillow Talk



Converting Customer Feedback into Business Innovation



"More than a customer care initiative, reviews directly inform improvements across product content, photography, and even operational processes"

Vicky Robinson, Head of eCommerce

Objective

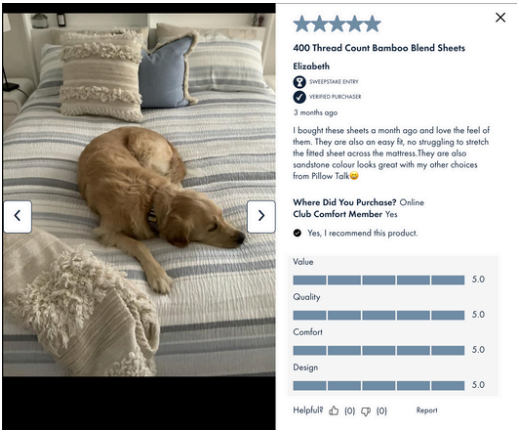
Pillow Talk is committed to harnessing the power of authentic customer voices to shape both customer experience and business innovation. Pillow Talk wanted to weave authentic customer experience directly into their brand narrative.

Action

- Using Bazaarvoice reviews not just as social proof, but as a continuous feedback loop.
- Commitment demonstrated by the policy of acknowledging and responding to every 1-3 star review within two business days, ensuring customers feel heard and valued.
- Leveraging Bazaarvoice's social commerce solution to bring inspirational UGC content from social media on their site.

Results

- Elevated product storytelling: authentic insights are translated into action, improving the accuracy and richness of product storytelling across all digital touchpoints.
- Improved operational processes: reviews directly informed and drove improvements across
- Customer trust and loyalty: this multi-channel approach has helped foster customer trust and loyalty, reinforcing credibility and inspiring confidence.



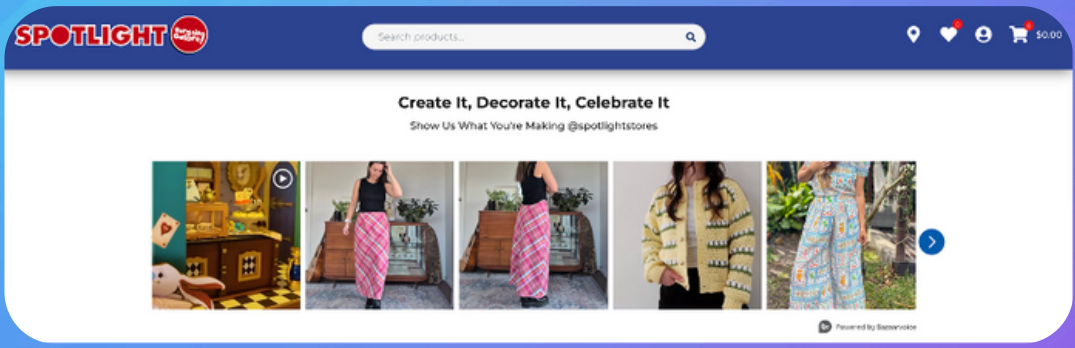
Pillow Talk's passion for learning from both praise and criticism exemplifies how UGC can become a catalyst for innovation and transformation, creating lasting value for the business and its customers.

UGC Innovator

Runner-up Melbourne

Spotlights generates $2.9M from 15.3M visits interacting with their homepage social gallery!



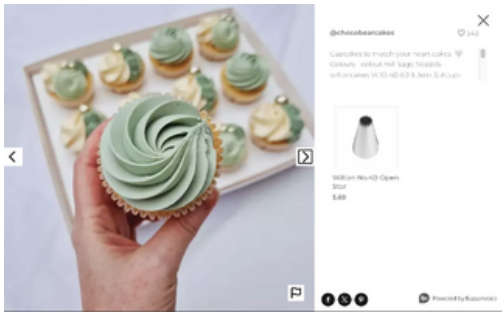


Objective

The primary objective was to harness authentic customer creations shared on social media, bring this content to a wider audience on the Spotlight website, and create a direct link between viewing an inspiring project and purchasing the required products.

Action

- Implemented an integrated shoppable social gallery" prominently on its homepage under the banner “Create It, Decorate It, Celebrate It”.
- This gallery allows website visitors to:
  - Discover real-world uses for Spotlight products.
  - Click on any image to see the exact items used.
  - Add those items directly to their cart, facilitating a "seamless inspiration to purchase journey."



Results

- $2.9 million from 15.3 million visits that interacted with the homepage social gallery (12months period).
- Successfully bridged the gap between social media inspiration and e-commerce, creating a seamless path for customers.

UGC Innovator
Nominee Sydney

RODD & GUNN
NEW ZEALAND

Rodd & Gunn Provides Elevated Shopping Experience with Visual UGC





+291%	+221%	+27%
Conversion Rate Lift	Time-on-site lift	Average Order Value

Objective

Rodd & Gunn is an apparel and lifestyle brand known for its commitment to quality, sustainability, and timeless, relaxed-living aesthetic for men's fashion. In true fashion to their pursuit for quality, they partnered with Bazaarvoice to provide a seamless customer experience with the integration of UGC and to continue raising brand awareness.

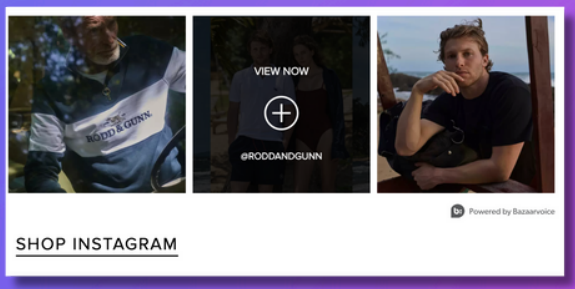
Action

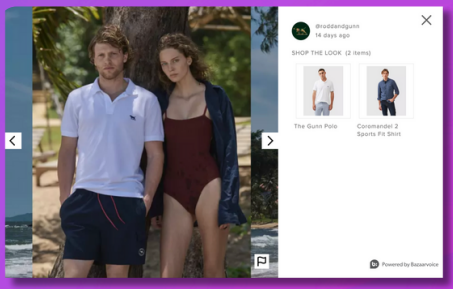
In addition to best practices in UGC display to help customers find the right-fit products, Rodd & Gunn also leverages social galleries to help inspire customers with visual content.

Results

They saw incredible success with this initiative with the below results when customers engage with Social Galleries:

- +291% lift in conversions
- +221% time-on-site lift
- +27% AOV lift

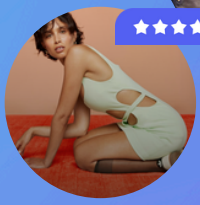




UGC Innovator
Nominee Sydney

THE ICONIC





The Iconic: Fashion Forward with UGC Excellence

+397%	+113%	+29%	+30%
Native Reviews Lift YoY	Conversion Rate Lift	Engagement Rate Lift YoY	Average Order Value Lift

Objective

THE ICONIC, Australia and New Zealand's leading online fashion and lifestyle retailer, partnered with Bazaarvoice to elevate the on-site experience, deepen engagement and foster community to drive purchase confidence.

Responding to clear customer demand, THE ICONIC expanded reviews and UGC across all key categories, including Fashion, Home and Sport:

- 2 in 3 shoppers said they want reviews (ideally with images from people like them).
- 2 in 3 shoppers said they want reviews on every product, with the absence of reviews ranked as the number-one dislike, we expanded reviews.

Action

- Reviews remain pivotal for trust and fit: 62% of customers check them to choose the right size and reduce returns.
- Aligned with our app-first strategy, we implemented in-app review display and collection and utilised Bazaarvoice's AI capabilities including review summaries, AI-generated filters and content prompting while capturing structured attributes (fit, size and product-to-image match) to surface the most relevant insights.
- Together, these innovations closed the biggest gap in THE ICONIC experience and empower customers to buy right, first time.

Results

- +397% increase in native reviews collected YoY
- +113% conversion rate lift
- +29% increase in engagement rate YoY
- +30% AOV lift



The ICONIC's incredible results demonstrates why The ICONIC is top-of-mind when it comes to a brand who has masterfully woven user-generated content into their broader business strategy to build a powerful brand story

UGC Innovator
Nominee Sydney

SEPHORA





Fueling Beauty through Community - Sephora's UGC Strategy

Objective

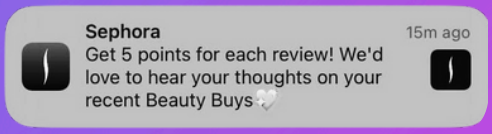
Sephora is a leading global beauty retailer that is known for its wide selection of cosmetics, skincare, fragrance and personal care products
Their purpose is to champion a world of inspiration and inclusion where everyone can celebrate their beauty.

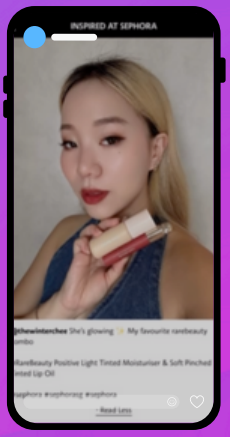
Action

- True to their mission, Sephora Asia went live with social galleries on app across available APAC regions to inspire their shoppers with quality content and elevate their customer experience. This implementation also supported their mobile-first strategy, delivering content to their customers where they are to increase engagement.
- To encourage review submission, Sephora also incorporated app push notifications in their collection strategy to actively collection reviews, in addition to incentivizing reviews through their loyalty program.

Results

- With more exciting UGC initiatives on their roadmap that will no doubt add to an enhanced shopping experience, Sephora's incredible efforts in making sure UGC is woven into customer touchpoints is a testament to why the beauty retailer is recognized as a trendsetter and innovator in the beauty industry.





bazaarvoice®

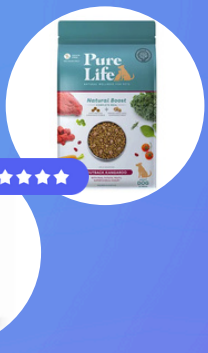
INSPIRE

Rising Star

A client who has progressed their UGC programme with significant success over the past year.

Rising Star
WINNER Sydney

PETBARN



Petbarn Reaches 1M Reviews and Make UGC part of every Channel, Growing Volume, Trust and Reach

"What's next: we will enable Bazaarvoice AI features and add star ratings to every product recommendation on our new front end, launching soon. We'll also let customers submit reviews in our app and exploring ways to showcase reviews in stores."

Valeriia Roshchina, eCommerce Lead - Petbarn

Objective

Petbarn, leading Pet Retailer and Australia's largest integrated consumer facing pet care company, partnered with Bazaarvoice to collect and provide high quality reviews and visual content for shoppers, and to enhance customers' omnichannel experience.

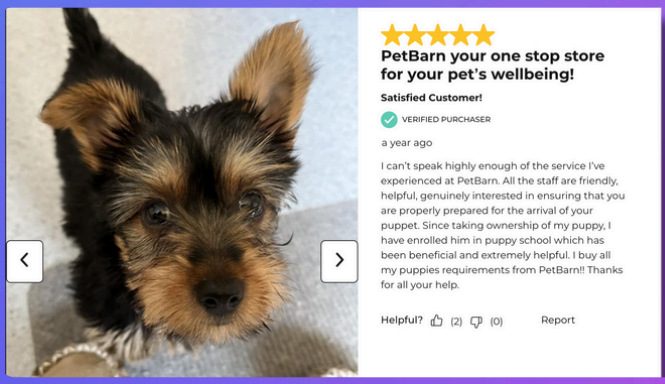
Action

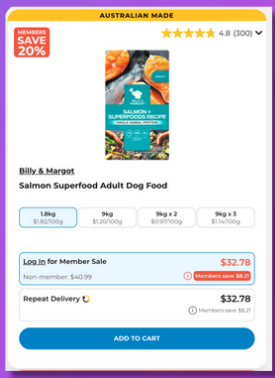
Key milestones in the last 12months:

- Extending reviews to instore purchasers as part of omnichannel strategy.
- Activating the Verified Buyser Badge to build trust and credibility with shoppers.
- Launch of reviews in Petbarn mobile app.

Results

- Native review volume grew from 3,000 to 8,000 per month.
- +828% upligt in native reviews collected YoY.
- With syndication, Petbarn recently surpassed 1,000,000 total reviews, helping more shoppers read, rate, and buy with confidence.





Rising Star
WINNER Melbourne

Officeworks

How Officeworks Turned Customer Questions into a Strategic Asset



+86%	+58%	+18%	88K	99%
Revenue Per Visitor Lift	Average Order Value Lift	Conversion Rate Lift	Approved questions	Questions answered

Objective

As Australia's leading retailer of office suppliers, Officeworks sought to enhance its online customer journey by directly addressing shopper questions at the point of purchase. The goal was to reduce uncertainty, build confidence, and use customer queries to inform a smarter content strategy.

Action

- In addition to its existing reviews program (1.1M reviews), Officeworks implemented a robust on-site Questions & Answers (Q&A) program. This program allows customers to get the information they need directly on the product page.
- The program has been adopted at a massive scale:
  - 88K approved questions
  - 99% of those have been answered
  - Decreasing response time from 65hrs to 33hrs in FY25

Results

- Higher conversion rate and average order value for shoppers who interacted with questions and answers.
- The program became a "gold mine" for identifying gaps in product descriptions and providing opportunities for content optimisation.

"Offering Officeworks customers the chance to ask questions about their intended purchases has gone a long way to reinforcing purchase confidence, resulting in marked improvements on key sales and conversion metrics, whilst giving our product information team valuable insights into what customers want and encouraging them to optimise content accordingly."

James Farish-Carradice,
Product Content Manager - Officeworks



Rising Star

Runner-up Melbourne

OCEANSOUTH AUSTRALIA

How Oceansouth Fuelled 33% Online Growth and Supercharged Retail Sales with a Full-Funnel UGC Strategy



+151%	+197%
Conversion Rate Lift	Revenue Per Visitor Lift

Objective

As a global leader in marine products, Oceansouth's goal was to increase brand awareness, build customer confidence and trust, and ultimately support significant business growth by leveraging UGC across their entire digital strategy.

Action

Leveraging UGC through a multi-faceted approach:

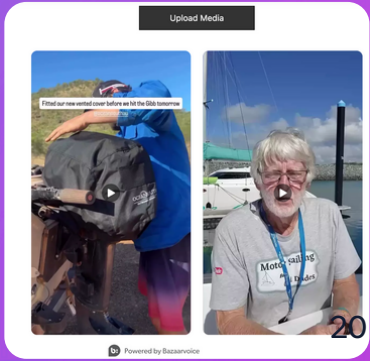
- Displaying UGC from social media in immersive and shoppable video galleries.
- Amplifying the voice of their customers on their own site.
- Strategically sharing their content with retailers in the Bazaarvoice Network (content syndication).
- Building on this success by launching a creator marketing program with Bazaarvoice to generate more engaging and visual UGC at scale.

Results

- Fulled 33% online business growth.
- Achieved 128% review volume lift for their products on retail sites.
- 48% of products sold at retail would not have had reviews without Oceansouth's syndicated content.

"Bazaarvoice has helped us unlock the power of user-generated content by showcasing authentic customer experiences directly on our site. This authenticity has strengthened trust with our audience, elevated the shopping experience and delivered a clear uplift in both online growth and retail performance."

Brad Grikis
Sales, Research & Development Manager



Rising Star
Nominee Sydney

Panasonic



Panasonic Achieves 1,275% Increase in Review Volume YoY with Flyer Campaign

31K	1,275%	4.81	1043%
Reviews Collected	Review Volume Lift	Average Rating	Displayable Review Volume Lift at Retail

Objective

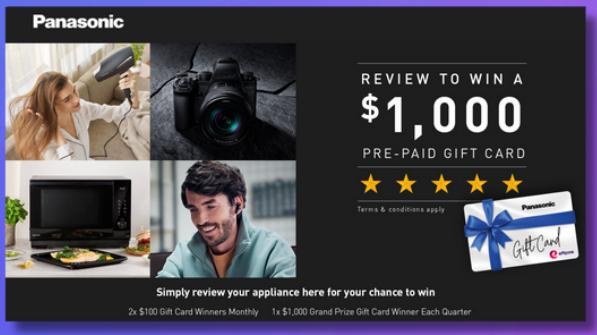
Panasonic Australia doubled down it's review volume efforts in the last 12months by introducing a new approach: a flyer with product packages, encouraging customers to "Write a Review for a Chance to Win a $1,000 Gift Card."

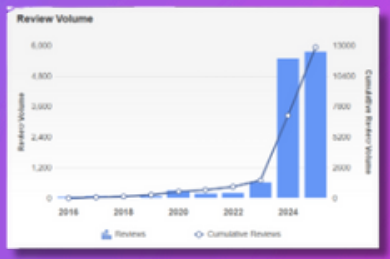
Action

The flyer featured a QR code, making it easy for customers to access the review campaign landing page and submit their reviews.
removed barriers for customers and inspired unprecendented participation.

Results

- Panasonic Australia dramatically boosted review volume, improved product sentiment, and strengthened their review presence across retail partners.
- Panasonic Australia turned authentic customer voices into a powerful growth engine, delivering a 1275% surge in reviews and record breaking engagement in just one year.
- Stronger product visibility, higher trust and greater advocacy from authentic customer voices.





Rising Star
Nominee Sydney

rebel

Sydney People's Choice Award

Rebel Sport Achieved +240% Lift in Reviews YoY





240%
Reviews Volume Lift YoY

150K
Projected Annual Reviews from in-store collection

Objective

Rebel Sport, Australia's leading sports retailer offering the biggest range and the best global brands, partnered with Bazaarvoice to increase their volume and freshness of product reviews to improve trust and enhance their website as well as customer experience.

Action

With a strong store presence, Rebel Sport decided to expand their review collection beyond online orders, re-implementing their in-store review collection and supporting this with a strategic resend campaign to customers who have made a purchase in the previous month to maximise the outcome.

Results

- With the rollout, Rebel Sport saw an additional 12,500 daily transactions being recognised with a projection of over 150,000 additional reviews to be collected annually.
- Beyond collecting in store, Rebel Sport successfully activated its customer base with a Rate & Win campaign, resulting in an incredible result of a 240% increase in reviews YoY.



Summary of Reviews

AI-generated using English reviews only

The running shoes offer excellent support and comfort, with many reviewers describing them as very comfortable and supportive. The shoes are praised for their cushioning, stability, and ability to handle high-impact activities and long-distance running. Several reviewers noted the shoes helped alleviate issues like knee pain, overpronation, and flat feet. However, a few felt the latest version was a bit too firm or clunky compared to previous models. Overall, the shoes seem to be a reliable and high-quality option that provides great support and comfort for a variety of users.

Rising Star
Nominee Sydney

FREEDOM



Freedom partners with Bazaarvoice to elevate customer confidence and strengthen digital presence



"This accelerated adoption of Bazaarvoice technology directly contributed to Freedom being recognised as Best Multi-Channel Retail & Technology at the 2025 ORIAs. Our success demonstrates how quickly UGC can delivery tangible value when integrated with purpose and focus, setting a strong foundation for future growth ."

Paula Mitchell, Digital General Manager - Freedom

Objective

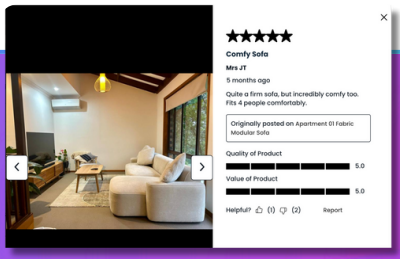
Freedom is a new partner to Bazaarvoice launching in April 2025. In just a few short months, they have quickly adopted AI Review Summary and Content Coach tools, embedding them into their eCommerce strategy with significant impact. Freedom has achieved rapid progress with their UGC program, elevating customer confidence and strengthening their digital presence.

Action

- The AI Review Summary has enabled Freedom to distil thousands of customer reviews into clear, actionable insights. This helps shoppers understand product sentiment at a glance, boosting trust and driving stronger conversion rates.
- Content Coach has empowered their team to optimise review collection and moderation at scale, ensuring content is high quality, relevant and aligned to their brand voice.

Results

- Deeper engagement : visitors engaging with Bazaarvoice content onsite increased from 16% to 19% over three months.
- Improved purchase journeys : the adoption of AI tools helps shoppers understand product sentiment, leading to a more seamless journey.
- Increased sales performance : the success in boosting shopper confidence and engagement helped increase overall sales performance.





bazaarvoice™

Contact the Bazaarvoice team

We'd love to hear from you!

Contact Us