

HEAD OF CERAVE

INTEGRATED CAMPAIGN MARKETING REPORT
CERAVE × OGILVY NYC × 1STAVEMACHINE | Q1 2025

BRAND	AGENCY	PRODUCTION
CeraVe (L'Oréal)	Ogilvy New YorkWPP Onefluence	1stAveMachineDirector: Tim Bierbaum

01 CAMPAIGN OVERVIEW

Campaign Name	"Head of CeraVe"
Flight Dates	February 6 – March 1, 2025 (approx. 3 weeks)
Launch Date	February 13, 2025 (official reveal)
Campaign Type	Integrated, Immersive, "Medutainment"
Product Promoted	CeraVe Hydrating Anti-Dandruff Shampoo & Conditioner; CeraVe Gentle Hydrating Shampoo & Conditioner
Brand Objective	Launch CeraVe's entry into haircare; destigmatize dandruff; promote scalp health as an extension of skincare
Brand Context	CeraVe is the #1 dermatologist-recommended skincare brand in the US (IQVIA, 2024). Owned by L'Oréal. ~\$2B brand globally.
Consumer Insight	Dandruff affects 1 in 5 Americans, yet only 40% seek treatment (L'Oréal CMI/IPSOS 2023).

02 FULL PRODUCTION CREDITS

Creative & Agency Team — Ogilvy New York

Chief Creative Officer	Samira Ansari (Ogilvy New York)
CCO North America	Chris Beresford-Hill
Global CCO	Juliana Richter / Liz Taylor
Creative Directors	Alex Holm / Avi Steinbach
Writers (campaign)	Alex Holm, Avi Steinbach, Meghan Howell, Winston Noel, Julia Wiacberg, Tim Bierbaum
Agency Producers	Regan Wallace / Hayley Danke
Production Platform	WPP Onefluence, led by Ogilvy PR

Production — 1stAveMachine

Director	Tim Bierbaum
Production Company	1stAveMachine (New York / Amsterdam)
Executive Producers	Ella Nuortila / James Okumura
Producer	Jason Taragan
Director of Photography	Rob Hauer
Editor	Danielle Minch
Production Designers	Erin Beaupre / Amber Unkle / Audrey Ledoux

Talent Roster

Charli D'Amelio	TikTok megastar (150M+ TikTok followers), currently starring in Broadway musical & Juliet; authentic CeraVe user with scalp irritation from nightly wig wear
Anthony Davis	10-time NBA All-Star, Dallas Mavericks; authentic dandruff sufferer; unique vantage point at 6'10" — literally sees others' dandruff
Paige Bueckers	UConn Huskies star guard, 2025 #1 WNBA draft pick; existing CeraVe partner (acne campaign 2024); athlete-centric, low-maintenance hair routine
SNL: Bowen Yang & Sarah Sherman	Cast members of NBC Saturday Night Live 50th Season; played "Naumôre Dandruff" heavy metal parody band
Dr. Dustin Portela	Board-certified dermatologist; drummer character in SNL spot; CeraVe's signature medical credibility element

03 CAMPAIGN STRATEGY & PHASE MAP

The campaign ran as a three-week intricately staged, multi-phase narrative — deliberately designed to unfold across multiple channels and cultural moments, building audience speculation before a full reveal.

Phase 1 — Teaser / Speculation (Feb 6–12, 2025)

- Anthony Davis spotted leaving the Feb. 6 Mavericks vs. Celtics game carrying a giant tub of CeraVe moisturizer; footage spread organically on social media
- Charli D'Amelio posted a pre-show "Get Ready With Me" TikTok on the same day, revealing a personal scalp shrine and rubbing CeraVe moisturizer on her head for good luck before & Juliet
- Seeded insight: CeraVe's social listening found real consumers were already applying face moisturizer to their scalps to stop itching — these stunts reflected real behavior
- Audience speculation and earned press began building before any official campaign announcement

Phase 2 — Reveal (Feb 13, 2025 — Official Launch)

- Truth announced across social platforms and earned media: D'Amelio, Davis, and Bueckers are named the new "Heads of CeraVe"

- Each talent published dedicated content — hero video spots, social posts — aligned to their personal scalp story
- 70 paid influencers across sports, pop culture, beauty, and health verticals activated simultaneously
- 24 UConn student creators (micro to macro TikTokers) mobilized courtside at a UConn women's basketball game, with CeraVe dermatologists positioned courtside
- Official press release via PR Newswire; pickup across trade and consumer media on the same day

Phase 3 — SNL Culmination (Feb 14, 2025)

- 60-second commercial parody aired during the SNL 50th Anniversary Concert special on Peacock (Valentine's Day, Feb 14)
- Spot featured Bowen Yang and Sarah Sherman as "Naumôre Dandruf," a parody heavy-metal trio, written by current SNL staff writers alongside Please Don't Destroy and director Mike Diva
- CeraVe was one of only two beauty sponsors of the SNL 50th Anniversary special (the other being Maybelline, also L'Oréal)
- Campaign content continued airing across SNL linear broadcasts and Peacock streaming through March 1, 2025

Phase 4 — Consumer Activation & Sweepstakes (Feb 20 – Mar 12, 2025)

- "Heads of CeraVe" Sweepstakes: consumers posted scalp story photos/videos on Instagram and TikTok using #HeadsOfCeraVeSweepstakes
- 3 grand-prize winners received all-expenses-paid trips: choice of & Juliet Broadway show (D'Amelio), Dallas Mavericks game (Davis), or UConn game (Bueckers)
- 10 runners-up won a year's supply of CeraVe products
- "Point Five Selfies" trend: Anthony Davis-perspective wide-angle overhead selfie of one's own scalp encouraged as campaign participation format
- Winners announced March 14, 2025

04 MEDIA MIX & CHANNELS

Earned Media (Social & Organic)

- TikTok — Primary organic channel; Charli D'Amelio (150M+ followers), Paige Bueckers; UConn student creators; 70 activated influencers; #HeadsOfCeraVeSweepstakes UGC
- Instagram — Sweepstakes entries, hero campaign posts, influencer amplification; @cerave official account
- X (Twitter) — Organic brand conversation; @cerave official
- Reddit — Organic fan speculation seeded in early teaser phase
- Facebook — Supporting content distribution (@ceraveusa)

Paid & Broadcast Media

- NBC Saturday Night Live — 60-second paid commercial parody airing during the SNL 50th Anniversary Concert (Feb 14); one of only two beauty brand sponsors
- Peacock (streaming) — Campaign ad aired throughout SNL 50th Anniversary concert on NBCUniversal's Peacock platform
- SNL Linear Broadcasts (NBC) — Campaign content aired across regular SNL episodes through March 1, 2025
- YouTube — Paid and organic video distribution of hero spots and making-of content

Influencer & Experiential

- 70 paid influencers across sports, pop culture, beauty, and health/dermatology verticals
- 24 UConn student TikTok creators (micro to macro) activated at UConn women's basketball game
- Courtside dermatologist presence at UConn Huskies game — a brand activation reinforcing CeraVe's medical credibility in a sports context
- Talent content seeded organically before the official reveal (teaser phase)

Retail & Point-of-Sale (Post-Launch)

- Select retail partners tied up with the campaign post-launch for in-store activations and product placement
- Products: CeraVe Hydrating Anti-Dandruff Shampoo & Conditioner; CeraVe Gentle Hydrating Shampoo & Conditioner — both available at mass retail (CVS, Walgreens, Target, etc.)

05 KNOWN METRICS & PERFORMANCE DATA

Note: Specific post-campaign impression totals for "Head of CeraVe" have not been publicly released by CeraVe or Ogilvy as of the time of this report. The figures below represent verified, sourced data points from trade and brand publications.

70+ Paid Influencers Activated	24 UConn Student Creators	3 Weeks Sweepstakes Duration	1 of 2 Beauty Brands SNL Partnership Tier
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Head of CeraVe — Campaign Impact Indicators (Available Data)

NBA Partnership Catalyst	Campaign performance directly led CeraVe to sign a multiyear league-wide deal as the NBA's Official Skincare & Haircare Partner (announced Oct 6, 2025)
SNL Sponsorship Tier	One of only two beauty sponsors of the SNL 50th Anniversary Concert (Peacock + linear)
Cultural Credibility	Cited by Marketing Brew, Marketing Dive, The Drum, Adweek as a top-performing brand moment of Q1 2025
Brand Value Context	CeraVe is a ~\$2B brand (Marketing Dive, 2025); campaign supported expansion into new \$10B+ haircare category
Sweepstakes Participation	Run across Instagram and TikTok; Feb 20 – Mar 12, 2025 (specific entry counts not publicly disclosed)

06 PUBLICATIONS & MEDIA COVERAGE

Trade / Marketing Publications

- Marketing Dive — "How CeraVe's latest culture-hacking campaign brings 'medutainment' to 'SNL'" (Feb 13, 2025) + follow-up NBA partnership coverage (Oct 2025)
- Adweek — "CeraVe Partners With SNL, Basketball, and Broadway Stars to Hype Haircare Line" (Feb 13, 2025)
- The Drum — "CeraVe brand boss on destigmatizing dandruff with Anthony Davis and Charli D'Amelio" (Feb 25, 2025)
- Marketing Brew — Follow-up coverage linking campaign success to NBA deal (Oct 2025)
- MediaPost / CPG Insider — "CeraVe Launches Dandruff Shampoo With 'SNL'" (Feb 14, 2025)
- LBBOnline (Little Black Book) — Campaign coverage + 1stAveMachine / Tim Bierbaum signing announcement (Apr 17, 2025)

Consumer / Beauty Publications

- WWD (Women's Wear Daily) — "CeraVe Announces 'SNL' Collaboration and New Hair Care Campaign" (Feb 13, 2025)
- Beauty Packaging — "CeraVe Debuts 'Head of CeraVe' Campaign" (Feb 2025)
- Global Cosmetics News — Campaign announcement and talent profile

Wire / Syndicated Coverage

- PR Newswire — Official press release, Feb 13, 2025 (widely syndicated)
- Yahoo Finance — Syndicated PR Newswire release
- Morningstar — Syndicated coverage
- Olean Times Herald, Bradford Era, and regional outlets — Syndicated via AP/Tribune wire

07 LONG-TERM BRAND IMPACT

- NBA Official Partnership (Oct 6, 2025): CeraVe named Official Skincare & Haircare Partner of the NBA. The deal was directly attributed by CeraVe SVP Jasteena Gill to the positive fan and audience response to the "Head of CeraVe" campaign featuring Davis and Bueckers. The multiyear deal includes in-season content, onsite activations at marquee events (Emirates NBA Cup, All-Star, NBA Summer League), integration into NBA 2K26, and a "Care For All" philanthropic Jr. NBA clinic program.
- Brand Expansion into Haircare: "Head of CeraVe" marked CeraVe's first major push into the haircare category, extending its 20-year skincare expertise into a new \$10B+ market segment.
- "Medutainment" Model Validated: The campaign confirmed CeraVe's social-listening-first, influencer-led, multi-phase reveal strategy as a replicable playbook, establishing the brand as a cultural marketing leader in the CPG beauty space.
- Audience Demographic Expansion: Campaign explicitly targeted Gen Z (via Charli D'Amelio and Paige Bueckers), NBA fans, UConn/NCAA fans, and SNL audiences simultaneously — a four-quadrant media strategy cited by the brand as achieving near-universal demographic coverage.

08 CREATIVE APPROACH & DIRECTOR NOTES

Director: Tim Bierbaum (1stAveMachine)

Tim Bierbaum is an Amsterdam-based comedy director repped by 1stAveMachine who specializes in absurdist, grounded storytelling with a background in sketch comedy. He directed digital series for Comedy Central (Broad City, Alternatino) and Netflix (Astronomy Club) before moving into brand work. His CeraVe work represents his largest-profile commercial campaign to date. He was formally signed to 1stAveMachine's global roster in April 2025, in part on the strength of the "Head of CeraVe" campaign. The spot's tone — natural, comedic, non-condescending — was key to CeraVe's goal of destigmatizing dandruff without mocking the condition.

SNL Spot — Creative Collaboration

The 60-second SNL parody commercial was a co-creation between CeraVe/Ogilvy and NBC's Saturday Night Live. The script was written by current SNL staff writers alongside the Please Don't Destroy comedy team and directed by Mike Diva (a separate director from Tim Bierbaum, who helmed the talent-led spots). The brief called for an educational but over-the-top execution; the team landed on "Naumôre Dandruf," a heavy metal parody band. The "dandruff" in the headbanging scene was practically achieved using broken potato chips.

Brand Strategy Quote

"The biggest lessons from this campaign are the power of speculation or a head-scratching moment, the joy of a ride-along... of having an immersive, unfolding brand story."

— *Samira Ansari, Chief Creative Officer, Ogilvy New York*

Sources: PRNewswire Official Press Release (Feb 13, 2025) • Marketing Dive • Adweek • The Drum • Marketing Brew • MediaPost • WWD • LBBOnline • Ogilvy.com • TimBierbaum.com • HomefromCollege.com • NBA.com

This report is based on publicly available information as of March 2026. Specific proprietary impression totals for Head of CeraVe have not been publicly disclosed.