



MARY KAY®

NSAC
National AAF Student
Advertising Competition



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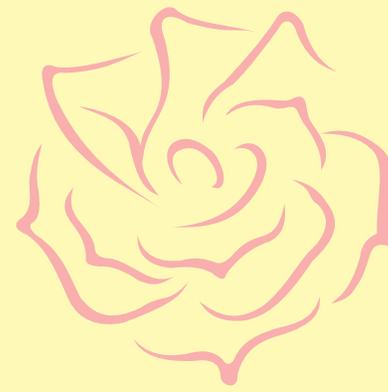
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All photos, unless otherwise specified, were photographed by team member, Erica Williams. All models photographed are members of the team.



MARY KAY

Every idea in history stems from the seemingly impossible. In 1956, one woman dared to go against the grain and plant her creative seed. Fifty years later, her self-titled legacy has blossomed into the iconic Mary Kay Inc. She transformed her unimaginable dream into a timeless reality.

We are prepared to do the same.

We are breaking out of the safe zone; straying off the beaten path. This plan will be unlike any other brand campaign out there. We've developed engaging strategies that build a relationship with millennials in unconventional ways. Our approach is different, but our concepts align with Mary Kay's core values and reinforce her legacy of illuminating inner beauty.

The Gen-Y target is the new voice of society. In an industry drenched with celebrity glorification and unrealistic standards, it is time for an authentic image of women. Our team knows this campaign will inspire a new wave of fearless women and continue to cultivate the Mary Kay brand.

Makeup does not define who you are - you do.



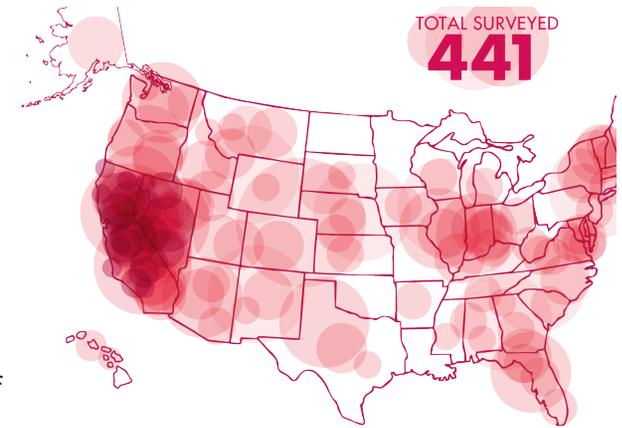
a fresh **FACE**

3

The Gen-Y target is a versatile breed. In order to effectively understand their distinct characteristics, our team used a strategic combination of dense primary and secondary research. Primary research included:

60-question survey **19** observational research studies
7 in-depth focus groups **31** interviews with Independent Beauty Consultants from around the country.

Our approach allowed us to understand the target's personality, attitude, lifestyle, and product-consumption habits. Every individual who participated in the interactive research was an 18-25 year-old female. Secondary research gave the team a deeper understanding of the media consumption habits, demographics, and spending habits of the desired target.



Causes matter

Our survey told us that almost half (48%) said they will purchase a higher-priced product if they know what portion of the proceeds are donated. Nearly the same amount (49%) think favorably of cosmetic companies that are charitable¹.

OUR FOUNDATION

the findings



Not brand loyal

Our survey told us 93.8% will switch brands to try something new.

Quality over quantity

Mintel respondents indicate they are willing to pay extra for higher-quality personal care products (57% agree)².

Celebrities lack influence

The target overwhelmingly (91%) said celebrity endorsements have little or no impact on how they feel about a brand.

Sampling drives purchase

Nearly half (46%) of users like to sample a product before purchase. Some 36% say they would welcome more sampling of products³.

¹ Mintel. (2013). Shopping for Beauty Products. Retrieved from Mintel Oxygen Network.

² Mintel. (2012). Personal Care Consumer. Retrieved from Mintel Oxygen Network.

³ Mintel. (2013). Color Cosmetics Report. Retrieved from Mintel Oxygen Network

OTHER SHADES

a look at competition

In order to create optimal solutions, it is crucial to understand what you're up against. We have identified four distinct competitors in terms of market share, product similarities, brand perception, and company positioning.

4

COVERGIRL

“Every Girl is a *Covergirl*”

9.3%
of total cosmetic
market share¹

20%
surveyed identify
with this brand

YES
they use celebrity
endorsements

MAYBELLINE

“*Empowering* women to make a statement, explore new looks, and flaunt their *creativity and individuality*”

9.8%
of total cosmetic
market share²

18%
surveyed identify
with this brand

YES
they use celebrity
endorsements

AVON

“To be the company that best understands and satisfies the product, service and *self-fulfillment needs of women.*”

Avon uses the
direct selling
channel

REVLON

“*Confident, empowered women;* excitement and innovation through high-quality products at *affordable prices*”

5.6%
of total cosmetic
market share

¹ Euromonitor. (2012). Company Shares (By Global Brand Owner). Retrieved from Passport GMID.

² Euromonitor. (2012). Company Shares (By Global Brand Owner). Retrieved from Passport GMID.

Set Yourself Apart

The cosmetic industry is saturated with conventional beauty campaigns. Projections of individuality, confidence, and female empowerment are everywhere. While our research shows that the Gen-Y population values these characteristics, establishing a similar positioning will only make you blend in.

A campaign built on these ideas won't make you stand out.

our SOLUTION

“No one wants to look like a Barbie. We just want to look like natural, *real people*.”

-Focus group participant

Millennials don't want to be artificial, they want to be *authentic*.

Our recommended campaign embraces being a *real* woman. A woman who can confidently accept the realities of life, while maintaining her inner-beauty. An authentic woman experiences life's moments, good and bad. It's part of what makes her real. The idea encompasses humility, self-respect, and positivity – something your brand holds at the heart of its core values.

Millennials live fast-paced lives, making it necessary to engage with their interactive lifestyle. Our approach consists of integrated tactics geared specifically toward achieving your objectives. Through social media, print/online advertisements, public relations, and non-traditional media tactics, we will redefine the brand's image amongst the Gen-Y target.

In a society that irrationally defines beauty, millennials want something different. Acknowledging the importance of authenticity will initiate a connection with the target.

Mary Kay's core values can provide this connection.



a new **FACE**

recommended positioning

6



“Mary Kay is the cosmetic company for authentic women.”

Understanding the diversity of Gen-Y’s preferences, our campaign is designed to help you set yourself apart from the competition. We capitalize on tactics that fit into a cost-effective budget, but lead to sustainable solutions for the years following the projected campaign length.

The campaign relies heavily on non-traditional tactics. We believe the Real Moments campaign can accomplish your three distinct goals:

1

Increase awareness of Mary Kay products and business opportunities

2

Create a positive perception of the Mary Kay brand

3

Drive product purchase of core-line and at play products



This is the **REAL** moments campaign.

the FIRST STEP

7

Being approachable

Your website is the first step toward making a lasting first impression, so driving traffic is key. We recommend a website renovation to provide a more efficient user-experience, connecting the audience to the campaign and IBCs.

Making your website approachable will lay the foundation for this campaign's success. We predict a time when IBCs will no longer be holding parties, so building a web presence becomes important to be able to find you in the future. These suggested changes are subtle, yet have the potential to set the stage for brand recognition amongst the target audience in a convenient way.

They include:

- Relocating social media icons to the top right corner
- Creating an IBC Portal
- A Q&A section on products
- Videos highlighting Mary Kay products



The screenshot shows the Mary Kay website homepage. At the top, there is a navigation bar with the Mary Kay logo, a search bar, and links for 'Follow Mary Kay' (with social media icons for Facebook, Twitter, YouTube, Pinterest, and Instagram), 'Kay Club', 'IBC Portal', and 'Blog'. Below the navigation bar are links for 'PRODUCTS', 'TIPS & TRENDS', 'MK PARTIES', 'BE A BEAUTY CONSULTANT', 'MY MK', 'ECATALOG', 'Find an Independent Beauty Consultant', and a shopping cart icon showing 'BAG (0) item(s)'. The main banner features a smiling woman with her hands raised, with the text: 'Real moments don't come from movies or magazines. They come from you.' and a 'SHARE YOUR STORY' link. Below the banner is a section titled 'Connect With a Beauty Consultant Today' with two columns of text and links: 'Products You Want, Service You Deserve' and 'Shop When You Want, How You Want'. The bottom of the page features a 'Get Resort-Ready' promotion for 'NEW! Limited-Edition+ Lemon Parfait Pedicure Collection' and 'TimeWise® Miracle Set®' with the tagline 'Now, even better age-fighting benefits!' and the 'discover what you LOVE' logo.

boosting your BEAUTY

Revitalize your reach

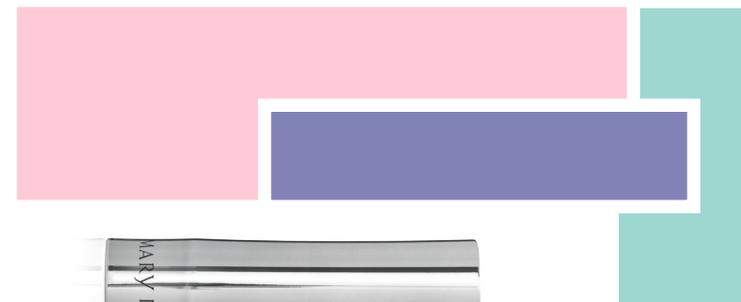
The Internet fuels the Gen-Y target. Optimal search results are essential for increasing brand awareness and building a positive public perception. Strong online presence is a foundation for the remaining elements of this campaign.

The effective solution

With over 2 billion searches everyday, Google is the world's top search engine. Securing advertisement space on the Google Display network is an efficient and cost-effective way to ensure online searchability and enhance brand presence. Paid search engine optimization ensures that results display your authentic website. It will also set the brand up for continual online success.

Winning words

We recommend purchasing 15 to 20 distinct search words. A combination of your commonly used terms and industry terms will provide the strongest results. Examples such as makeup ideas, makeup tips, beauty, and how-to makeup styles. Proactively selecting these words ensures that website traffic for these search terms leads directly to your website.



a new IDENTITY

The face of a generation

Celebrity endorsements are common among our competitors, but our research shows the Gen-Y audience prefers relatable women. We recommend the MK Stylist, an interactive competition to discover a new brand ambassador for you. The MK Stylist is the face of this generation. Instead of telling the target who they *should* look like, you let the target say who they *actually* look like.

The MK Stylist

She will be awarded a \$50,000 prize and have a one-year contract to be featured in your advertisements, blog posts, and be the spokeswoman. The MK Stylist is a direct representation of your commitment to being authentic. This contest will engage the target through social media, increasing brand awareness and driving traffic to your website. Establishing this annual competition, this tactic has the ability to be sustainable for the foreseeable future.

the SEARCH is on

April 1st
2015

The competition opens
on Facebook

April 31st
2015

The competition closes
and finalists notified

May 7th
2015

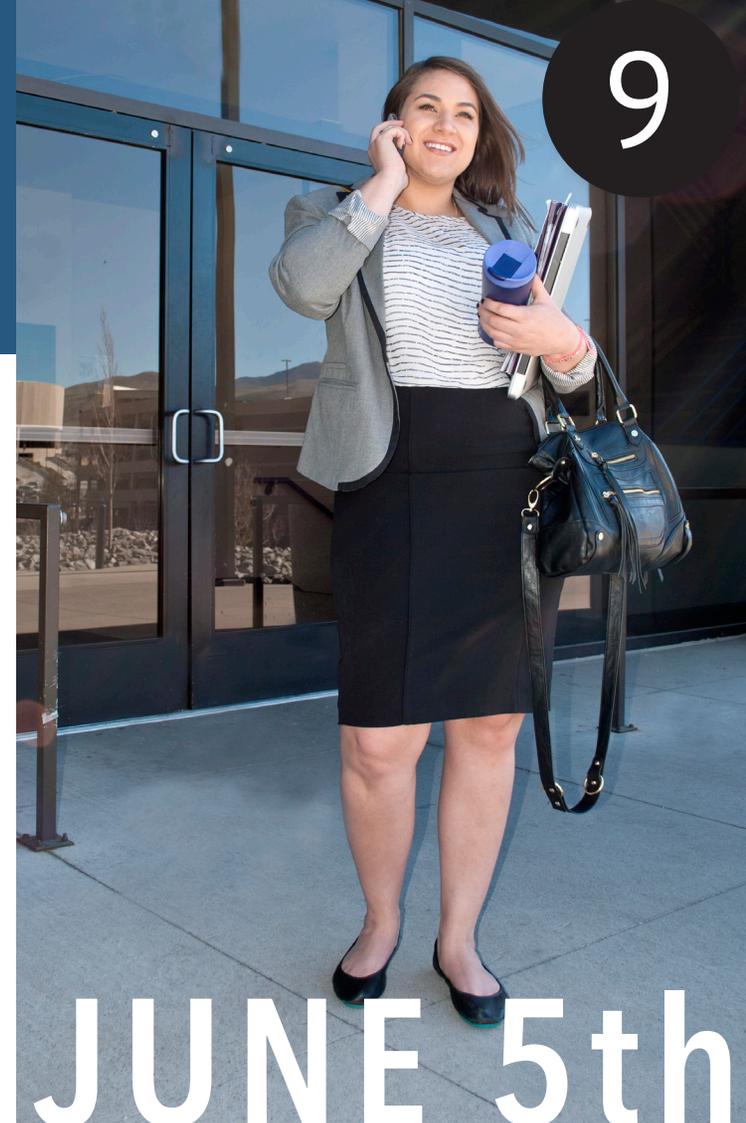
Finalists upload 30-
second video about
themselves

May 14th
2015

Online voting begins
on Facebook

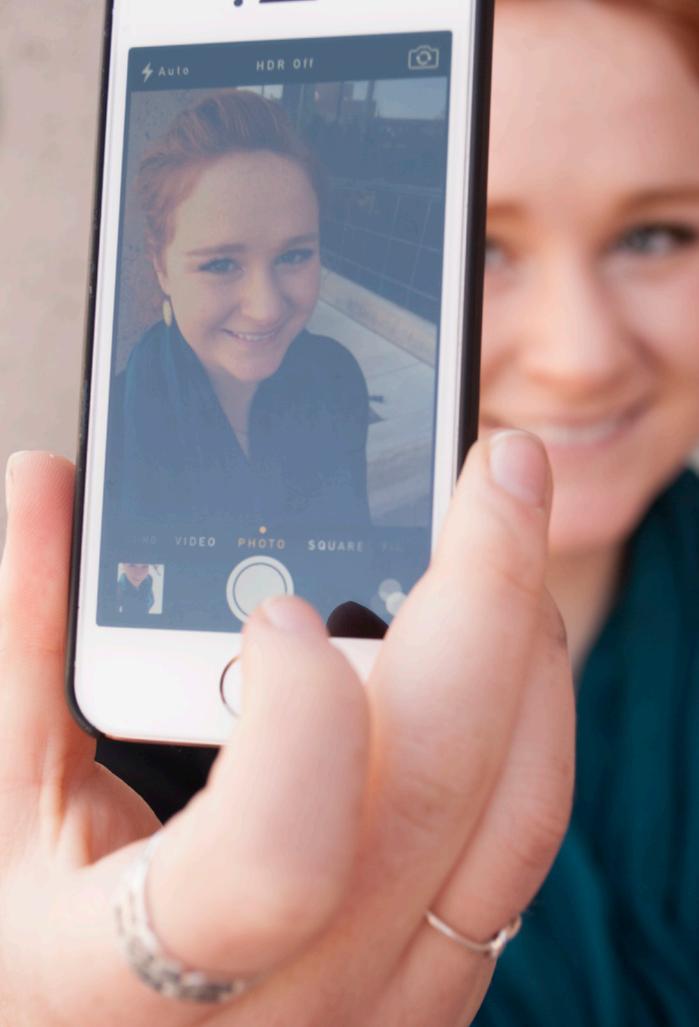
June 1st
2015

Online voting ends



JUNE 5th

winner announced



social **BUTTERFLIES**

10

Posting, tweeting, pinning, and snapping - social media defines the lives of the Gen-Y target. With 84% of Internet users ages 18-29 on Facebook and 31% on Twitter¹, social media is a part of their everyday conversation.

You already use multiple social media platforms. However, we recommend revamping your presence. To introduce our social media campaign, we've highlighted three key tips that will continue to fuel an increase in brand awareness and positive perception within the target. Implementing these tips will lead toward building a sustainable relationship past the projected campaign year.

70

30

We recommend using the rule of 70/30 in social media posts. 70% of social media posts should be non-product related, adding content that will build a relationship with the target. The other 30% of posts should be directly related to product. Establishing a personal connection will make you more than a brand, but a companion. The most successful social media marketers adhere to this principal and we will show you how to execute this in each platform.



Social Media made **measurable**

We recommend using Hootsuite. It allows consistent posts scheduled at the peak hours for social media engagement. Hootsuite also helps measure analytics for engagement and growth. Consistently engaging with the target will make you memorable.



The little **blue** check mark

The elusive blue check mark-it means your account has been verified by a social media platform. We recommend you obtain account verification for every active social media account. It's a small task that goes a long way ensuring the target knows they are communicating with the *real* Mary Kay.

¹ Duggan, M. & Smith, A. (2013). Social Media Update 2013. *Pew Research Institute*. Retrieved from: <http://www.pewinternet.org/2013/12/30/social-media-update-2013/>



little bird, **BIG** voice

The Gen-Y audience is conversational and interactive. Effectively using Twitter's features will increase brand awareness and reinforce a positive perception. Our goal is to increase your Twitter following by 300%, from 52,000 to 156,000.

REAL moments replay

"#RealMomentsReplay" is a three-month Twitter campaign launching in February 2015. It is designed to reinforce the authentic company positioning.

Followers tweet @marykay with personal #realmoments from their everyday lives. Each day, you will select one tweet to visually recreate as a cartoon sketch, video, or photo.

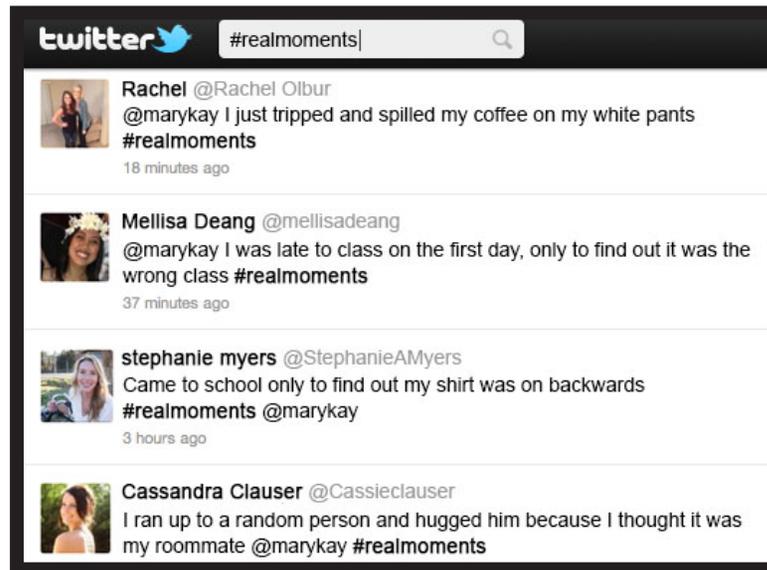
Once the real moment is recreated, you will post it on your Twitter feed using #realmomentreplays. This will show the audience that you appreciate the beauty in everyday situations that impact the Gen-Y target.

ENGAGE

Most posts should be strictly engagement posts, interacting with your followers and encouraging the audience to share, comment, and like your posts. Twitter examples would be mentioning brands and followers in tweets, responding to mentions, and encouraging the #realmomentsreplay.

PROMOTE

You should also promote products and the Mary Kay brand. Examples would be links to product or videos promoting Mary Kay. This will boost brand awareness and drive traffic to the website to find their IBC for purchase.





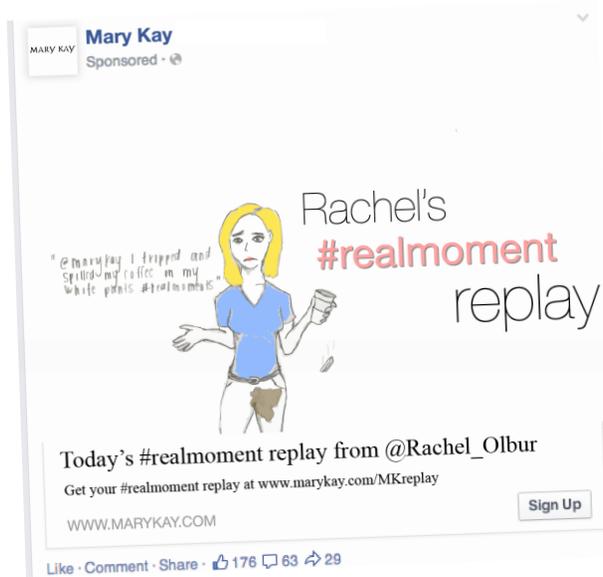
the social CONNECTION

12

The Gen-Y audience is heavily connected on Facebook. Our goal is to have a 60% increase in likes during one year, creating exponential growth in awareness of Mary Kay and increased traffic to your website.

Engaging posts interact with followers and encourages the audience to share, comment, and like your posts. Posts about makeup trends, IBC of the Week, photos, links to blogs, and tutorials are just a few examples. Also remember to post about your products and brand to help drive traffic to the website and push trail of product.

Also, adjusting the security settings will allow you to manage the content that is posted on your Facebook page. This will protect you from content that doesn't reflect the brand.



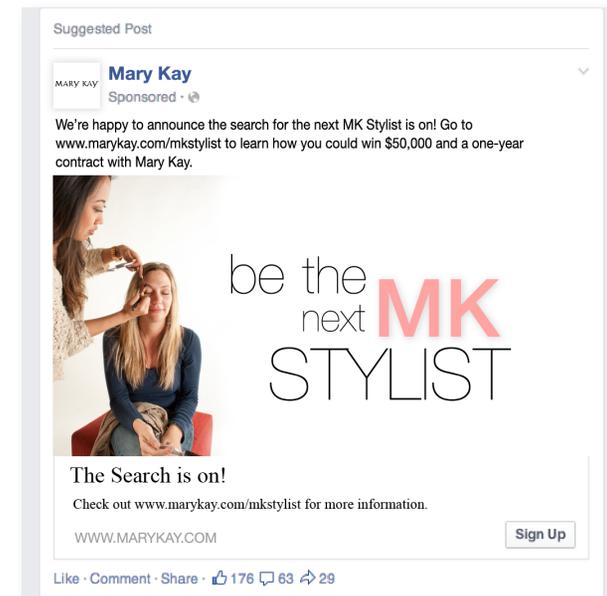
REPOSTING real moments

Facebook highlights the visual aspects of the “#RealMomentsReplay” campaign. The recreated drawings will be featured in an album on your Facebook page daily.

Sharing will be a key element of success on this platform. As #realmoments are uploaded, followers can share on their personal pages, as well as tag friends and re-post. It builds your Facebook audience and while also driving traffic back to your Twitter and website.

SPONSORED POSTS

Sponsored posts will be used to promote the MK Stylist and #RealMomentsReplay competitions. This drives traffic to your social media brand and raises brand awareness.





EASY on the EYES

YouTube is the 2nd largest search engine

To develop a relationship with the target, we recommend you enhance your presence on YouTube. Creating how-to makeup videos, featuring guest video bloggers, and overviews of product creates another medium of communication with the Gen-Y consumer. Relatable content is key in creating positive brand perception and driving traffic to your website. Our goal is to increase your YouTube following by 8,000 subscribers.

Recreating Real Moments

Continuing the #RealMoments social media campaign with paid YouTube advertising exposes the audience to your videos and tutorials. Engaging 15- and 60-second video ads create impact with #RealMoments that other visuals simply can't. Our ads feature real moments the target relates to, creating positive brand perception while also driving the target to the website and other social media pages. YouTube will also serve as a platform to post videos from other tactics in this campaign.

Trueview In-stream Advertisement



Two girls are out to dinner. They are approached by an attractive server. One of the girls is taken by his good looks.



She's trying to sneak a picture of him to her friends. Her flash goes off when the picture takes.



The server looks at her confused and taken by surprise.



The girl is embarrassed and her friend laughs. The frame freezes on her embarrassed face.



pinning

PINK



Mary Kay
Mary Kay inspires, enriches and empowers women to do great things! Follow us to stay up-to-date with all things beautiful and Mary Kay. <https://www.facebook.com/MaryKay>

www.marykay.com

Pins from: Oprah

24 Boards 575 Pins 2 Likes Follow All Send Profile 37,299 Followers 67 Following

Real Moments 31 Pins

MK Stylist 13 Pins

Kay Club

IBC of the Week

Get the Mary Kay Look 35 Pins

Life is More Colorful At Play 11 Pins

The Red Carpet 16 Pins

MKMen® 8 Pins

om/marykayus/skin-spired-by-mary-kay/

Repinning **real moments**

Relatability is key for the Gen-Y audience. The target wants to connect on a personal level. You've done excellent so far with gaining momentum on Pinterest. We want to continue this Pinterest push to rank above your competitors in metrics. Generating content that is centered around the target's lifestyle will encourage positive growth for of your brand perception and connect to the authentic positioning. By creating relevant content, you can increase the number of subscribers, ultimately expanding the awareness of your brand.

.....

Keep up the **good work**

Your Pinterest does really well. Your goal is simple - double the number of pinning boards and increase your pins to 200 per-day. Increasing your activity on Pinterest will generate content for your pinners to repin, building your audience. Our goal is to increase your following by 25% from 37,000 to 46,000.



insta-

GLAM



The visual platform

Research shows that Gen-Y responds well to a visual platform. Instagram is a way to gain and showcase visual content for the #RealMomentsReplay campaign.

In addition, once the #realmoments campaign ends, Instagram can remain a tool for product promotion and interaction with the target. Encouraging the audience to engage in posted content will also boost user engagement, creating a relationship that lasts beyond this campaign.



PRETTY IN PRINT

Magazines are still relevant with the target. Fashion and beauty magazines attract approximately 50% more women today than in 2001¹.

To continue your efforts with brand awareness, it is important to be on the same platform as your competition. Because of the nature of this campaign, your ads will stand out from the competition and drive traffic to your website.

The examples below creatively list our reasoning for choosing to buy advertising with these publications:

COSMOPOLITAN

COSMO 2015

14% OF ADS
& Editorials Are Beauty Focused

34%
Of Target Readership

18-24
Readership:
3,647,000

HIGHEST
circulation in every state.

INSPIRES WOMEN & YOUNG WOMEN
(With Information On Fashion, Relationships, Women's Health And Beauty)

TOTAL AUDIENCE
CPM=\$13

LOWEST
Cost Of Major Magazines in the United States

cosmopolitan.com

NYLON

nylon 2015

FASHION PHOTOGRAPHY & EDITORIAL SOPHISTICATION

CIRCULATION IS 260,000 PER ISSUE

97%
PERCENT FEMALE READERSHIP

+ high readership

73.8% ARE 18-24

MARCH 2015
\$3.99 US 4.99 CANADA

nylonmag.com

seventeen

MEDIA! Second Best Publication (In Reaching Target)

PUBLISHED 10 TIMES ANNUALLY

CIRCULATION To 2 Million Readers

Median Reader Age Is 21

Highest Number Of Beauty Shoppers

59%
Fashion & Beauty Stories

Established In 1944

AUGUST \$2.99

0 123456 789012 1

seventeen.com

¹ Bazilian, E. (2012). Condé Nast Finds Magazine Readership Growing Among Millennials Fashion, men's mags add young readers. Retrieved from <http://www.adweek.com/news/press/cond-nast-finds-magazine-readership-growing-among-millennials-140850>

PRETTY IN PRINT

Shaving your head for your sister.

Real moments don't come from magazines or movies. They come from you.



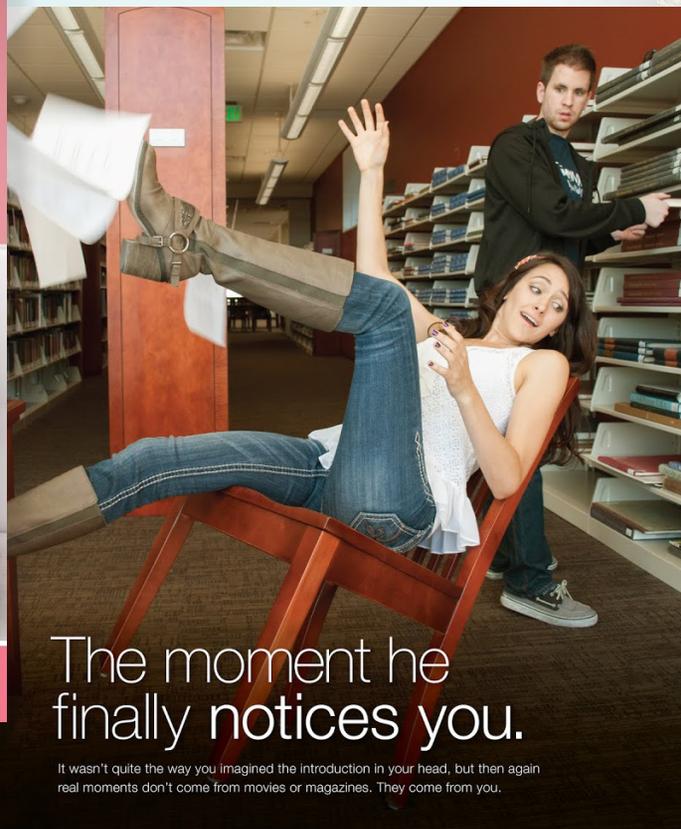
Real women. Real moments.
See more real moments at MaryKay.com

MARY KAY
#realmoments

* This photo was not photographed by our team, but selected from Google Images out of respect for women battling cancer

Real moments don't come from magazines or movies. They come from you.

“ It wasn't quite the way you imagined the introduction in your head, but then again real moments don't come from movies or magazines. They come from you. ”



The moment he finally notices you.

It wasn't quite the way you imagined the introduction in your head, but then again real moments don't come from movies or magazines. They come from you.

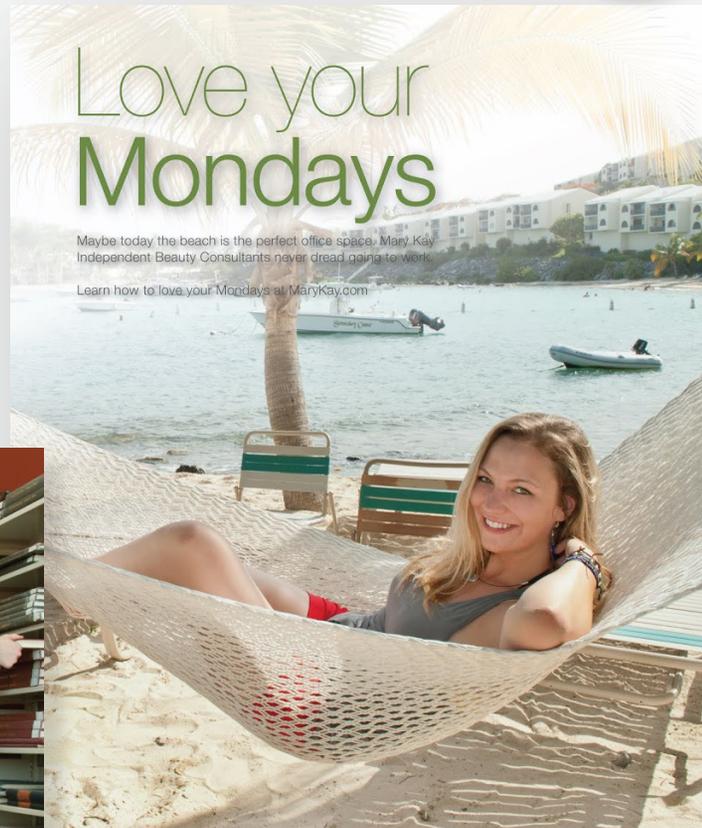
Real women. Real moments.
See more real moments at MaryKay.com

MARY KAY
#realmoments

Love your Mondays

Maybe today the beach is the perfect office space. Mary Kay Independent Beauty Consultants never dread going to work.

Learn how to love your Mondays at MaryKay.com



Real women. Real moments.
#realmoments

MARY KAY

“ Maybe the beach is the perfect office space. Mary Kay Independent Beauty Consultants never dread going to work. Learn to love your Mondays. ”

VOLUMIZE

BRAND AWARENESS

18

Internet radio **turns up** brand volume

We recommend using Spotify Internet Radio advertisements to build brand awareness within the target audience. With 40% of its listenership between 18-24, Spotify has the highest listenership among this target. These ads will drive traffic to your website.

Song **selection**

Spotify's advertisements are highly engaging and cost effective; advertising only appears when the user is engaged and selecting music on the browser.



Spotify®

You accidentally liked a status from 13 weeks ago.
Now you're a stage 5 creeper.

Real women. Real Moments.
#realmoments

MARY KAY

You accidentally liked a status from 13 weeks ago.
Now you're a stage 5 creeper.

Real women. Real moments.
#realmoments

MARY KAY

What was supposed to be a night of studying quickly turned into a night of **watching the whole season.**

Real women. Real Moments.
#realmoments

MARY KAY

What was supposed to be a night of studying quickly turned into a night of **watching the whole season.**

Real women. Real Moments.
#realmoments

MARY KAY

kay CLUB

Old model, new industry

Our research shows the target likes to sample products. We recommend the Kay Club, a subscription-like, monthly product promotion to help drive product trial. With no other cosmetic company using this type of promotion, it sets you apart from the competition. Trials of products present an opportunity to convert interest to loyal customers.

.....



Building the relationship

IBCs would have the opportunity to develop new relationships and expand clientele. Each Kay Club membership would be signed through an IBC, just as though they were buying a product online. The Kay Club is a genuine way for women to build product familiarity and attract new IBCs within the target market.

.....



An incentive tool

The Kay Club membership will also be positioned as an incentive award for social media contests and product giveaways. Showcasing the club on social media platforms will help maintain and build target engagement, while introducing new followers to other components of your brand and the IBC community.

real moments,

REAL CONVERSATIONS

20

Beyond the digital conversation

The Gen-Y target values personal relationships. We recommend the “Real Moments, Real Conversations” event. By engaging in authentic dialogue, you can extend beyond the boundaries of technology. This will continue to develop your connection with the target.

Tap to talk

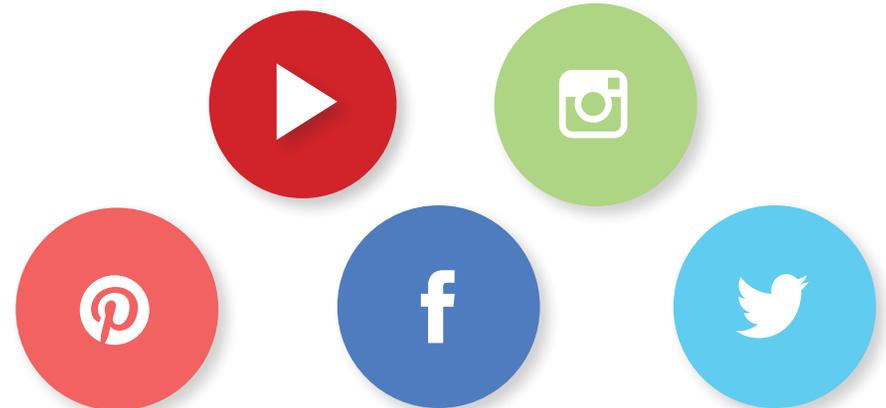
An inviting pink couch will be accompanied by a phone and touch-screen monitor. Upon answering the phone, participants are greeted by a welcoming voice and a Mary Kay representative on-screen. Each visitor will have the opportunity to interact with the brand directly. At the end of each conversation, participants will receive a trial of the Kay Club box. The event will take place in Dallas, New York, Los Angeles, Miami and Chicago- cities that are heavily concentrated with the target audience¹. Not only will it generate a positive perception, but reinforce your commitment to authenticity.



You care; they share

Video crews and hidden cameras will capture the event and video disbursement will occur within the following weeks. This human interaction resonates with the target, serving as a vehicle for this video to be shared virally. It will also drive traffic to your YouTube page and gaining exposure for the brand.

“Real Moments, Real Conversations” is another example of Mary Kay being there for women in their everyday lives.



¹ United States Census Bureau. (2010). U.S. Department of Commerce. Retrieved from <http://www.census.gov>.

COLOR for a cause



Real beauty is self-expression

Individuality is essential to the Gen-Y audience. To reinforce your authentic positioning, we recommend hosting the “Color for a Cause” competition in San Francisco’s Union Square. Celebrating the beauty of art, the competition draws 10 selected artists from the surrounding universities and colleges. Selected artists will recreate one of the top 10 #realmoments from your Twitter campaign in the medium of their choice using the extensive line of Mary Kay cosmetics.

Foster community support

The public will have the opportunity to bid on the pieces in a silent auction. The proceeds will be split in half: 50% toward the artist and 50% to the Mary Kay charity of the artist’s choice. This brings the community out to support charitable and artistic expression.



Attention beyond the art

Videographers will film throughout the day while continuous live updates will stream on all social media platforms. Social media content will be generated into attention that will last far beyond the event itself, giving you the opportunity to earn attention for your charitable work and support of real artistic expression.

real moments by U

We recommend creating a partnership with U by Kotex to host the #realmoments with U contest. The Gen-Y audience wants spontaneity. Generating a chance for that possibility would create an exciting buzz around Mary Kay. Kotex is an ideal partnership because they have a similar target and advertising approach.

During the two-month time frame, 3 million of the U by Kotex tampon and pad boxes will feature a sticker that says “Free Lip Gloss inside for this #realmoment and the chance to win \$5000.” Inside will be a luxury sample size of the At Play Lip Gloss in any of the available colors. The Golden Lip Gloss Giveaway will give \$5,000 to 5 golden Lip Gloss winners around the country. The sticker and text inside the Kotex by U box will drive interest and awareness in the #realmoments social sharing tactic, driving the conversation online and garnering national media coverage.

This campaign gets product directly into the target audience’s hands, increasing trial and consideration for purchase. The campaign demonstrates your compassion toward the audience increasing positive perception of the brand.



IN THE SPOTLIGHT

Be consistent

Consistent media attention creates lasting positive perception in the target. The real moments campaign, events and partnerships will drive media interest. In addition, the content calendar ensures journalists, bloggers and consumers are consistently receiving branded content.

Follow up

Stick to the foundation by sending press releases to targeted media for events and campaigns to increase awareness. Remain responsive to all media inquires and follow-up with pitches.

Varied content is key

The Color Content Calendar outlined is a tactic used to drive pitch angles, uniquely highlight products, create social media content and more. Pitches, blogs and quizzes will be distributed to online outlets such as Cosmopolitan and BuzzFeed.

<p>FEB</p> <p>LOVE</p> <p>Pitch: Create your Valentine's look</p> <p>Blog: 5 ways to have a genuine Valentine's Day</p> <p>Quiz: What chocolate you would be?</p>	<p>MAR</p> <p>SPRING CLEANING</p> <p>Pitch: Tips about cleaning your makeup brushes</p> <p>Vlog: Alternative and useful ways to use makeup</p> <p>Quiz: How knowledgeable are you about cleaning your makeup brush?</p>	<p>APR</p> <p>GET ACTIVE</p> <p>Pitch: Ways to refresh/hydrate yourself</p> <p>Pitch: Sweat-proof makeup</p> <p>Quiz: What is your skin type?</p>
<p>MAY</p> <p>BEST FRIENDS</p> <p>Pitch: Best tampons to hide in your clutch (U by Kotex)</p> <p>Blog: Subscription to Kay Club for you and your best friend</p> <p>Blog: 10 ways your mom is your best friend</p>	<p>JUN</p> <p>ROAD TRIP</p> <p>Pitch: What makeup/size allowed on planes</p> <p>Pitch: Makeup trends around the world</p> <p>Blog: Best travel-size products to use</p>	<p>JULY</p> <p>AMERICAN CLASSIC</p> <p>Pitch: All-American companies</p> <p>Blog: New lipstick ideas for summer BBQs</p> <p>Quiz: What decade is your makeup style?</p>
<p>AUG</p> <p>MUSIC</p> <p>Pitch: Top 5 Spotify channels</p> <p>Vlogs: How to do your makeup for concerts</p> <p>Blog: 3 tips to make your makeup last at music festivals</p>	<p>SEPT</p> <p>SIMPLE MOMENTS</p> <p>Pitch: 5 simple ways to change your makeup</p> <p>Pitch: Round-up of 5 gifts under \$10 to make yourself smile</p> <p>Blog: 10 simple tips to make your day better</p>	<p>OCT</p> <p>AWARENESS</p> <p>Pitch: 5 products you can buy to benefit domestic violence</p> <p>Blog: Stories of women Mary Kay has helped</p> <p>Quiz: Which charity should you donate \$10 to?</p>
<p>NOV</p> <p>FRAGRANCES</p> <p>Pitch: Where to wear perfume</p> <p>Blog: Which fragrance matches your personality?</p> <p>Quiz: What scent are you?</p>	<p>DEC</p> <p>REWIND</p> <p>Blog: 10 simple tips to make your day better</p> <p>Pitch: Best #realmoments</p> <p>Blog: How to become your own boss (promotes IBCs)</p>	<p>JAN</p> <p>ADDING SPARKLE</p> <p>Pitch: How to add sparkle to your look</p> <p>Pitch: 5 ways to integrate sparkle into your look</p> <p>Blog: How to shine at work</p>

MEDIA CALENDAR

2015-2016

The media buying strategy launches your campaign with highly targeted paid advertising in early 2015. These targeted ads will reach the Gen-Y audience and give you the opportunity to earn media attention around the campaign later in the year.

	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	
NYLON	COVER 2 FULL PAGE	COVER 2 FULL PAGE	FULL PAGE	FULL PAGE	FULL PAGE		FULL PAGE	FULL PAGE	FULL PAGE	FULL PAGE		COVER 2 FULL PAGE		
COSMOPOLITAN	FULL PAGE		FULL PAGE		FULL PAGE			2 FULL PAGES		2 FULL PAGES				
COSMOPOLITAN <small>Entertainment</small>		FULL PAGE			FULL PAGE			FULL PAGE			FULL PAGE			
seventeen	FULL PAGE	FULL PAGE	FULL PAGE	FULL PAGE	FULL PAGE		FULL PAGE	FULL PAGE	FULL PAGE	FULL PAGE		FULL PAGE		
facebook.	RIGHT COLUMN FACEBOOK LIKES, POSTS, ETC.		RIGHT COLUMN FACEBOOK LIKES, POSTS, ETC.		RIGHT COLUMN FACEBOOK LIKES, POSTS, ETC.		RIGHT COLUMN FACEBOOK LIKES, POSTS, ETC.		RIGHT COLUMN FACEBOOK LIKES, POSTS, ETC.		RIGHT COLUMN FACEBOOK LIKES, POSTS, ETC.		RIGHT COLUMN FACEBOOK LIKES, POSTS, ETC.	
twitter	PROMOTED TREND PROMOTED TWEETS	PROMOTED TREND PROMOTED TWEETS	PROMOTED TWEETS											
You Tube	TRUEVIEW IN-STREAM ADS			TRUEVIEW IN-STREAM ADS	TRUEVIEW IN-STREAM ADS			TRUEVIEW IN-STREAM ADS		TRUEVIEW IN-STREAM ADS	TRUEVIEW IN-STREAM ADS	TRUEVIEW IN-STREAM ADS	TRUEVIEW IN-STREAM ADS	
Google	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	SEARCH & DISPLAY NETWORK	
Spotify		AUDIO EVERYWHERE BILLBOARD DISPLAY MEDIA	AUDIO EVERYWHERE BILLBOARD DISPLAY MEDIA		AUDIO EVERYWHERE BILLBOARD DISPLAY MEDIA	AUDIO EVERYWHERE BILLBOARD DISPLAY MEDIA	AUDIO EVERYWHERE BILLBOARD DISPLAY MEDIA							

EVALUATION

The evaluation of each strategy and corresponding tactics will be based upon its ability to increase awareness, convert interest into customers, and in the end increase market share. Each tactic of this campaign plays an integral role in at least one of these processes. With the given budget, our campaign relies heavily on social and earned media to gain an optimal reach. In addition, the strategic selection of mixed media provides impact in the budget.

Our social media campaign can be measured by the following goals:

Facebook – Increase likes by 60%

Twitter – Increase subscribers by 300%

Instagram – Increase followers by 100%

Pinterest – Increase followers by 25%

YouTube – Increase followers by 20%

Our earned media goal is to garner 20 national placements and 10 placements in large national blogs at the end of the campaign.

A large measure of the campaign's success is traffic to the website to directly benefit IBCs. Google advertising, social media campaigns, YouTube advertising, and Spotify ads are designed to drive traffic to the website. Our goal is to increase website traffic by 10% at the end of the year and increase Mary Kay's Alexa.com U.S. ranking from 5,500 to 4,000.

The MK Stylist competition, U by Kotex partnership, "Color of Makeup" event, "Real Moments, Real Conversations" event, social media campaigns, and earned media strategy are designed to create a positive brand awareness and drive interest in product trial. Brand awareness can be measured by the increase in website traffic, engagement on social media, increase in fans, increase in placements and media mentions.

BUDGET

★ TRADITIONAL PRINT

Nylon	\$305,650
Seventeen	\$1,524,100
Cosmopolitan for Latinas	\$252,540
Cosmopolitan	\$2,084,145
Subtotal:	\$4,166,435

★ ONLINE MEDIA

YouTube	\$63,900
Facebook	\$36,500
Twitter	\$1,650,000
Google Search Network with Display Select	\$164,250
Spotify	\$180,000
Subtotal:	\$2,094,650

★ NON-TRADITIONAL

Color for a Cause	\$100,000
#Real Moments with U	\$1,200,000
Kay Couch	\$1,000,000
Kay Club	\$750,000
MK Stylist	\$50,000
Subtotal:	\$3,100,000

★ CREATIVE

Creative Budget	\$600,000
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★ GRAND TOTAL \$9,961,085

the FINISHING touches

You now stand at a momentous crossroad.

The Gen-Y target simply wants to be accepted. Instead of being viewed as the source of profits, they want to be acknowledged as real people. With core values that reach beyond the surface, Mary Kay exists in a category unlike any other. While other companies focus on reinforcing old standards, you inspire women to enhance who they truly are. You are the definition of authenticity; now it's time to magnify your presence.

Our plan drives action while remaining sincere. Through excessive research and planning, we carefully crafted this plan to build a distinct connection with the target's lifestyle. The Real Moments campaign goes beyond the graphs and spreadsheets of cost. It creates a relationship with the target in genuine way- an impact that no amount of money can buy. To highlight the authenticity of our plan, the models for our creative content are members of our team. Each represents a different face of the target, true to who they are.



Mary Kay Ash fearlessly pioneered a company that challenged the social expectations of her time. Her dream paved the path, now it's time to continue the journey.

This plan will allow you to cross into a new direction of Mary Kay.

This is the *real* MARY KAY