

# MARY KAY

## THE KEY TO PERSONALIZED BEAUTY



**There are two things people want more than sex and money ... recognition and praise. -Mary Kay Ash**

## Our deepest appreciation to Professor Conrad Nankin and Dr. Larry Chiagouris for their guidance and endless dedication.

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We would also like to extend a special thank you to the following individuals for their generous support and contributions: Dr. Mary Long, Professor Phyllis Toss, Nisha Lalchandani, Rachel Roy, Elizabeth Richter, and Maria Anaya.

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## BEAUTY THAT IS ONLY YOURS WHAT BEAUTY MEANS TO US...



"Beauty cannot be easily identified because it captures one's soul in a moment of time."- **Jane Guzman, Mary Kay Beauty Consultant**



"My mom taught me that being beautiful is not about having perfect skin or hair, but instead, about accepting yourself for who you are and helping others do the same."  
- **Michelle Sanchez, Research Department**



"Beauty isn't about the superficial aspects, such as how something looks. Beauty should stop you in your tracks and make you feel its presence. Beauty is about appreciating the significance of what you're seeing."- **Jarid Raftery, Media Department**

"To me, beauty is confidence. I feel the most beautiful when I'm surrounded by people I love and am inspired by. My family and sorority give me the confidence I need to do anything."- **Nicolette Neurauter, Creative Director**

"A smile is the best makeup any girl can wear."- **Tara VanSchoor, Media Department**

"To have beauty is to have an appreciation, a sensitivity, and an understanding of life that fills you with compassion, gentleness, and a deep loving concern."- **Caitlin Rankins, Media Director**

"Beauty is a clear sky and an open road."  
- **Emily Foss, Research Department**

"Beauty to me is being able to be yourself with the people you love."- **Jessica Kudlacik, Creative Department**

"Beauty is a special moment captured in time."- **Ashley Vetrano, President**

"Beauty is the inner spirit of an individual. Every woman is beautiful on the inside and out. With confidence and charisma beauty shines brightly like a star at night."  
- **Kaitlin Accetta, Mary Kay Beauty Consultant**



## EMPHASIZING *Personalized Beauty*

Women 18-25 do not yet perceive Mary Kay as a brand that they can identify with. Beyond Advertising's campaign emphasizing Personalized Beauty not only increases consideration for Mary Kay products and services, but addresses the problem by stressing the target's key motivators discovered through our research.

- Research indicated that the target did not find sales associates in beauty stores to be very helpful and that they desired a customer service of a more personal nature. Additionally, the research confirms that being recognized as an individual and finding a unique look is particularly important to them. These findings support what we refer to as Personalized Beauty – the motivating force behind the campaign.
- Creative components are integrated throughout this campaign through three different mystery-evoking scenarios showing beautiful, young women from our target unlocking doors using our signature Mary Kay key. Digital ads drive the target to an interactive image map where they can experiment with a variety of different looks and products as well as link to the new site, [MaryKay.com/YourKey](http://MaryKay.com/YourKey).
- Our media plan optimizes our budget through cross-channel buys and reaches 18-25 year old women where they spend most of their time: online. Additional media weight is placed on the top 20 DMAs that have the highest percentage of women 18-25, Hispanic women, and the highest population of available IBCs to minimize media waste and effectively deliver all promotional tactics.
- Pretty Little Liars, the campaign's major media buy of the number one show for millennial women, launches the campaign and leverages targeted social media that actively engages women 18-25.
- Cause marketing efforts and "building buzz" merge with the "Key for a Cause" competition, where participants interact with outdoor LCD panels for the chance to earn \$10,000 of donations to be split between two of their favorite charities.
- A Snapchat Valentine's Day "Makeover Hunt" is bound to go viral as it sends five Mary Kay buses to mystery locations to provide free makeovers from Mary Kay's Global Makeup Artists and sweet treats from Godiva for all those who can decipher the clues as to where the buses are.
- These and other promotions, including a Beautiful Benefits loyalty program and a partnership with the National Anti-Vivisection Society, emanate from a strategy that is relevant to the target.

With mystery-evoking creative that drives them to engage with Mary Kay, Beyond Advertising's *Key to Personalized Beauty* campaign will increase consideration for the brand and build long-lasting relationships between women 18-25 and the Mary Kay IBCs that will help them "unlock the beauty that is only theirs."





# ONLY A FRAGMENT OF THE TARGET IS FULLY ENGAGED WITH *Mary Kay*

Women 18–25 are beginning to understand that Mary Kay can help them achieve the look they want and the personalized service they desire ...

“We are seeing more and more young faces turn to Mary Kay both for the enriching business opportunity alongside Mary Kay’s irresistible color, skincare and fragrance products women love and trust.”

- Sara Friedman, Vice President of U.S. Marketing for Mary Kay Inc.

Mary Kay Inc. Turns Up The Volume With Launch Of New Color Product Line Designed For Young Women, Mary Kay Inc. [Press Release] December 5, 2013.

Mary Kay’s  
Perception Among  
18-25 year olds\*

MAYBELLINE  
NEW YORK

CLINIQUE

AVON

MARY KAY

ESTÉE LAUDER

...but the majority of the target remains unconvinced.

Looking at the categories that Mary Kay competes in, our Beyond Advertising survey discovered that today’s 18-25 year old woman ranks Mary Kay low in how well it relates to her.

- Beyond Advertising Survey

## Our Research Process:

### DISCOVER

To fully uncover the perceptions, lifestyles, and makeup needs of women 18-25, we completed over 20 visits to competitor stores & cosmetic counters, 25 in-depth interviews, and 15 surveys. Total respondents: 597.

### UNDERSTAND

Our findings indicated that women 18-25 want more personalized attention than what they receive at cosmetics counters and beauty stores.

\* Based on the categories Mary Kay competes in, the brands pictured are representative of all the brands in all three categories.

## To Bond WITH THE TARGET WILL REQUIRE AN EXCITING LOOK...

### She wears makeup because it makes her feel confident...

"I would say I am a confident person to begin with, but putting on makeup gives me that extra edge - that extra push."

-Tara 23, NY  
Beyond Advertising In Depth Interview Quotes

"I feel much better when wearing makeup. I feel more alive - like I can accomplish more."

-Jessica 20, IL  
Beyond Advertising In Depth Interview Quotes

### which is understood by makeup stylists...

"Makeup doesn't just transform you on the outside. It transforms you from within, filling you with a sense of empowerment and strength, and that's a beautiful thing."

- Mally Roncal: Makeup Artist and Founder of Mally Beauty.

Mally Roncal, "Using Makeup Shows Love for Yourself," *The New York Times*, (January 2, 2013)

"Looking good leads to feeling good, feeling good leads to empowerment. When you put your best face forward, it gives you the opportunity to really accelerate in life. Feeling good commands respect. And that's really empowering."

- Scott Barnes: Makeup Artist and author of *About Face and Face to Face*.

Scott Barnes, "Look Your Best, Feel Your Best," *The New York Times*, (January 2, 2013)

### and psychologists.

"Women 18-25 are motivated by esteem. They value their appearance as a representation of themselves and enjoy presenting it to the world."

William Glasser, *Choice Theory: A New Psychology of Personal Freedom*, (Harper Perennial, 1999), 230.

"As individuals, we naturally wish to excel or be exceptional, to be noticed for our unique talents and capabilities."

Abraham Maslow, *Motivation and Personality*, 3rd Ed., (Pearson, 1987), 97.

SELF  
ACTUALIZATION

ESTEEM

LOVE/  
BELONGING

SAFETY

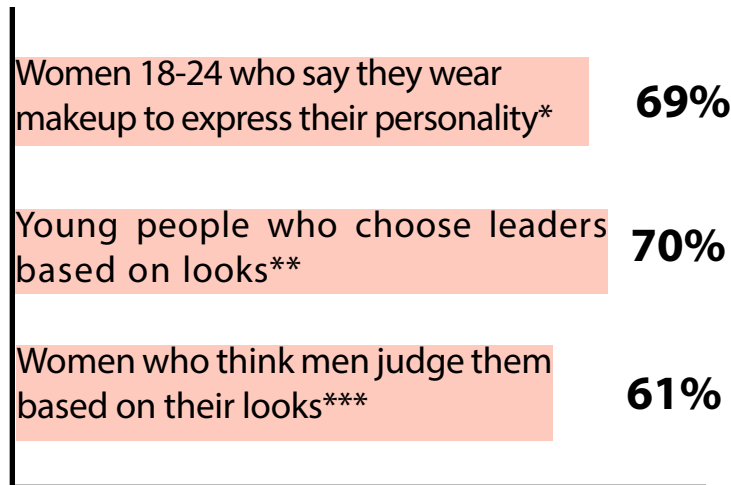
PHYSIOLOGICAL

Beyond Advertising's Adaptation of  
Maslow's Hierarchy of Needs

# BASED ON A TRUSTED CONFIDANTE WHO TREATS HER AS *An Individual...*

## Three Key Findings Were Found From Researching Women 18-25:

### 1 PERSONALITY AND MAKEUP ARE LINKED TOGETHER.



### 2 BEAUTY STORES DO NOT DELIVER.

The vast majority of survey respondents indicated they did not find sales associates in beauty stores to be very helpful.

-Beyond Advertising Survey

"[R]etailers are currently under-delivering when it comes to the demands of Millennials. When Accenture evaluated more than 60 global retailers to understand how seamlessly they deliver the customer experience, we found that most of them had big holes in their approaches."

-Christopher Donnelly and Renato Scaff, "Who are the Millennial shoppers? And what do they really want," *Accenture Outlook*, (June 2013)

### 3 THE MAJOR FINDING WAS THE SHARED DESIRE FOR PERSONALIZED ATTENTION AMONG WOMEN 18-25.

66% of survey respondents stated that personalized customer service is either "Valuable" or "Very Valuable" when purchasing beauty products.

- Beyond Advertising Survey

According to social science, each person has a need to feel unique. "As humans, we have a fundamental need to be acknowledged and understood as a valued member of our community that transcends any particular utilitarian need."

- "Understanding the Millennial Market," *CEB Market Insights Leadership Council*, (June 27, 2011)



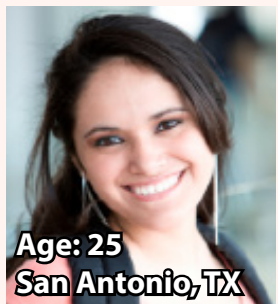
Beyond Advertising's Proprietary Target Unification Model

\*"Color Cosmetics," *Mintel Group Ltd.*, (July 29, 2013)

\*\*Jena Pincott, "What's in a Face?," *Psychology Today*, (January 29, 2013)

\*\*\*Eve Tahmincioglu, "Power of attraction still rules in the workplace," *NBCnews.com*, (March 8, 2007)

## ... TOGETHER ACHIEVING A *Personalized Beauty* THAT IS ONLY HERS



### MEET VANESSA...

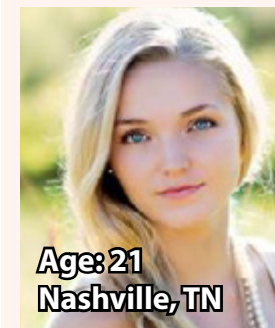
**Mary Kay Client**  
**Status:** Loyal Client  
**I See Myself As:**  
Sophisticated and  
Caring

**Age: 25**  
**San Antonio, TX**

I feel confident because my makeup represents my personality. I love showing off my look to my husband as well as the people we have over, including my trusted Mary Kay Beauty Consultant.

Regardless of location, skin tone,  
or lifestyle, every 18-25 year old  
woman desires one thing:

*Personalized  
Beauty*

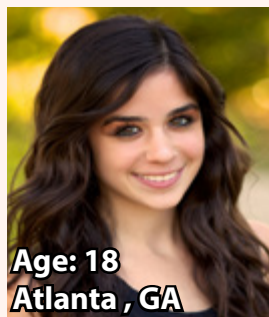


### MEET KATIE...

**Mary Kay Client**  
**Status:** Non-Client  
**I See Myself As:**  
Humorous and  
Intelligent

**Age: 21**  
**Nashville, TN**

Because I'm out of college and starting my family and career, I think it's time for a more mature look - an update to something that's a little more reflective of me.

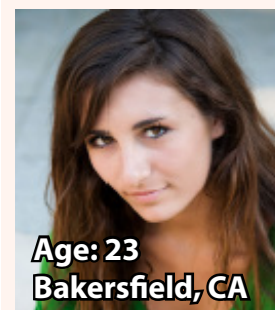


### MEET JENNY...

**Mary Kay Client**  
**Status:** Non-Client  
**I See Myself As:**  
Sociable and  
Passionate

**Age: 18**  
**Atlanta, GA**

I'm a part-time student who is constantly advocating for causes. Lately, I'm having trouble finding a bold look that is just as unique as I strive to be.



### MEET LANA...

**Mary Kay Client**  
**Status:** Non-Client  
**I See Myself As:**  
Driven and  
Efficient

**Age: 23**  
**Bakersfield, CA**

Right now I'm transitioning into my graduate program. I've been playing with makeup styles to find my professional look, but none of them seem to properly showcase my personality.

**Personalized Beauty** refers to the combination of personalized attention and knowledgeable beauty advice that dedicated Mary Kay Beauty Consultants provide to help their clients find the right look that best expresses their personality.



# STARTING THE RELATIONSHIP WITH *Mary Kay*

## KEY INSIGHT

Women 18-25 want knowledgeable beauty advice but do not believe they can get it in a store dedicated to selling products. They want a brand that they can relate to and that caters to their individual needs.

## MESSAGE

Mary Kay is your key to a personalized beauty experience that cannot be found in a retail store.

## POSITIONING STATEMENT

Mary Kay provides today's young women with the personalized attention they need to find the look that best expresses their personality.

## CAMPAIGN TAGLINE

Mary Kay, Your Key to Beauty.

## tone

Mysterious, Inviting, and Fun.

## REASONS TO BELIEVE

**The 18–25 year old woman wants personalized attention** and our research further indicates that she wants her makeup to reflect her personality. Therefore, she will respond to a brand that provides both quality beauty products and an ongoing relationship with a consultant that recommends solutions that are tailored only to her.

**Mary Kay emphasizes personalized beauty services.** Through its direct selling business model and corporate culture, Mary Kay's 500,000+ trained Beauty Consultants in the United States help their clients find the right look that best expresses their personality.

**Beauty stores do not deliver.** Unlike typical store environments driven by sales, Mary Kay's Beauty Consultants are motivated by forming and maintaining relationships with their clients in order to deliver unmatched beauty advisory services to them.






## ORGANIZING IDEA

The *Key to Personalized Beauty* campaign will show beautiful young women from the target who represent the at play™, Botanical Effects®, and Clear Proof™ lines. Through different "mystery-evoking" scenarios, each woman will be shown about to unlock a door with her Mary Kay key, suggesting that the way to personalized beauty lies behind it. Whether in digital print ads, where viewers will be able to open the door by clicking on the key, or in videos using other techniques suitable to the medium, viewers will be taken to a Mary Kay owned media site where the complete story will be revealed and the viewer will be provided opportunities to engage with the Mary Kay brand and find her "Key to Beauty" and her Beauty Consultant.








# MYSTERY EVOKING *Commercials...*

## :15 Second Video - at play™ Version

Image	 2 Sec	 3 Sec	 2 Sec	 2 Sec	 3 Sec	To find out what she knows, visit <a href="http://MaryKay.com/YourKey">MaryKay.com/YourKey</a> . Mary Kay. Your Key to Beauty 3 Sec
VO	Clicking sound of high heel shoes. MUSIC UNDER	VO: "There's store-bought beauty." MUSIC UNDER	MUSIC OVER	VO: "Then there's personalized beauty." MUSIC UNDER	"She knows the difference." MUSIC UNDER	VO (When title card appears) "Mary Kay. Your Key to Beauty." SFX: LOCK UNLATCHING
Video	Open behind a pair of black heels with pink soles walking down a sidewalk.	Cut to LS of millennial woman walking by a line of disgruntled women outside a beauty store tapping their feet and checking their watches.	MS of woman stopping, looking into the camera...	Cut to CU of her shrugging with a "knowing" smile.	Cut to LS of woman pulling out her Mary Kay key, and unlocking the door of an upscale townhouse.	Screen fades to black with pink super: "To find out what she knows, visit <a href="http://MaryKay.com/YourKey">MaryKay.com/YourKey</a> . Mary Kay. Your Key to Beauty."







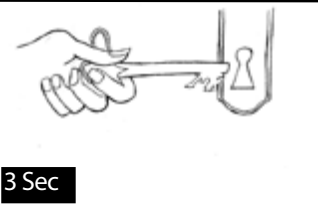
## :15 Second Video - Clear Proof™ Version

Image	 3 Sec	 2 Sec	 1 Sec	 3 Sec	 3 Sec	To find out what she knows, visit <a href="http://MaryKay.com/YourKey">MaryKay.com/YourKey</a> . Mary Kay. Your Key to Beauty 3 Sec
VO	VO: "There's store-bought beauty." MUSIC UNDER.	VO: "Then there's personalized beauty." MUSIC UNDER.	VO: "She knows the difference." MUSIC UNDER.	MUSIC OVER.	MUSIC OVER	VO (When title card appears) "Mary Kay. Your Key to Beauty." SFX: LOCK UNLATCHING
Video	Open to MS shot of two millennial women's reflections in a bathroom mirror as they apply their makeup. Woman #1 finds a blemish and frantically looks at woman #2. The screen freezes on her face.	MS of woman #2 handing tube of Clear Proof™ spot treatment to woman #1.	Cut to screen freeze of woman #2 with a "knowing" smile.	Cut to a LS of the two women walking in a confident manner down a fashionable street lined with restaurants. They stop at an upscale door.	CU woman #1 shows her Mary Kay key. She places the key into the lock. Screen fades to black.	Pink super: "to find out what she knows, visit <a href="http://MaryKay.com/YourKey">MaryKay.com/YourKey</a> . Mary Kay. Your Key to Beauty."

## DESIGNED TO *Catch her eye...*

Spots are designed to be aired in traditional media as well as digital media. Each 15-second spot has the ability to be expanded into a 30-second spot, and the 30-second spot can be condensed into a 15-second spot.

### :30 Second Video - Botanical Effects® Version

Image	 7 Sec	 3 Sec	 3 Sec	 5 Sec
VO	VO: "Once, in a beautiful garden, a lovely girl sat contemplating the beauty of nature and how to keep that beauty with her always." SOUNDS OF NATURE BLENDING WITH TRANQUIL AND MYSTERIOUS SCHEHERAZADE-LIKE MUSICAL BACKDROP.	VO: "Then in the distance, she saw a mysterious light." MUSIC UNDER	VO: "She began to follow that light until she reached..." MUSIC UNDER	VO: "...a fork in the road" MUSIC UNDER BEGINS TO PICK UP WITH AN EXCITING BEAT
Video	Open to shot of woman walking in a mystical garden smiling and visibly enjoying the nature around her. She is wearing a long flowing dress.	MCU of woman staring questioningly at a mysterious glowing light in the far distance.	Cut to woman walking down the path towards the glowing light...	LS of woman looking at sign at the fork in the road. The sign reads "store-bought beauty" (with an arrow to the left) and "personalized beauty" (with an arrow to the right where the light is glowing).
Image	 2 Sec	 4 Sec	 3 Sec	To find out what she knows, visit <a href="http://MaryKay.com/YourKey">MaryKay.com/YourKey</a> . Mary Kay. Your Key to Beauty
VO	MUSIC OVER	VO: "Finally she found the mysterious light and the key was just waiting for her..." MUSIC UNDER	"...to unlock the door." MUSIC UNDER	VO: (When title card appears) "To find out what she knows, visit <a href="http://MaryKay.com/YourKey">MaryKay.com/YourKey</a> . Your Key to Beauty." SFX: LOCK UNLATCHING
Video	Cut to CU of woman's face as she looks to the right with a "knowing" smile and starts gracefully walking down the "personalized beauty" path.	LS of her arriving at the mysterious glowing door with a tree next to it that has a Mary Kay key on it.	MS of woman picking key off the tree and CU of her hand unlocking the door.	Screen fades to black with pink super: "To find out what she knows, visit <a href="http://MaryKay.com/YourKey">MaryKay.com/YourKey</a> . Mary Kay. Your Key to Beauty.



## ... AND *Digital Ads* LEAD TO OWNED MEDIA ...



### ART DIRECTION

Each design features confident, radiant women facing the reader with “knowing” smiles.

### HEADLINE

The headline immediately addresses the difference of the Mary Kay brand and stays consistent among all executions.

### COLOR

Each ad’s color palette reflects the product line depicted.

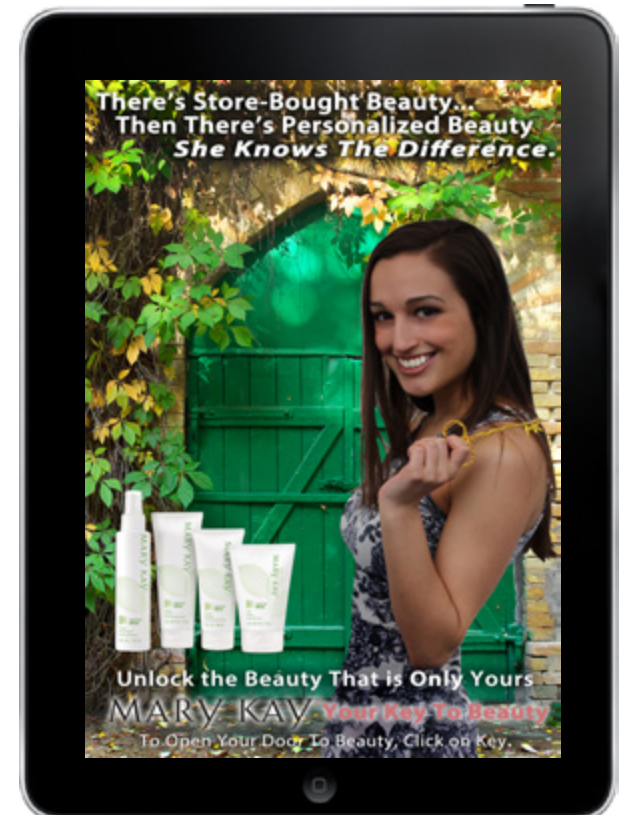


### ILLUSTRATION

Supports the idea of a personalized beauty experience and presents a slight mystery to engage the viewer, giving her the opportunity to unlock the door to MaryKay.com/YourKey.

### COPY

The words “Unlock the Beauty That is Only Yours” emphasizes the personalized beauty that is received by Mary Kay clients.



### TAGLINE

The tagline, “Mary Kay, Your Key to Beauty,” signifies that Mary Kay is the personalized solution to each woman’s beauty needs.

### CALL TO ACTION

Directs readers to MaryKay.com/YourKey where they can engage in a variety of promotional tactics and select the ending of the story.

**OTHER OPTIONS:** Aside from the three digital ads shown in the plans book, other scenarios can be easily represented.



## WHERE AN INTERACTIVE IMAGE MAP...

The interactive image map reveals the mystery behind the doors in our digital ads. It will feature a room with the model from the ad and her IBC. The digital experience allows the user to discover what an IBC is, choose her ideal IBC, view products, take quizzes and choose from different “makeup looks” that the model is wearing. On the lower part of the screen there will be three doors: an open door for the room one is visiting and two other doors for the other Mary Kay product rooms. There will be a golden Mary Kay key image to click on that takes the visitor back to the [MaryKay.com/YourKey](http://MaryKay.com/YourKey) home page.



**at play™ Image Map:** After the viewer clicks on the Mary Kay key in the digital print ads, she will be driven to the image map. Here, she will be able to complete the story of the ad by choosing from four different possibilities that the at play™ model might experience after going through the door. The four possibilities the viewer can experience will be:

- A Date Night
- An Outing With Friends
- An Interview
- An Everyday Experience

After the viewer clicks on any choice, a photo of the model will appear that reflects her makeup and fashion choices for the selected experience. The viewer can then click on the “Get Her Look” pop-up to receive advice on how the look was achieved using Mary Kay products.

**Other executions:** Each product line will have its own image map room.

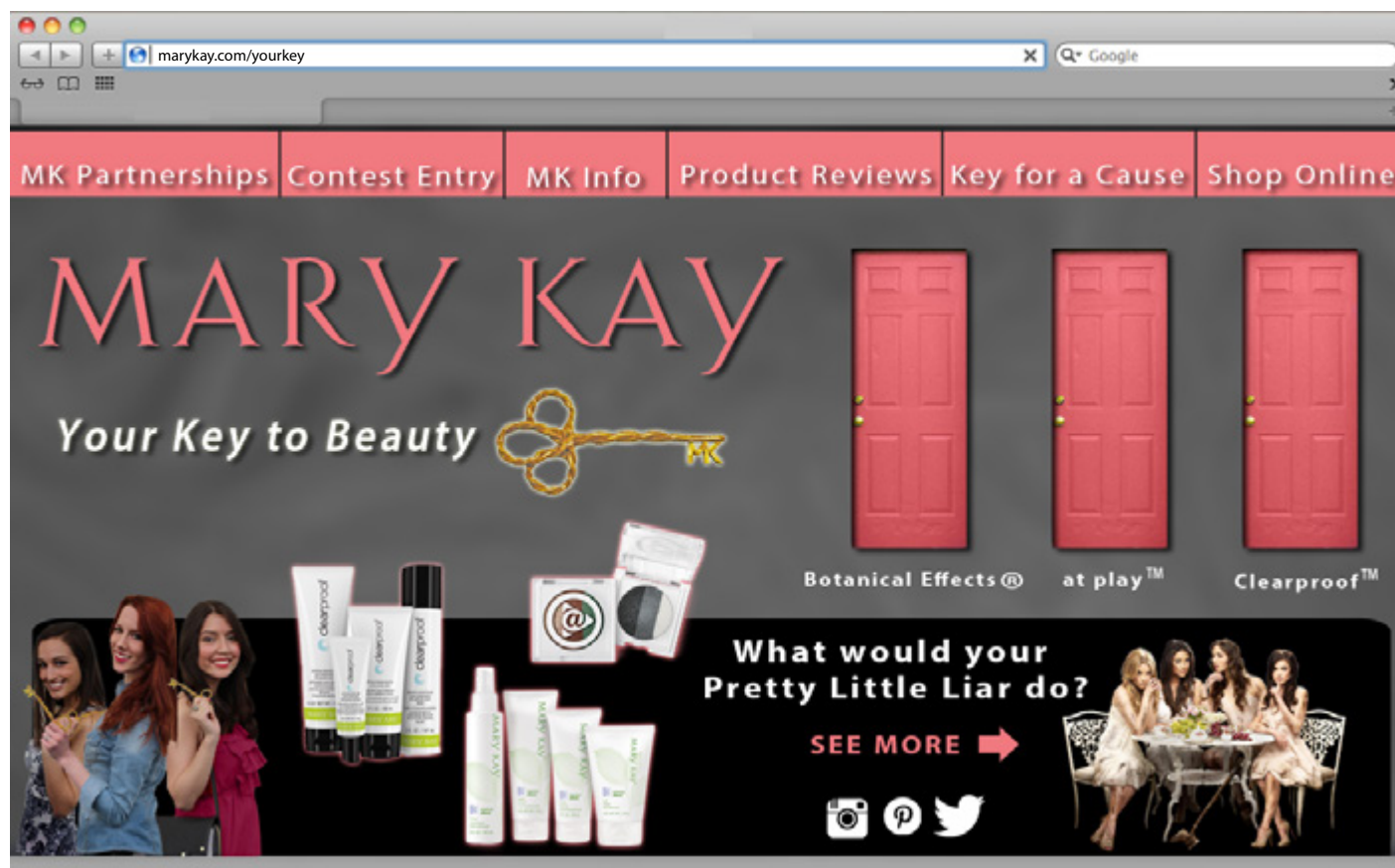
**Botanical Effects® Image Map:** The user will click on the digital print ad key and be taken to a magical outdoor garden. The four possibilities the viewer can experience will be:

- A Day At The Beach
- A Vacation To A Ski Resort
- A Picnic With Friends
- An Everyday Experience

**Clear Proof™ Image Map:** The user will click on the digital print ad key and be taken to a modern art gallery room. The four possibilities the viewer can experience will be:

- A Wedding
- A Mary Kay Party
- A Gallery Exhibit With Friends
- An Everyday Experience

## ...AND A NEW SITE IMMERSES HER IN THE WORLD OF *Mary Kay*



### Pretty Little Liars

Image link takes visitors to a host of virtual and real world activities that revolve around the campaign's major media buy of the number one show for millennial women.

### Partnerships

Mary Kay's activities with partners such as Charming Charlie, Chegg and the Mary Kay Beauty Vloggers are briefly described, and links on the page take the visitor to where they can engage in contests, watch demonstrations, receive samples, and more.

### Contest Entry

Users are able to follow along with social media contests such as the Pinterest look board, Unlock Your Beauty Instagram Contests, and the Beauty Mishaps Twitter submissions.

### Product Reviews

Visitors are able to write their own reviews and experiences about their favorite products as well as interact with other Mary Kay users through an open forum.

### Mary Kay Causes

This tab has brief descriptions of causes related to the *Key to Personalized Beauty* campaign and digital links to engagement opportunities associated with them. Active links to Mary Kay's current causes will be

### About Mary Kay

Visitors learn more about the Mary Kay brand, the three product lines featured in the *Key to Personalized Beauty* campaign, and IBCs.

**MaryKay.com/YourKey provides users with a variety of ways to interact with the brand. Tabs lead the user to Mary Kay's partnerships, contest opportunities, cause marketing initiatives, a link about everything Mary Kay, and even the ability to shop online through an IBC. The three doors at the top of the page will take the user to the interactive image map for the at play™, Botanical Effects®, and Clear Proof™ lines.**

# REACHING WOMEN 18-25 WHERE IT *Matters the Most*

Beyond Advertising's media plan will provide women 18-25 with a digital community to engage in exciting and innovative programs, developing a connection between themselves and Mary Kay.

## AWARENESS

Raise awareness that Mary Kay offers personalized service that cannot be found in a store environment.

## OPTIMIZATION

Effectively reach our target through cross-channel buys of specific media vehicles.

## ENGAGEMENT

Engage our target through interactive digital ads and below the line tactics.

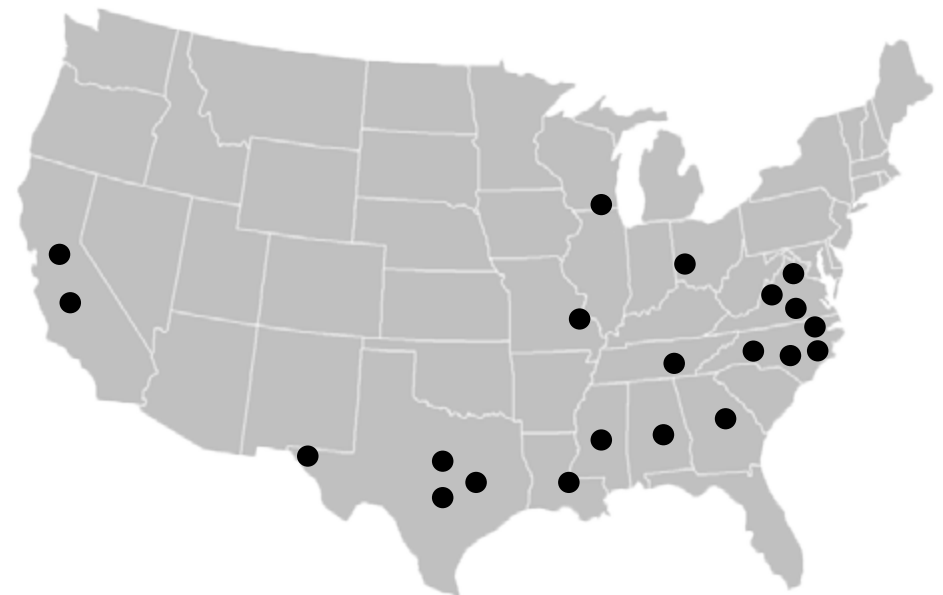
## LOYALTY

Convert cosmetic shoppers into loyal Mary Kay clients.

### Additional Media Weight

In addition to national media buys for all three product lines, greater focus for the at play™ product line is placed in the top 20 DMAs in the states of TX, MO, NC, VA, CA, IL, LA, MD, GA, MS, OH, AL, and TN. These DMAs have selected attributes that warrant additional media weight such as:

- High percentage of women 18-25.\*
- High population of IBCs available to provide convenient service to clients.\*\*
- A high population of Hispanic women whose values align with Mary Kay. \*\*\* They represent 33% of Mary Kay users 18-24.\*\*\*\*



Houston, TX  
St. Louis, MO  
Charlotte, NC  
San Antonio, TX  
Norfolk, VA

Bakersfield, CA  
Harlingen, TX  
Richmond, VA  
El Paso, TX  
Chicago, IL

Baton Rouge, LA  
Baltimore, MD  
Atlanta, GA  
Jackson, MS  
Cleveland, OH

Fresno, CA  
Raleigh, NC  
Birmingham, AL  
Austin, TX  
Nashville, TN

\*"Simmons OneView," Experian Marketing Services, (2012)

\*\*"Where to Find Mary Kay Cosmetic Consultants near you," Map Muse

\*\*\*"State of the Hispanic Consumer: The Hispanic Market Imperative," The Nielson Company, (April 17, 2012)

\*\*\*\*"Simmons OneView," Experian Marketing Services, (2012)



# *Pretty Little Liars*: LAUNCHING WITH ONE OF THEIR FAVORITE PROGRAMS AND LEVERAGING TARGETED SOCIAL MEDIA

## National Exposure with Strategically Planned Additional Weight

A :30 second commercial will air twice nationally during each episode in February and March. An additional :15 second spot will air in the 20 cities receiving additional media weight.

## What Would Your Favorite Pretty Little Liar Do?

MaryKay.com/YourKey will have a Q & A section for users to ask beauty questions and get responses similar to what their favorite character would say.

## Pretty Little Night Out with Local Independent Beauty Consultants

For the month of February, local IBCs in the 20 DMAs will host parties every Tuesday where attendees can watch the new episode of *Pretty Little Liars*, connect with local IBCs and learn about Mary Kay products.

## Twitter Engagement

Grab the targets attention through trending hashtags and buzz tweets such as "Like Hanna's look on the show tonight?"



## Pretty Little Liars - \$1,350,000 - 5,000,000 Impressions

*Pretty Little Liars* (PLL) is the top rated show on ABC Family and has been called one of the most social TV shows.\* The show indexes over 600 on Simmons for women 18-24\*\* and has consecutively been the number one TV telecast for women 18-34. \*\*\*

## Minimizing Media Waste with Class Targeting

To specifically target women 18-25, extensive use of Hulu in all heavily weighted cities and addressable TV in most of those cities ensures almost no media waste.



## Pretty Little Beauty Secrets Custom App

ABC Family will produce a custom app with Mary Kay accessible on the *Pretty Little Liars* Facebook page.

### Features:

- Sasha Pieterse (Alison) will actively tweet and respond to beauty questions.
- Videos of the PLL makeup artist recreating the characters' beauty looks.

Costs include a :15 second commercial created and aired by ABC Family to promote the app.

\*\*\*"Pretty Little Liars' Summer Finale Is Most-Tweeted TV Episode Ever," *The Huffington Post*, (August 29, 2013)

\*\*"Simmons OneView," *Experian Marketing Services*, (2012)

\*\*\*"Pretty Little Liars' Sets 4-Week Highs in Target Demos," *TVbytheNumbers*, (February 20, 2014)



# A WORLD THAT IS PREDOMINANTLY *Digital...*

## **In-Stream Video & Online Radio - \$1,500,000 - 65,000,000 Impressions**

:15 and :30 second in-stream commercials on YouTube and Hulu.

:15 and :30 second audio commercials on Pandora and Spotify.

Media buy for women 18-25 only.

## **Search Engine Optimization - \$100,000**

Hire a web master to code MaryKay.com/YourKey and recode the Mary Kay corporate website. This coding will enhance website placement on search engines.

## **Banner Advertising - \$500,000 - 2,753,888 Impressions**

Banner and Skyscraper ads will be placed on the following top seven websites visited by millennial women according to Kantar:\*

- |                  |                  |
|------------------|------------------|
| Refinery29.com   | TotalBeauty.com  |
| Cosmopolitan.com | HelloGiggles.com |
| TeenVogue.com    | Latina.com       |
| Eonline.com      |                  |

Interactive ads direct women to MaryKay.com/YourKey.

## **Interactive Digital Magazine Ads - \$500,000 - 25,000,000 Impressions**

Full and half page interactive ads will appear in the digital versions of Seventeen, Cosmopolitan, and Elle.

These magazines indexed highest with our target as well as Hispanic women 18-24.\*\*

## **In-App Banner and Skyscraper Advertising - \$500,000**

Top apps for women targeted through Facebook logins so that ads are shown only to women 18-25.

Top Apps include: YouTube, Fitness for Women, Vine, Perfect365, Candy Crush, and Facebook.

## **My MK App - \$100,000**

- Information and location of local IBCs
- Live chat
- Push notifications to users with daily morning beauty tips
- Ability to create user profile for Mary Kay clients and IBCs through connecting with the corporate website
- Monthly Mary Kay success stories which will showcase an IBC under the age of 25 for achievements in business and and their community



\*"Competitive Report Run," Kantar Media

\*\*"Simmons OneView," Experian Marketing Services, (2012).

## ... WHERE *Partnerships* ARE MORE IMPORTANT THAN EVER...



### **Charming Charlie Jewelry and Accessory Store - \$500,000**

The following will be distributed in the shopping bags at stores in the campaign's top DMAs:

- Mary Kay's "Really Red" lipstick with a promotional code on the side to be entered on [MaryKay.com/YourKey](http://MaryKay.com/YourKey) for a chance to be one of three who will win a \$500 Charming Charlie gift card.
- A Mary Kay "Key to Beauty" necklace, placed on a card with a list of local IBCs.

### **Chegg Textbook Rentals - \$400,000 - 1,300,000 Impressions**

- Offer free samples of at play™ beauty products with textbook rentals in August, September, and January.\*
- Distribute samples to colleges with a majority of full-time female students in the top DMAs of the 20 cities weighted more heavily.\*\*
- Encourage recipients to post pictures of themselves on Instagram using the sample products with the hashtag #MKKeytoBeauty.
- Select two women to be featured on the official Mary Kay Instagram page.
- On [MaryKay.com/YourKey](http://MaryKay.com/YourKey), recipients have the opportunity to rate the sample products.

*Targeted Colleges:* University of Texas, University of Chicago, Georgia State University, Towson University (Maryland), Tennessee State University, Samford University (Alabama), Norfolk State University, and North Carolina State University.

### **Pinterest Meets Mary Kay Beauty Vloggers- \$360,000 - 7,800,000 Impressions**

On the Mary Kay "Key to Beauty" Pinterest look board, users will post pictures of favorite beauty styles and trends. Every two weeks the Mary Kay Beauty Vloggers will invite a pinner to be in a video that recreates that look. The videos will be posted on the vlogger's YouTube channel and [MaryKay.com/YourKey](http://MaryKay.com/YourKey).

Mary Kay will partner with the following seven beauty vloggers popular among women 18-25\*\*\*: Zoe Sugg, Ingrid Nilsen, Andrea Brooks, Elle Fowler, Kandee Johnson, Tanya Burr, and Bethany Mota.

\*"Brand Partners," Chegg Inc.

\*\*"CollegeXpress: College Search," Carnegie Communications (2014)

\*\*\*YouTube, LLC

## AND WHERE THE IMPORTANCE OF *Personalization is Key.*



### **Your Key Awaits E-mails - \$100,000 - 250,000 Impressions**

Send personalized e-mails to women 18-25 through double opt-in e-mail lists provided by Seventeen, Cosmopolitan, and Elle magazines.

The first 500 recipients to set up an appointment with an IBC will receive an exclusive Mary Kay "Key to Beauty" makeup bag with three samples of at play™ products.

**Beauty That Drives You - \$250,000 - 240,000 Impressions**  
Brochures will be sent out to women 18-25 in the 20 DMAs.  
Brochures will contain:

- A chance to win a Mary Kay BMW by entering an access code on [MaryKay.com/YourKey](http://MaryKay.com/YourKey).
- A Mary Kay "Key to Beauty" necklace through the collaboration with Charming Charlie.
- Information on becoming an IBC, new products from Mary Kay, and a personal invitation to a "Pretty Little Night Out" party.





# MAKING HER THE *"Key for a Cause"*

## Building Buzz

Promotions for the "Key for A Cause" competition will start in February on Mary Kay's social media sites and [MaryKay.com/YourKey](http://MaryKay.com/YourKey).

## The Process

Interactive outdoor LCD panels will be placed in heavily trafficked areas in the 20 DMAs.

The interactive digital wall will display three pink doors with a digital key to the right of each. The participant will drag the key to unlock the door. The same generic model will be displayed behind each door's digital canvas. Using a virtual Mary Kay makeup palette, the participant will create a digital makeover. Each participant will compete for the best makeup look within the two minute time frame.

One semi-finalist in each city will be chosen and featured on [MaryKay.com/YourKey](http://MaryKay.com/YourKey). The winner will be decided by votes from visitors to the site.



## A Lasting Effect

The winner will receive a \$10,000 donation to split between one of the Mary Kay charities as well as to the cause they are most passionate about.\* In addition, the winner will receive a \$500 supply of Mary Kay products. The semi-finalists who had the best look in their city will receive \$250 worth of Mary Kay products.

\*Cause to be approved by Mary Kay



# VALENTINE'S DAY *"Makeover Hunt"* THROUGH SNAPCHAT HINTS

*Mary Kay buses sweeten Saturdays in February with Godiva and makeovers to a lucky few in heavily weighted DMAs.*

## 5 Mary Kay Makeover Buses

Five Mary Kay makeover buses will travel to mystery locations with Mary Kay's Global Makeup Artists who will provide free makeovers in those areas.

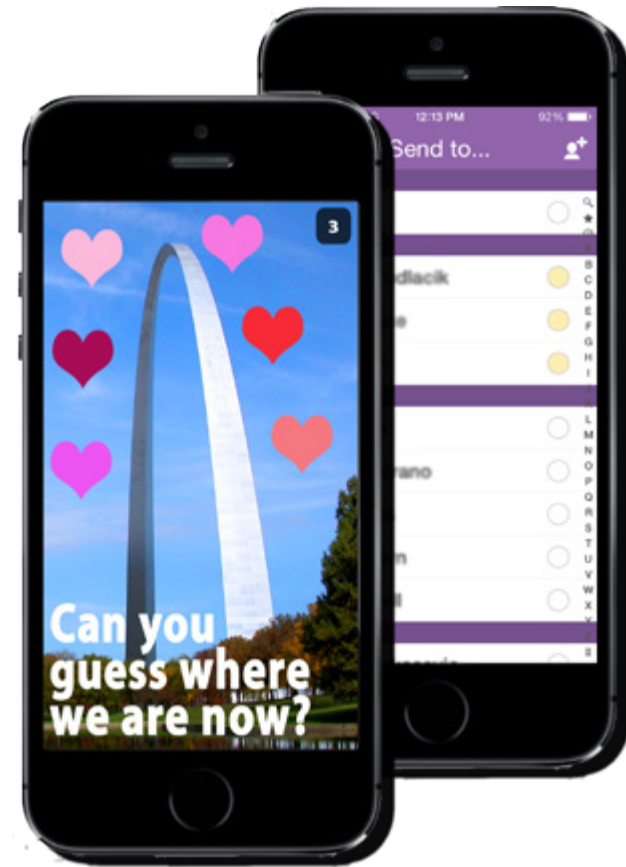
Mary Kay's social media platforms will encourage users to add Mary Kay on Snapchat in order to receive clues as to where the buses are.

## Godiva and IBCs

Together with Godiva, Mary Kay will provide sweet desserts and special confections. There will be Valentine's Day gift bags filled with Godiva, Mary Kay product samples, and a list of IBCs who will be present to provide beauty tips and follow-up advisory services to those waiting on line.



**26%** of Snapchat users are women 18-26 which is higher than any other demographic.\*



## Sharing Sweet Makeovers

Makeover experiences in each city will be captured and uploaded on to Mary Kay's social media platforms.

Attendees will be encouraged to post their own photos using #MKSweetMakeovers.

\*Marketing Charts Staff, "The Demographics of Instagram and Snapchat Users," Watershed Publishing, (October 29, 2013)

# *“Unlock Your Beauty”* INSTAGRAM CONTESTS

## *The Ultimate “Girls Night In” Sorority Sleepover For Spring Formal*

During March at #MKSavesTheDay, sororities will upload a photo showing how they support their favorite cause along with a brief description of why it is their favorite.



### *Five winners will receive:*

- \$500 to cater their night.
- Facials, manicures, and beauty advice from IBCs.
- Free product samples, pajamas, and sleep masks with the Mary Kay logo.
- Makeup done the morning after the sleepover for their Spring Formal.

Sorority sleepover photos will be posted on MaryKay.com/YourKey and all Mary Kay social media platforms.

## *Making A Dream Wedding Come True With Mary Kay*

One lucky bride-to-be will win a fabulous wedding package when selected by Mary Kay judges for submitting the most interesting engagement photo and description of that magic moment when she learned she was about to become a “Mrs.”

The winner will receive a six month supply of her favorite **Mary Kay products, and she and her bridesmaids will receive the following:**

- Makeovers courtesy of Mary Kay
- Wedding gown and bridesmaids dresses courtesy of David's Bridal
- One-to-one consultations with Mary Kay IBCs

The contest will be promoted through Mary Kay's social media platforms as well as through online advertisements targeted towards women 18-25 whose online activity indicates an interest in weddings.



## *Closing the Door* ON ANIMAL TESTING

***Throughout April, National Anti-Animal Cruelty Month, Mary Kay will partner with the National Anti-Vivisection Society to become the first American cosmetic company to advocate against animal testing.***

### THE PARTNER

Coinciding with its stance against abuse of all living things, Mary Kay will partner with the National Anti-Vivisection Society, an organization dedicated to ending the exploitation of animals used in science.

### RAISING AWARENESS AND MONEY

Money will be raised by having local businesses and residents sponsor five 5K Runs in Mary Kay's top five DMAs where participants can run with their dogs.

### DIGITAL DONATIONS

A Pink Donation Door on [MaryKay.com/YourKey](http://MaryKay.com/YourKey) will lead to a donation page with the option to sign a petition against animal testing. Mary Kay will match 50% of the first \$1,000,000 of donations.

***"Hundreds of studies have found that women are more empathetic than men and are more concerned with animal suffering."\****

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## *Opening the Door* ON OPPORTUNITY

***Mary Kay sponsors the next generation of cosmetologists and estheticians through SkillsUSA.***

Mary Kay will be the key sponsor for the National SkillsUSA Championship in the beauty category. SkillsUSA receives national coverage from FoxBusiness.com, Huffington Post, Parade Magazine online, and multiple trade and business journals for the opportunities it gives to over 300,000 students and instructors of vocational programs.

***"More than 75% of SkillsUSA teachers surveyed prefer to buy from SkillsUSA partners when purchasing supplies or equipment for their program."***

-SkillsUSA Annual Report 2012 Page 13

***"Mary Kay believed in the potential of women so much she encouraged them to set extraordinary goals – and then work their plan."***

-MaryKayTribute.com

\* Ph.D Hal Herzog, "What Do People Care More About? Animal Abuse or Child Abuse?" *Psychology Today*, (November 25, 2013)



# Beautiful Benefits: A LOYALTY PROGRAM FOR BEAUTIFUL WOMEN

*Mary Kay offers clients personalized beauty with extra perks.*

Mary Kay clients sign up for Beautiful Benefits through an IBC. Clients receive an email directing them to create their online personal beauty profile at [MaryKay.com/YourKey/Benefit](http://MaryKay.com/YourKey/Benefit).

## On the profile, clients can:

- Post information about beauty preferences.
- Save favorite products in a "Virtual Beauty Bag."
- Refer products to others who also have personal beauty profiles.

## Clients will receive the following benefits:

- A personalized birthday package filled with assorted samples of client's favorite products.
- A sneak peek of limited edition products.
- A seasonal greeting card with a product sample appropriate for that season plus a Secret Beauty Guide, including the latest trends and beauty tips for the season.



## Mary Kay TACKLES BEAUTY MISHAPS IN TWITTER CONTEST

***Tweet the worst beauty experience for a chance to win the best beauty experience through \$500 worth of Mary Kay products and a makeover by a Mary Kay Vlogger.***

Promoted on all Mary Kay owned media channels and by all partner vloggers, Mary Kay will run the "Beauty Mishaps" contest on its Twitter account of the same name. Using #beautymishaps, women 18-25 will either tweet or post a vine video on Twitter with their worst beauty experience.



## 10 Winners in 10 Weeks

- Vloggers will select 10 winners from the top 100 most retweeted beauty mishaps.
- One winner will be selected each week from August 29 through October 31.
- Vloggers will go to each winner's home with the prize.
- Winners will receive a Mary Kay makeover from a vlogger.
- Each experience will be recorded and featured on the vloggers' YouTube channels, [MaryKay.com/YourKey](http://MaryKay.com/YourKey) and other owned media.



# The Key to Personalized Beauty FLOWCHART\*

	Phase 1: Launch			Phase 2: Go Viral			Phase 3: Back to School		Phase 4: Holiday Season					
	February	March	April	May	June	July	August	September	October	November	December	January	Total Spending	% of Budget
<b>Digital &amp; Online</b>													<b>\$3,312,500</b>	<b>33.13%</b>
In-stream Video: YouTube													\$375,000	3.75%
In-stream Video: Hulu													\$375,000	3.75%
Online Radio: Pandora													\$375,000	3.75%
Online Radio: Spotify													\$375,000	3.75%
Banner Advertising													\$500,000	5.00%
Search Engine Optimization													\$100,000	1.00%
Digital Magazine													\$500,000	5.00%
My MK App													\$100,000	1.00%
App Advertising													\$500,000	5.00%
Microsite													\$112,500	1.13%
<b>Traditional Media</b>													<b>\$1,700,000</b>	<b>17.00%</b>
Pretty Little Liars ABC Family													\$1,350,000	13.50%
Direct Mail													\$250,000	2.50%
Email Blast													\$100,000	1.00%
<b>Partnerships &amp; Sponsorships</b>													<b>\$1,660,000</b>	<b>16.60%</b>
Chegg													\$400,000	4.00%
Beauty Vloggers**													\$360,000	3.60%
Charming Charlie													\$500,000	5.00%
Pretty Little Liars App													\$400,000	4.00%
<b>Out Of Home</b>													<b>\$1,000,000</b>	<b>10.00%</b>
LCD mobile wall													\$1,000,000	10.00%
<b>Strategy &amp; Integration</b>													<b>\$2,127,500</b>	<b>21.28%</b>
Sweet Valentines Day Makeovers													\$302,000	3.02%
"Girls Night In" Sorority Sleepover													\$49,000	0.49%
Dream Wedding													\$16,500	0.17%
Corporate Responsibility													\$500,000	5.00%
SkillsUSA													\$251,000	2.51%
Beauty Mishaps													\$9,000	0.09%
Loyalty Program													\$1,000,000	10.00%
<b>Production Costs</b>													<b>\$100,000</b>	<b>1.00%</b>
<b>Opportunistic Buys</b>													<b>\$100,000</b>	<b>1.00%</b>
<b>Total Media Dollars Spent</b>													<b>\$10,000,000</b>	<b>100.00%</b>

\*All production and music costs are included in line items.

\*\*Includes price of sample products for vloggers

*"I believe that most successful people are ordinary people with extraordinary determination."* -MARY KAY ASH

At **Beyond Advertising**, we believe that the use of metrics will lead to informed decisions. Our approach effectively tracks the success of our outreach through varied research based measurement tools.

Our Measurement Value Chain Model reflects our goal to gauge the success of our campaign from start to finish.

## GOALS & OBJECTIVES

- Increase awareness and consideration of Mary Kay's personalized service
- Increase positive perception of Mary Kay
- Increase engagement
- Increase brand loyalty
- Increase market share among women 18-25
- Increase interest in becoming an IBC

## INTERIM MEASURES

- Increase in awareness and consideration of Mary Kay cosmetics for purchase
- Levels of positive brand engagement
- Levels of engagement with Mary Kay owned media

### Tools:

- Ongoing sales tracking
- Ongoing brand perception research
- Ongoing social media monitoring with an emphasis on cross-channel attribution

## RETURN ON INVESTMENT

- Increase in U.S. sales of at play™, Botanical Effects®, Clear Proof™ and core line products
- Return on marketing investment (measured by the increase in operating return on U.S. sales)
- Media post-buy analysis
- Increase in appointments with IBCs among women 18-25
- Increase in number of women IBCs 18-25

## LONG AFTER SHE'S GIVEN *The Key* ....

### Expanding the Campaign

#### **Bring the Key to Personalized Beauty campaign to high school students.**

In year two, have 18-25 year old IBCs visit high schools as mentors, bringing them "keys to beauty" using the promotions from the campaign. Providing students with the same support that Mary Kay has given them, IBCs can inform the students of business opportunities with Mary Kay.

#### **Repackage as a branding technique.**

Mary Kay is known for their light pink coloring. This color should still be incorporated into a new packaging design where it is used as an accent color instead of the base. Repackaging would give products a facelift and appeal to a new target.

#### **Acknowledge their success with a "Key to Beauty" gift.**

During year two for women receiving school acceptance letters and job offers, Mary Kay will continue to be their "Key to Beauty." To help them succeed in either endeavor, Mary Kay will give the women a congratulatory gift tote filled with samples. In order to qualify, women will tweet or pin @MaryKay a picture of their acceptance letter or job offer with the hash tag #MKKeyToSuccess Mary Kay IBCs will contact the women to set up an appointment to receive the gift.

#### **Increase outreach to the Hispanic market.**

Expand the media campaign to Spanish networks such as Telemundo and Univision. All digital media ads would appear in their Spanish publication counterpart sites: Cosmoen espanol.com, Elle.es, and la.eonline.com.

### What Should be Avoided

#### **Lapse in Response**

IBCs should never allow 24 hours to pass before a customer inquiry is answered.

#### **Minimize advertising in print magazines.**

Today's 18-25 year old women (and many over the age of 25) are reading magazines online using a tablet and no longer ordering them in print.\* Advertising in a magazine is typically more affordable online than it is in print.

#### **Do not show models that are styled too young.**

Our target is in a very transitional stage in her life. She is either starting college or getting a job. There should not be women who appear to be under the age of 18 modeling in advertisements for products.



\*"The Reason Women's Magazines are missing Millennials Online? No news", *Advertising Age*, (August 7, 2012)