

MAYBELLINE NEW YORK

Problem: How does a cosmetic company highlight a key sponsorship while also promoting its products?

Solution: Use out of home formats to surround event attendees and capture the attention of local audiences.

BACKGROUND

Maybelline New York signed a two-year contract in August 2009 to sponsor Mercedes Benz Fashion Week. This new sponsorship posed several challenges, even though Maybelline was doing the makeup for nine different designers and shows. Maybelline needed to generate awareness about the use of its products in the show, as well as leverage its Fashion Week sponsorship to drive sales.

OBJECTIVE

The main objective was to create awareness and generate buzz about Maybelline New York's Fashion Week sponsorship by creating a visually striking campaign that would deliver feelings of femininity and fashion relevance.



The campaign also needed to showcase essential Maybelline products including Volum' Express Falsies, Eye Studio, Color Sensational, and Dream Smooth. The ads would target fashion-conscious women ages 18-34. These women are fashion forward, hip and trendy, attendees of Fashion Week, and fashionistas who are not attending the shows but are interested in the daring, innovative, and ever-evolving world of fashion and beauty.

STRATEGY

The cohesion between the media and creative strategies made this campaign stand out on the cluttered streets of Manhattan.

The creative design accentuated the female facial features, specifically the eyes and lips, with vibrant and brilliant colors. These images highlighted the faces of famous supermodels, framing Maybelline as a beauty icon of equal caliber, while showing off the bold makeup products and fashion week sponsorship.

Out of home was used as a key strategic vehicle for Maybelline because it is a primary medium used by fashion clients in New York City and allowed for high impact in and domination of the Lincoln Center area where Fashion Week shows and events occur. Tactical and targeted out of home also enabled Maybelline to extend coverage and presence to penetrate other areas of Manhattan where fashionistas live, work, and play.

Large format mediums offer the ability for Maybelline to outshine the rest of the competi-



tion during Fashion Week while showcasing products.

PLAN DETAILS

Markets: New York

Flighting Dates: August - September 2010

Media and flighting (where possible) were concentrated to the weeks leading up to and the duration of Fashion Week. The plan was focused on the New York market, specifically in Manhattan and reaching important neighborhoods like Lincoln Center, Meatpacking District, Soho, and Midtown.

- Bulletin spectaculars: August 30 - September 26
- Wrapped double-decker buses: August 30 - September 26
- Bus shelters, urban panels and phone kiosks: August 30 - September 26
- Newsstands: September 13-17
- Station dominations: August 30 - September 26
- Back-lit dioramas: August 30 - September 26
- Pole banners: August 17 - September 16
- Storescape: August 30 - September 26

RESULTS

The Maybelline Fashion Week campaign was extremely successful and unique for a fashion/beauty client. It promoted Maybelline's Fashion Week sponsorship across multiple communication channels in a highly impactful and integrated way. In addition, the program successfully highlighted and showcased key Maybelline products with a very creative and synergistic campaign.

As a testament to the campaign's success, Maybelline has expressed interest in executing a similar program in the future.