

# AVON

MAKE-UP GLOBAL ACTIVATION

Creative presentation

1.7.21

# HELLO

Thank you for inviting us to take part in such an exciting brief. We've had such fun thinking up a vast range of different ideas to surprise our creative expressionistas... some fairly ambitious :-)

We hope you enjoy reading them and would love to discuss and explore them further with you.

## YOUR WUNDERMAN THOMPSON TEAM X



**Chermine Assadian** - Global Creative Director



**Sally Emerton** - Global Business Director



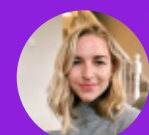
**Isabella Mulholland** - Global Strategy Partner



**Jo Weston** - Global Strategy Director



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**Shannon Coast** - Senior Copywriter



**Miranda Abbs** - Creative



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# YOUR BRIEF

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Create a global activation idea for AVON make-up in 2022.

# HOW

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Get Creative Expressionistas to consider AVON as their go to brand for color and self expression by surprising them with unexpected activations / engagement.

# OUR TASK

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**1**

**Make AVON  
make-up top of  
mind with our  
Creative  
Expressionistas,  
converting latent  
awareness**

**2**

*Fun, inclusive and  
unexpected,  
get our audience  
involved in  
the activation*

**3**

*Bold, confident and  
expressive with  
products at the  
heart of the  
execution*

# WATCH ME NOW

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All the activations presented in this deck fall under the new brand idea 'Watch Me Now' by inviting and giving everyone a platform where they can express themselves creatively and freely.

It surprises people by being unexpected.  
And it demands people to reconsider their preconceptions:  
on AVON, its products and what human creativity can achieve.



**GETTING TO KNOW**


CREATIVE

EXPRESSIONISTAS

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A close-up photograph of a person's lips, which are coated in a dark, rich red lipstick. The lipstick has a slightly glossy, textured finish. The background is a soft, out-of-focus skin tone. The text is overlaid on the center of the lips.

**IT'S TRUE**  
**THEY CAN'T**  
**GET ENOUGH OF**  
**MAKE-UP.**



**FOR THEM**  
THEIR FACE IS  
AN ENDLESS  
CANVAS.



**THEY'RE CHAMELEONS  
BUT PREFER TO  
STAND OUT,  
NOT BLEND IN.**





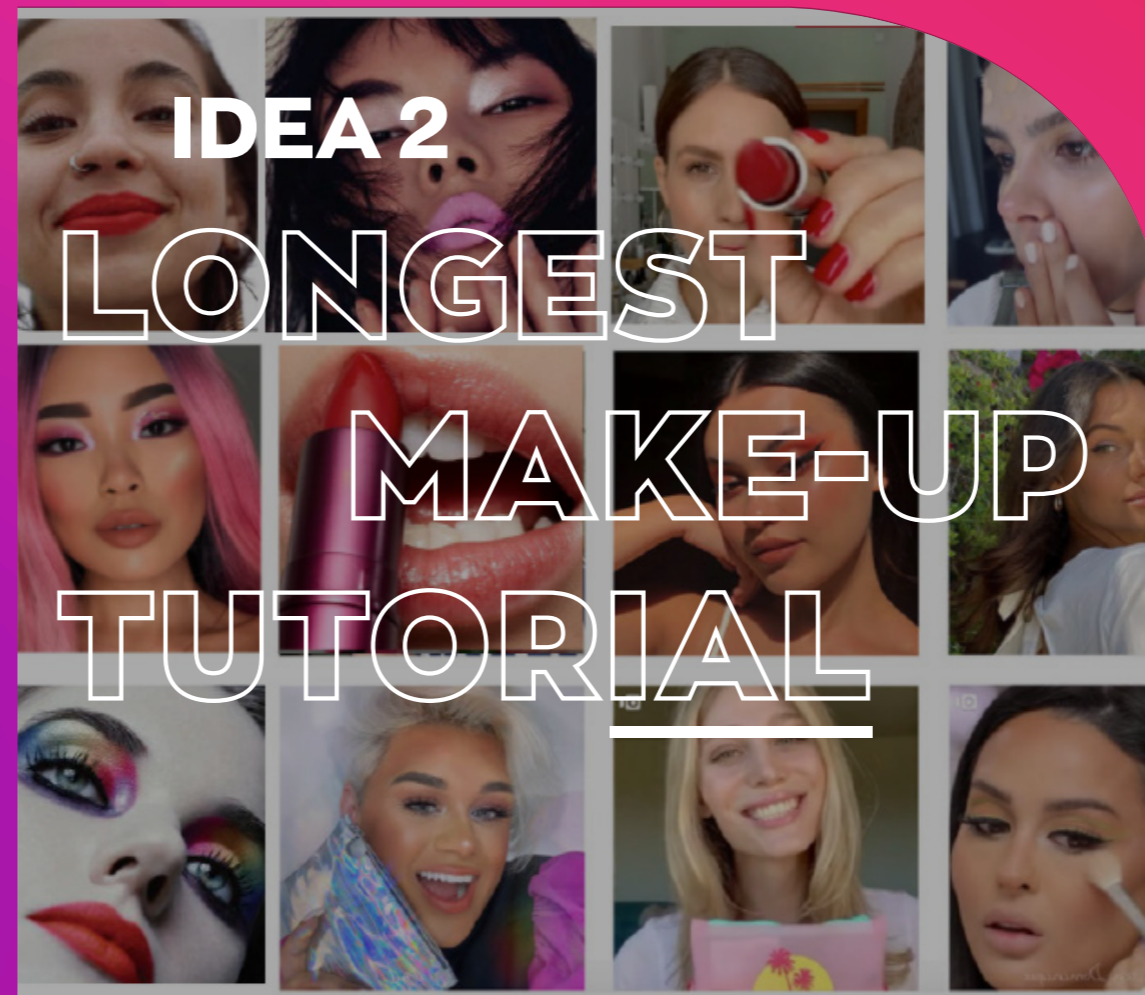
**AND THEY'D  
RATHER BE SEEN  
DEAD THAN  
WITHOUT IT.**

# FOUR IDEAS



**IDEA 1**

MAKE-UP  
TO  
DIE FOR



**IDEA 2**

LONGEST  
MAKE-UP  
TUTORIAL



**IDEA 2**

HUMANS  
VS  
AVATARS



**IDEA 4**

ONE  
WOMAN  
BAND

# IDEA 1

# MAKE-UP

# TO

# DIE FOR

Our Creative Expressionistas tell us they can't live without make-up they love it so much. We'll engage female gamers and their communities as we challenge them to show us how creative they can be with AVON products each time they "die".



**MAKE-UP IS AN  
ESSENTIAL PART  
OF HOW SOME WOMEN  
EXPRESS THEMSELVES**

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**I WOULD RATHER DIE  
THAN GO OUT  
WITHOUT MAKE-UP**



## IDEA 1

# MAKE-UP TO DIE FOR

There are a growing number of female gamers globally with millions of young women enjoying a wide variety of video game content through Twitch streamers, who are also highly beauty conscious.



# THE COMPETITION MAKE-UP TO DIE FOR

We will gather some of the most famous female players on Twitch and challenge them to enter our competition:

## THE MAKE-UP TO DIE FOR CHALLENGE





## THE MAKE-UP TO DIE FOR CHALLENGE

Two teams of three players play the same game. Every time a player dies she must change her make-up in three minutes with different AVON products and with the guidance of creative expressionistas.

# THE BIG IDEA

As they apply the make-up on stream, they can chat about the different products they're using with the expressionistas.

## Relevant streamers:

- [www.twitch.tv/pokimane](http://www.twitch.tv/pokimane)
- [www.twitch.tv/kittyplays](http://www.twitch.tv/kittyplays)
- [www.twitch.tv/legendarylea](http://www.twitch.tv/legendarylea)
- [www.twitch.tv/kaceytron](http://www.twitch.tv/kaceytron)

**THE**  
MAKE-UP  
TO  
DIE FOR  
CHALLENGE



# THE BIG IDEA

The winning team will be the ones who complete the ingame task with the best look judged by a professional make-up artist. They will win some free AVON products for the expressionistas who helped them but more importantly they will all prove that today's women can be top gamers and still embrace their femininity.



**THE  
MAKE-UP  
TO  
DIE FOR  
CHALLENGE**

“WATCH ME NOW”

# THE BIG IDEA

AVON could leave messages in online video game landscapes that can be adapted. In Minecraft (a hugely popular game on Twitch) giant messages can be left for millions of streamers and viewers alike.

**THE**  
MAKE-UP  
TO  
DIE FOR  
CHALLENGE

# THE BIG IDEA

Twitch acts as a massive community with thousands of streamers constantly in contact and sharing each others news. The same could be done for the 'The AVON Make-up to die for' challenge. A string of word of mouth promotion from some of the biggest online personalities in the world, many of whom's reach goes far beyond Twitch (Ninja for example).



## THE MAKE-UP TO DIE FOR CHALLENGE

# HOW IT COMES TO LIFE

1

## ANNOUNCE

We announce and broadcast the upcoming battle via our streamers' channels. Also amplifying via social, telling followers to tune in at a particular date and time for the ultimate Twitch make-up battle.

2

## CREATE BUZZ

In the lead up to the event we also run teaser content. For instance, interviews with the streamers, videos of them selecting their 'weapons' (or products) as they get ready for battle, and messages from each of them to their competitors designed to psyche and intimidate them.

3

## GAME DAY

Let battle commence. Our streamers fight each other to the death, literally. Meanwhile our audience participate in the comments, entertained by not only the best female gamers, but the best make-up tutorials on Twitch. All products featured are posted on the chat and buyers are driven to a special AVON 'Make-up to die for' ecommerce page.

4

## AFTERMATH

We produce a wrap video with 'match highlights' which is promoted on Twitch and other channels challenging other female (male or even in between) streamers to take up the challenge with AVON products, to see who really has what it takes to die for their make-up.

# PRODUCTION APPROACH

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We produce a wrap video with 'match highlights' which is promoted on Twitch and other channels challenging other female (male or even in between) streamers to take up the challenge with AVON products, to see who really has what it takes to die for their make-up. Work with local markets to identify relevant 'female gamers' i.e. beauty enthusiasts, large number of followers in our creative expressionista target.

'Pitch to Twitch'- engage the platform on the idea and excite them. Agree costings.

Agree the games that the girl's will be playing (and engage the game owners).

Identify any products that the girls need to specifically feature. AVON to provide.

Event hire administration/Co-ordination of the event itself and content capture c. £120k.

**THE BIG IDEA**

# HUMANS VS AVATARS

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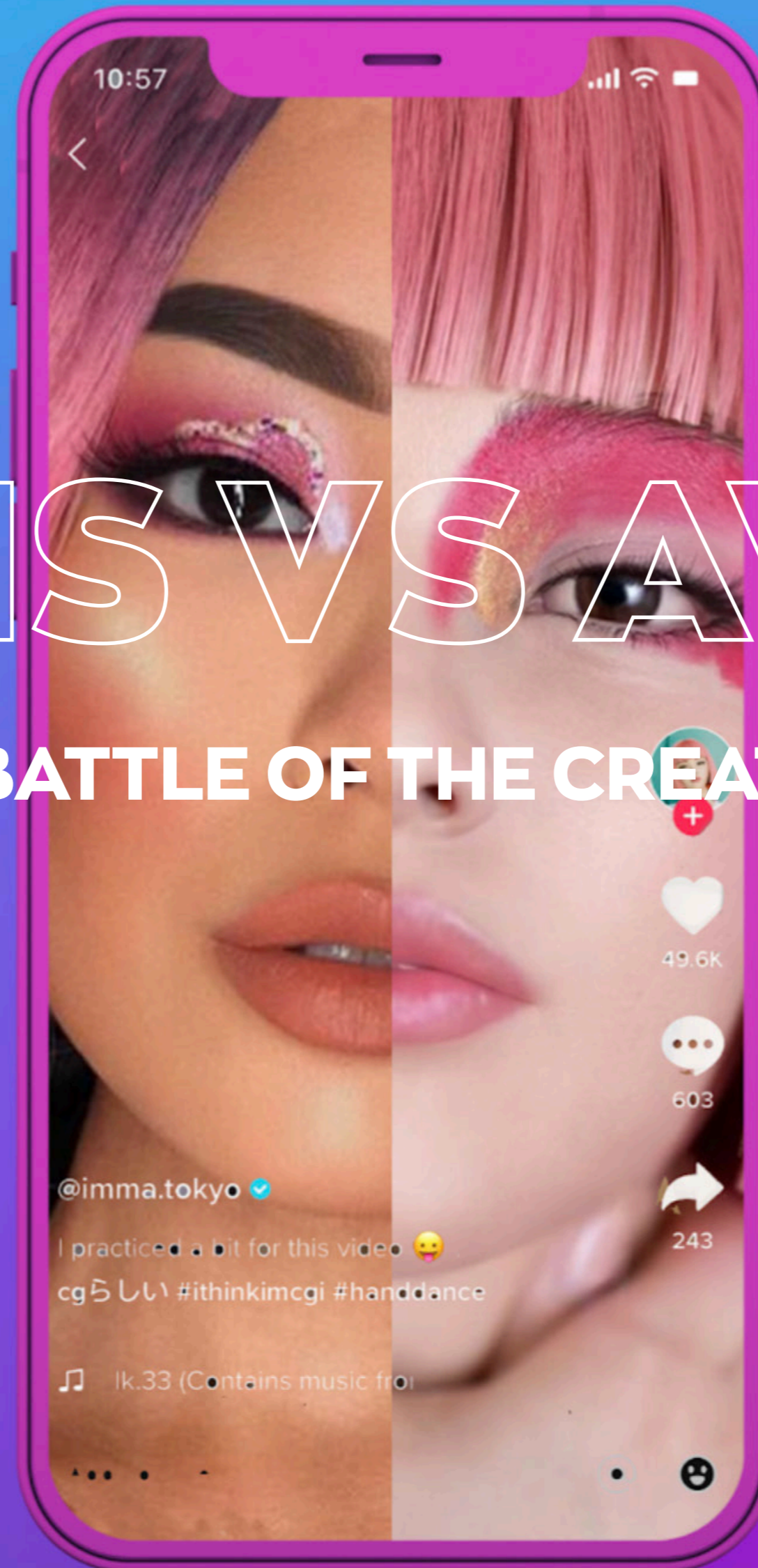
With influencers these days, it can be hard to know what's real and what's fake. So we set influencers the ultimate challenge - an AVON make-up battle with themselves - their digital selves.





# HUMANS VS AVATARS

WHO CAN HACK THE BATTLE OF THE CREATIVE EXPRESSIONIST?





**The very first live Make-up Battle  
between Influencers and their  
Digital Doubles.**



# THE RULES

# HUMANS

# VS

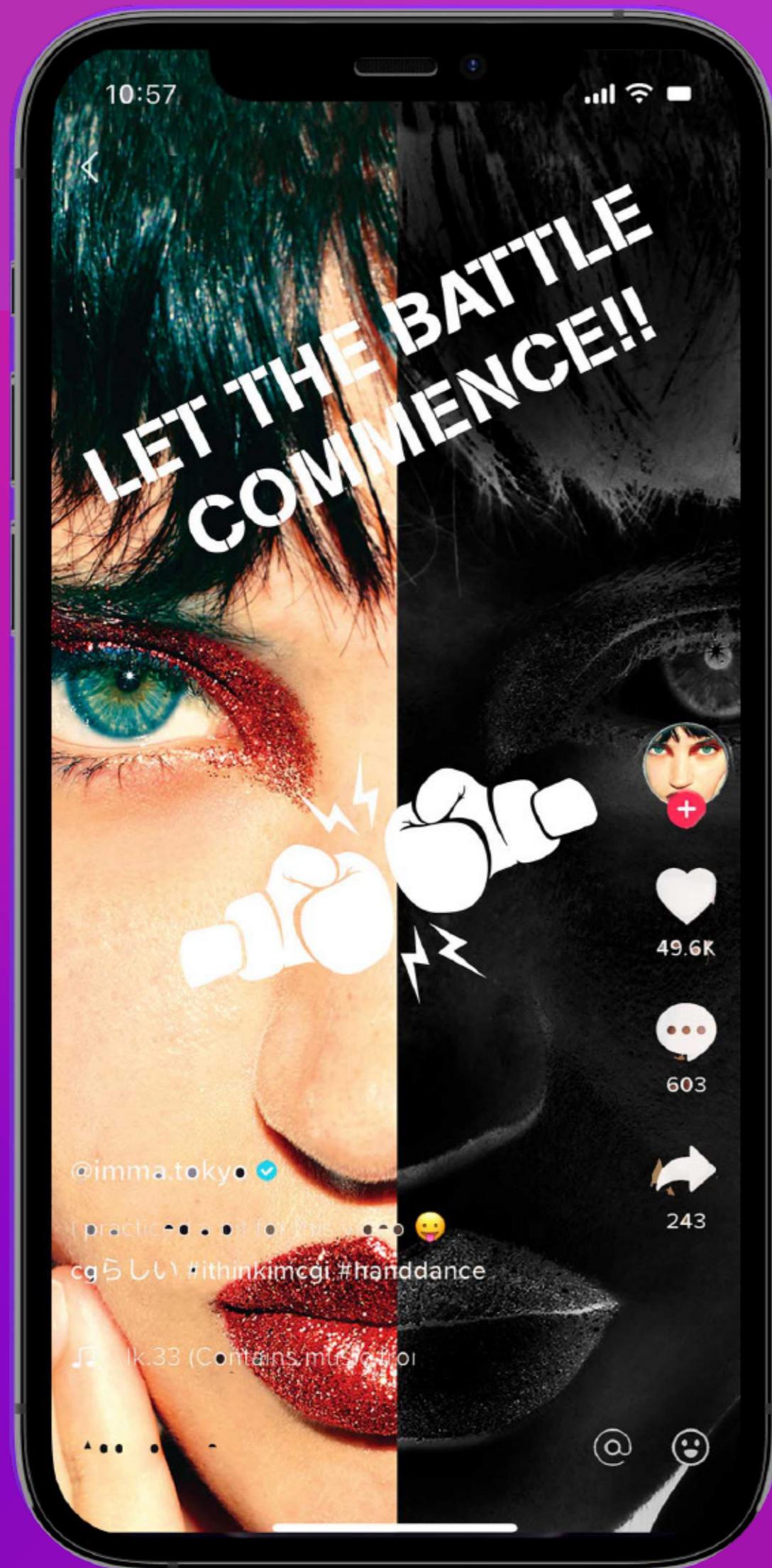
# AVATARS

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The challenges will be decided by the Wheel of Colours a virtual wheel that will assign products, colours to be used by the contenders and the time they have to look awesome.

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# THE COUNTDOWN

# HUMANS

# VS

# AVATARS

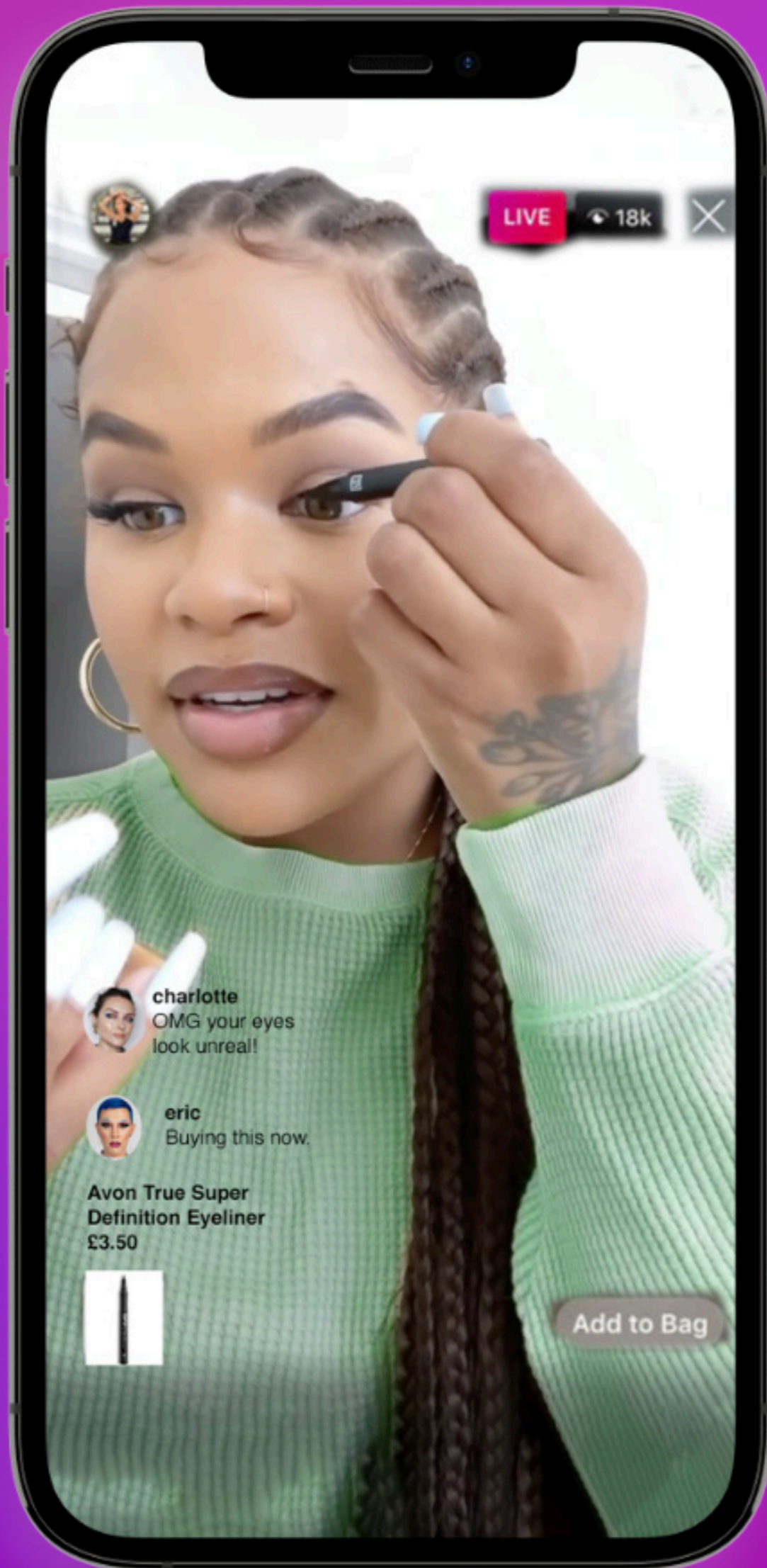


## THE WEEK BEFORE BATTLE THE COUNTDOWN BEGINS...

DAY 7...Set against a soundtrack anthem battle song story, our influencers tease with content on their channels of an up and coming battle, watch me soon!

Day 1 approaches. LET BATTLE COMMENCE. The influencers reveal their challenge and their avatars @.....and the daily #humansVsavatars is off...

Our contenders share content around their looks and the final look. The vote is on.



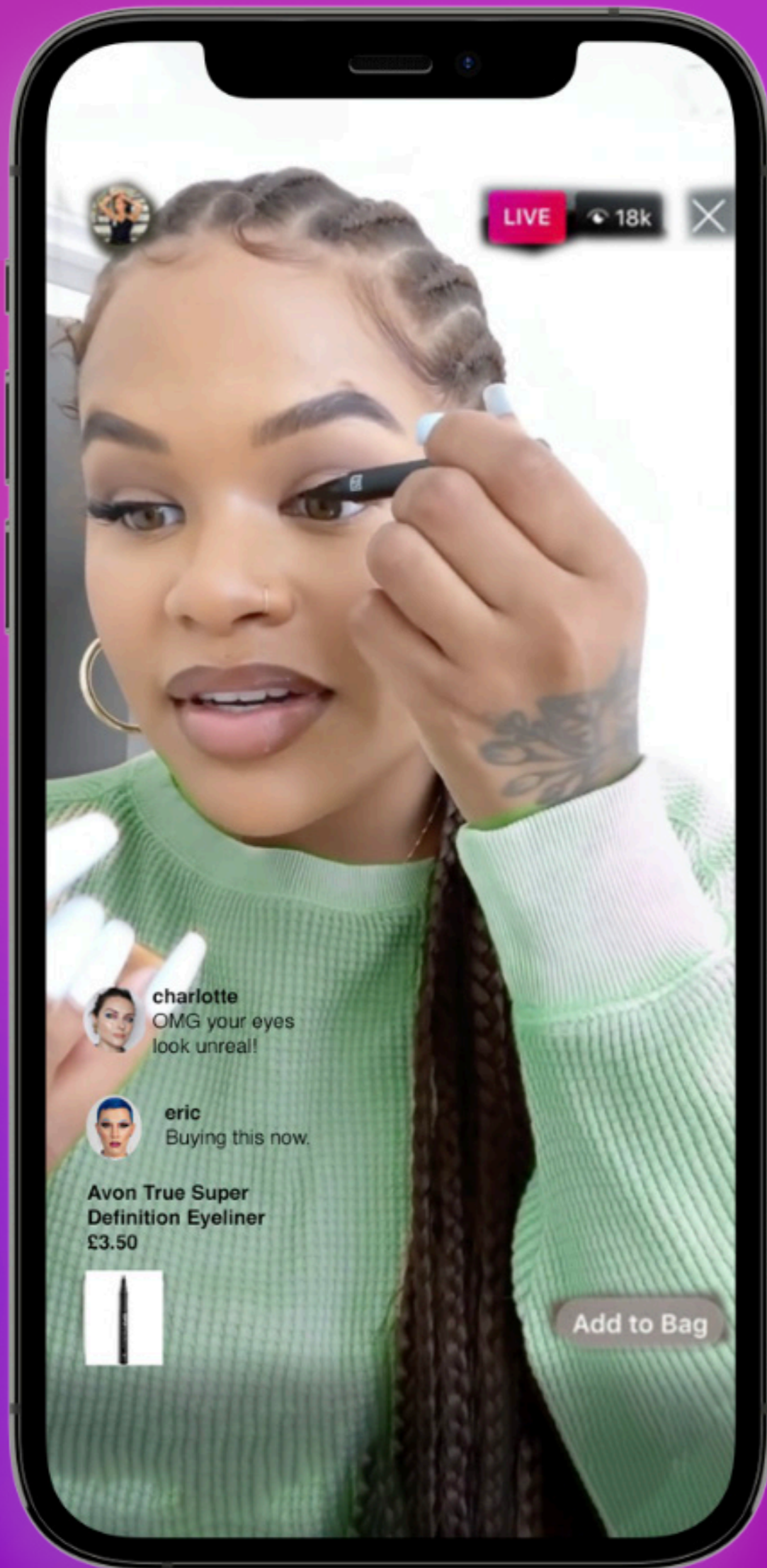
DURING THE BATTLE



# HUMANS VS AVATARS

The expressionista and her double will present, comment and advise on all the different AVON products they are using throughout the battle but also add links with special promotions and access to limited edition product for the viewers.

No need to say that during the challenge their live chat will be full of banter.



DURING THE BATTLE

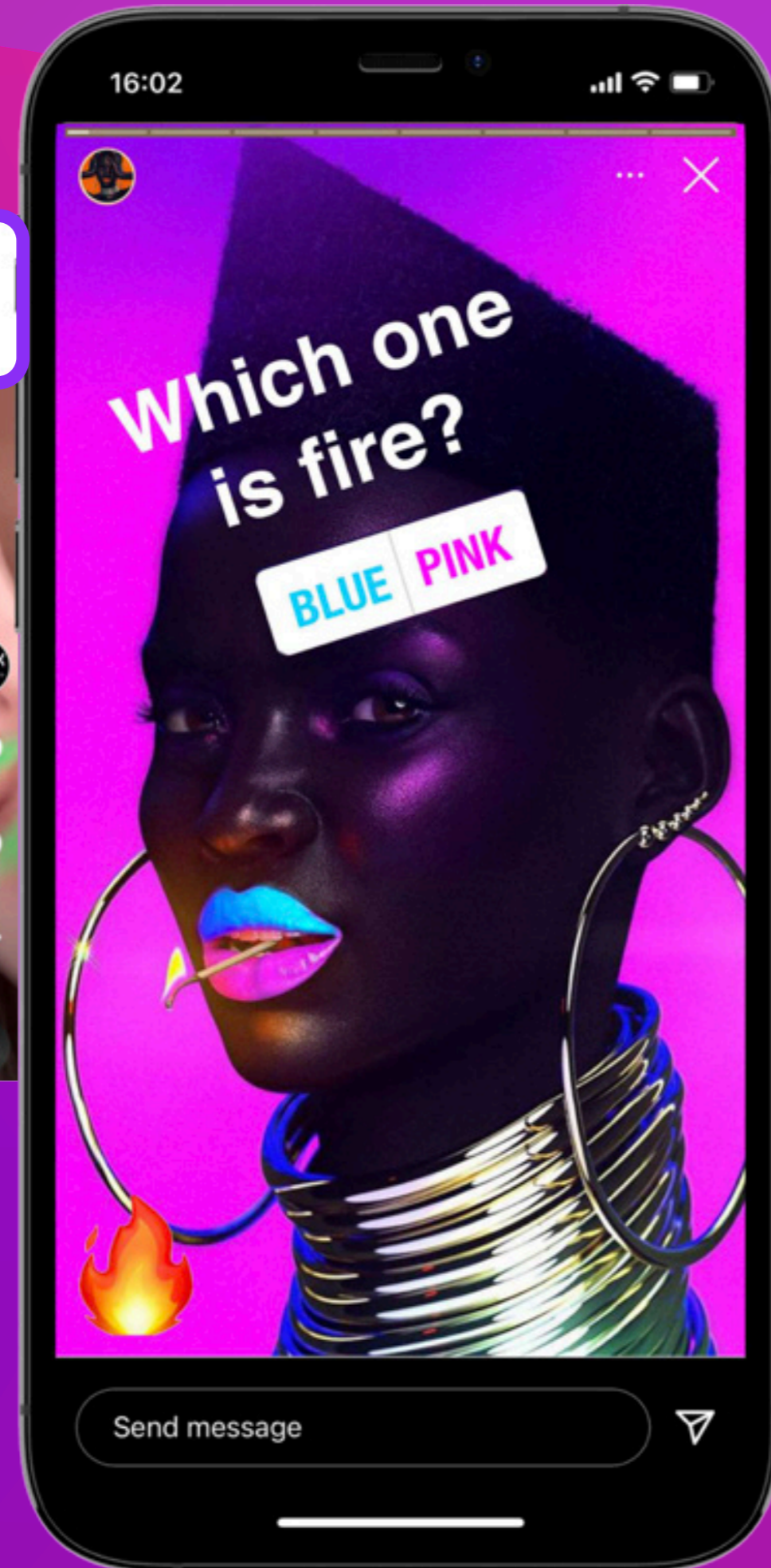
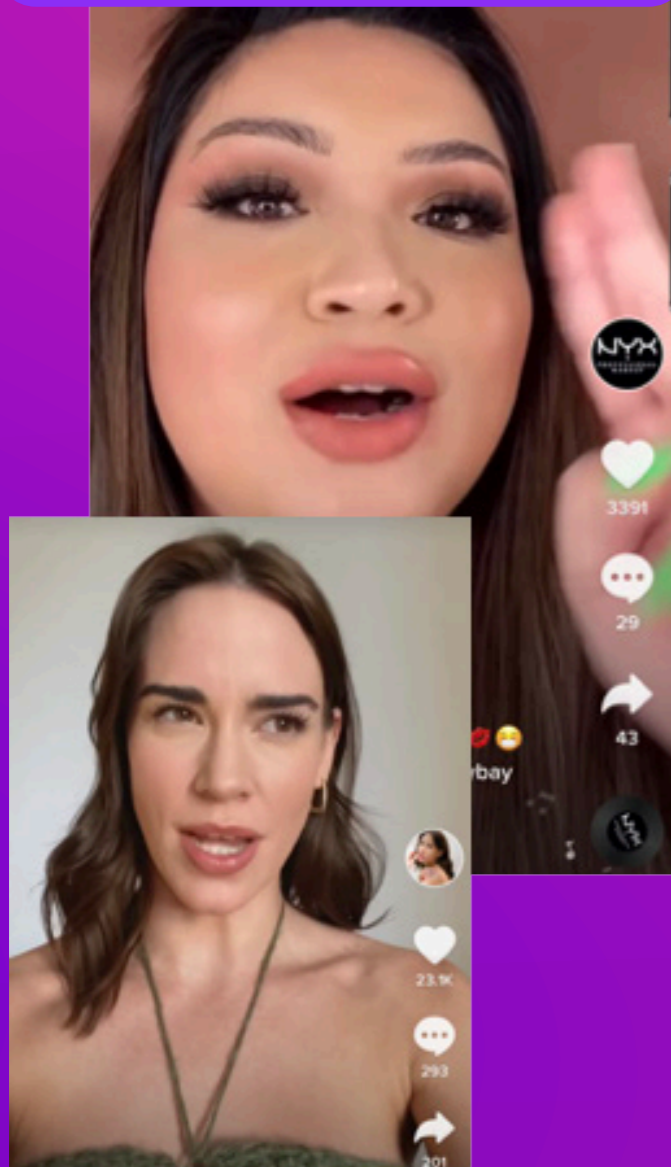
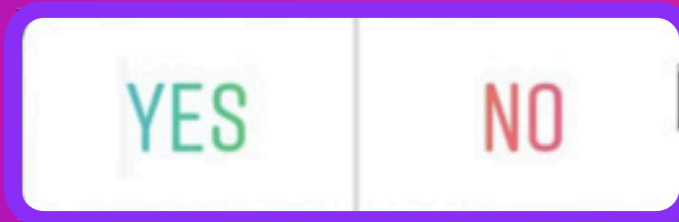


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# HOW WE GET PEOPLE INVOLVED



Using the features available on TikTok and Instagram to create posts and content the community responds and votes daily on whose look like prefer.

As looks are created, AVON products are discussed and shared and click through links appear for ecommerce.

# HOW WE GET PEOPLE INVOLVED



## THE REWARD

At the end of battle, the best contenders, with the most daily entries have the chance to become AVON content ambassadors and creators. To win a new complete new beauty toolkit and get a one on one tutorial with their favourite influencer.





# HOW WE AMPLIFY THE IDEA

## TV INTERVIEWS

We will get simultaneous TV interviews of the influencer and her double, chatting about their experience, their approach of make-up products etc...

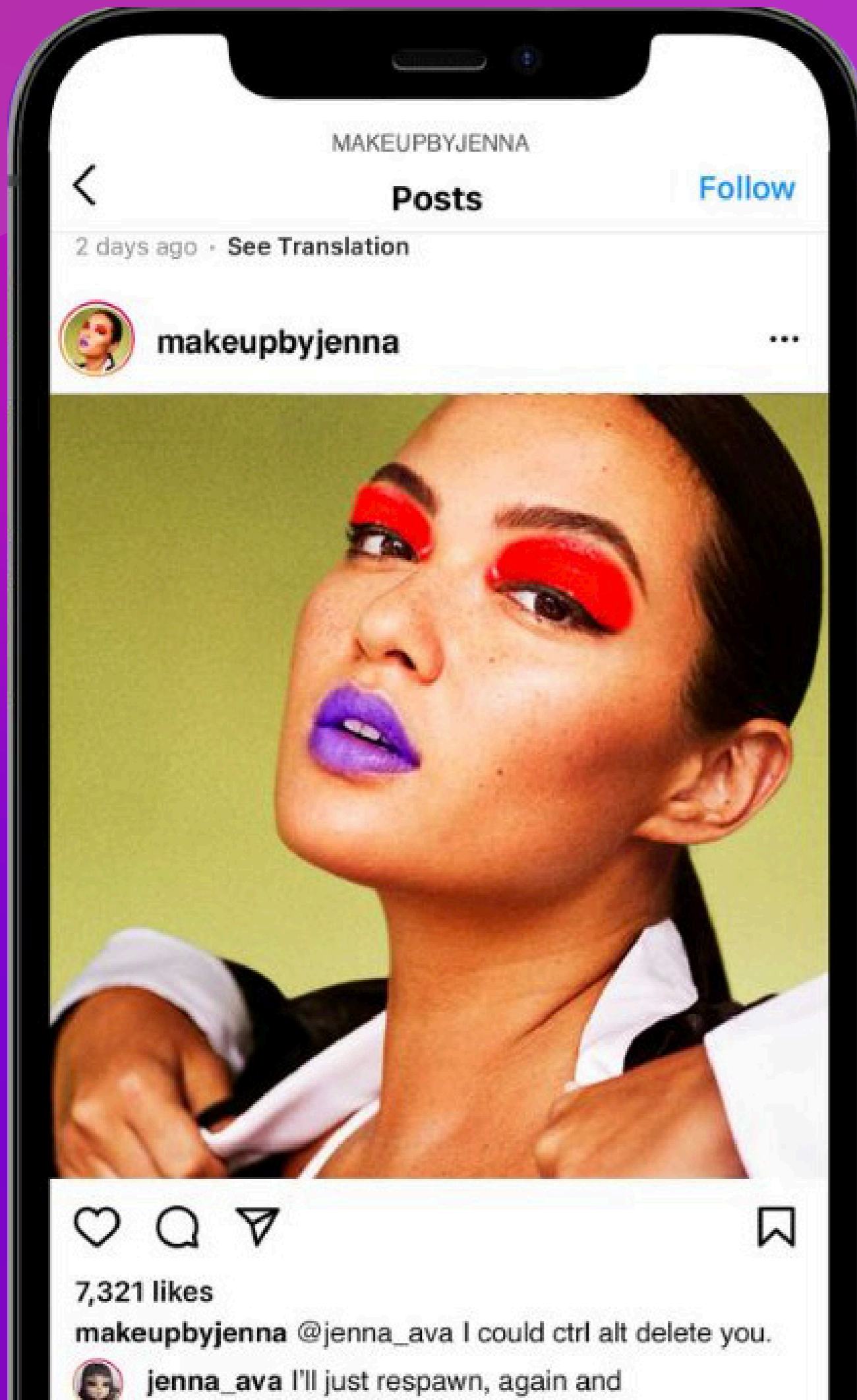
## MAGAZINE COVERS

We will get make-up, gaming, tech magazine to talk about our experience.

## THE BEST AVATAR

The activation will also be a test. The most successful avatar will become a new ambassador for the AVON brand.

# HOW IT COMES TO LIFE



1

## ANNOUNCE

We kick off on our influencer's channels via a hype video that explains the challenge. And how AVON have used ground-breaking AI to create an experience never attempted till now.

2

## CREATE BUZZ

As excitement builds, we begin to release clips of our influencer's Avatars, getting ready to be released into the world. We'll also interview our influencers on the creation process and how they're feeling pre-battle.

3

## GAME DAY

When the countdown is over, the influencers reveal the challenge and do battle with their digital selves. Presenting and promoting the different AVON products they use as they go. Final looks are shared and voted on each week, the challenge continues for a number of weeks until we crown our overall queen of the **humansVSavatars**.

4

## AFTERMATH

Just as with any good reality show, post-series content and interviews will continue to be disseminated via our own social channels as well as other online editorial and PR.

HUMANS  
VS  
AVATARS

# PRODUCTION APPROACH

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Identify influencers who are going to participate in the battle.

Work with a production company to help create Avatars e.g. MetaHuman Creator.

Custom avatar treatment c. £100k- £200k and £25k- £50k for each additional character.

Would require a deep dive with vendors to understand tech capabilities before defined costs provided and any costs required to host on social platforms.

Each market would need media money to promote activation.

Would require co-ordination of the influencers c. 100k.

Make-up to be provided by AVON for the influencers.

HUMANS  
VS  
AVATARS

## IDEA 3

# THE LONGEST MAKE-UP TUTORIAL EVER



What do Creative Expressionistas love most of all besides make-up?



An amazing tutorial of course!

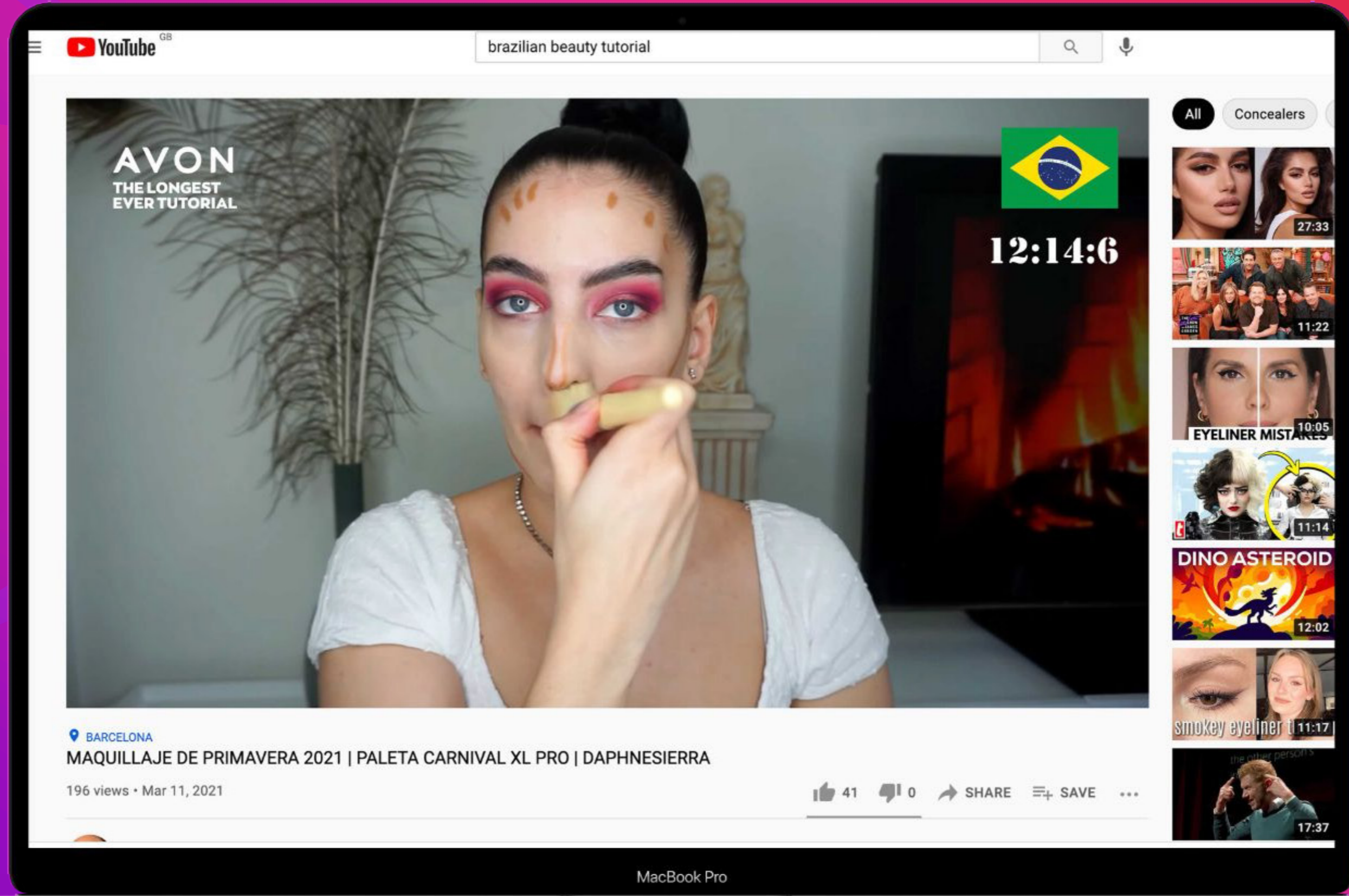
And even better when they can be part of it. So why don't we create the longest, bestest make-up tutorial in the history of the internet? With AVON products. Because we just can't get enough.

**IDEA 3**

**THE LONGEST  
MAKE-UP  
TUTORIAL EVER**



THE  
LONGEST  
MAKE-UP  
TUTORIAL  
EVER



THE LONGEST TUTORIAL EVER

HOW LONG CAN WE KEEP CREATIVE EXPRESSION GOING?

# THE BIG IDEA

## THE LONGEST MAKE-UP TUTORIAL EVER

We will use our Youtube or other social media platforms to create the longest live Makeup tutorial.

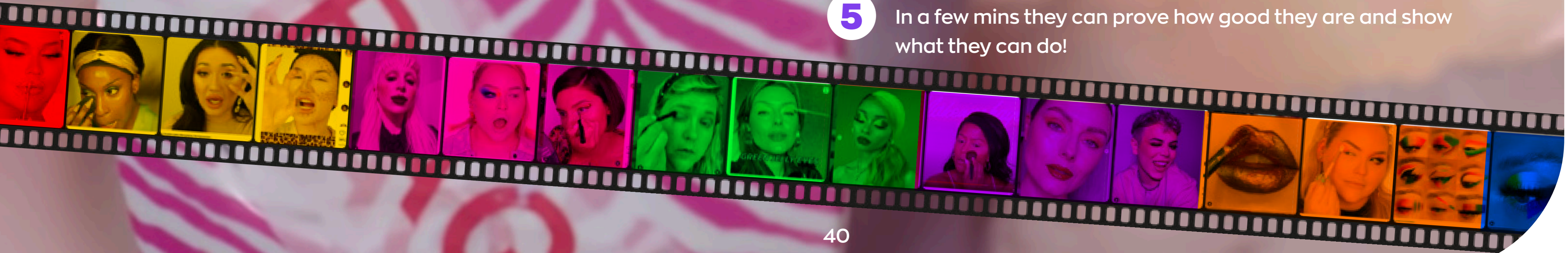
An international beauty relay live. Keeping a continuous feed of tutorials going from one influencer to the next. All using AVON in their very own way, showing their difference and their creativity.



# HOW IT WORKS

## THE LONGEST MAKE-UP TUTORIAL EVER

- 1** We will get our expressionistas to create looks using AVON products. We will assign each country a colour e.g. UK- yellow, Netherlands- orange
- 2** Each participant will create a tutorial...this will go around the world (maybe several times) to help demonstrate how big our colour range is. Our tutorial will create the longest virtual rainbow full of portraits that we can use in our other channels (creating shorter edits).
- 3** Initially we will start with influencers but we will encourage our customers and representatives to also get involved and join in with the tutorial through UGC.
- 4** Every influencer will state why and how they are using the products.
- 5** In a few mins they can prove how good they are and show what they can do!







# HOW WE AMPLIFY THE IDEA

## ROLE OF THE REPS

The Reps can share the tutorial via their social media and encourage people to get involved.

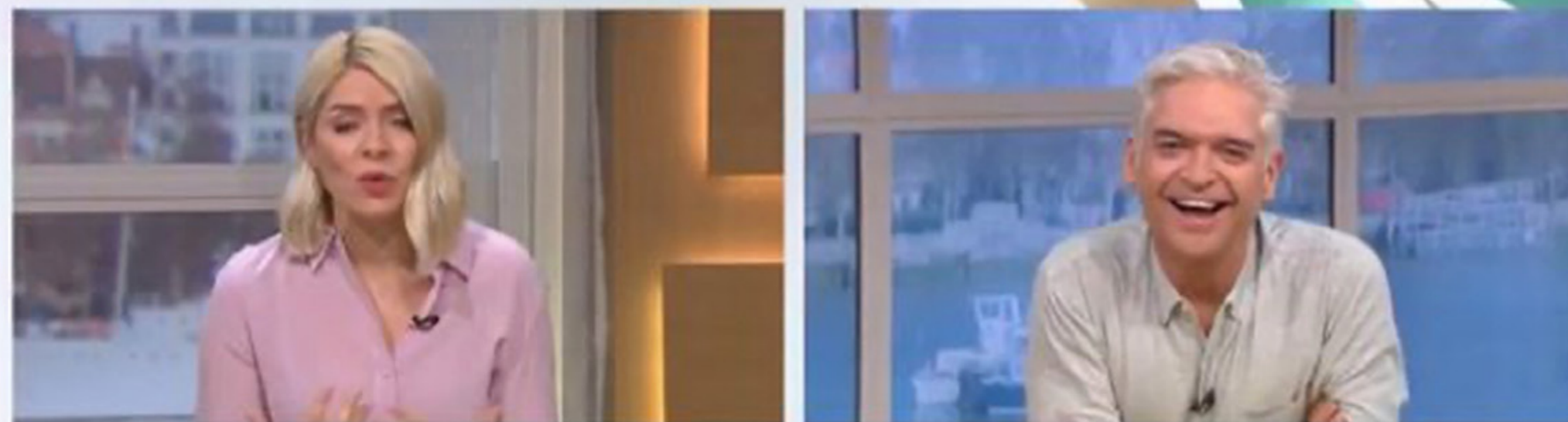
They can too be one of the participants of the tutorial, showing their make up skills and creativity with AVON products.

## CELEBRITIES CAMEOS

Celebrities associated with AVON will make cameo appearances. Each market will elect their own celebrities and influencers to take part depending on budget.

## LIVE INTERVIEWS

We will create a buzz through PR including live interviews of the micro-influencers during their time online.



SHOULD INFLUENCERS BE ALLOWED TO TRAVEL?

# THE LONGEST MAKE-UP TUTORIAL EVER

# HOW IT COMES TO LIFE

1

## ANNOUNCE

We partner with Youtube to announce the event it's ambition, putting a call out to all Creative Expressionistas to sign up and take part in internet history.

2

## CREATE BUZZ

We countdown to the event, using our influencer's social channels to build excitement. We'll release teaser videos with questions like 'How long will they last?' and 'Come and have a go, if you think you're creative enough.'

3

## GAME DAY

AVON kicks off the longest live make-up relay ever attempted. With special cameos from reps and celebs. Viewers can participate live, submitting special requests in the comments or join in themselves for their own moment of fame, forming a giant make-up conga line.

4

## AFTERMATH

Once the event itself is over, all of the tutorials will be disseminated out via social channels, where viewers can shop and buy all products featured to get the looks.

# PRODUCTION APPROACH

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Identify influencers who are going to participate at a market level.

Influencers and public featured in tutorial film themselves so no 3rd party 'filming' required.

Each market would need media money to promote activation.

Would require co-ordination of the influencers c. 100k.

Additional social cut downs to be costed so can create paid posts.

Make up to be provided to influencers by AVON.

**THE**  
LONGEST  
MAKE-UP  
TUTORIAL  
EVER



## IDEA 4

# ONE WOMAN BAND

Our Creative Expressionistas love to play and to perform. Creating different looks for themselves and showing them off. And AVON makeup is so bright, so colourful, so versatile – it's fit for a stage. Literally.

**IDEA 4**

**ONE**

**WOMAN**

**BAND**

**IMAGINE IF**

**AVON LAUNCH**

**THE NEXT**

**ICONIC**

**GIRL BAND**

THE BIG IDEA

ONE  
WOMAN  
BAND

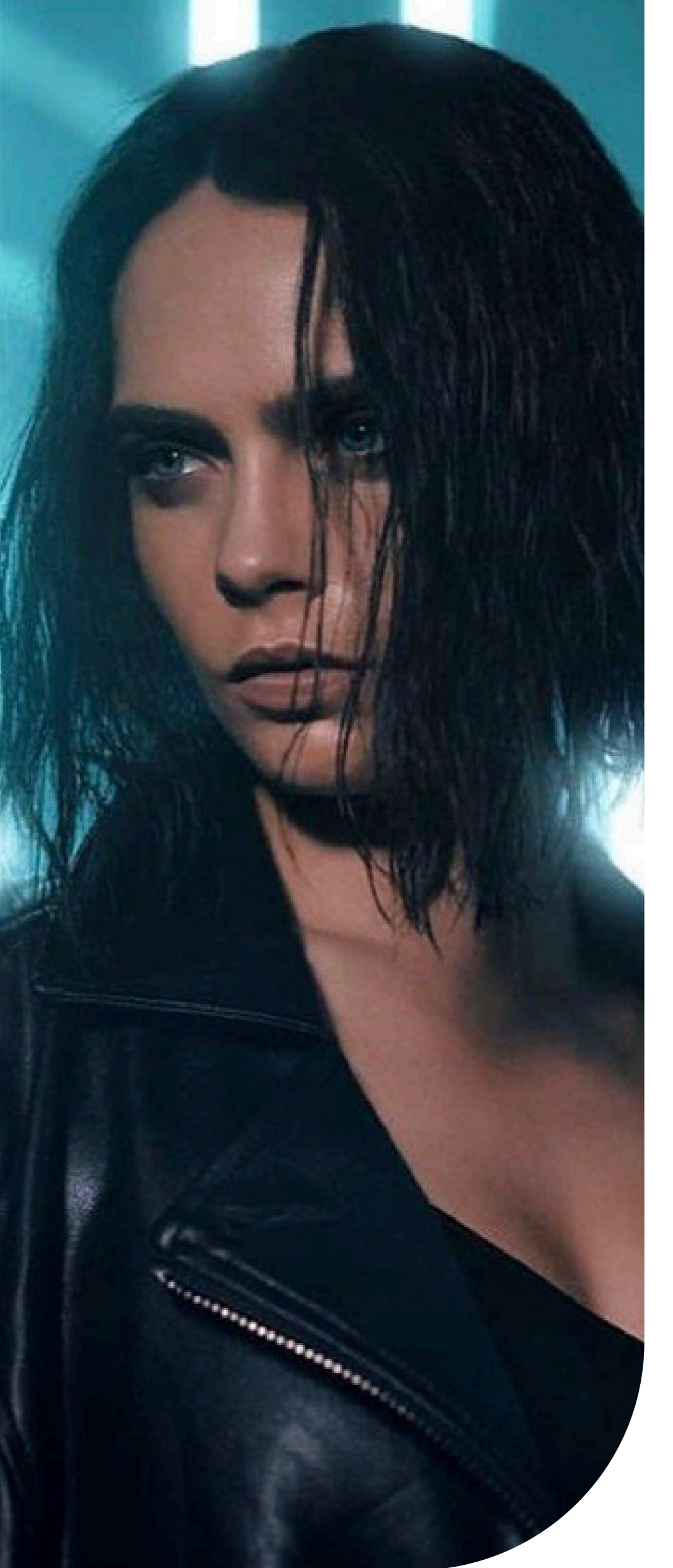
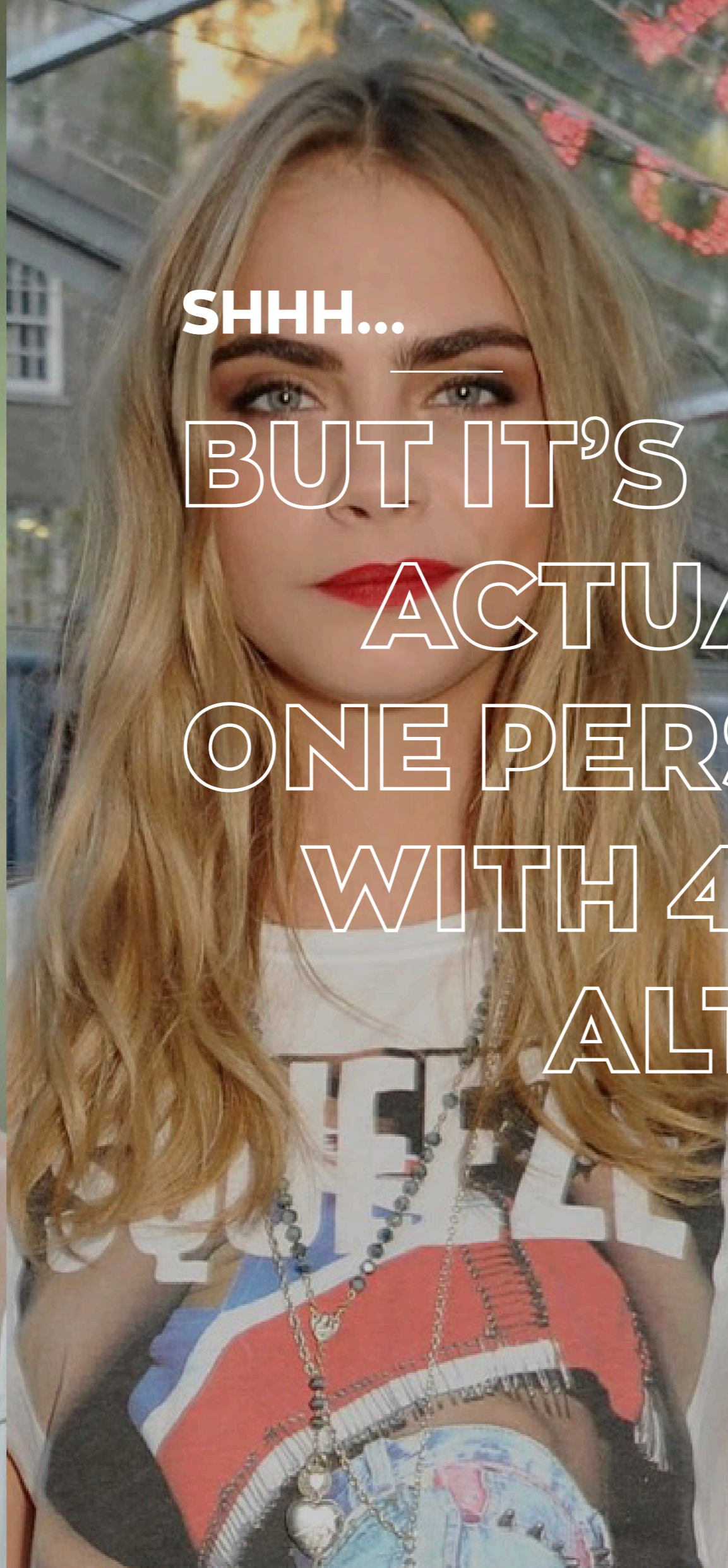
**N**

**O**

**V**

**A**

A REAL-LIFE, GENRE-BENDING BAND  
MADE UP OF 4 UNIQUE MUSICIANS



**THE BIG IDEA**  
 ONE  
 WOMAN  
 BAND

SHHH...  
 BUT IT'S  
 ACTUALLY  
 ONE PERSON,  
 WITH 4  
 ALTER EGOS.

# THE BEAUTY OF THE NAME

**N** **O** **V** **A**  
A O V O A N

## THE BIG IDEA

ONE

WOMAN

BAND



**WHY IT WORKS**

**The one-woman band showcases the transformative power of AVON makeup.**

**You can be anyone you dream to be. And reinvent yourself, over and over again.**

**And it will get the world talking.**

**THE BIG IDEA**

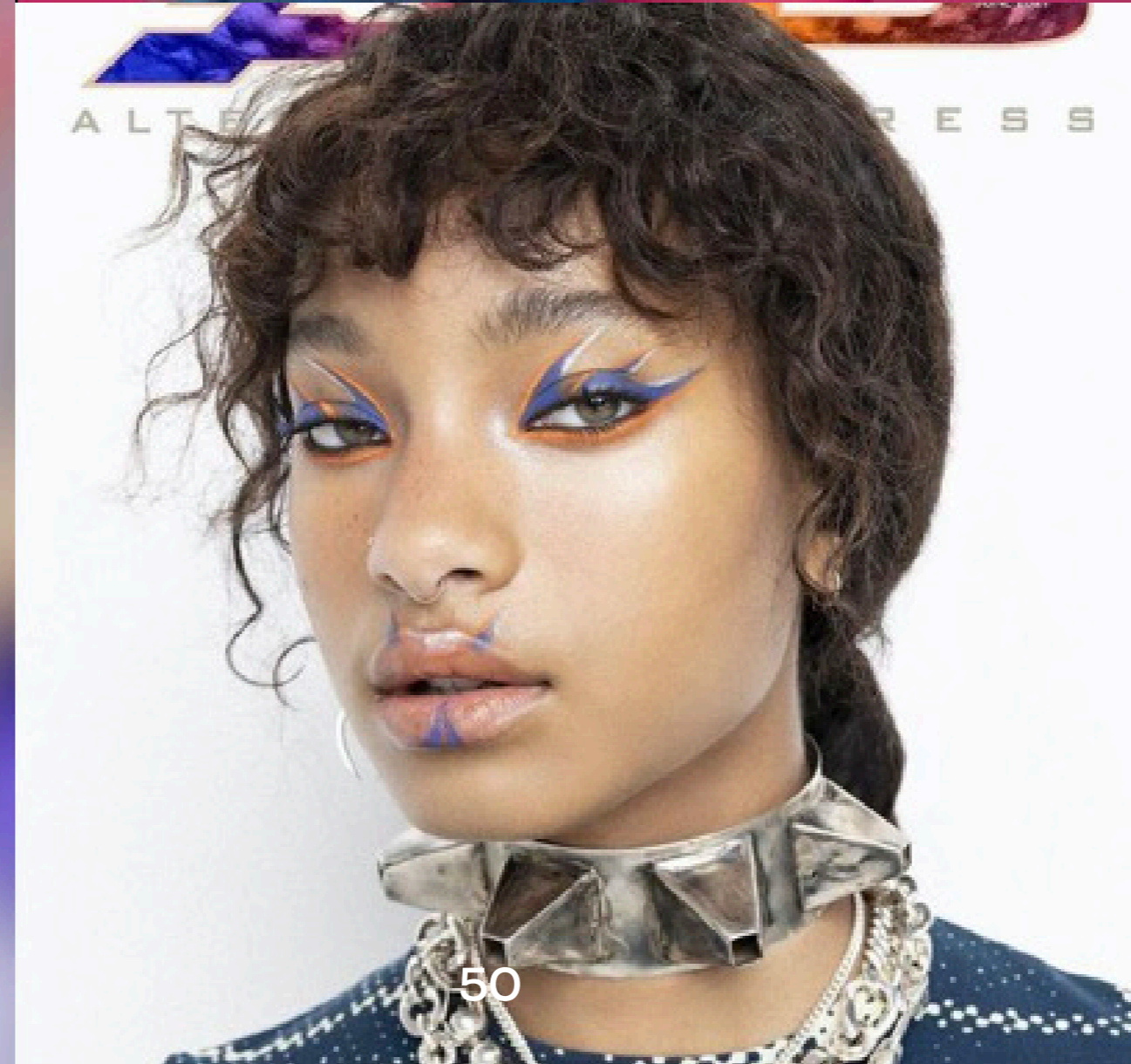
**ONE  
WOMAN  
BAND**

## STAGE 1

# THE SEARCH

In collaboration with talent agencies, we'll discover the next big, global phenomenon and give them a stage to share their voice.

We'll create 4 radically different looks using AVON makeup and launch them into the world as a band.



**THE BIG IDEA**  
ONE  
WOMAN  
BAND



**STAGE 1.1**  
**MEET**  
**THE**  
**BAND**

**LIPPY**

The sassy lead singer whose mom was an AVON rep in the 90's

**MISS CARA**

The badass bass guitarist, rumoured to be the love child of Nikki Minaj

**X-LASH**

The gender-fluid drummer who's an inspiring LGBTQ+ activist

**SHADOW**

The mysterious electric guitarist who used to be Willow Smith's makeup artist

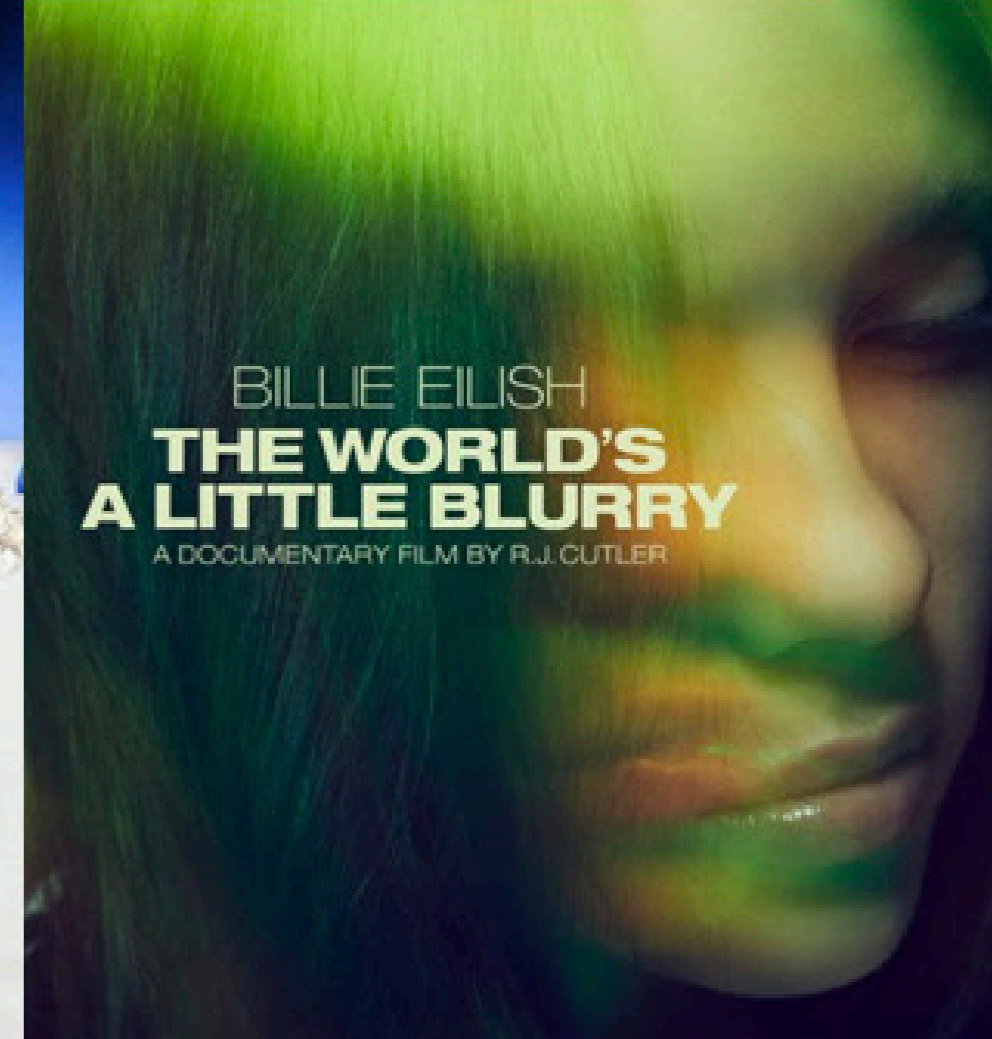
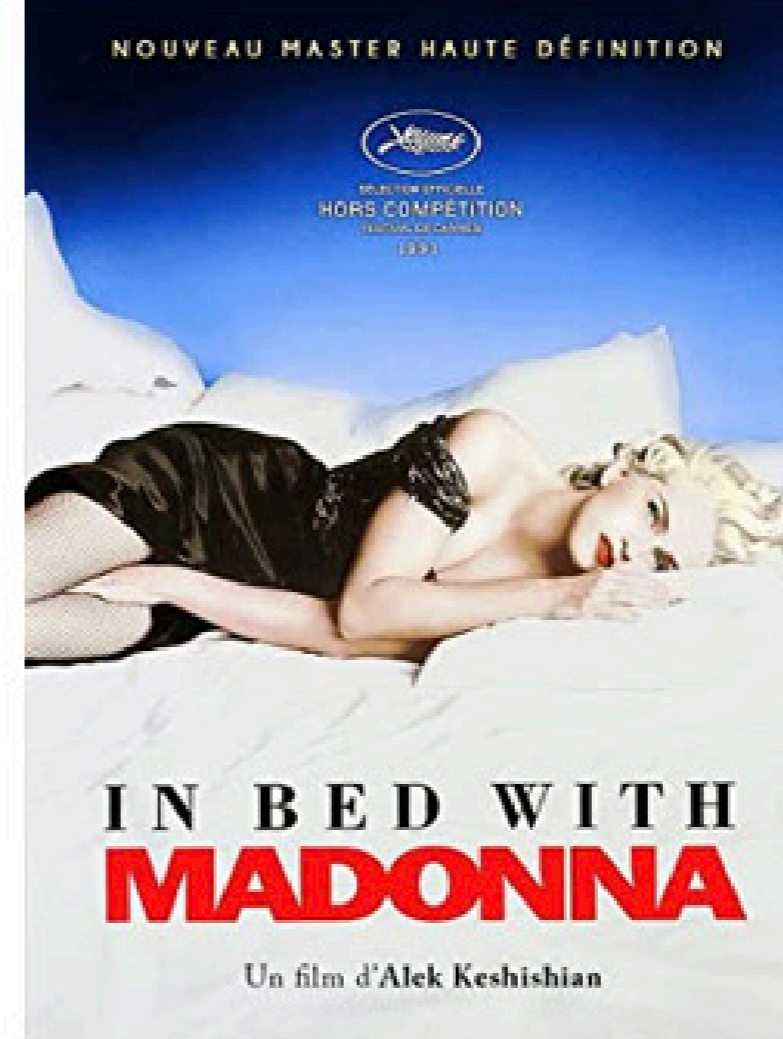
## STAGE 2

# THE HYPE

We'll use every exciting avenue to get millions of people talking about NOVA.

Once we've created a hit song and given the band their unique identity – we'll get a big-name celeb from the AVON community to endorse the band and launch it sky high.

We'll also take to social media, billboards, PR, music platforms, in-game activations, etc., to get NOVA on the lips of every 18–30-year-old in the world.



## STAGE 2.5

# ...MORE HYPE

Insider information is leaked to influencers about the AVON products each member uses to create their iconic looks – and the fact that they all do their own makeup.

Influencers will then take to social media to recreate the looks and talk about how you can only achieve these results with AVON products.

We'll set up a dedicated NOVA landing page where the looks are shoppable – making the E-com experience more exciting and story-led.

**THE BIG IDEA**

ONE

WOMAN

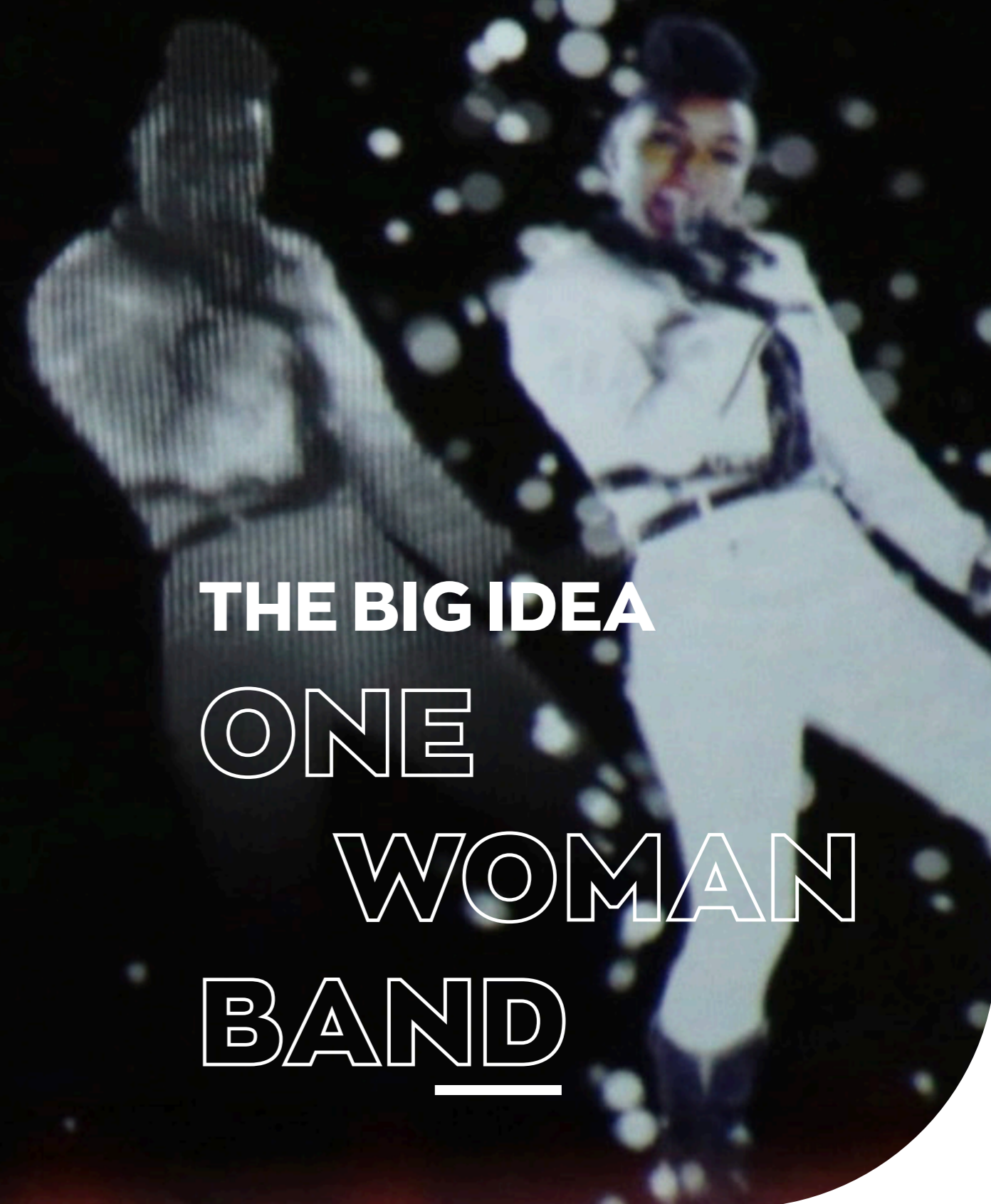
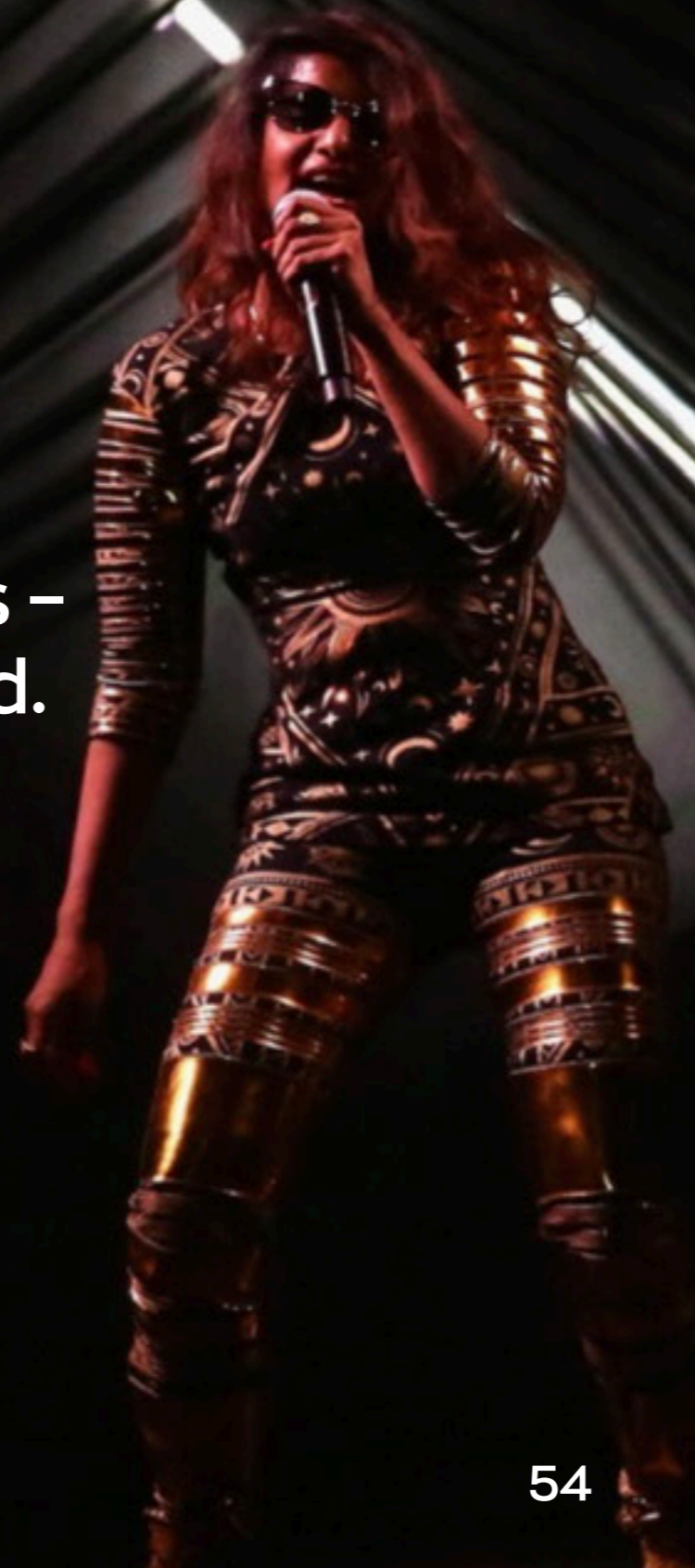
BAND

## STAGE 3

# THE MAIN EVENT

Think: epic concert with projection mapping and holographic characters – streamed to viewers around the world.

But with a twist at the end...  
The band morphs into one person.



**THE BIG IDEA**

ONE

WOMAN

BAND

# A COMMERCIAL HIT

The brand affiliation with the band will be huge.

From sponsoring a live tour and releasing behind-the-scenes footage of the stars using AVON products.

To UGC campaigns where people create their own alter egos using AVON makeup – the best one gets to do the band’s makeup for an evening.

And immersive events held in cities around the world where people come as their alter ego. Making AVON synonymous with self expression, creative freedom and adventure.



# HOW IT COMES TO LIFE

1

## ANNOUNCE

Global Creative Director NOVA are discovered and released into the world via a show-stopping Insta account and kick-ass video to boot.

2

## CREATE BUZZ

Pretty soon they're everywhere, featuring in everything from Rolling Stone to Refinery29 and on every good Spotify playlist.

Slowly it emerges that their covetably cool looks have been created with AVON products and the internet begins to run away with it.

3

## GAME DAY

Finally we announce an epic concert, broadcast around the world, where four finally become one.

Twitter explodes. No one can believe NOVA was a one-woman band all along.

4

## AFTERMATH

Live tour, behind the scenes documentaries, fan fiction and competitions. The possibilities to extend this idea become infinite as NOVA take on the world!



# PRODUCTION APPROACH

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We'll collaborate with talent agencies and labels to discover the next up and coming artists.

Working with the artist and label they would source the band and music arrangement to develop the hit song.

We'd amplify the band's presence throughout social media, PR, music streaming platforms, in game activations.

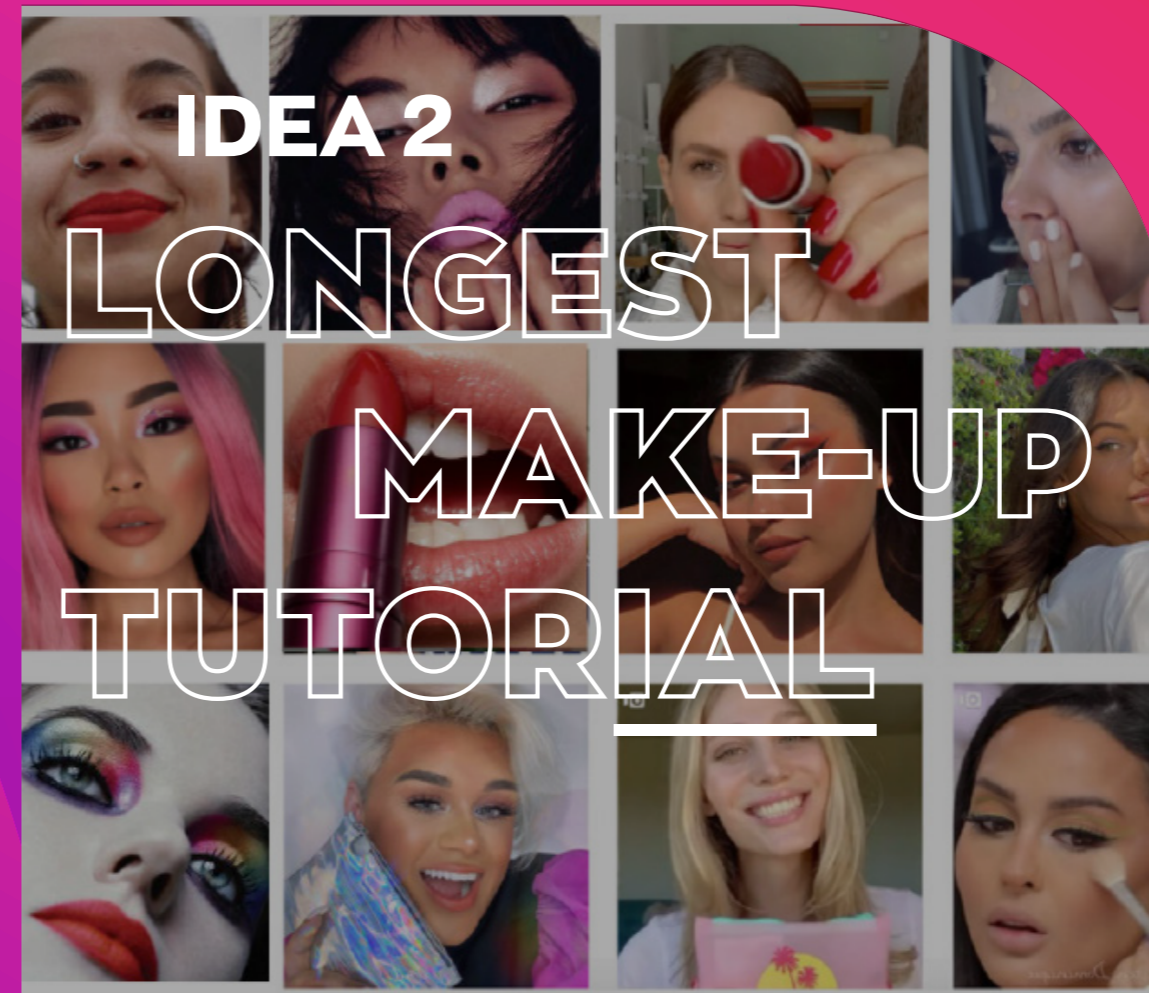
Stage a live concert (virtual or real) projecting the artist with bespoke make up

Encourage user generated content for campaign amplification Socially

Budget c. £1m + (all depending on talent and size of events)

Copyright/legal checks to be conducted on band name. Alternative name to be created if required.

# FOUR IDEAS



THANK

YOU