

AVON

2021

Creative presentation

X.X.XX

**As we know a lot of women go through very hard situations in life. From leaving an abusive husband to getting out of prison, all these women have one thing in common. They are starting again.**

And that new beginning can be really scary and overwhelming. Even though freedom or turning things around can be exhilarating, it's also very difficult and most times women have to do this on their own, or with little help.

With that in mind, AVON wants help when women decide to go again.

# HELLO

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**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.**

**YOUR WUNDERMAN THOMPSON TEAM X**

# WHAT WE'RE HERE TO TALK ABOUT TODAY



WE'RE HERE TO PUT AVON  
BACK IN THE CONVERSATION



BECAUSE  
FAME  
CREATES



REAPPRAISAL  
AFFINITY  
PREFERENCE  
EFFECTIVENESS  
GROWTH



AND HOW ARE WE GOING TO DO THIS?



BY DEMONSTRATING AVON'S  
PURPOSE IN THE WORLD



# AVON

WE ARE THE BREAKER OF BARRIERS THAT  
STOP WOMEN REACHING THEIR POTENTIAL

1

Access to  
quality  
healthcare

2

Systemic  
injustice

3

Lack of  
representation

4

A world not  
designed with  
them in mind

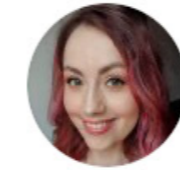
BUT WE'RE NOT  
JUST GOING TO  
SAY GOOD, WE  
ARE GOING TO  
DO GOOD

“ A defiant deed has  
greater value than  
unnumerable  
thousands of words. ”

– Emmeline Pankhurst



BECAUSE THE  
WORLD IS  
ALREADY FULL  
OF PHONY  
BRANDS  
REFUSING TO  
PUT THEIR  
MONEY WHERE  
THEIR MOUTH IS



**Holly Brockwell** @holly · Jun 3

Your annual reminder that companies only pretend to support LGBT rights when and where it suits them. [#PRIDE](#) [#PrideMonth](#)

Via: [reddit.com/r/mildlyinfuri...](https://reddit.com/r/mildlyinfuri...)



8 151 423

AVON

AVON RESPECT OUR CUSTOMERS.  
WE KNOW SEE THROUGH THE BULLSHIT.

# AVON

WE WILL IMPROVE THE LIVES OF WOMEN  
AND REDUCING THE BARRIERS TO PRO-  
GRESS EVERYWHERE THROUGH...

1

AVON  
EXPERIENCES

2

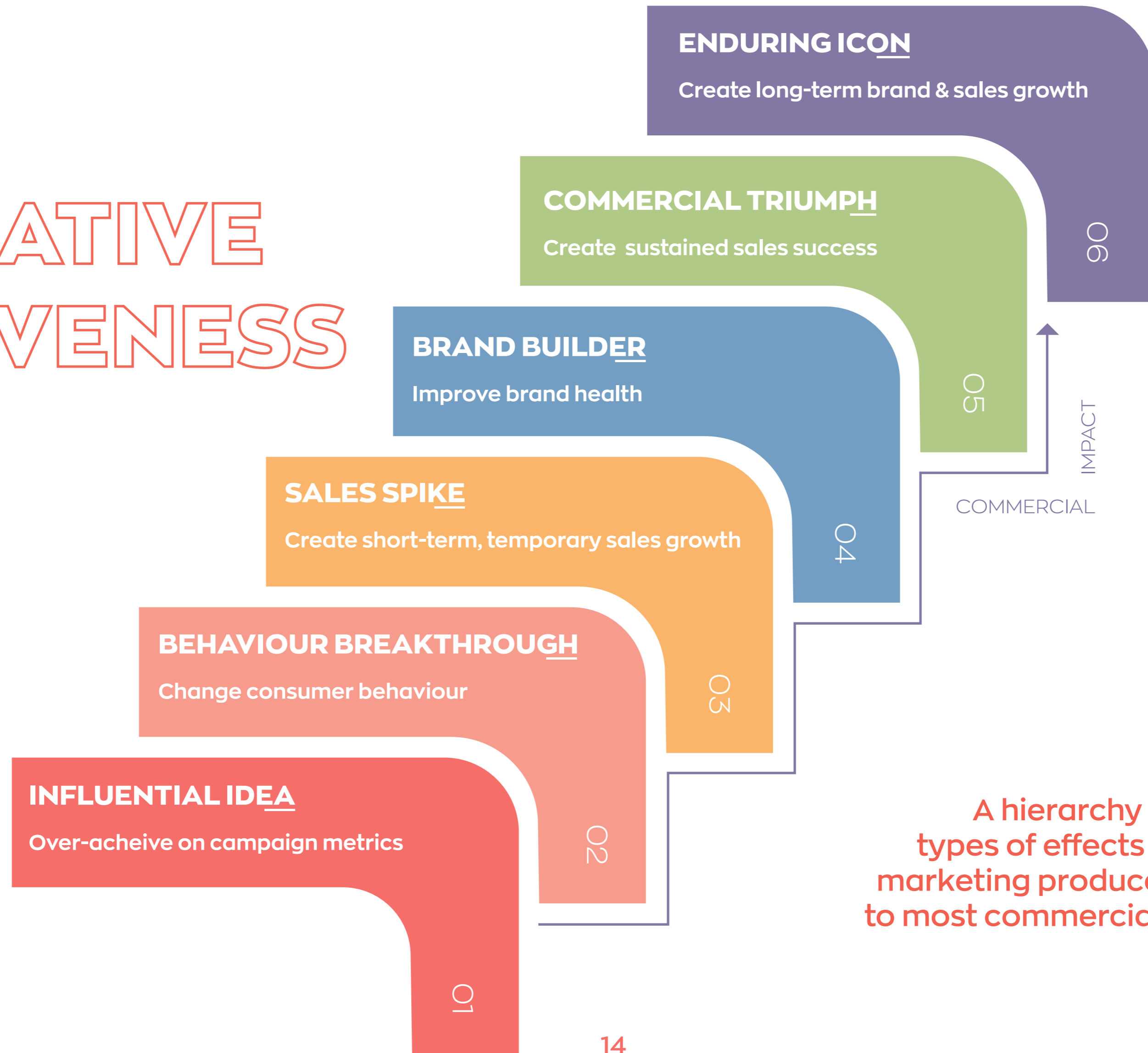
AVON  
PRODUCTS

3

AVON  
SERVICES

# AVON

## THE CREATIVE EFFECTIVENESS LADDER



A hierarchy of the 6 main types of effects that creative marketing produces, from least to most commercially impactful.

IDEA 1

# IN A NUTSHELL

**AVON want to help women that are starting over,  
supporting them as they come from vulnerable situations.**



# AVON

When it comes to gender equality so many of us feel excited to be part of an era of empowerment, progress and change.

From important conversations on consent, to women smashing glass ceilings everywhere from politics to sport.

There's huge momentum right now, but this can also mask the fact that for ordinary women, everyday change often arrives far slower...

# ALL AROUND THE WORLD, WOMEN:

- Make up 70% of the world's poor
- Earn 24% less than men
- Are twice as likely to be illiterate
- Do up to 10x more unpaid work
- Comprise 85% of domestic abuse victims
- Are more likely to suffer the negative impacts of climate change

# AVON

A close-up photograph of a woman with long, wavy hair covering her face with both hands. Her fingers are spread across her forehead and eyes, suggesting a state of despair, grief, or being overwhelmed. The lighting is soft and somewhat dim, creating a somber and intimate atmosphere. The background is blurred, focusing attention on her hands and the gesture.

So when things go wrong, and we are forced to start over,  
these systemic injustices leave women much more  
vulnerable to the impacts.

# AVON

A close-up photograph of a woman with a patterned headwrap and a floral dress, holding a sleeping child. The woman is looking down at the child with a gentle expression. The background is a blurred natural setting. The image has a red border on the right and bottom edges.

In a crisis, women are more likely to prioritise the immediate situation at hand or those around them than their own health.

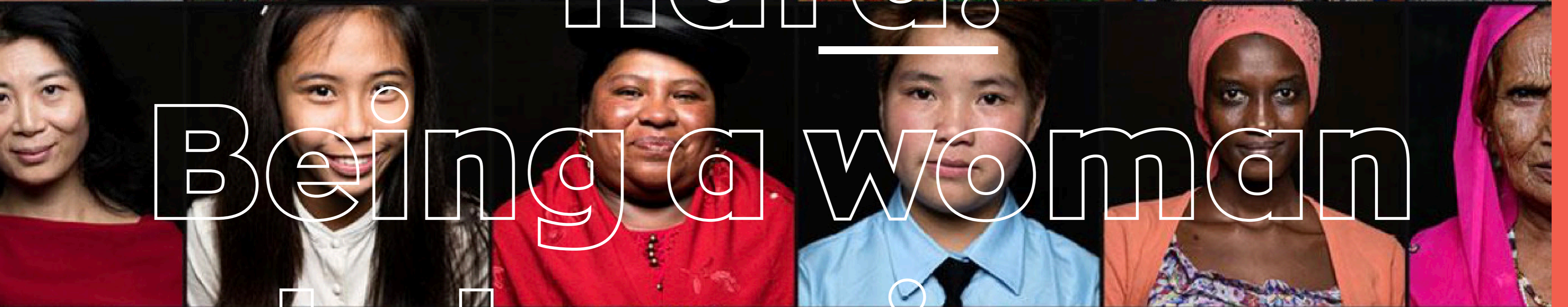
# AVON

From reproductive health to HIV and malaria, from depression and anxiety to breast and ovarian cancer, women's health needs are wide ranging and complex.

And every year, XX vulnerable women forgo basic healthcare because of structural inequality.



Being a woman is  
hard.



Being a woman



and changing your  
life is even harder.

# AVON

A close-up photograph of a woman with long, dark hair covering her face with both hands. Her fingers are spread across her forehead and eyes, suggesting a state of despair, grief, or depression. The lighting is soft and somewhat desaturated, emphasizing the emotional weight of the scene. The background is blurred, focusing attention on the woman's actions.

But how can a woman escaping domestic violence be truly free whilst she is battling depression?

# AVON

A close-up photograph of a woman with her hands covering her face, suggesting a state of distress or despair. The image is overlaid with a semi-transparent red filter. The woman's hands are positioned over her eyes and nose, with her fingers spread. She is wearing a ring on her left hand. The background is blurred, showing what appears to be a window with curtains.

How can a ex-prisoner reintegrate herself into the community when she can't afford to fund her own breast cancer treatment?



# AVON

And how can a single mother who has lost her job be expected to support her two children whilst she is experiencing full-on menopausal change?

# AVON

A woman with long brown hair, wearing a blue blazer over a white shirt, is looking upwards and to the right with a thoughtful expression. The background is a soft, gradient purple. The overall mood is contemplative and professional.

And how can a single mother who has lost her job be expected to support her two children whilst she is experiencing full-on menopausal change?

# AVON INSURANCE

Health insurance made by women for women

Globally women have less protection, less investment from governments, are less employable, have more family responsibilities, have less personal capital and disposable income, have less infrastructures that cater to their needs...

For women, changing their circumstances isn't just difficult. It's usually downright impossible.

But even so, many women do it. Many women decide to have another go. And start again.

# AVON HEALTHY STARTS

Health fund made by women for women

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HOW WILL  
WE  
DO THIS?

# HOW WILL WE DO THIS?

By creating the first global health fund dedicated to vulnerable women who are taking steps to change their lives.



# AVON +INSURANCE

Health insurance made by women for women

# AVON HEALTHY STARTS

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Health fund made by women for women

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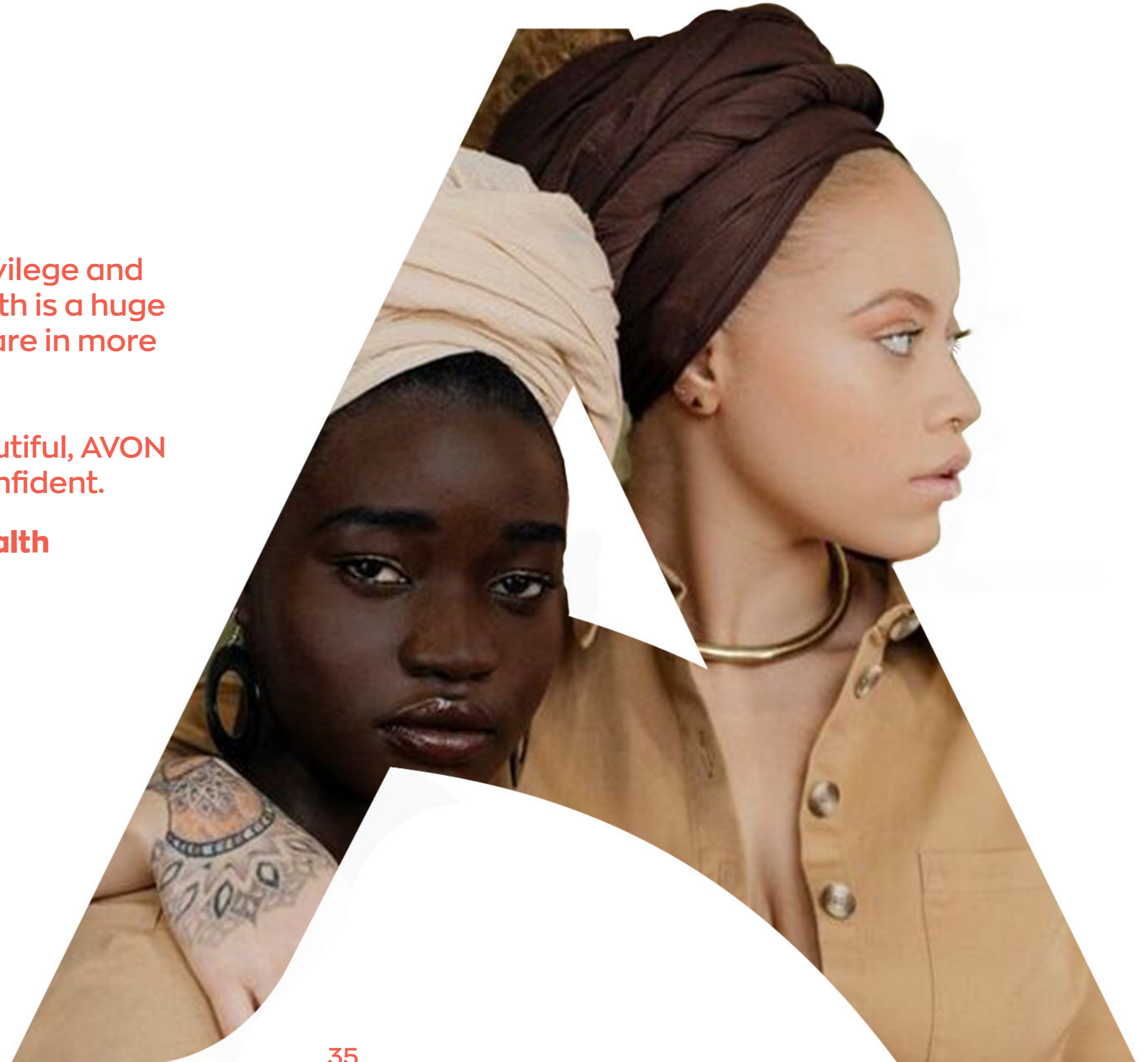
# AVON INSURANCE

Health insurance made by women for women

Unfortunately health insurance is still a privilege and not accessible for a lot of people. And health is a huge concern for women, especially when they are in more vulnerable situations.

AVON wants women to feel more than beautiful, AVON wants women to feel good, healthy and confident.

**And that's why we're launching the first health insurance in the world made by women and for women.**



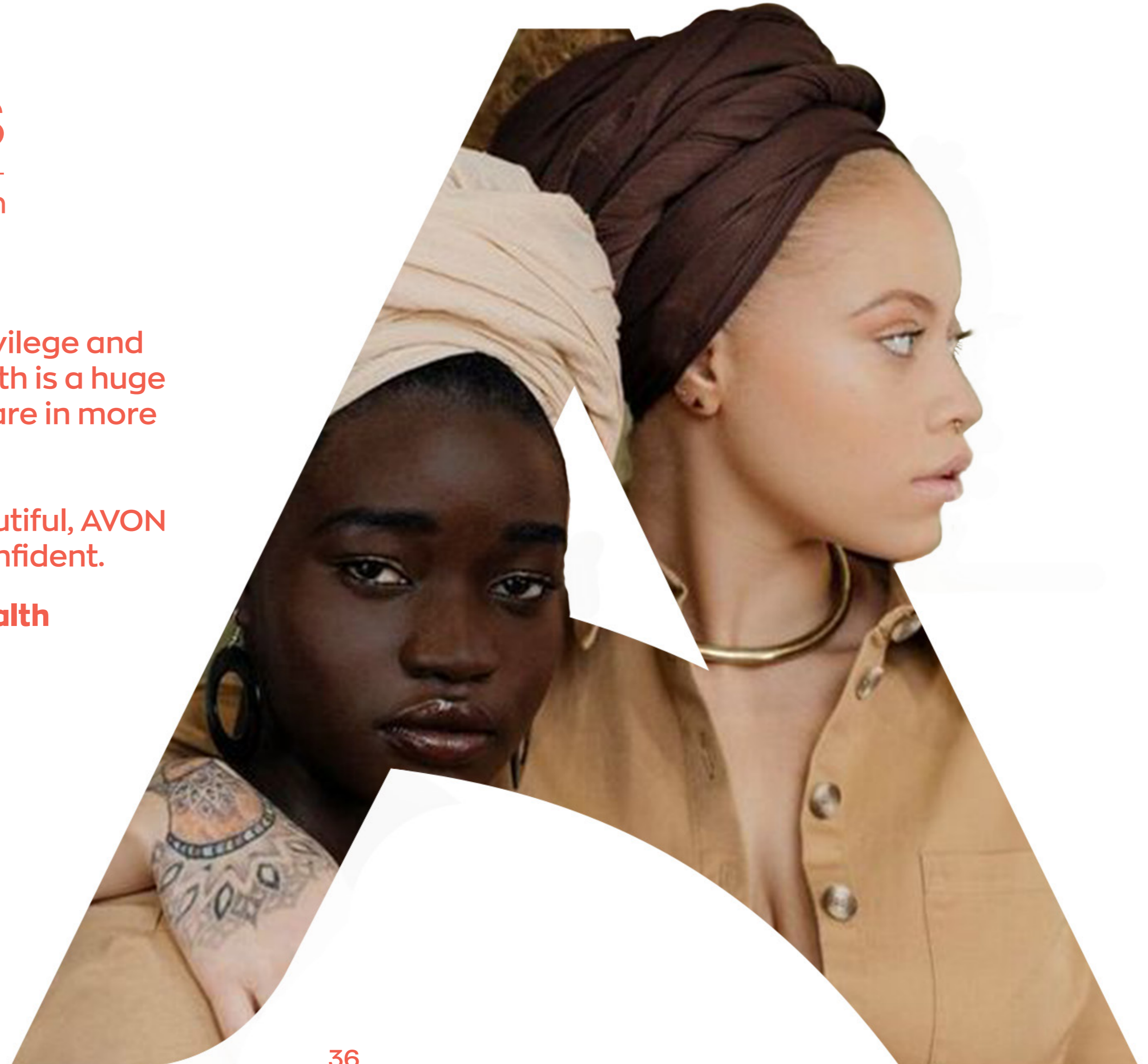
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# AVON INSURANCE

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## HOW DO WE START TO FUND IT?

**And that's why we're launching the first health insurance in the world made by women and for women.**

- AVON creates a range of basic products, that you apply every day in the morning, to help you start another day with the care that you need.
- This range of products is available to buy online, and 50% of the money goes to the AVON Health Insurance fund.



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# AVON INSURANCE

Health insurance made by women for women

# The New York Times

Late Edition  
Today, morning fog, clouds cleared  
late, warm, high 62. Tonight,  
evening rain and thunder, windy,  
low 30. Tomorrow, windy, cooler,  
high 45. Weather map is on Page D1.

VOL. CLXVI ... No. 57,519

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NEW YORK, SATURDAY, FEBRUARY 25, 2017

\$2.50

## AVON INSURANCE

Health insurance made by women for women



## A BEAUTIFUL INSURANCE

*Avon's health insurance to help  
vulnerable women might be the biggest  
revolution in the future of beauty.*

By JULIE HIRSCHFELD DAVIS and MICHAEL M. GRYNBAUM

WASHINGTON — President Trump turned the power of the White House against the news media on Friday, escalating his attacks on journalists as “the enemy of the people” and berating members of his own F.B.I. as “leakers” who he said were putting the nation at risk.

In a speech to the Conservative Political Action Conference, Mr. Trump criticized as “fake news” organizations that publish anonymously sourced reports that reflect poorly on him. And in a series of Twitter posts, he assailed the F.B.I. as a dangerously porous agency, condemning unauthorized revelations of classified information from within its ranks and calling for an immediate hunt for leakers.

Hours after the speech, as if to demonstrate Mr. Trump's determination to punish reporters whose coverage he dislikes, Sean Spicer, the White House press secretary, barred journalists from

press access at the White House to a few chosen news organizations considered friendly. The Trump White House has also vowed new efforts to punish leakers.

Mr. Trump's attacks on the press came as the White House pushed back on a report by CNN on Thursday night that a White House official had asked the F.B.I. to rebut a New York Times article last week detailing contacts between Mr. Trump's associates and Russian intelligence officials. The report asserted that a senior White House official had called top leaders at the F.B.I. to request



President Trump called the news media “very dishonest” in a speech to the Conservative Political Action Conference on Friday.

### G.O.P. Tax Overhaul Faces Slog As Lobbyists Dig In for a Fight

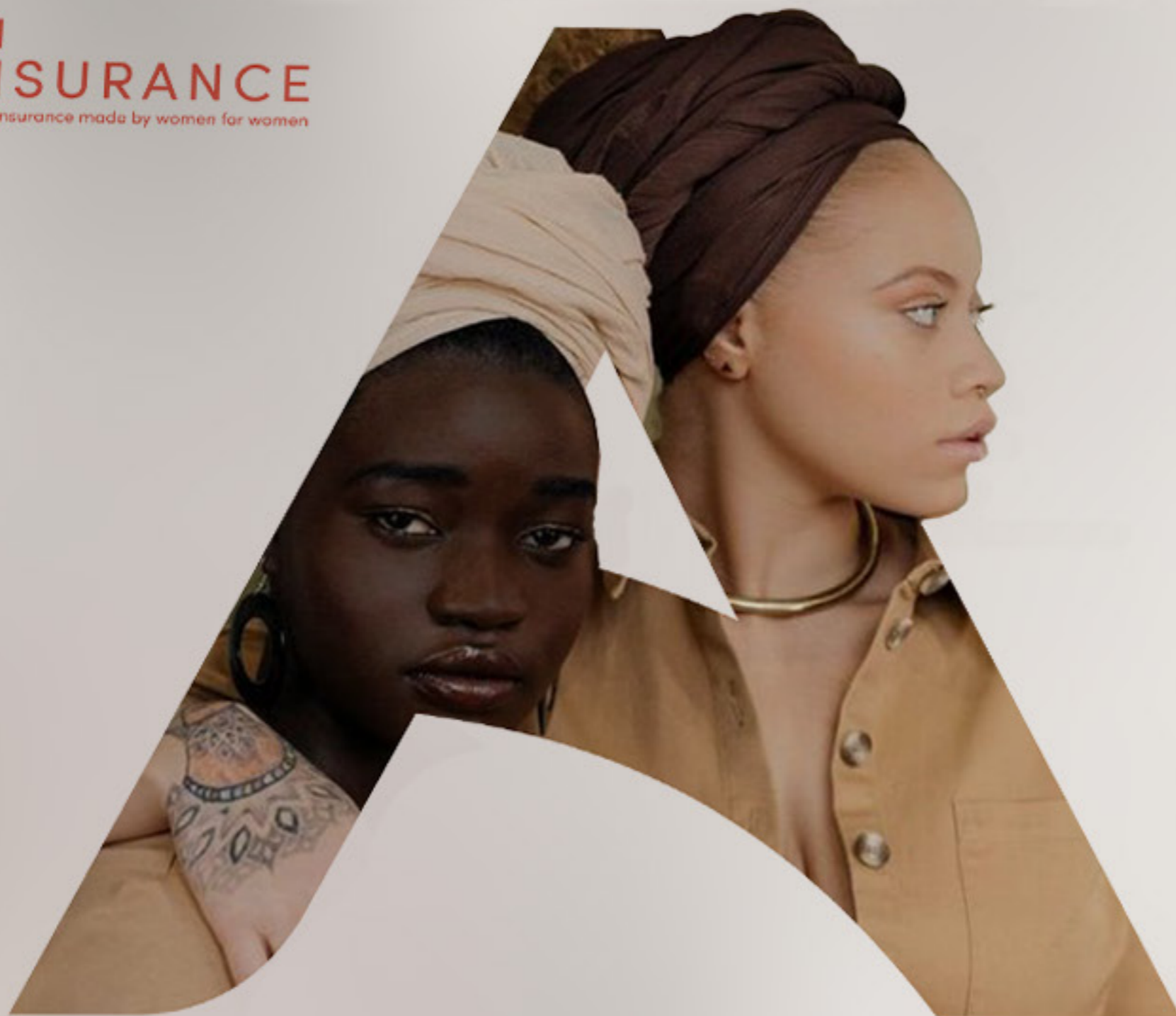
WHITE HOUSE MEMO

### President's Broadside Follows

# AVON INSURANCE

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AVON  
INSURANCE  
Health insurance made by women for women



DOUG MILLS/THE NEW YORK TIMES

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### WHITE HOUSE MEMO

## President's Broadside Follows

# The New York Times

Late Edition

Today, morning fog, cloudy, moderate  
sun, warm, high 64. Tonight,  
evening rain and thunder, windy,  
low 20. Tomorrow, windy, colder,  
high 45. Weather map is on Page D3.

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NEW YORK, SATURDAY, FEBRUARY 25, 2017

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## BEAUTY IS NOTHING WITHOUT HEALTH

*Avon's CEO on exciting brand expansion - the creation of the first health insurance by women, for women.*

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request

# HOW DO WE DO IT?

We pull together **a team of renowned feminist economists and healthcare practitioners**, to help us create this fund.

We'll keep it real and relevant, focused on women's issues first and foremost (can we, for example, have **the most comprehensive gynecologist cover in the world**, helping with things from perimenopause symptoms to screens for ovarian and cervical cancer?)



# HOW DO WOMEN APPLY?

The benchmark is to make this a global insurance for all vulnerable women who are starting their lives again, but we'd probably need to choose one country and one group of women to start off with.

**Also, we're not trying to replace other health insurances.**

So this shouldn't be a "forever solution", just an aid whilst you "get back on your feet". We should aim for people to get their own health insurance, as soon as they are able to.

We can either work with **specific organisations/ charities that will help us make this insurance available for women who fit the criteria** (say Shelter for Homeless people) or **allow women to see if they are eligible to be covered by filling an online/ brochure questionnaire.**



How do we leverage the power AVON, our reps and customers to help fund it?

## BASICS FOR BASIC HEALTH

We'll rebrand some of our basic products for the **The Fresh Start Collection**

Products you use everyday to take care of yourself, that help you start your morning right, like moisturisers, cleansers, sun cream, one of the Adapt moisturisers, maybe even some makeup essentials.

50% of this products goes directly to fund AVON's health insurance.



You can sign up for AVON insurance To find out more go to our new [Insurance Page](#)

NEW

# AVON INSURANCE

Health insurance made by women for women

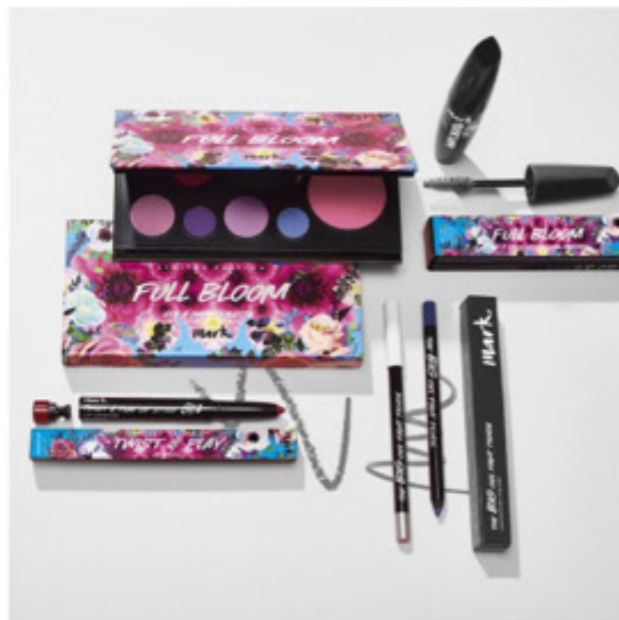
50% of this products value goes to fund our Health Insurance For Women who are starting their lives again.

SHOP our basic collection to support basic health worldwide.

Shop Now



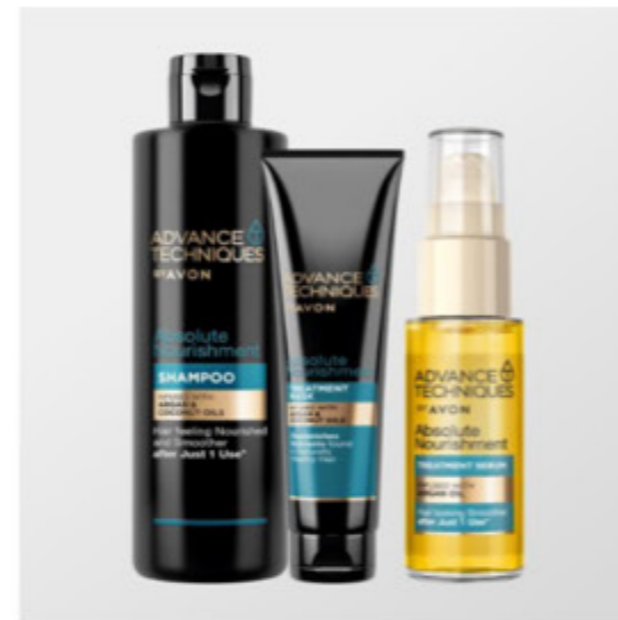
## Shop Categories



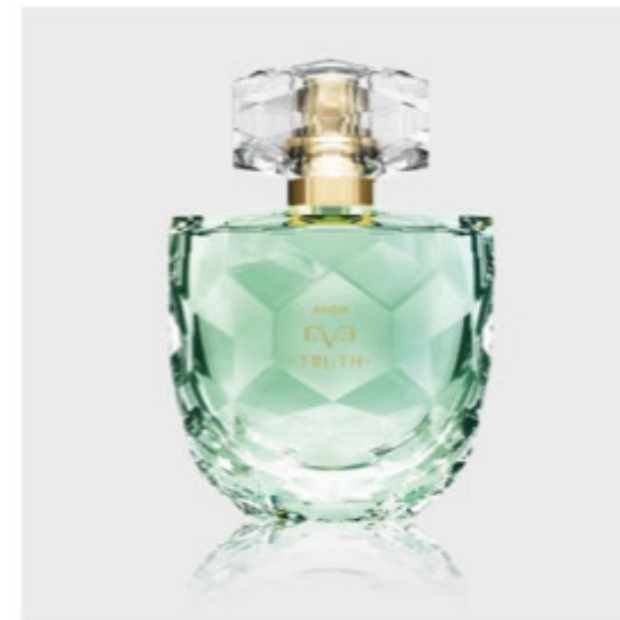
Make-Up



Skincare



45 Haircare



Fragrance

AVON INSURANCE Health insurance made by women for women

HOMEPAGE

You can sign up for AVON insurance  
To find out more go to our new [Insurance Page](#)

# AVON HEALTHY STARTS

Health fund made by women for women

**50% of this products value**  
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SHOP our **basic collection**  
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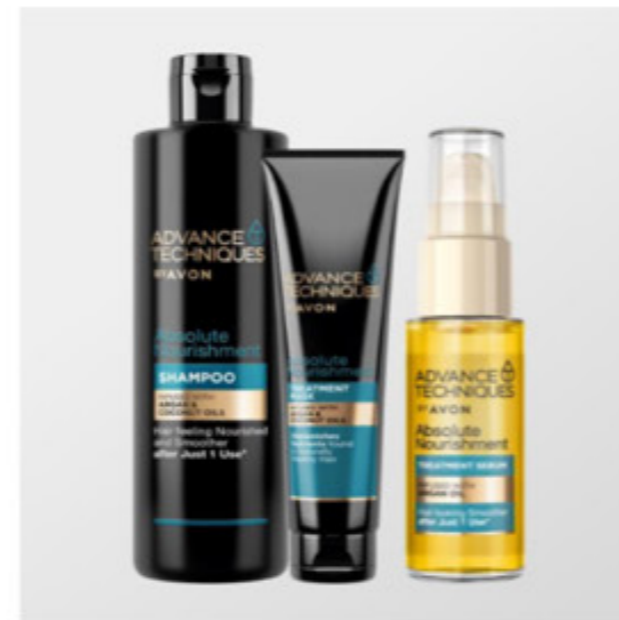
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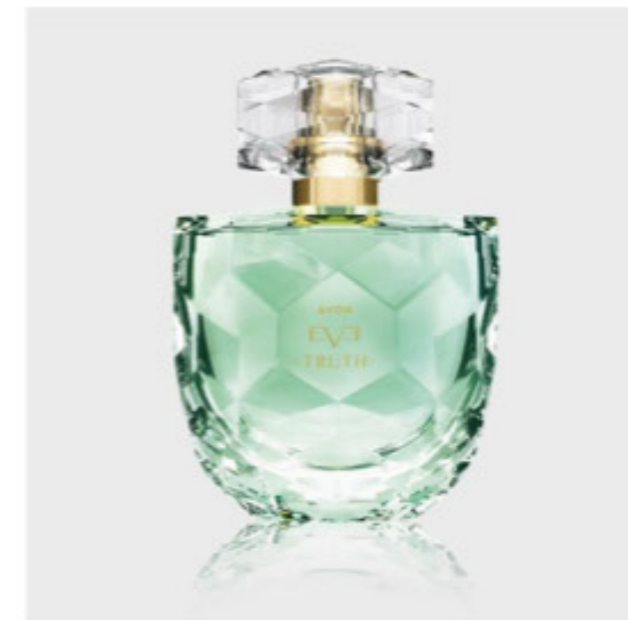
Make-Up



Skincare



46 Haircare



Fragrance



VIEWPOINT

# Beauty is nothing without health, says AVON

Avon's CEO talks about exciting brand expansion -  
the creation of the first health insurance  
by women, for women.

BY ELAYE ABIDDE

12 AUGUST 2021





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**AVON**  
**TNSURANCE**  
Health insurance made by women for women

FOR WOMEN WHO WANT MORE FROM THEIR WORLD

# STYLIST

A FEMINIST  
HEALTH  
INSURANCE?

“WATCH ME NOW”

AVON launches AVON ♀nsurance  
for vulnerable women



# AVON HEALTHY STARTS

Health fund made by women for women

FOR WOMEN WHO WANT MORE FROM THEIR WORLD

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# AVON INSURANCE

Health insurance made by women for women

## WHO ARE WE HELPING?

AVON is helping women that are starting their lives again. Leaving an abusive partner, being homeless because you lost your job, starting over because you had a health problem and you lost most of what you had...

## AND HOW DO WE BECOME FAMOUS?

Every case is different and all these women are important for AVON, however to launch it big and become famous we should have a more controversial story to tell.

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## FEMALE INCARCERATION

“WATCH ME STEP  
INTO MY  
FEARLESS FREEDOM”

A lot of women completely lose her sense of self in prison.

Poor mental health and depression are rampant. When they leave prison, more often than not they are without a job, some without a family.

AVON helps them face the outside world with new confidence, from the moment they step out.

We're going to offer them a health insurance that can help them deal with mental disorders, anxiety and any condition they might suffer.

And we're also going to offer them the AVON Insurance Collection, so they can immediately start taking better care of themselves. So they can step out feeling more confident and more hopeful.



“**WATCH ME TAKE ON THE  
DEADLIEST  
DICTATORSHIP  
ON EARTH**”

It's easy to see makeup and beauty as something superfluous, but the truth is that it can be a weapon of defiance and self-expression. It can change how you feel about yourself and even the world.

After seeing this video (<https://www.youtube.com/watch?v=ppplOhy-Tn0>) we thought... what if AVON could celebrate women who escape one of the harshest dictatorships on earth, by sending them selfcare packs when they cross the border?

The same care packs that fund the AVON Health Insurance, which these women can also access, so they can be safer and more healthy in their journey to freedom.

IDEA\_2

AVON

LEND A LAB



# IN A NUTSHELL

**AVON's world-beating technology applied to a real world problem that affects women everywhere.**

A woman with long dark hair is lying down, covering her face with her hands. She appears to be crying or in a state of distress. The background is a soft, warm-toned setting, possibly a bed with pillows. The overall mood is somber and emotional.

# AVON LETS TALK ABOUT RAPE

One in every five women will be affected by it in her lifetime. And only 1.7% of rapes ever convicted.\*

# AVON

## LETS TALK ABOUT RAPE



**And it's a vicious cycle.**

When rapes aren't convicted, women don't see justice.

And when women don't see justice, they don't believe in the system.  
When women don't believe in the system, more crimes go unreported.

**THERE'S MANY  
REASONS SO MANY  
RAPES DON'T GET  
PROSECUTED.**

**One of which is the backlog of testing of DNA evidence  
(known as 'rape kits') due to lack of funding or staffing  
in police crime labs**

# AVON LETS TALK ABOUT RAPE

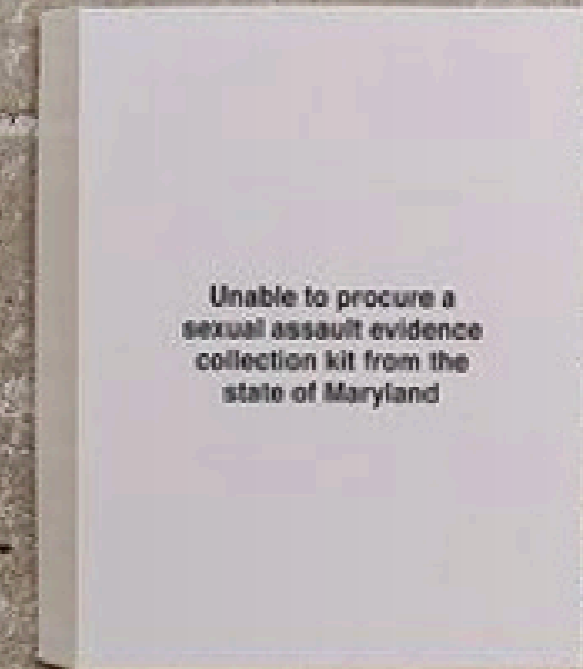
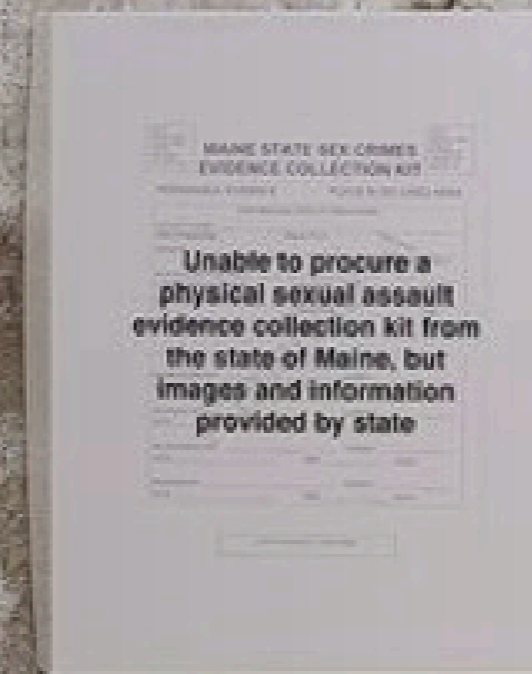
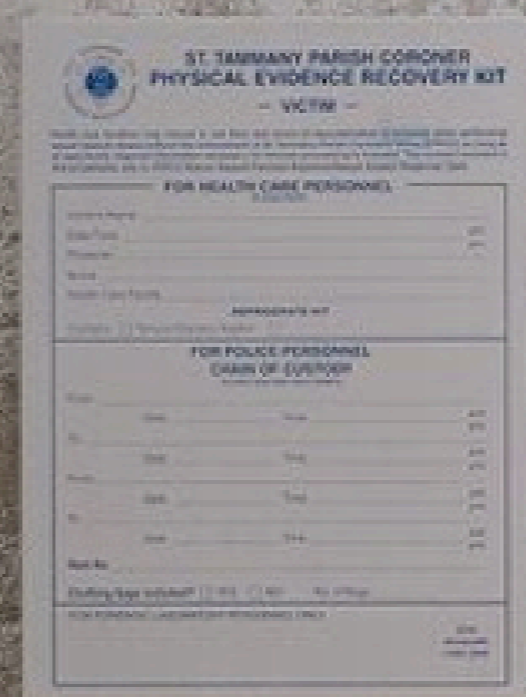
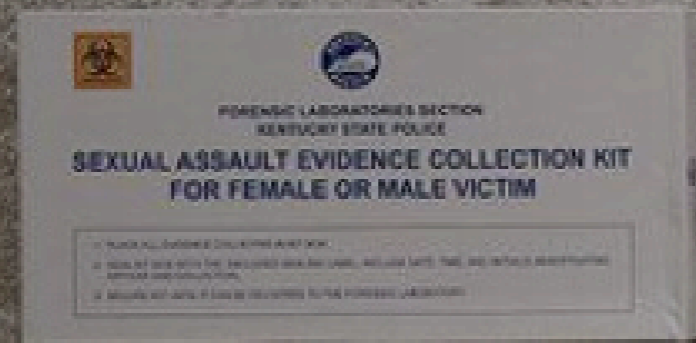
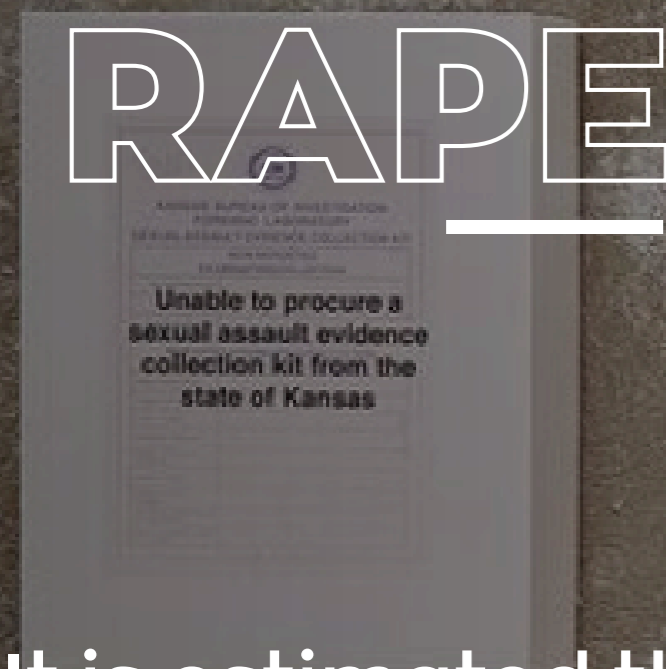
DNA evidence is one of the most powerful tools a victim can provide to prosecute rapists and prevent more crime.

However, there is a huge backlog in testing this evidence.

It is estimated that in the US there are 100,000 untested kits that haven't been sent to labs yet. There are cases of rape kits remaining untested for up to 20 years.



# AVON LETS TALK ABOUT RAPE



It is estimated that in the US there are 100,000 untested kits that haven't been sent to labs yet. There are cases of rape kits remaining untested for up to 20 years.

In South Africa, the backlog is estimated at around 115000 untested sexual assault kits.

# AVON

## LETS TALK

## ABOUT

## RAPE

# DNA

**AVON's Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.**

# AVON

## LETS TALK

## ABOUT

## RAPE

**There are no other crimes where we willingly destroy evidence before understanding its full meaning and value.**

**Delayed rape kits are one of the many factors that contribute to survivors feeling 'lost in the system'**

**Findings from social listening and survivor community:**

- Rape kits CAN return results in less than a week- if the resources are there
- Rape kits alleviate some of the trauma for survivors when re-telling their story; kits can speak for survivors
- One of the major factors slowing labs down is inability to find somewhere to outsource kits to

**Where could AVON adopt a different policy to rape kits?**

- Maintaining kits of survivors who haven't yet reported to their assault to the police: in cases where an survivor hasn't gone to the police, most labs dispose of their kits after 6 months. This lessens the chance of success for survivors who decide to press charges years later - many don't feel ready to do so for years
- Giving survivors timelines/updates of how far along their kit is in the testing process, preventing survivors feeling 'lost in the system.' The majority of survivors don't hear about their test once it goes to a lab
- Same policy across the board (where possible): the policies and wait times of labs in different states of the US varies significantly



# AVON LETS TALK ABOUT RAPE

Every untested kit means a rapist walks free and able to attack more women.

The logo features a white outline of a trapezoidal shape with a pointed top and bottom. Inside this shape, the word "AVON" is written in a white, bold, sans-serif font. Below "AVON", the words "LEND-A-LAB" are written in a larger, white, bold, italicized sans-serif font. Two horizontal white lines are positioned below the text, with the bottom line extending further to the left and right, connecting to the sides of the trapezoidal outline.

**AVON**  
***LEND-A-LAB***

# AVON

## AVON LEND-A-LAB

AVON has state-of-the-art laboratories where they develop their patented skincare formulas. We could dedicate part of our labs to forensic scientists who can analyse rape kits.

We could partner with women's refuges to assist women who have been raped and use our product development labs to process the backlog of rape forensic tests.



## PRINT AD

A manifesto in the form of a letter to governments, asking them to get on board and let us help.

[We want the copy for this ad to be on the front of an evidence bag. Inside the bag is a test tube.]

We could partner with women's refuges to assist women who have been raped and use our product development labs to process the backlog of rape forensic tests.





## AN INSTRUCTIONAL GUIDE ON WHAT TO DO IF YOU HAVE BEEN RAPED.

Both pages for the magazines could be blank, with the copy in the middle of the right hand page.

The magazine is all very busy and sales-heavy, so we want this to be an arresting moment of quiet when flicking through the pages.

AVON

# IN CASE OF EMERGENCY



This may be an unexpected page in a brochure, but at AVON we are dedicated to the safety of women. It's why we're using our labs to help the police solve rape cases. It's also why we've partnered with (charity) so you know what to do if you've been raped.

- 1 Trust yourself. It is not your fault. Nothing you did caused this to happen to you.
- 2 Find a safe environment. Get away from the attacker and contact someone you can trust.
- 3 Don't have a shower. Or wash your clothes. Or brush your teeth. You have evidence that is crucial in putting the attacker behind bars.
- 4 Seek medical attention. You may be injured, even if you can't see it and may need preventative medication.
- 5 Write down everything you can remember.
- 6 Report your case to the police. This is your decision to make, but we recommend that you do.

We hope you never have to use this information, but the reality is that 1 in 6 women in the US already have been sexually assaulted. We're fighting for their cases to be solved by helping process evidence.



# GETTING EVERYONE INVOLVED



## MAGAZINE AD

We'll partner with women's charities in each country to provide an instructional guide on what to do if you have been raped in our magazine.

Maybe both pages for the magazines could be blank, with the copy in the middle of the right hand page.

The magazine is all very busy and sales-heavy, so we want this to be an arresting moment of quiet when flicking through the pages.





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The magazine is all very busy and sales-heavy, so we want this to be an arresting moment of quiet when flicking through the pages.







# MAKING AVON FAMOUS

We'll first partner with a government in one of our local markets that wants to collaborate to solve the problem of the untested kits.

The partnership will be released to the press, garnering positive PR in our local market and beyond. We'll release a plea to governments worldwide and rival cosmetics companies to join us in our plight to clear the backlog.

As momentum gathers pace, we'll publish emotional accounts from survivors on how they are coming to terms with what happened to them as a result of DNA evidence that helped bring their attackers to justice.

Then we'll open up the conversation, around the many other reasons so many cases go unsolved. Including establishing an AVON support network for survivors that decide to take their cases forward.

# WHERE NEXT?

## WHAT WE KNOW NOW

Much of UN data does not account for women.

## WHAT WE NEED TO FIND OUT

Where are the data gaps? Where can we help?

Are the UN up for a colab?

IDEA\_3

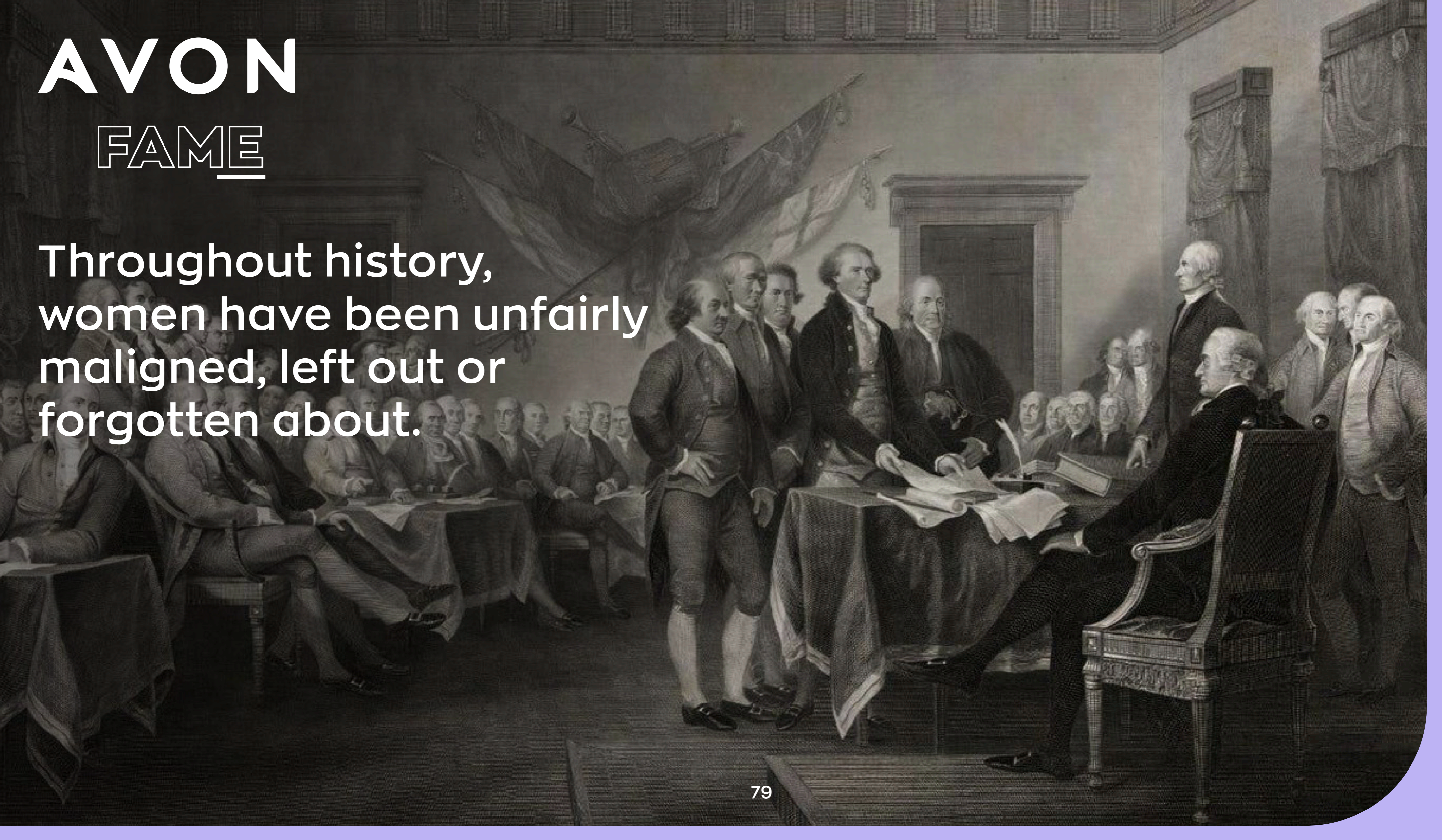
AVON

FAME

# AVON

## FAME

Throughout history, women have been unfairly maligned, left out or forgotten about.



# AVON FAME

The UN is one of the largest amalgamators of data of any public body anywhere in the world. The data collected by the UN is used to establish and substantiate advocacy and lobbying on a national and global level, as well as holding governments and institutions to account. They are thirsty for data to justify their efforts for positive change.



# AVON FAME

Introducing the gender  
data gap...

Historically women have been  
deemed less important than men.  
As a result, much of UN data simply  
does not account for women at all.

Data that regularly informs  
decisions that affect millions of  
people everywhere, every day,  
including women.

# AVON FAME

In this world we live in...

1

Women are 50% more likely to be misdiagnosed after a heart attack

2

95% of female emergency service workers have been left unprotected by ill-fitting PPE

3

Women are 47% more likely to be injured in a serious car crash

4

Offices are on average 5 degrees too cold for women

From unsafe streets to unsafe cars, lack of female data has meant women have been put in unnecessary danger.



# AVON

UNITED STATES OF ♀

AVON has 5 million reps,  
and each rep has on  
average hundreds of  
contacts.

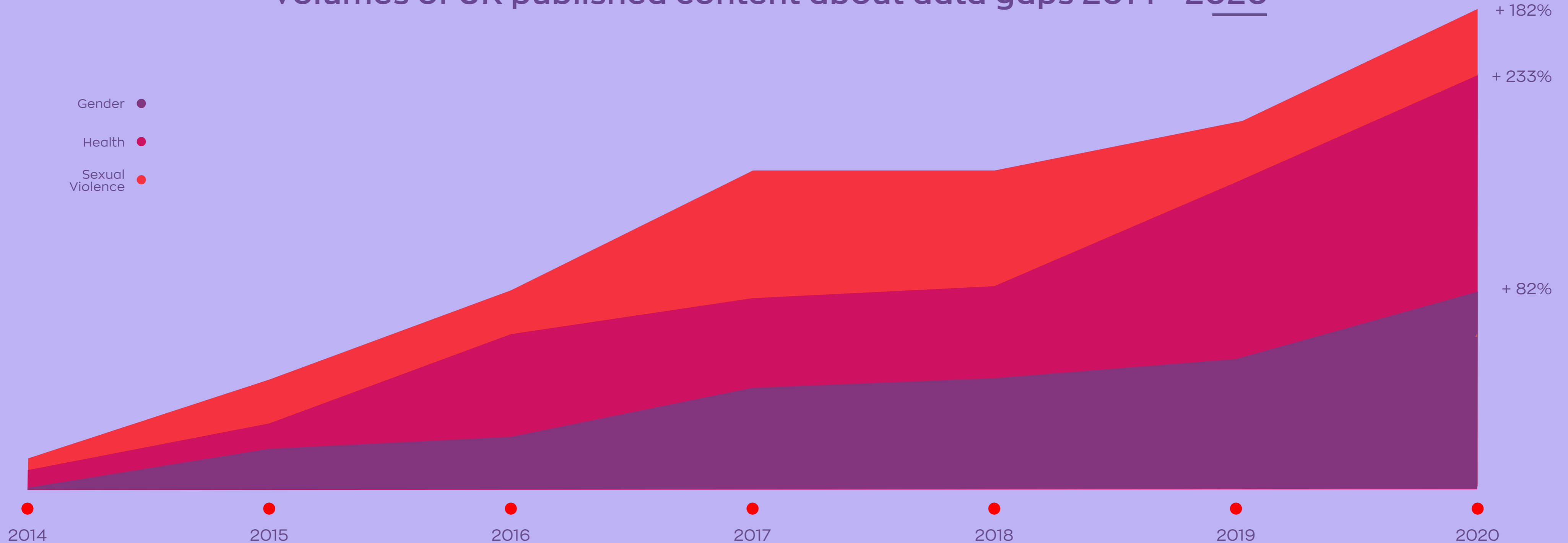
This amounts to almost 500 million  
people (mainly women). Far more  
than the population of the U.S.A.

That's a lot of lives, a lot of stories, a lot  
of voices. That's data, that can change  
the world.

# AVON FAME

THIS IS A HOT TOPIC ON WHICH  
PEOPLE ARE EAGER TO SEE  
MEANINGFUL CHANGE

Volumes of UK published content about data gaps 2014 - 2020



AVON  
FAME

# IN A NUTSHELL

AVON will tackle the gender 'data gap' on an international scale, putting women back in the picture, and at the heart of global decision making.



AVON

THE  
IDEA

UNITED STATES OF ♀

AVON will represent all the women  
of the world at the UN

# AVON

UNITED STATES OF ♀

We will create the best way to represent 500 million women and act on all these voices.



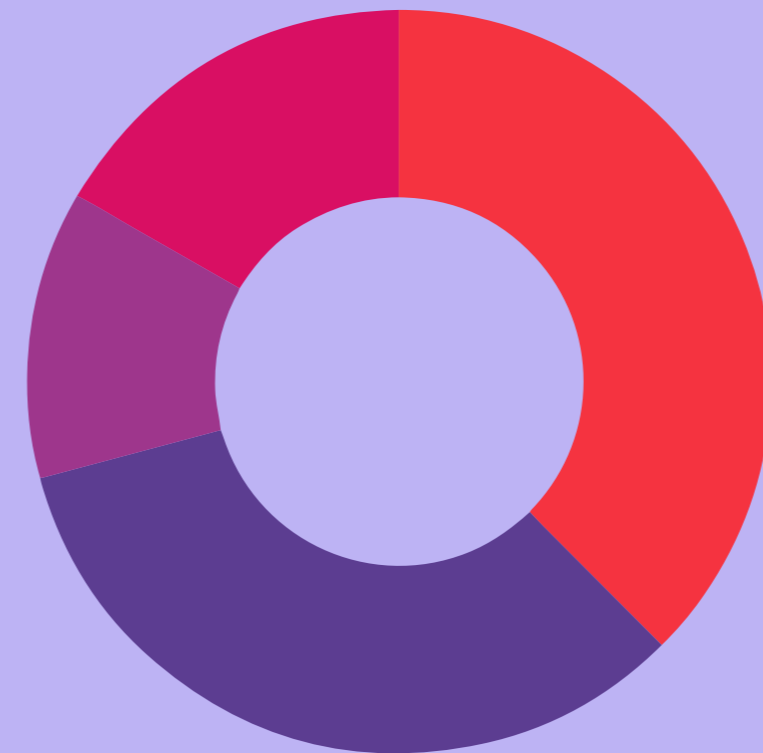
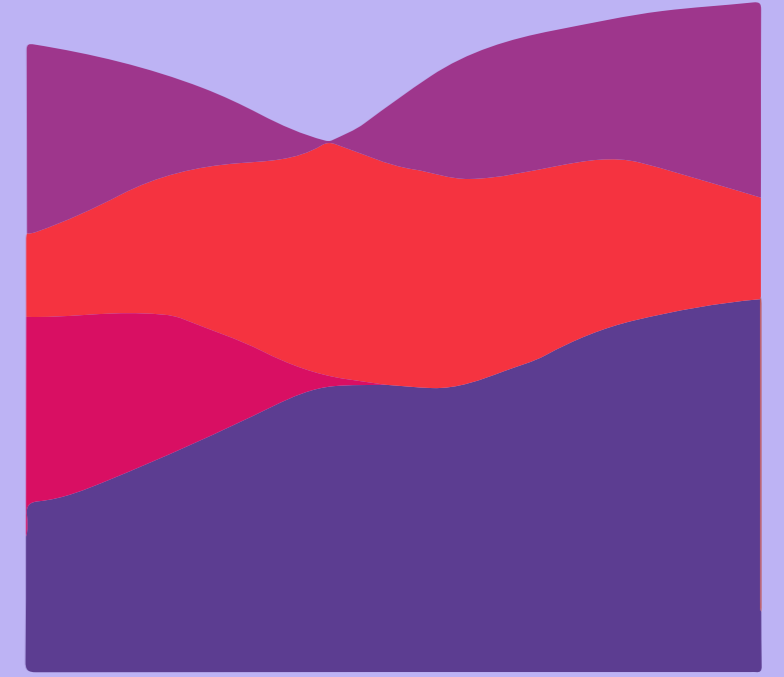
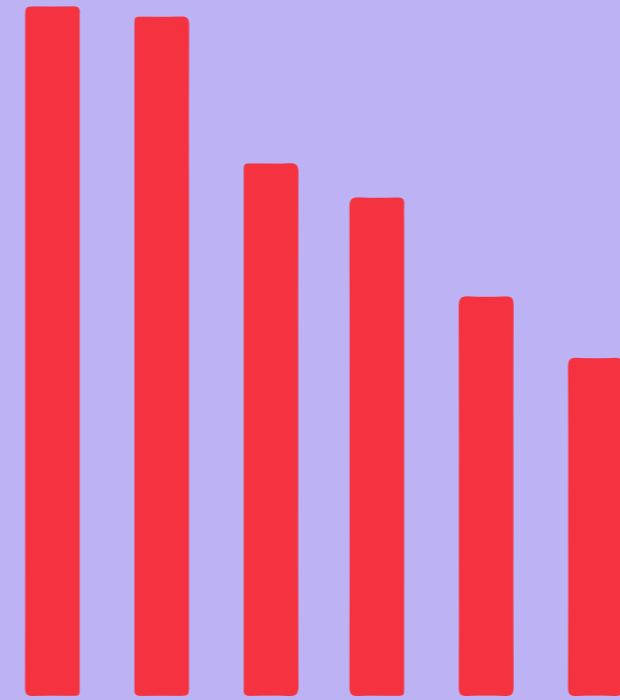
# AVON

UNITED STATES OF



## GATHERING DATA...

Through our catalogue  
will provide a q&a for  
AVON customers to fill out.  
Through our website  
the same





# AVON

UNITED STATES OF



## GATHERING DATA...

We are the biggest publisher in the world - publishing (Insert stat) catalogues a year. What an incredible way to collect data powerful enough to bridge the gender data gap.

Every month we'll send out a survey to our AVON customers through our catalogue.

We'll collect data on 4 aspects of women's lives

Social

(Sentence about what that consists of)

Environmental

(Sentence about what that consists of)

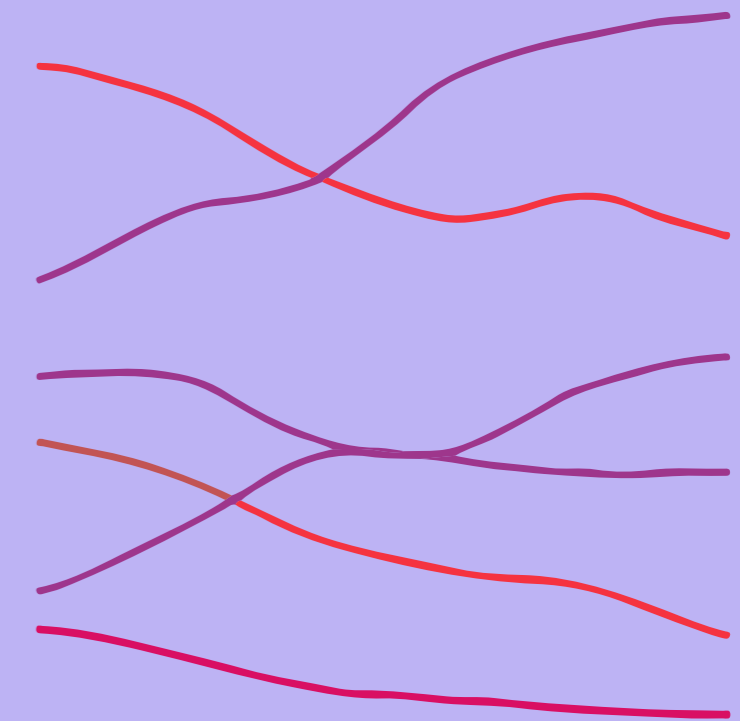
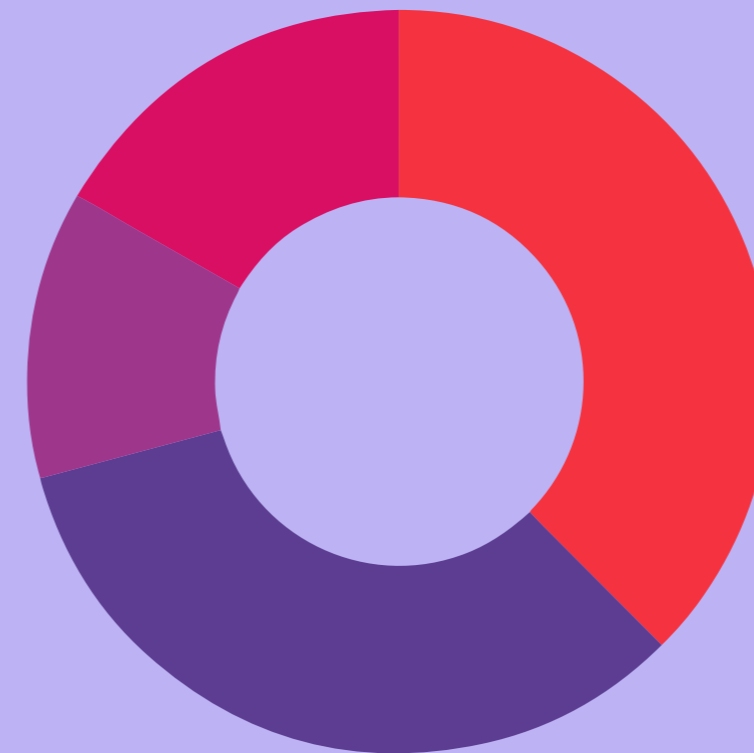
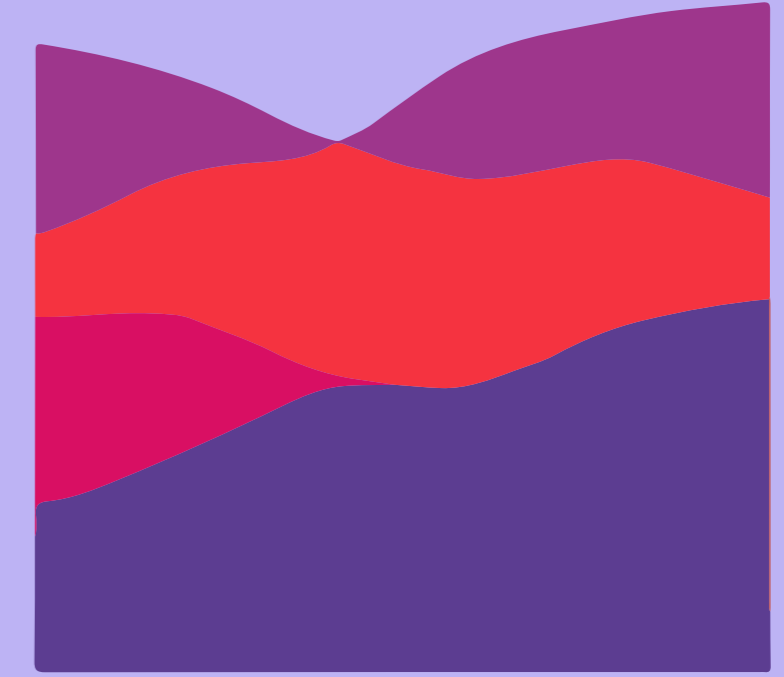
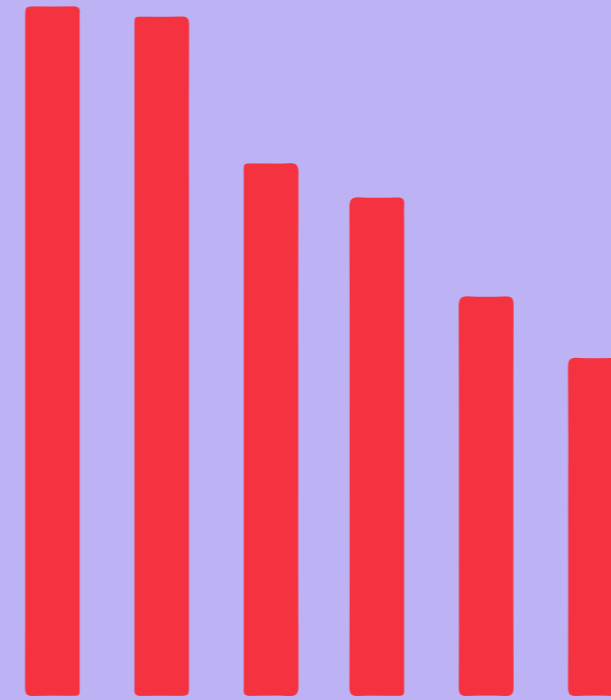
Health

(Sentence about what that consists of)

Products/Services

(Sentence about what that consists of)

For each topic, we'll have 4 colours to represent them.



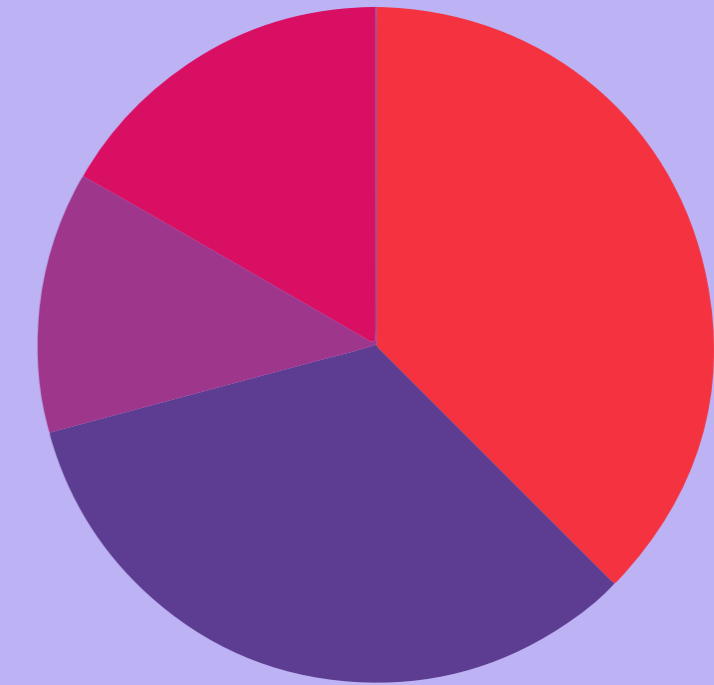
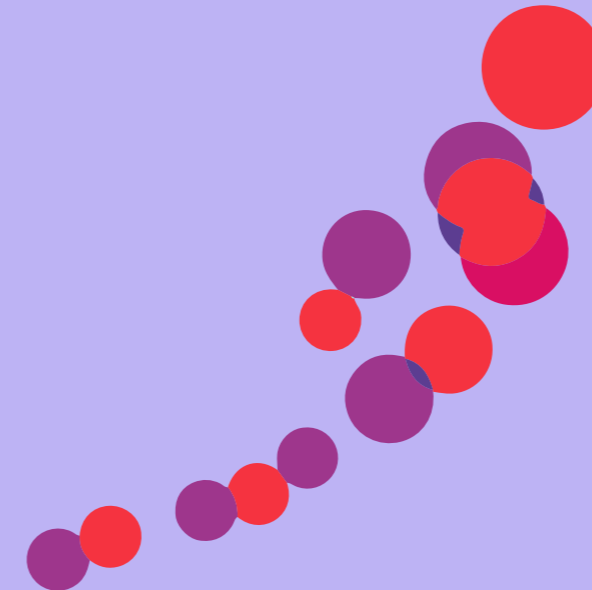
# AVON

UNITED STATES OF 

## WOMEN'S DATA

For every cause we want to defend or put a spotlight on we will gather data for millions of women through our catalogue and a dedicated website. Through these outlets there will be surveys ran monthly.

These surveys will focus on current women's experiences for example how safe women feel walking home alone at night, or how they feel certain products can better cater to them. Women who contribute become official AVON citizens.



# AVON

UNITED STATES OF ♀

## THE POWER OF DATA

AVON will send the data collected from their 5 million reps in the form of a white report containing AVON's own analysis and recommendations to the UN to give them a clear agenda with which they can create meaningful change.

# AVON

UNITED STATES OF 

The surveys will be very simple. The physical form can be torn out of the catalogue and sent to AVON.

However to make things even simpler there will be a **qr code** alongside that takes you to the form online.

**Since there's such a data gap in every aspect of women's lives, we will categorise each topic into 4 different groups:**

- Social (data collection regarding relationships, domestic abuse, etc)
- Environmental (safety walking home at night, architecture etc),
- Health (Mental health, getting diagnoses, medicines, etc),
- Product/Services (the correct measurements for crash test dummies, seat belts etc),

**Each topic will be represented by a different colour.**

# AVON

UNITED STATES OF ♀

## Health

AVON

Questions about your medical prescriptions

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



# AVON

SEPTEMBER 2021

YOUR INFORMATION IS MORE IMPORTANT THAN YOU THINK

## LET'S UNITE TO CHANGE THE WORLD

## Product/Services

AVON

How comfortable do you feel in your car?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Environmental

AVON

How safe do you feel walking home at night?

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Social

AVON

Questions about your relationships

	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Your Results

AVON

### HOW YOUR RESULTS COMPARE TO WOMEN AROUND THE WORLD

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, **quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.**
- 2 **Lorem ipsum dolor sit amet,** consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco **laboris nisi ut aliquip ex ea commodo consequat.**

## YOU'RE IN THE TOP

87%



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, **quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, **quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.**

AVON

UNITED STATES OF



A flag will be created inspired by data visualisation





# AVON

UNITED STATES OF 

The flag is made up of the 4 colours of each subject of the survey.

As the year goes on and as month by month, more data regarding each of the 4 topics gets collected, the flag develops. Starting as just one colour and eventually representing all 4 colours.

You'll be able to view the flags progress on the landing page online.



At the beginning  
of the year

At the end of  
the year

# AVON

UNITED STATES OF ♀

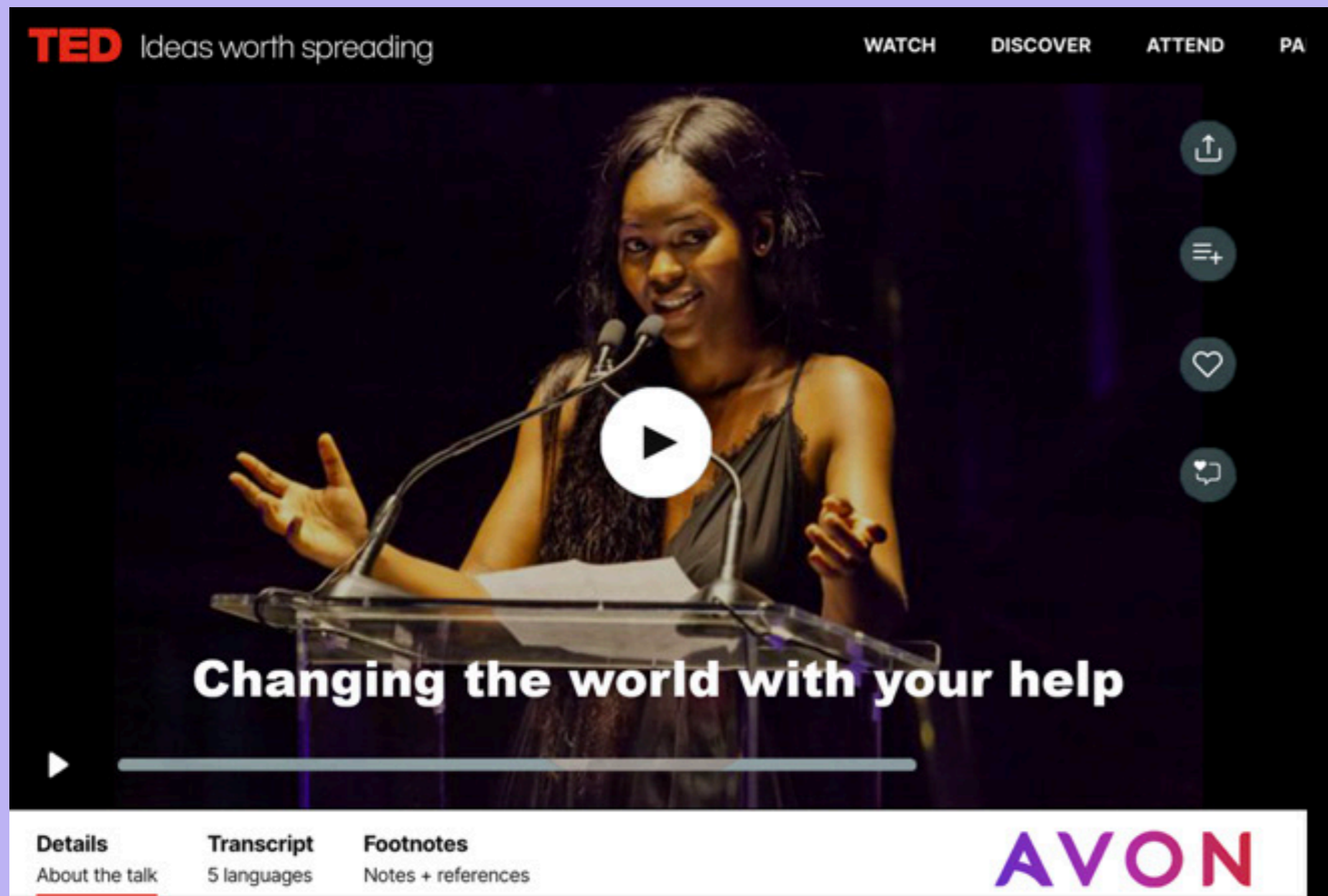


# AVON

UNITED STATES OF 

## ONLINE

When you submit your Q&A and become a citizen, you gain access to a series of TedTalks, Panels and Livestreamed events that gives you the opportunity to interact with inspiring women who are paving the way for the gender data gap.



**TED** Ideas worth spreading

WATCH DISCOVER ATTEND PA

Changing the world with your help

**AVON**

**Details** **Transcript** **Footnotes**  
About the talk 5 languages Notes + references



The Feminist City | Dr. Ellie Cosgrave | TEDxAvon

# AVON

UNITED STATES OF 

## WOMEN'S PETITION

AVON has 5 million reps, that's a lot of collective female influence.

As a potential bonus publicity push AVON could set about organising the world's biggest petition, calling on the world's governments to act on AVON's findings.

**Get the government to use our data to bridge the gender data gap!**



350M have signed. Let's get to 500M!



-  Colin Mutchler signed 5 hrs ago
-  Erica Morse signed 2 days ago


First name

Last name

Email

San Francisco, 94115  
United States 

Display my name and comment on this petition

 Sign this petition

# AVON

## UNITED STATES OF



The global reach of such an initiative would have a far reaching impact across all media spheres.



The screenshot shows the front page of The New York Times website. At the top, there are navigation links for 'U.S.', 'INTERNATIONAL', 'CANADA', 'ESPAÑOL', and '中文'. The main headline is 'BRINGING WOMEN UNDER ONE FLAG' in large, bold, black letters. To the left of the headline is a sub-headline: 'How AVON are using the power of data to push the UN to create change for women.' Below this is a photograph of five women standing together. To the right of the main headline is a 'News Analysis' section titled 'to a Presidency' with a sub-headline 'The impeachment of President Trump for the second time seemed like an inevitable culmination of events in his office, Peter Baker writes'. Below the main article are three smaller news items: 'F.B.I. Urges Police Chiefs Across U.S. to Be On High Alert for Threats', 'More Arrests Made Amid New Calls for Investigation of Capitol Attack', and 'These 10 House Republicans voted to impeach President Trump.' Each of these smaller items includes a small thumbnail image.

# AVON FAME

≡ COSMOPOLITAN



**A survey worth completing:**  
*Meet the badass Avon reps using  
Data to change the world.*

# VOGUE

VOGUE (ONLINE)  
February 12,  
Audience: 11,909,000

## HOW DATA CAN CHANGE THE FUTURE FOR WOMEN

Avon are working with the UN to make a real difference

FEBRUARY 12, 2017 11:14 AM  
by STEFF YOTKA



Photo: Alessandro Garofalo / Indigital.tv



# AVON FAME



# AVON

UNITED STATES OF 

## MAKING AVON FAMOUS

We launch a global cry (starting with our reps), for women everywhere to come forth and join us as a citizen of our United States of . All they have to do is volunteer their data via a quick and anonymous survey.

Our women become part of a global community, able to input their ideas and opinions via ongoing dialogue and moderation that will later be incorporated into our analysis.

Months later our whitepaper drops. Crashing into headlines around the world. Key citizens (AVON reps) are interviewed as advocates for the report and its recommendations by global news outlets.

AVON continues to work with the UN to provide important data and analysis and put pressure on change makers to address women's issues quicker and more effectively than ever.



# AVON

UNITED STATES OF 

## WHERE NEXT?

### WHAT WE KNOW NOW

Much of UN data does not account for women.

### WHAT WE NEED TO FIND OUT

Where are the data gaps? Where can we help?

Are the UN up for a colab?

IDEA\_4

AVON

BORN TO BE

# AVON

## BORN TO BE

Whilst trans-rights have received a greater share of the spotlight recently, trans people are still overlooked in the majority of product and service design.

# AVON

## BORN TO BE

## TRANS WOMEN

### LOOK AT ME NOW

Transitioning from Male to Female includes using hormones and treatments that affect people's skin and appearance.

AVON want to acknowledge this issue and use their knowledge of beauty to curate beauty routines for Trans Women at every point of their transition.



# AVON

## BORN TO BE

## TRANS WOMEN

**“WATCH ME BE WHO I WAS BORN TO BE.  
WATCH ME NOW”**

The first makeup and self care kit and range made and designed specially for trans women.

Trans women usually wear a lot of makeup. Whether it's because they want to look more feminine or because they use makeup as a form of expression, we're talking about a target that buys a lot of makeup and talks a lot about makeup.

And even so, there's no global beauty brand creating products specifically for them. Yet.

**AVON launches “Born to Be” - a new makeup range targeted to trans women, with product innovation bespoke for their needs (for example, a Beard-bye corrector, that gets rid of beard shadow and helps weaken the hair follicle with every application)**

Because beauty won't be completely democratic until all women feel like beauty is for them and women won't stop being invisible until all women are given a chance to shine.



# AVON

## BORN TO BE

### THE 'NEW YOU' COLLECTION



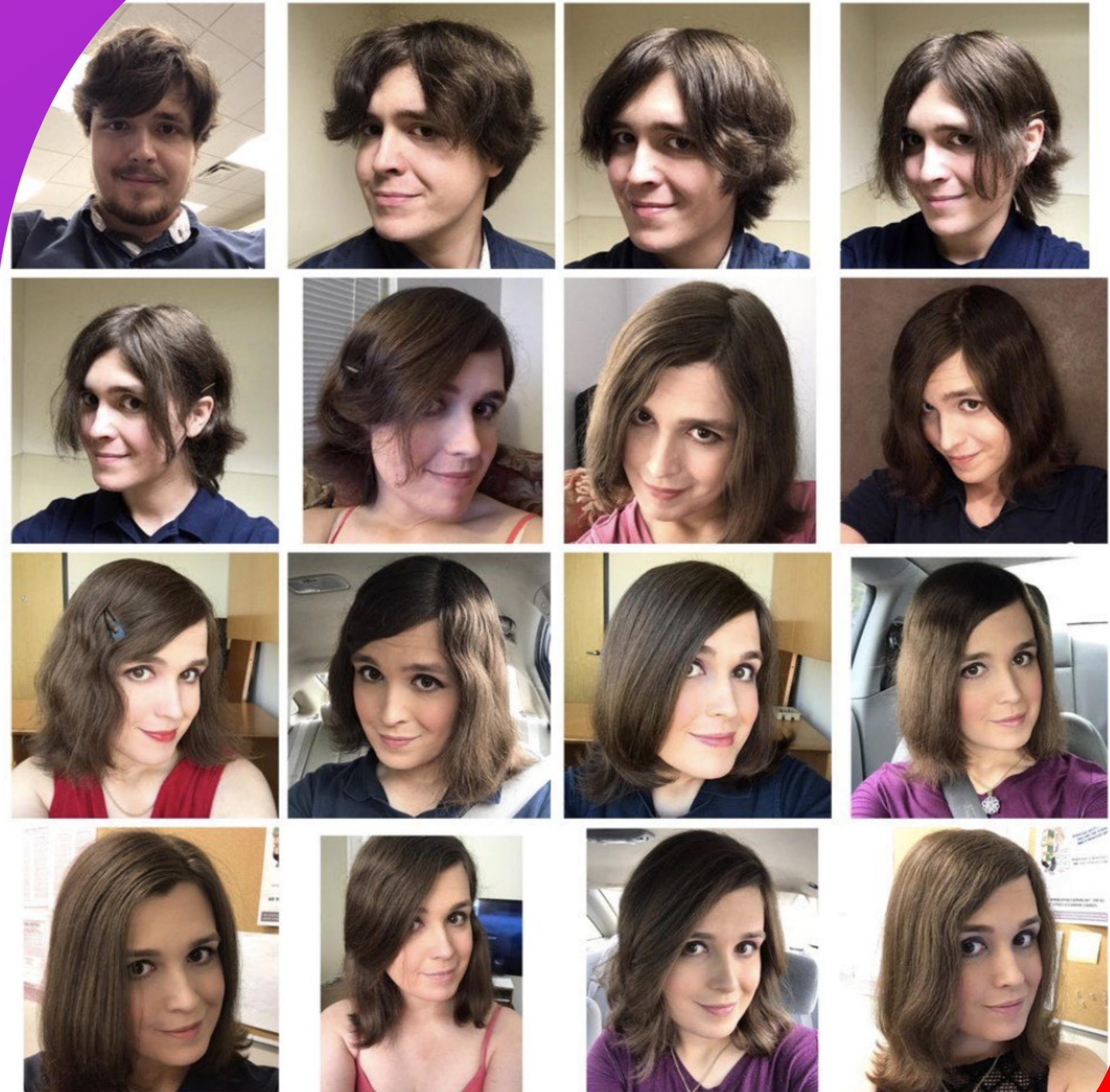
# AVON

## BORN TO BE

# INVISIBLE WOMEN

AVON will dedicate a months brochure to create a magazine specifically for Trans Women.

The magazine will be separated into chapters that show how to use the products at each point in your transition.





# AVON

## BORN TO BE

Because when people say:

What's a make-up company  
going to do to end injustice  
against women?

We say:

“WATCH ME NOW”



A photograph of the Mount Rushmore National Memorial in the United States, showing the four large granite faces of George Washington, John Adams, Thomas Jefferson, and Abraham Lincoln. The image is overlaid with a semi-transparent purple gradient. The text is white and positioned on the left side of the image.

# AVON

## INVISIBLE WOMEN

### IT'S A MAN'S WORLD

But it's not just a man's world.

It's a world of the normative,  
the privileged, the able-bodied.



# AVON

## INVISIBLE WOMEN

SO, IF MOST WOMEN ARE INVISIBLE,

what can we say about  
women who have a disability?  
Women who can't see?

# AVON

## INVISIBLE WOMEN

### HOW CAN THEY AFFIRM THEIR POWER,

their story, their identity and  
their expression, in a world  
created to keep them out?

When they're an afterthought,  
for most brands?

Especially, beauty brands?



# AVON

## INVISIBLE WOMEN

---

AVON GIVES THE STAGE TO  
THE MOST INVISIBLE OF WOMEN  
- BY MAKING THE VISIBLE, INVISIBLE.

---

By translating something you  
can only see, into something  
you can also sense.

---



AVON

INVISIBLE WOMEN

“TURNING A WORLD  
OF COLOUR INTO  
A SYMPHONY  
OF SMELLS?”

“WATCH ME NOW”

# AVON

## INVISIBLE WOMEN

AVON creates  
**THE SMELL OF COLOURS,**  
the first universal translation  
of colours into smell.

This is about taking one sensorial input (vision) and swapping it for another (olpbat), instead of just trying to explain rationally what colours look like to someone who can't see them.

**We'll launch it with our best selling lipstick range, encouraging non-sighted and even sighted women to explore beauty and self expression in a much freer and fun way - by engaging one of our strongest senses.**

**And, of course, these lipsticks will come with new adaptive packs.**



# AVON

## INVISIBLE WOMEN

### NEWS

Home | Coronavirus | Brexit | UK | World | Business | Politics | Tech | Science | Health | More ▾

World | Africa | Asia | Australia | Europe | Latin America | Middle East | US & Canada



# AVON: THE FUTURE IS INCLUSIVE

In a bid to push the beauty and self-care industry into true democratisation, the beauty giant AVON makes the visible invisible, with new universal language: **THE SMELL OF COLOURS**



# AVON

## INVISIBLE WOMEN

### AN INCLUSIVE REVOLUTION

To kickstart this, we'll open **pop-ups in key cities** where people can smell each lipstick colour and even help us choose smells for some of the colours.

After that, we'll use these scents on every **pack and product**, so people can identify them, whether or not they can see colour. (**scratch and smell**).

We'll also make **all the smells we create open source** - so any other brand (be it make-up, clothes, even homeware) can use exactly the same scent/colour combination. **So we can create a truly universal language of smell.**



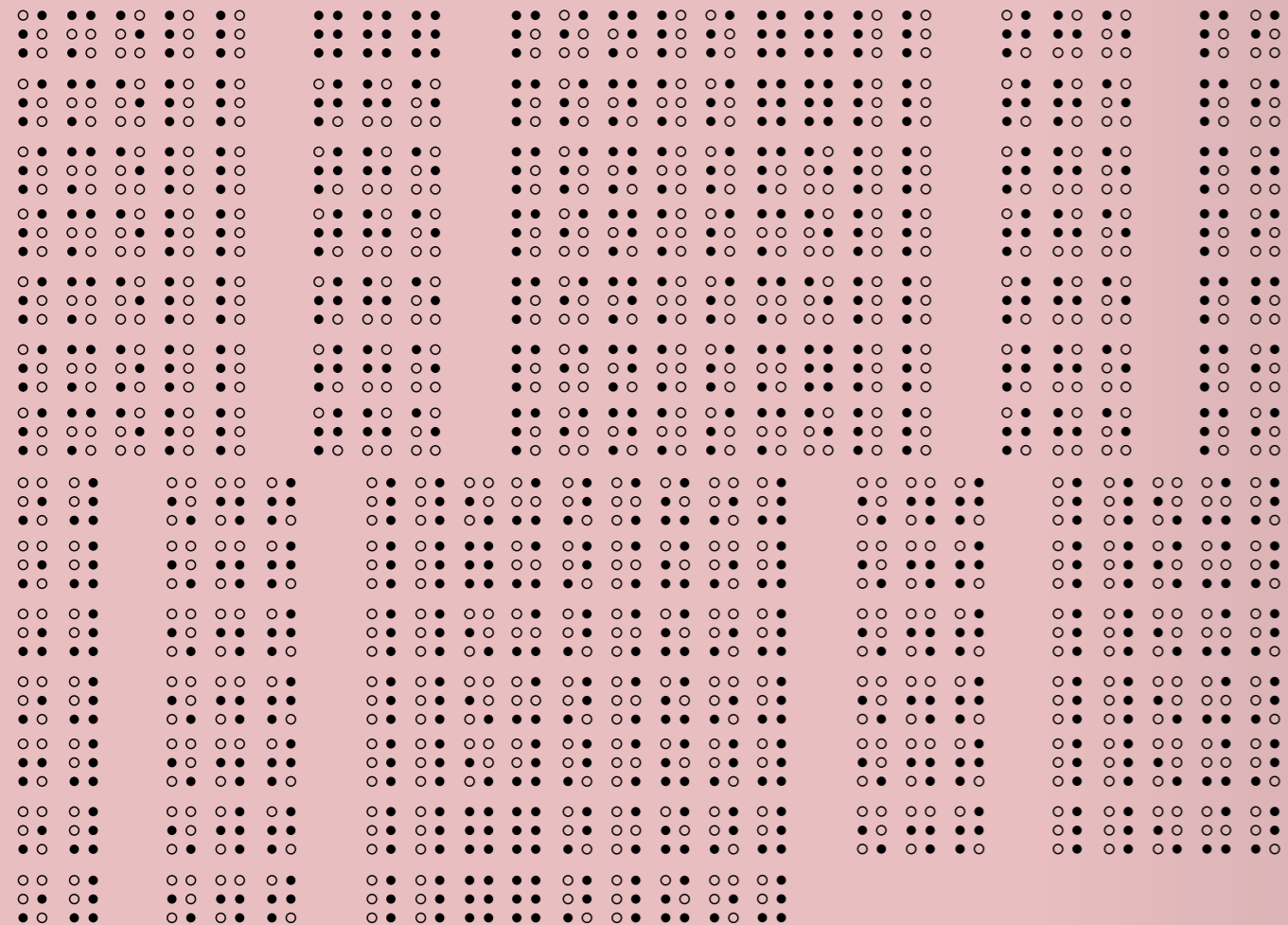
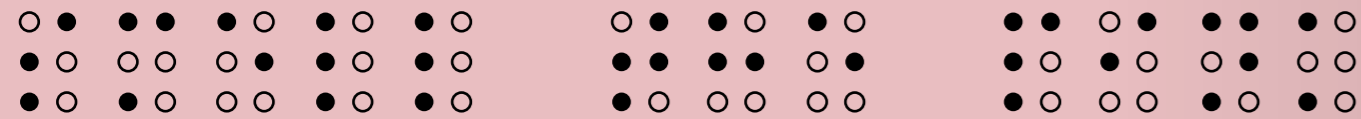
**AVON**

**BORN TO BE**

**INVISIBLE WOMEN**

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### SMELL THIS PINK

For non-sighted people, colour choosing can be very rational. Without engaging their senses, their choice is either neutral (because it's safe) or the same colour over and over again (because someone they trust told them it looks good on them). Imagine not being able to choose what you're drawn to?

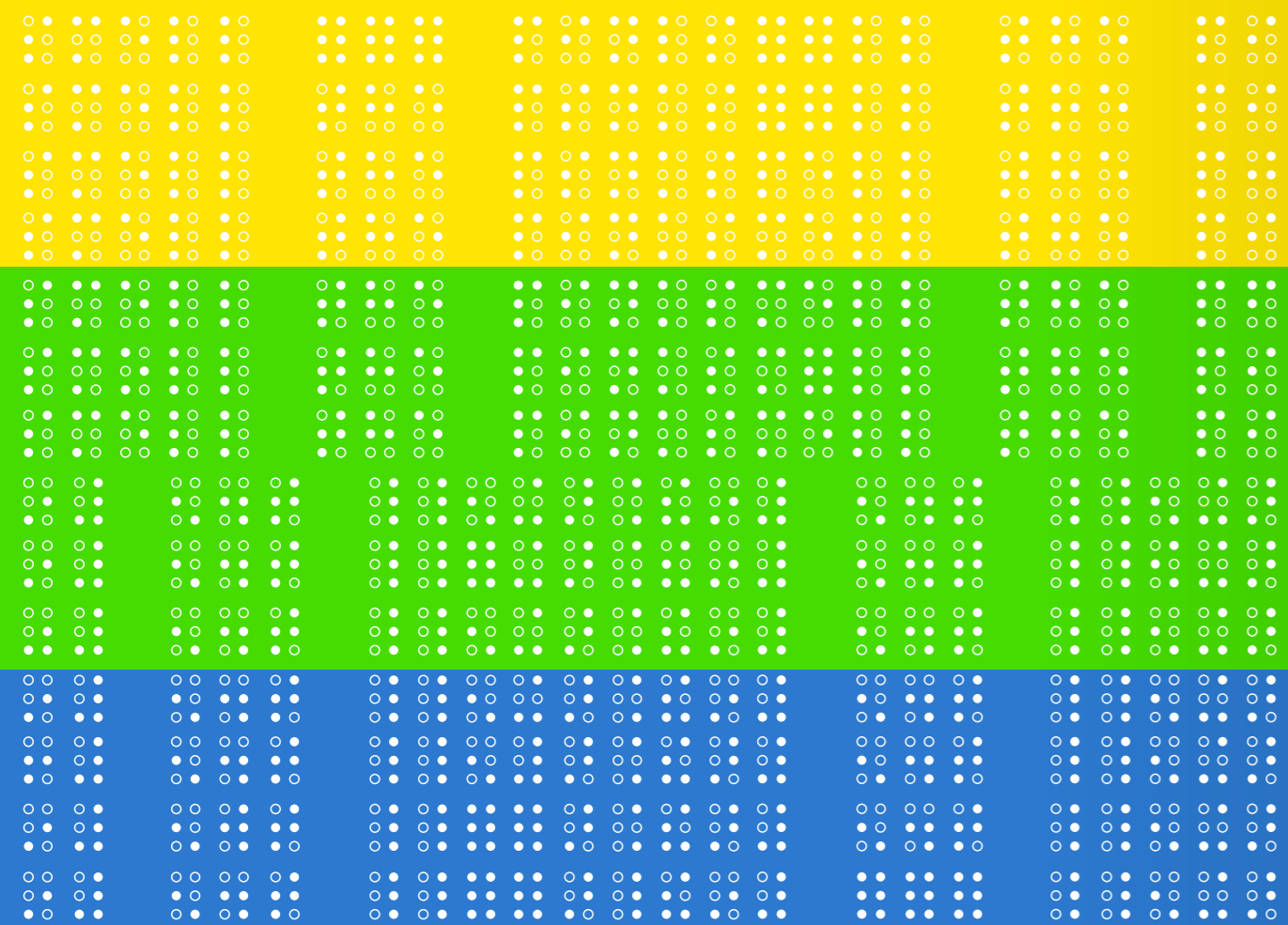
AVON is launching **THE SMELL OF COLOURS**

A universal translation of colours into scents, for all our Power Stay range. From now on, all our 25 shades will have their own identifying scent, like this pink here. Wanna experience pink like never before? Just scratch and smell this page.



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### SMELL THE RAINBOW

For non-sighted people, colour choosing can be very rational. Without engaging their senses, their choice is either neutral (because it's safe) or the same colour over and over again (because someone they trust told them it looks good on them). Imagine not being able to choose what you're drawn to?

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We'll also create **special pages in our brochure**, to tell people about this initiative and release this new colour/smell translation, for even the sighted to enjoy. Who knows, maybe the scent will change your mind and you order a different colour for the fun of it?

And we'll also have **sensorial and poetic smell description in alt text**, on our website and instagram, so people can still choose by smell and recognise their choice, when they get their products at home.

This **commitment will go beyond this range** - we'll work with blind influencers to bring their knowledge and their input into our continuous development of the beauty and skincare industry.

