

DSA AWARDS

Marketing/sales Campaign

SeneGence® + MISS USA

SeneGence was the 2021 presenting sponsor and premier cosmetics for Miss USA and Miss Teen USA. This partnership was one that aligned perfectly because of the coinciding missions between the two brands, both focusing on empowering women and encouraging women to celebrate their authenticity.

The goal and objective behind this partnership was to not only grow both brands through added exposure but use the power in both missions to strongly push women's empowerment.

As a result of this partnership, both brand's values and mission were exposed to a whole new audience that wouldn't have been reached without this partnership.

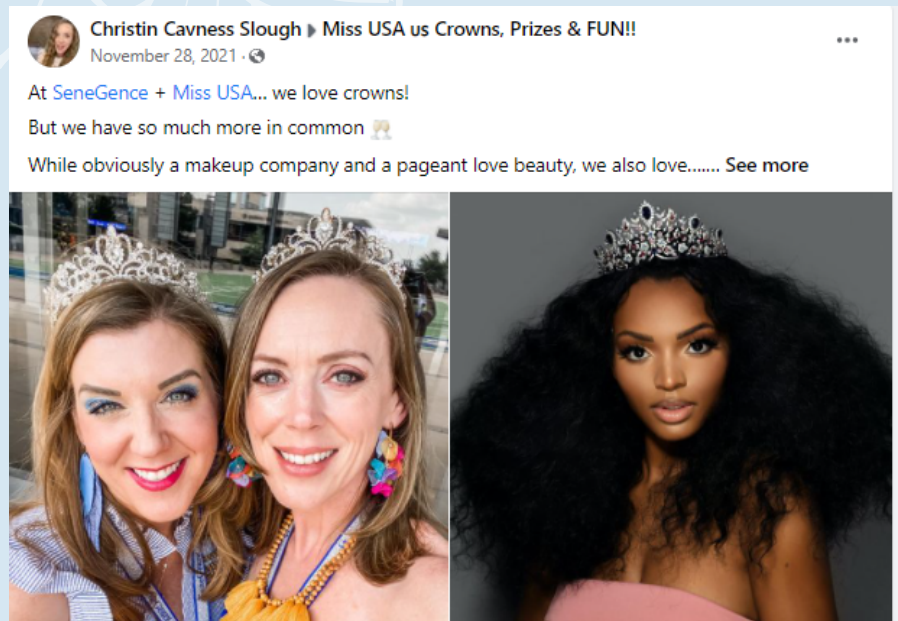
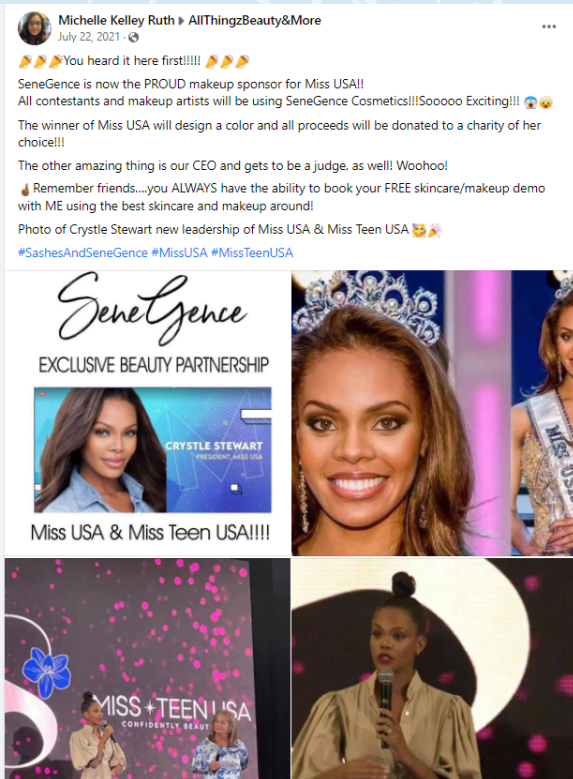
In order to utilize this partnership, both the Miss USA Organization and SeneGence met often to strategically map out every detail and think of creative ways to get the most out of the partnership. Both the Miss USA President and SeneGence Founder spent time not only getting to know each other but getting to know each other's audience. To launch the partnership to the field, SeneGence brought to stage Crystle Stewart, President of the Miss USA Organization, to share her vision and future plans for her organization she also shared how SeneGence and Miss USA would be partnering together which caused great excitement with the Distributors. Crystle also Kenoted at SeneGence's Leaders event where she told inspirational journey and had the attendees inspired to never give up on their goals.



During the Miss USA live Telecast event SeneGence was able to take part in several opportunities to increase brand exposure such as the SeneGence lounge where the celebrity hosts were interviewed and spoke about SeneGence on national TV, two national commercial spots, and massive social exposure. SeneGence also had a pop-up shop on sight where live attendees were able to see and touch all of SeneGence's products and learn more about the vision behind the brand.

The SeneGence and Miss USA partnership wasn't just about the live event though, both organizations wanted to create a long-term relationship and are still working together! Below are just a few results SeneGence saw as a result of this partnership.

- Thousands of new followers
- An increase of 85% on social engagement during the event
- Website visits increased over 300% during the Miss USA Telecast
- Endless content for SeneGence Distributors to use that added credibility to the products they sell on a daily basis



Example posts of how SeneGence Distributors used the partnership in their marketing.

 SeneGence®



Miss USA LipSense® Duo

SeneGence has also partnered with Miss USA to create a LipSense Duo where the proceeds from the sales go to a \$50,000 donation to Smile Train and a \$50,000 donation to Best Buddies, a total of \$100,000.

SeneGence could not be more honored to be working with these two organizations.



As an extension of these relationships, SeneGence furthered their partnership with Smile Train and took part in an event that the organization hosted in Mexico City where SeneGence was able to give cleft pallet patients makeovers and helped to promote self-confidence in these young girls alongside Miss USA and Miss Teen USA.

 SeneGence®