

# MARY KAY®

## **Project Runway Season 13** **Official Beauty Sponsor**

In 2014, Mary Kay partnered with Lifetime Television to elevate Mary Kay as a beauty brand through association with popular, fashion-oriented TV show, increase purchase consideration among target market and attract new customers to the Mary Kay brand.



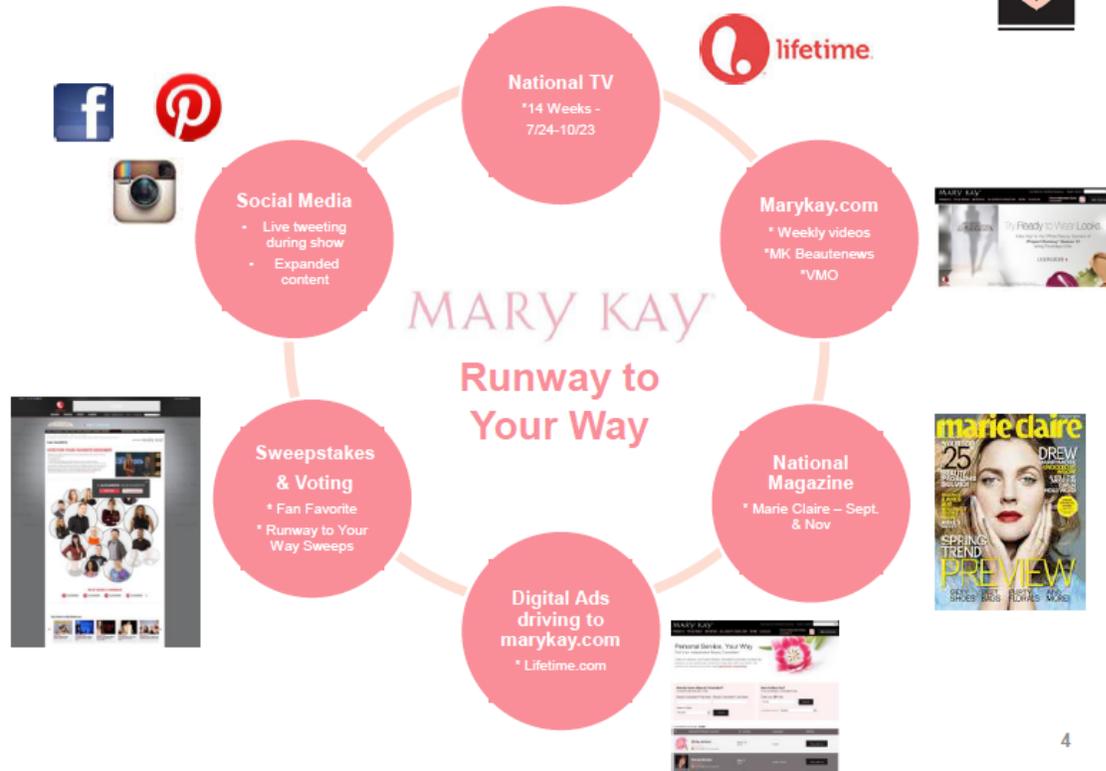
### **Goals & Objectives:**

- Leverage cache of sponsorship and ties to the fashion industry to elevate Mary Kay as a beauty brand and positively change brand perception
- Allow multiple opportunities for new and existing customers to engage with product and makeup look content
- Create brand buzz and engagement via social media and other digital platforms for both salesforce and customers
- Provide salesforce with multiple booking and selling opportunities

**Overview:** The Project Runway sponsorship was a multi-platform integrated program across all channels, including TV, web, print, social and mobile.

### **Components:**

1. **In-show Brand Integration:** Every episode showcased our Mary Kay Color Design Studio, where the designers sent their models to get their makeup done to complete their look before they walk the runway. Luis Casco, Mary Kay Global Makeup Artist appeared in several episodes as our Brand Ambassador providing inspiration for the makeup looks. One episode was dedicated to a Mary Kay Challenge, where Luis provided the designers with a custom challenge to find a real woman on the streets of NYC, and give her a complete makeover which supported our campaign of “Runway to Your Way”.
2. **Paid Media:** In addition to the National TV in-show integration, commercials and special promotional spots airing during the show, we also had a digital campaign with custom high impact co-branded units running on mylifetime.com as well as print advertising in the esteemed Marie Claire magazine where we featured the winning designer/makeup look from our Custom Challenge episode.



3. **Voting & Sweepstakes:** To increase social engagement among fans, Mary Kay sponsored Fan Favorites, which gave fans to virtually sit in the judges’ seats and decide that week’s top designer. Each week’s top designer as well as the season-long winner receives cash prizes courtesy of Mary Kay. The consumer sweepstakes helped support our sampling initiative by encouraging viewers to enter to win product looks each week as well as a grand prize which includes a Project Runway experience in NYC with a custom designed outfit created by one of Project Runway Designers + a custom makeover by Luis Casco.
4. **Marykay.com & Marketing Tools:** Our website featured a “What’s Hot” section that was updated regularly to feature custom looks created on the show as well as how-to videos to get the runway looks at home. In addition we were also able to use the show to create new engaging content for our email campaigns.
5. **Social Media Buzz:** Week-week engagement on social media helped engage our fans, and made it easy for them to share with their network. We also created custom videos featuring how real women can easily use tips from the runway and Luis Casco to get “runway worthy” looks for every day.
6. **Sales Force Support:** We provided the sales force with marketing tools like face charts, how-to tips as well as party ideas that can help them create conversations with new customers, promote their business and use the sponsorship to sell more products. We also created a custom video featuring Project Runway talent such as Heidi Klum, Tim Gunn as well as our very own celebrity makeup artist Luis Casco, to invite the sales force to be a part of the excitement.

**Results :** The sponsorship was very successful in increasing traffic to marykay.com, increasing favorability for our brand over time, engaging our fans on social media as well as exciting our sales force and empowering them to gain new customers and help increase their sales.

- 9% lift in favorability of brand as measured by Vizu survey of digital ads
- High engagement **during the show** from mobile devices and traffic generation to marykay.com
  - 19% increase in visits
  - 51% increase in searches for consultants using our consultant locator tool
  - 36% increase in orders
- 21% increase **NEW** visits over the 4 month period when show aired, when compared to the same period last year.



Visits Report | Multiple Segments | 2014 | Graph generated by Adobe Analytics at 9:35 PM CST, 17 Feb 2015

- 3 times as many impressions on Twitter as the next-highest sponsor;
- In a survey administered to our sales force, 75% of Independent Beauty Consultants responded that the program helped increase their sales.
- “Runway to Your Way” videos which were promoted on social media in relation to the sponsorship were the top two videos on YouTube in September, with more than 180K views.

### Testimonials from Mary Kay Sales Force

“Thank you for choosing to put our brand in such a high profile venue! Project Runway simply added to our brand credibility and appeal!”

“Many people (customers, family and friends) responded positively and were somewhat surprised to see MK on TV. It was a very positive experience.”

“The commercials were very well done - they made me proud to be a Mary Kay Consultant. I was proud to tell my customers to watch the show. It gave me a new avenue to sell the products.”