



Mode de Vie PUBLIC RELATIONS

Sally Hansen Shellac Remover Proposal

31 March 2016



Nathalie Atanda | Kendra Mclean | Madison Plewes | Brooke Pollard | Vanessa Spagnuolo

MODE DE VIE TEAM



Vanessa
Spagnuolo

Founder and CEO



Nathalie
Atanda

Account Director



Brooke
Pollard

Marketing Manager



Kendra
Mclean

Project Manager



Madison
Plewes

Research Analyst

AGENCY OVERVIEW

Creative innovative marketing and communication strategies to radiate all things *beauty*



WHY US?

WE THINK CREATIVE | WE STAND FOR SIMPLICITY | WE
EXECUTE AMAZING CAMPAIGNS | WE DO IT ON TIME



WE CREATE EXPERIENCES

COTY

Coty is always looking for the next innovation to influence the beauty industry. With nail colour brands such as Sally Hansen, OPI, and Rimmel London, Coty Inc. is seen as an industry leader, providing its customers with some of the greatest beauty products seen on shelves today.

The logo for Sally Hansen is written in a stylized, cursive script. The letters are a warm orange-brown color. A small registered trademark symbol (®) is located at the end of the word "Hansen".

One of Coty's most prominent brands is Sally Hansen, a global leader in nail colour and care products. Their philosophy centres around a seamless integration of customer and product:

"Educate the consumer and develop quality, practical products that are competitively priced and easy to use."

SWOT

STRENGTHS

- High market demand
- Strong brand reputation
- Strong relationships
- International Brand
- Loyal customer base
- Variety of products

WEAKNESSES

- Lack celebrity endorsements
- Dependence on retail stores
- Regulations
- Not seen as luxury brand

SWOT

OPPORTUNITIES

- High profitability
- Selling at competitive price
- Potential for higher market share
- High trend in beauty market
- New channels of distribution
- Seasonal

THREATS

- Competitors
- Product failure
- Negative currency threats

SITUATION OVERVIEW

Sally Hansen Shellac Remover

a simple answer to an unmet
consumer need



\$97.8 million

The beauty industry is steadily growing by 0.7% a year and there's still ample room for opportunity

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PUBLIC RELATIONS

presents...

#MORETHANNAILS



CAMPAIGN OBJECTIVES

GENERATE SALES

- Launch product on September 9, 2016 (International Beauty Day)
- Establish *Sally Hansen Shellac Remover* as a staple beauty product in consumer's homes
- Generate \$5 million in sales within first year of product launch

INCREASE FOLLOWING

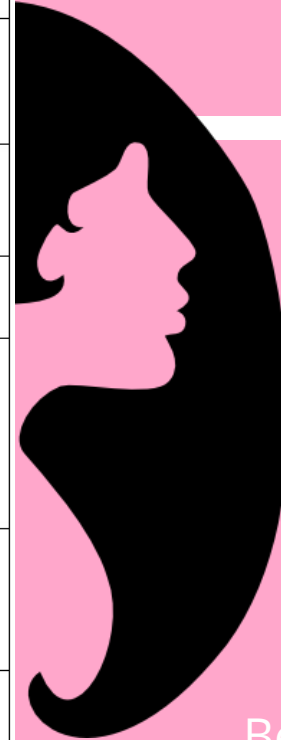
- Generate 50+ media stories
- Generate 15 million or more impressions across Canada
- Increase social media followers by 20 per cent within first month
- Gain 2,000+ email subscribers within first month of product launch
- Accumulate 1500+ attendees at each event location

STAKEHOLDERS

- Release a company newsletter to Coty Inc. employees, within month of the event and launch
- Educate our employees in months preceding event to act as brand ambassadors
- Partnership with Luxe Box, a \$26 subscription box with seven to eight beauty products, in months following the product launch

Name, Company	Description	Reason
Michelle Villet, Beauty Editor	Canadian blogger, monthly readership of one million, 11,000+ followers mvillet@beautyeditor.ca	Large reach, trusted audience, expert advice
Katherine Flemming, Elle Canada	Health and Beauty Editor: katherine.flemming@ellecanada.ca	Credible source, experienced writer, large reach
Shannon Loftus, City Line	Toronto; Production Assistant: shannon.loftus@cityline.ca	Target audience (Toronto), fun opportunity to showcase product
Jennifer, Spiced Beauty	Toronto blogger; specializes in beauty launch parties, 4,000+ followers; jenn@spicedbeauty.com	Large reach, trusted audience, expert advice
Jessica Desjardins, Beutezine	Canadian beauty blogger; 13,000+ followers jessica@beautezine.com	Large reach, trusted audience, expert advice
Jess Allen, The Social	Toronto, Digital Correspondent: jess.allen@bellmedia.ca	Large, targeted reach; fun opportunity to showcase product; opportunity for giveaways
Michelle Chung, The Marilyn Denis Show	Toronto, Segment Producer: michelle.chung@bellmedia.ca	Large, targeted reach; fun opportunity to showcase product; opportunity for giveaways
Caitlin Kenny, Flare	Associate Beauty Editor caitlin.kenny@flare.ca	Credible source, experienced writer, large reach

TARGET



Women, 25-35 years old
Nail enthusiasts
\$45,000 - \$55,000 annual
income
On the go

Women, 18-24 years old
Nail/beauty enthusiasts
Beauty bloggers/social media

SPOKESPERSON

Madeline Poole

- ★ Editorial manicurist
- ★ Designer in New York
- ★ Global Color Ambassador of Sally Hansen
- ★ Candid confidence
- ★ Colourful personality
- ★ Passion for nail art and manicures



Media training in months preceding event and product launch



RECOMMENDATIONS

★ NEWS RELEASE AND
PITCHING

★ NEWSLETTERS/
MAGAZINE ADS

★ MAJOR EVENT

★ BILLBOARDS

★ ONLINE MARKETING

★ COMMERCIALS

MOCK MATERIALS



You're invited to...


Sally Hansen **Shellac Removal Workshop**

Demoing our new Shellac removal product

Date: 09/09/2016 (International Beauty Day)

Time: -----

Location: Toronto Eaton Centre, West
Edmonton Mall, Montreal's Underground City and
Pacific Centre in Vancouver



With Celebrity Manicurist and Sally Hansen
Global Color Ambassador Madeline Poole

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Sally Hansen Canada

1,621 Tweets

🔍

✎

Tweets

Media

Likes

SH

Sally Hansen Canada

2016-09-01

Join @MPNails & Sally Hansen at Toronto Eaton Centre Sept 9 to discover how your nails are #MoreThanNails

↩

↻ 281

♥ 456

SH

Sally Hansen Canada

2016-09-10

Is your shellac chipping & ruining your nails? Well we've got big news... sallyhansen.com/p3fsh



↩

↻ 786

♥ 1,0210

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MPNAILS

2,317 Tweets

🔍

✎

315 FOLLOWING

11.4K FOLLOWERS

Tweets

Media

Likes



MPNAILS

@MPnails

8h

Join me & @SallyHansenCanada today & treat yo' self! #MoreThanNails ...[instagram.com/p/BDUaV](https://www.instagram.com/p/BDUaV)



@MPnails

instagram.com

↩

↻ 689

♥ 1, 022

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PRIORITY STAKEHOLDERS



Customers



Consumers



Shareholders



Media



Employees

TIMELINE



Examples of PR Activities	Quantity/Frequency	Hours	Expenses
Writing/Pitching News Releases	10-15 releases min.	40hrs @ \$150.00	\$6,000
Media Kits	Press Kits for bloggers, influencers, online blogs	60hrs @ \$200.00	\$12,000
Hire spokesperson (Madeline Poole)	Contract renewed annually, 1 year term	1300hrs @ \$125.00	\$162,500
Newsletters	Monthly release	12hrs @ \$95.00	\$1,140
Events	1 Major Event, 4 Locations	--	\$175,000
Website Campaign	3 month contract for maintaining website relations for product Q&As, submissions, SEO	410hrs @ \$55.00	\$22,550
Marketing Materials	6 Mini-Video Youtube Commercials 1 Major Television Commercial Campaign Planning (Budget does not include production)	75hrs @ \$175.00	\$13,125
Social Media Campaign Media Monitoring	Staff to set paid & boosted posts for 6 months to grow organic following 2 Dedicated staff to reply to posts, manage Q&A etd – 3 month contract	720hrs @ \$100.00	72,000
Media Coaching	Kendra to work along side spokesperson for major appearances and in-house training	105hrs @ \$300.00	31,500
			TOTAL:
			\$495,815

BUDGET



EVALUATION

FREQUENCY

MEDIA IMPRESSIONS

COUPON CODES

SURVEYS

FINANCIAL VALUE

EVENT ATTENDANCE

Thank you from the *Mode de Vie* team
PUBLIC RELATIONS

