



Sally Hansen®

More Than Nails
campaign

THE PITCH

Prepared for Sally Hansen by Mode de Vie Public Relations

March 24, 2016: Atanda, Nathalie | Spagnuolo, Vanessa | McLean, Kendra | Plewes, Madison | Pollard, Brooke



WE CREATE EXPERIENCES

With six years of public relations experience in writing and event planning, we pride ourselves on maintaining strong client relationships and an updated database of media contacts. Through our tactics and techniques, Mode de Vie is an agency our clients can trust to implement successful campaigns and develop brands that stand out from the competition. Some of our clients include L'Oréal Paris, Benefit Cosmetics and Kardashian Beauty.

1

WHO WE ARE

... SO FAR

Mode de Vie is a public relations agency specializing in creative and innovative marketing and communication strategies to radiate all things *beauty*. We give our clients original, yet simple ideas that increase their market segment, build their brand and generate stronger brand awareness. Our motivational and energetic atmosphere allows for open-communication, organization and optimism. You'll love working with us.



We think CREATIVE

Canada is number one for beauty product sales worldwide. We've watched the industry closely. We've documented every marketing tactic, every branding strategy, and we know how to make you stand out from the competition.



We stand for SIMPLICITY

There is beauty in simplicity. We make *simple* look good. Direct, to the point marketing that your consumers can trust. We believe in your brand, we can make it sell itself.



We do amazing CAMPAIGNS

The heart of our projects start with research. No matter how much background information you provide us with, we have a dedicated team ready to go further.



And we do it ON TIME

On Time. No matter what. We guarantee it. We'll work around the clock, with additional staff if we have to. As a boutique company, we only work on one campaign at a time.

OUR AGENCY

In facts and numbers



VANESSA SPAGNUOLO,
FOUNDER AND CEO

Vanessa is a hardworking, motivated individual with extensive knowledge and passion in the beauty industry.

Area of expertise: Business management, public relations and communications. Vanessa will advise and manage Mode de Vie to carry out a strategic and innovative project plan for Sally Hansen.



NATHALIE ATANDA,
ACCOUNT DIRECTOR

With an energetic and positive demeanor, Nathalie is a crucial part of our team, maintaining open and positive client relations.

Area of expertise: Project management, client relations, communications. Nathalie will act as the front-line of communication between Coty Inc., Sally Hansen and Mode de Vie, distributing information to the necessary departments



BROOKE POLLARD,
MARKETING MANAGER

With a passion for creative marketing, Brooke is a organized and innovative asset to the team, applying her extensive design skills to every project she is a part of.

Area of expertise: Marketing, design, social media, communications. Brooke will devise and develop a marketing campaign (i.e. social media marketing, advertising) and create the product design, theme and logo.



KENDRA MCLEAN,
PROJECT MANAGER

Kendra is an upbeat and outgoing individual, bringing her imagination and creativity into each and every collaboration, keeping Mode de Vie ideas fresh.

Area of expertise: Project and event planning, social. Kendra will create and execute a product launch event, coordinating a date, time and place, while inviting potential media outlets to attend. networking, communications.

Madison has extensive knowledge in target research and numerical analysis reports.

Area of expertise: Market research, media analysis, communications. Madison will keep us up-to-date with target market research and any new or current trends in relation to nail care, shellac products, competitor brands, etc.



MADISON PLEWES,
MEDIA RESEARCH ANALYST

OUR AGENCY IN NUMBERS



47
talented people
working as a team



7
outstanding years
of achievements



95
million dollars
generated from our
campaigns



17
awarded
projects over
time

SALLY HANSEN

2 | COTY INC. SHELLAC REMOVER

Coty is always looking for the next innovation to influence the beauty industry. With nail polish brands such as Sally Hansen, OPI, and Rimmel London, Coty has become an industry leader, providing its consumers with some of the greatest beauty products found on shelves today. Coty will be marketing this new product through Sally Hansen - the number one brand for nail care accross Canada. Unlike OPI or Rimmel London, Sally Hansen strives to develop new and innovative ways to not only colour your nails, but care for them too.

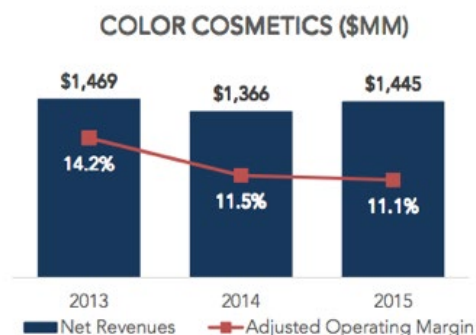
Stocks

Sally Hansen is one of the top 10 power brands that collaboratively make up 72 per cent of Coty Inc.'s net revenues.

Coty common stock (Current)
Price: \$26.47 0.24-0.9 per cent

Sales

Sally Hansen is a brand that is owned under Coty Inc. and does not have separate information regarding the individual sales of Sally Hansen products.



FINANCIAL OVERVIEW

\$MM	2013	2014	2015	CAGR FY13-FY15
Net Revenues	\$4,649	\$4,552	\$4,395	
% Growth	1%	-2%	-3%	
LFL Net Revenues % Growth	2%	-2%	0%	-0.8%
Adjusted Gross Profit	2,789	2,720	2,638	-3%
% Margin	60.0%	59.6%	60.1%	
Adjusted Operating Income	573	501	529	-4%
% Margin	12.3%	11.0%	12.0%	
Adjusted Net Income Attributable to Coty	\$323	\$316	\$360	5%
Adjusted EPS (diluted)	\$0.82	\$0.81	\$0.99	10%

Sally Hansen is a global leader in nail colour and care products. Their philosophy is focused on a seamless integration of customer care and product:

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

A SWOT Analysis has been performed to determine opportunities and challenges.

SITUATION OVERVIEW

Sally Hansen Shellac Remover

STRENGTHS

- High market demand – consumer want/need for Coty products (i.e. in-home shellac remover)
- Strong brand reputation – well-known in beauty industry
- Strong relationships with distribution channels (i.e. Target, Walmart, various drugstores)
- International brand – widespread distribution targets a broader audience - North America, Latin America, Europe, Asia and Pacific (APAC)
- Loyal customer base
- Owns fragrance, colour cosmetics, skin care, body care and even sportswear brands

OPPORTUNITIES

- High profitability opportunity as there is only one other company making a shellac remover similar to Sally Hansen (competitive product is made primarily for salon use)
- Selling at a competitive price
- Potential to achieve a higher market share
- High trend in the beauty market
- New channels of distribution
- Seasonal visual merchandising opportunities (i.e. holiday displays, Valentine's day)

THREATS

Competitors

- Procter & Gamble, Unilever, L'Oreal, Revlon, Estee Lauder and ELF Cosmetics
- Nail salons providing shellac removal
- Similar salon product made by CND

Product failure

- Potentially failing to outsell competition



WEAKNESSES

- Sally Hansen brand lacks celebrity endorsements in comparison to OPI
- Dependence on retail stores -- high reliance on specific channels/departments for profit
- Bound by retailer regulations (restricting creativity)
- Sally Hansen not seen as a luxury brand

- Shellac nail polish losing popularity because of its harsh side effects on nails

Negative currency threats

- As it is an international company, currency movements can potentially affect Coty revenue and margins

Challenges

Coty Inc. owns a number of other beauty product lines. By launching this product through Sally Hansen, it can create a direct pull to this one brand in particular. One challenge that Coty Inc. may face is the potential of this Sally Hansen branded product overshadowing other lines owned by Coty. Secondly, Sally Hansen Shellac Remover will be a new innovation to the market and risks unbelievers questioning its ability to work. Campaigns must be focused on education as a key driver to reaching the target market.

13

OBJECTIVES

CLEAR DEFINED CAMPAIGN GOALS



01 SALES

- Launch product on Sept. 9, 2016 (International Beauty Day)
- Generate \$5 million in sales within first year of product launch
- Increase visibility on social media platforms and DO It Yourself cosmetic bloggers by 30 per cent over the next six months.



02 MEDIA GOALS

- Generate over 50 stories by media outlets (i.e. beauty bloggers, magazines, and broadcast) within the first month and generate 15 million or more impressions across Canada
- Gain over 2,000 email subscribers within first month of product launch
- Release a company newsletter to Coty Inc. employees within month of the event and launch, keeping them up-to-date with all PR and campaign information
- Increase social media followers by 20 per cent within first month of campaign; track through social media monitoring



03 BRAND LOYALTY

- Establish Sally Hansen Shellac Remover as a staple beauty product in consumer's homes
- Partnership with Luxe Box, a \$26 subscription box with seven to eight beauty products, in months following the product launch
- Accumulate over 1500 attendees at each event location for "Sally Hansen Shellac Crack Workshop"
- Educate our employees in months preceding the event so they can act as brand ambassadors for the launch
- Have an affect on acceptance by 40 per cent as the leading number one home care shellac

The Proposal

Target Market:

Primary

- Canadian women ages 25 to 35 who do their nails regularly at the salon
- These women have to go to the salon each time to get a shellac removal
- They are looking for a new nail care technique because getting shellacs removed takes time
- Women who do their nails with an annual income of \$45,000 to 55,000
- Women who enjoy DIY beauty projects
- Women ages 18 to 24 who do their nails and are also on social media channels and will enjoy a novelty item. They look up to beauty bloggers for the next best thing.
- Always on the go. They look for ways to make their life easier, especially when a nail chips



Secondary

- Social Media outlets – media influences
- Facebook influencers
- Beauty bloggers – ready to try new products and release them to the world

Campaign Proposal

• A friendly greeting. A first impression. A celebratory gesture. The perfect moment. Mundane tasks. Frustrating tasks. Annoying tasks.

• They're constantly at work to help you do your best... and along the way, we've forgotten to say thank you. Your hands help to get you through every day, it's time to take care of their most darling feature.

• Mode de Vie is proposing the More Than Nails campaign to help promote Sally Hansen's newest addition to the colour cosmetic line, Sally Hansen Shellac Remover. The purpose of this campaign is to help consumers understand that whether they are at a job interview or on a date, a person's nails say a lot about you.

• Now consumers can look their best with Sally Hansen Shellac Remover, because let's face it, nails are

#MoreThanNails.



RECOMMENDATIONS

More than Just Nails Campaign. Here's we will promote:

We make the connection for the market, consumers will associate this product as a simple way to meet a need that just hasn't been met yet.

The following tools are recommended to ensure that the appropriate target audience is **effectively** reached.

NEWS RELEASES AND PITCHING

Generate earned media by targeting bloggers, local and national morning shows, and magazines

MAJOR EVENT

Planning and executing an event to build brand awareness through media coverage and establishing personal relationships with consumers

ONLINE MARKETING

Using company website as well as Facebook, Twitter, and Instagram to reach our demographic with hashtags, visual content, and contests

NEWSLETTERS MAGAZINE ADS

Develop content for both consumer email subscribers as well as employees to ensure key messages are being circulated and understood throughout.

Full page spreads featured in Canadian fashion magazines as context for the brand and new product

COMMERCIALS

Reach audience nationwide and provide a quick, visual representation of the More than Nails campaign

BILLBOARDS

Effectively reach commuters in large cities with a visual message that represents the Sally Hansen brand

Target media that will potentially benefit message delivery and suit the brand including nationwide Canadian fashion and beauty magazines, beauty bloggers and morning television. Editorial context is ideal as the shellac remover targets a similar audience as fashion and beauty publication's routine readers (i.e. beauty conscious females). Canadian based beauty bloggers and vloggers will act as trustworthy sources to review the product and share the benefits with their viewers. Local talk shows and broadcast will provide a great outlet for audiences to see the product in action and also associate an expert with the brand through demonstrations and product giveaways. Consumers will relate to the inconvenience of cracked shellac due to hard work and busy agendas.

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, Beautezine	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

PRIORITY STAKEHOLDERS



Priority Stakeholders

Customers: 18 year old and older male and females, whether buying as a gift or for themselves

Consumers: beauty conscious and on-the-go females ages 18 to 35

Shareholders: all individuals/institutions

investing in Coty Inc. shares

Media: beauty bloggers and vloggers, fashion and beauty magazines, local/national media outlets (i.e. The Marilyn Denis Show, The Social)

Employees: Coty Inc. and Sally Hansen

MEDIA Q&A

POTENTIAL QUESTIONS FROM THE MEDIA

Potential Media Questions

Q: How is this going to affect the beauty industry?

A: This is a new product of its kind and will ultimately revolutionize the beauty industry by providing people with the ability to bring the task of removing their shellac into the comfort of their own home.

Q: Is there any risks involved with this product?

A: This product is safe to use at home with proper use and precaution. By bringing this product into the home, we had to be sure that it would be safe to use.

Q: Is this product tested on animals?

A: Sally Hansen does not test any products on animals. We have taken the techniques used in at the salon to remove and encapsulated in to a wipe, that not only removes the shellac, but also works to restore and improve nail bed conditions.

Key Messages

1. Sally Hansen is committed to creating quality products that help our consumers live a colourful and confident lifestyle through education, innovation, and simplicity
2. Sally Hansen Shellac Remover is a convenient and simple solution to repair and restore any damages caused by shellac chipping from the comfort of your own home.
3. Sally Hansen Shellac Remover is the first of it's kind and is the perfect way to ensure our customers are always looking and feeling their best.

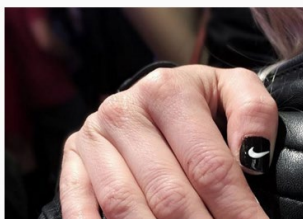
SPOKESPERSON

MADELINE POOLE

mpnails [FOLLOW](#)

Madeline Poole Snapchat: MPNAILS [www.MPNAILS.com](#) [@Sally_Hanse](#)
Global Color Ambassador [@bridgeartists](#) [info@bridgeartists.com](#) NYC
[nike.com/NYC](#)

1,140 posts 126k followers 904 following



MADELINE POOLE

EXCELLENT CANDIDATE:

- ✓ OVER 125,000 IN FOLLOWERS
- ✓ TRUSTED BEAUTY BLOGGER
- ✓ CONFIDENT
- ✓ CANDID

CELEBRITY STATUS

She's a well known celebrity manicurist and has an extensive nail portfolio with some of her work being featured in V Magazine, Dazed & Confused, InStyle and so much more.



"I'm working on my craft and my business not because I feel obligated, but because I love it."

MADELINE POOLE
ON #GIRLBOSS

TIMELINE

Our Game Plan

APRIL 1, 2016

Finalize event dates with the specific shopping malls and make date changes if necessary

Once dates are finalized, contact spokesperson (Madeline Poole) and confirm attendance

JUL. 5, 2016

All marketing videos, posters and advertisements approved and ready to go

Will require media team to storyboard commercials and produce by this deadline

JUL. 23, 2016

Marketing for Sally Hansen Shellac Remover begins

Social media campaign commences

Promotional videos to surface television and web

Includes event promotion, as well as promotional videos, social media campaigns/contests will continue until date of the event (Sept. 9, 2016)

AUG. 1, 2016

Start the social media count down to the More Than Nails event, send media invitations

Confirm media attendance to the events as well as confirming once more with the spokesperson on their attendance

SEPT. 9, 2016

Sally Hansen Shellac Remover will launch to promote product on International Beauty Day

Begin social media contest to give away \$100 Coty gift card

Pop up shop will open at the Toronto Eaton Centre, West Edmonton Mall, Montreal's Underground City and Pacific Centre in Vancouver

**SEPT. 9, 2016 TO
OCT 9, 2016**

Monitor media coverage and press clippings

During and after mall pop-up shop events to measure event success and performance to see if objectives have been accomplished

**SEPT 10, 2016 TO
JAN. 1, 2017**

Increase advertisements during the holiday season (Nov. to Jan.)

Push out product advertisements as the product is now available for purchase. Increase advertisements during the holiday season (Nov. to Jan.) Sally Hansen Shellac Remover can be seen as a great stocking stuffer. Create holiday displays within distribution stores for Sally Hansen Shellac Remover

THE BUDGET

Examples of PR Activities	Quantity/Frequency	Hours	Expenses	
Writing/Pitching News Releases	10-15 releases min. Newswire services etc.	30hrs @ \$150.00	\$1200.00	
Media Kits	Press Kits for bloggers, influencers, online blogs Travel, Swag Bags	110hrs @ \$200.00	\$4000.00	
Hire spokesperson (Madeline Poole)	Contract renewed annually, 1 year term Clothing, make-up, etc.	1100hrs @ \$125.00	\$20,000	
Newsletters	Monthly release Constant Contact software services etc.	12hrs @ \$95.00	\$1,140	
Events	1 Major Event across 4 cities	--	\$275,000	
Website Campaign	3 month contract for maintaining website relations for product Q&As, submissions, SEO	320hrs @ \$55.00	\$8,500	
Marketing Materials	6 Mini-Video Youtube Commercials 1 Major Television Commercial Campaign Planning (Budget does not include production)	60hrs @ \$175.00	\$3,125	
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 etc – 3 month contract	715hrs @ \$100.00	500.00	
Media Coaching	Kendra to work along side spokesperson for major appearances and in-house training	102hrs @ \$300.00	600.00	
			TOTAL:	\$471,905

EVALUATION METHODS

Here's how we'll measure results

Frequency – How often did consumers see ads. This will be measured through social media impressions, and clicks per ad from banner ads, google ads, social media ads and more.

Financial Value – was \$5 million sales target reached

Mall workshop event attendance

Media tracking to determine number of media outlets and cosmetic beat journalists story coverage

Constant Contact software to gauge 2,000 email subscribers initial goal

Guest sign-in at events to send them coupon code and track partial sales

Provide all bloggers, cosmetic beat journalists, brand ambassadors, and spokesperson with individual code to product discount to quantify sales directly related to PR campaign.

Was campaign within budget, evaluate where spending was most successful

Survey will be offered to email list for special rate on product after completion

Out takes:

Make Sally Hansen a innovator/authority in everything nail care, a household brand among key target group

Increased brand awareness of Sally Hansen shellac remover

Outcomes:

Drive sales in other Sally Hansen products through Shellac home removal – consumers who remove shellac at home are more likely to repaint them with our products



WE USE APPROPRIATE TOOLS AND TECHNOLOGIES THAT EVALUATE RESULTS FOR OUR CLIENTS.

EVALUATION

01 FREQUENCY

02 FINACIAL VALUE

03 BRAND AWARENESS

04 BUDGET

05 SURVEYS

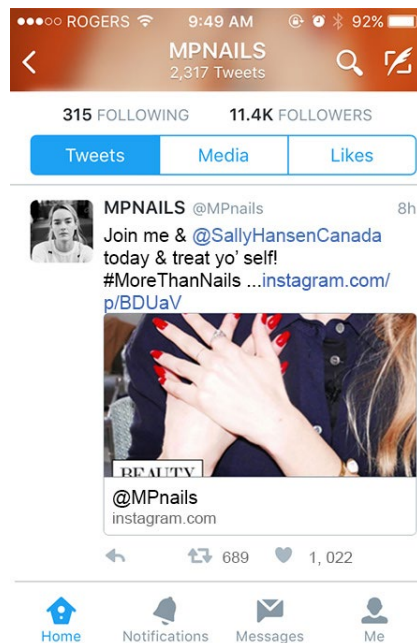
06 COUPON CODE SALES

07 GUEST -SIGN INS

08 MEDIA IMPRESSIONS



6000 King St.
Toronto, ON M6N 4Z9
Phone: 416-723-1134
E-mail: info@modedeviePR.com
Web : www.modedeviePR.com



THANK YOU
FOR YOUR BUSINESS