

Baby Lips Integrated Launch

Baby Lips Product Launch: December 2011 – March 2012

Build buzz, trial and excitement of **BABY LIPS** launch through social media environments including digital and by affiliating **BABY LIPS** with end consumers passion for music and movies.

Execution

Phase 1: Digital soft launch in December 2011 with Search and Social to align with in-store distribution.

Phase 2: Tagged **BABY LIPS** 30s in Cinema and Digital Lobby Screens with two compelling partnerships; Rising UK boy band – 1D (Cinema), and, the premiere of the theatrical release of "Mirror Mirror" (Lobby Screens).

The cross-channel media integration aligned to the passions of young female teens via In-theatre, Event, Sampling, Facebook, Twitter, Magazine, and Contest touchpoints.

Both partnerships engaged the end user with **BABY LIPS** in an environment where they would be, and got product into their hands, encouraging them to share the experience with their friends and family via Twitter, FB chatter and Maybelline NY Facebook where thank-you's dominated.



SOCIAL BUZZ



CINEMA ADVERTISING

2 Tagged TVC: 1D & Mirror Mirror Contest



1D SOCIAL BUZZ & ENTRY



ON-SITE ACTIVATION



PHOTO BOOTH UPLOADS



Results

Final 1D & "My First Kiss" Contest Activations

- Concert sells out with over 22K unique 1D contest entries
- Over 3,500 Maybelline NY Newsletter Opt Ins
- Over 5,000 photo booth visits and 90.2k tweets
- Over 573K impressions for **BABY LIPS** and "Mirror Mirror" Screening
- Over 20K E-Blast to Vervegir readers

Baby Lips Business Results

- **BABY LIPS** was the fastest growing lip player between Dec 2011 – Jun 2012
- Sales performance goals were exceeded by 25%

VERVEGIR PRINT, E-NEWSLETTER & DIGITAL ADS

