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MAYBELLINE

How Maybelline strengthened the emotional connection to its brand?

01.

THE CHALLENGE

The world's leading mass-market make-up brand, the American label Maybelline, owned by the l'Oréal group, organised a press event to present its new products.

How did they stand out in order to leave a strong imprint in the minds of female influencers ?





02.

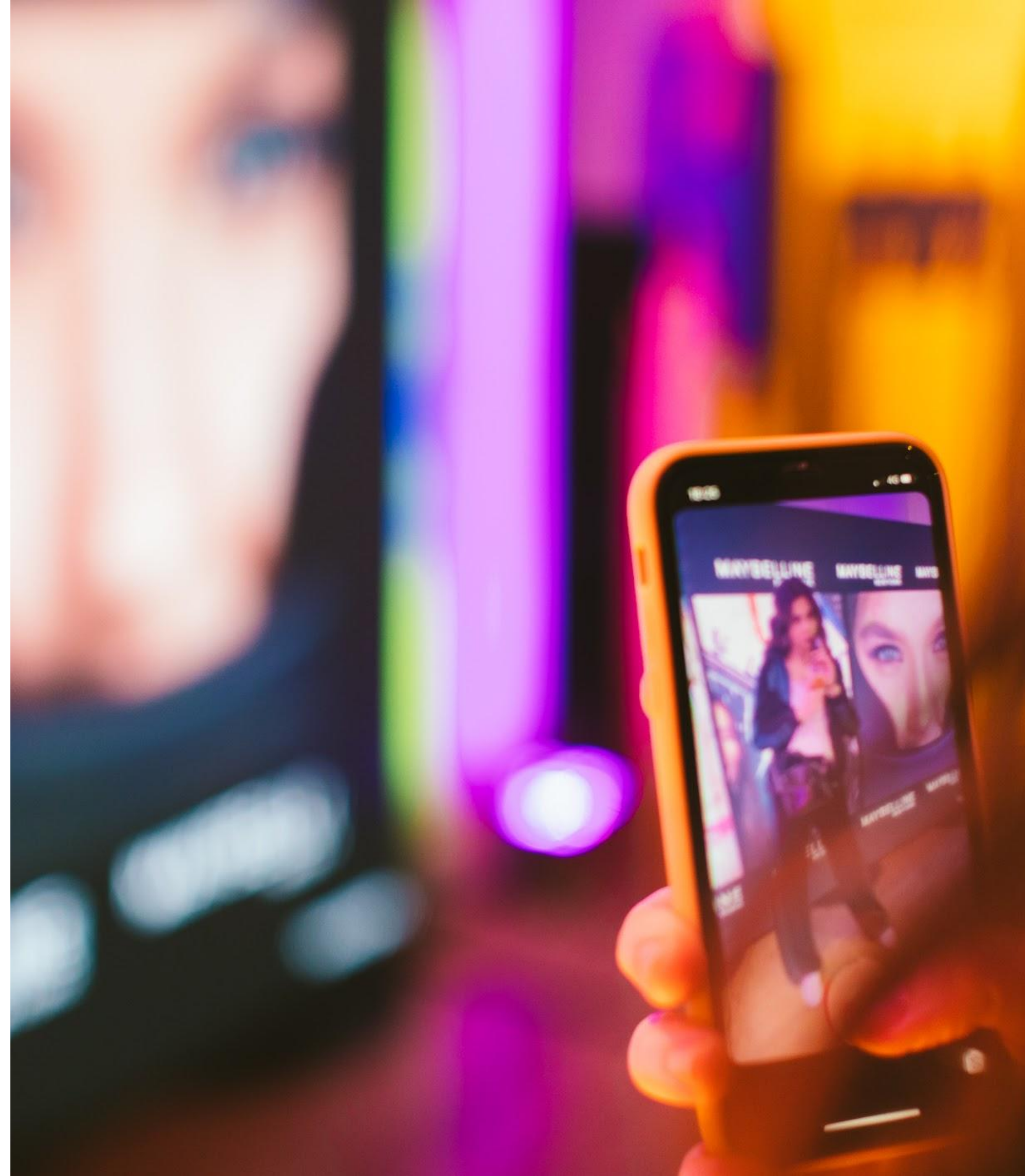
OUR SOLUTION

During the evening, guests had the opportunity to take a portrait picture, print it out and then stick it on a “Fit me” foundation. The stickers personalisation of their top product allowed guests to create a strong emotional bond with the brand.

03.

OUR SOLUTION

Guests also had the chance to be a part of a one-of-a-kind after effect video to make them feel like a model for a Maybelline campaign.



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