

**MMC | COVERGIRL**  
July '13 Bundle Launch Event



# Introduction

**Concept: Event Remix**

To launch the July '13 COVERGIRL bundle, TH will team up with MMC to bring Glam Rebel to life via a unique editor event that puts a new spin on traditional event tactics to create the hottest event that influencers have ever seen!

**Inspiration: Glam Rebel**

A modern white space will be transformed into the *Glam Rebel Remix*, an interactive experience inspired by the Glam Rebel target aesthetic and NERVO, who believes that *‘beauty is a form of expression, just like music, and when done right, it makes us feel bold, beautiful, and free.’*

**Execution: Neon Decor**

On-trend, bold and clean, the event design will use glowing neon signs and accents to bring each activation to life in its own way while tying each individual activation story together for a cohesive and viscerally stimulating experience

**Try: Lifestyle Vignettes**

Vignettes turn basic product displays into unique interactive demonstrations designed for maximum share-ability across popular social networks

**Show: Unique Content Capture**

Guests will capture unique shareable content that organically tell the product story while driving guest’s incentive to share their experiences with their social networks

**Share: Social Concierge**

On-brand and digitally savvy Brand Ambassadors will be at each vignette to ensure the content shared from the event is on-trend, while guaranteeing real time buzz, embodying the brand and providing a specialized concierge service to guests partaking in the social share aspect





# Activation Overview

Product	Vignette	Experience Overview	Content Capture / Sharing
Flamed Out Collection	<b>Flamed Out Motion Makeover</b> Colors: Reds / Pink Neon Set-Up: Double Sided Vanity	MUAs give guests a make-over using blazing looks and MAX lash volume, the transformation captured by a brand ambassador in a stop motion time-lapse video using Vine	<b>Content:</b> Six Second Video with Sound <b>Capture:</b> BA with iPad linked to Glam Rebel Vine Account <b>Share:</b> Tweet from Vine mentioning influencer
Glosstini	<b>Disco-Nail Tiki Bar</b> Colors: Full Color Spectrum Set-Up: Bar with Stools	Manicurist apply Glosstini colorful nails, while mixologist serves tropical-inspired mini cocktails with cocktail napkins that feature a instagram call to action	<b>Content:</b> Instagram / Hashtag Printer <b>Capture:</b> Attendees encouraged via cocktail napkin creative <b>Share:</b> Photos shared with #COVERGRRRLZ will print on-site
Smoochies	<b>Smoochies Photo Shoot</b> Colors: White Neon Set-Up: Professional Photo Shoot	MUAs apply Smoochies before influencers have a professional style photoshoot with two hot male models	<b>Content:</b> Professional Branded Photo <b>Capture:</b> Traditional Photo Studio Booth with Photo Overlay <b>Share:</b> Facebook Upload & Tag - Immediate
Clean Whipped Cream	<b>Clean #Selfie Photo</b> Colors: Mirrored / Silver Set-Up: Vanity & Balloon Wall	MUAs create breathable, fresh looks and prep attendees for their Instagram close-up. Once the look is done, the MUA will snap a #nofilter photo that prints on the spot	<b>Content:</b> Instagram / Hashtag Printer <b>Capture:</b> Taken by Guest <b>Share:</b> Photos shared with #COVERGRRRLZ will print on-site
Ink It!	<b>Ink It Parlor</b> Colors: Reds, Blues, Golds Set-Up: Tattoo Parlor Chair	Influencers choose daring eye looks from a tattoo style book, each look curated by Pat McGrath. Guests sit in a parlor chair to get their Ink It eye look	<b>Content:</b> Before and After Diptic Photo <b>Capture:</b> Taken by Brand Ambassador <b>Share:</b> Emailed to guest for them to share
Rehab	<b>Rage Rehab</b> Colors: Purple Set-Up: Spa Chairs	Check into the event on foursquare and check your phone at the recharging station to receive a mini facial, giving eyes and face a recharge, while your electronics get one too	<b>Content:</b> Location Based Check-In <b>Capture:</b> Taken by Guest <b>Share:</b> Foursquare

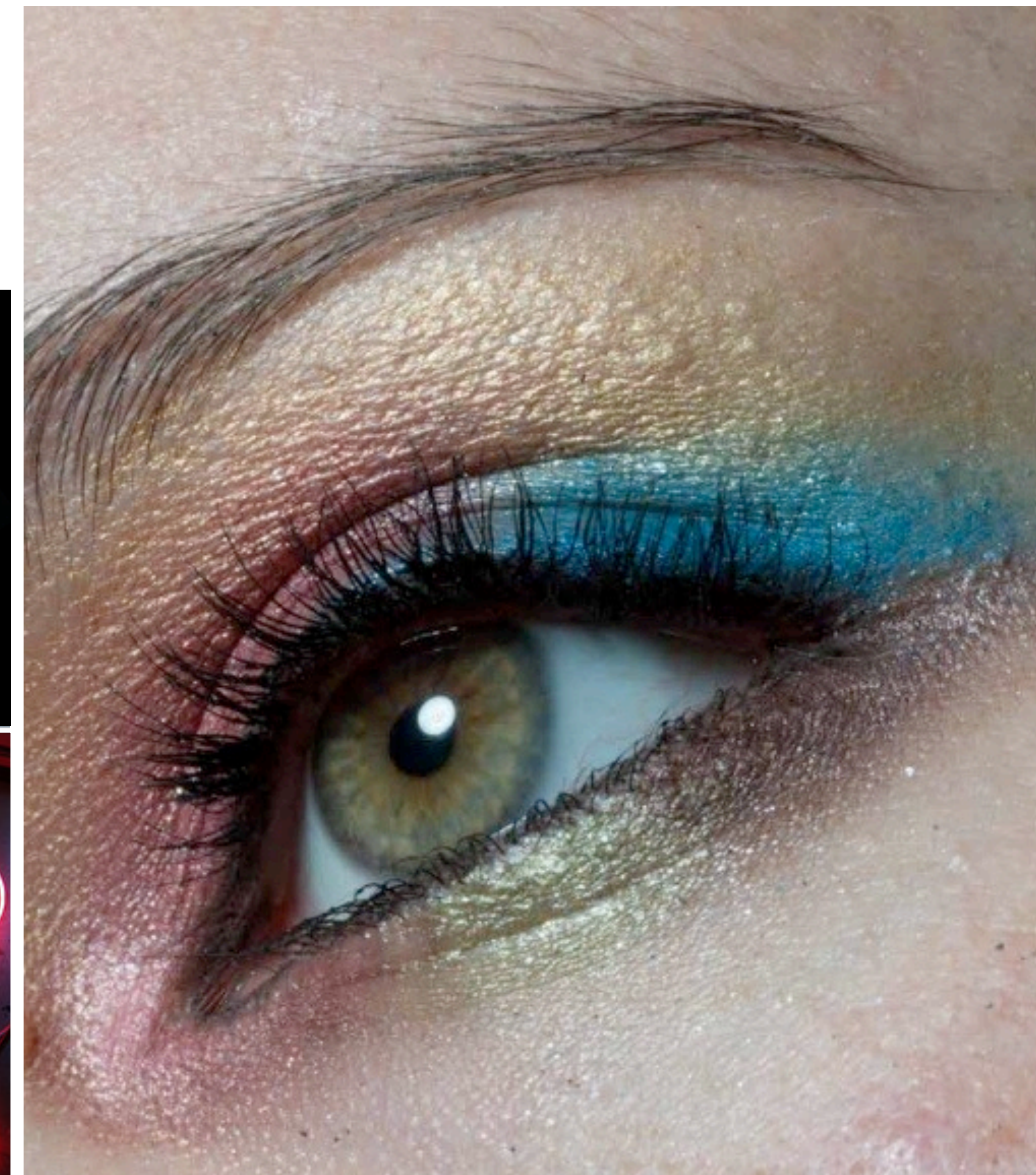


# Flamed Out Motion Makeover



The Flamed Out Motion Makeover uses Vine video to capture the complete make over from eyes to lips to the flamed out transformation!

Makeup artists create fierce looks and MAX lash volume on influencers, while brand ambassador takes stop-motion style video of their flamed out transformation using Vine.

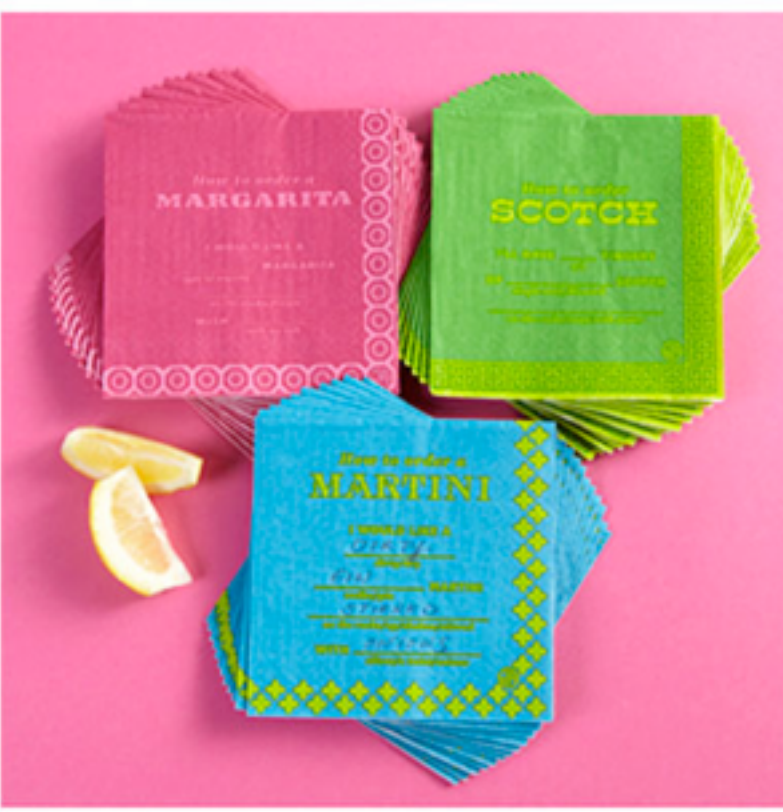




# Glosstini Disco Nail Bar



Disco Nail Bar Manicurist apply Glosstini in various color combos, each inspired by a speciality tiki-bar style cocktail. Custom branded cocktail napkins feature the event hashtag and a call to action for guests to “selfie their mani” and share on twitter.

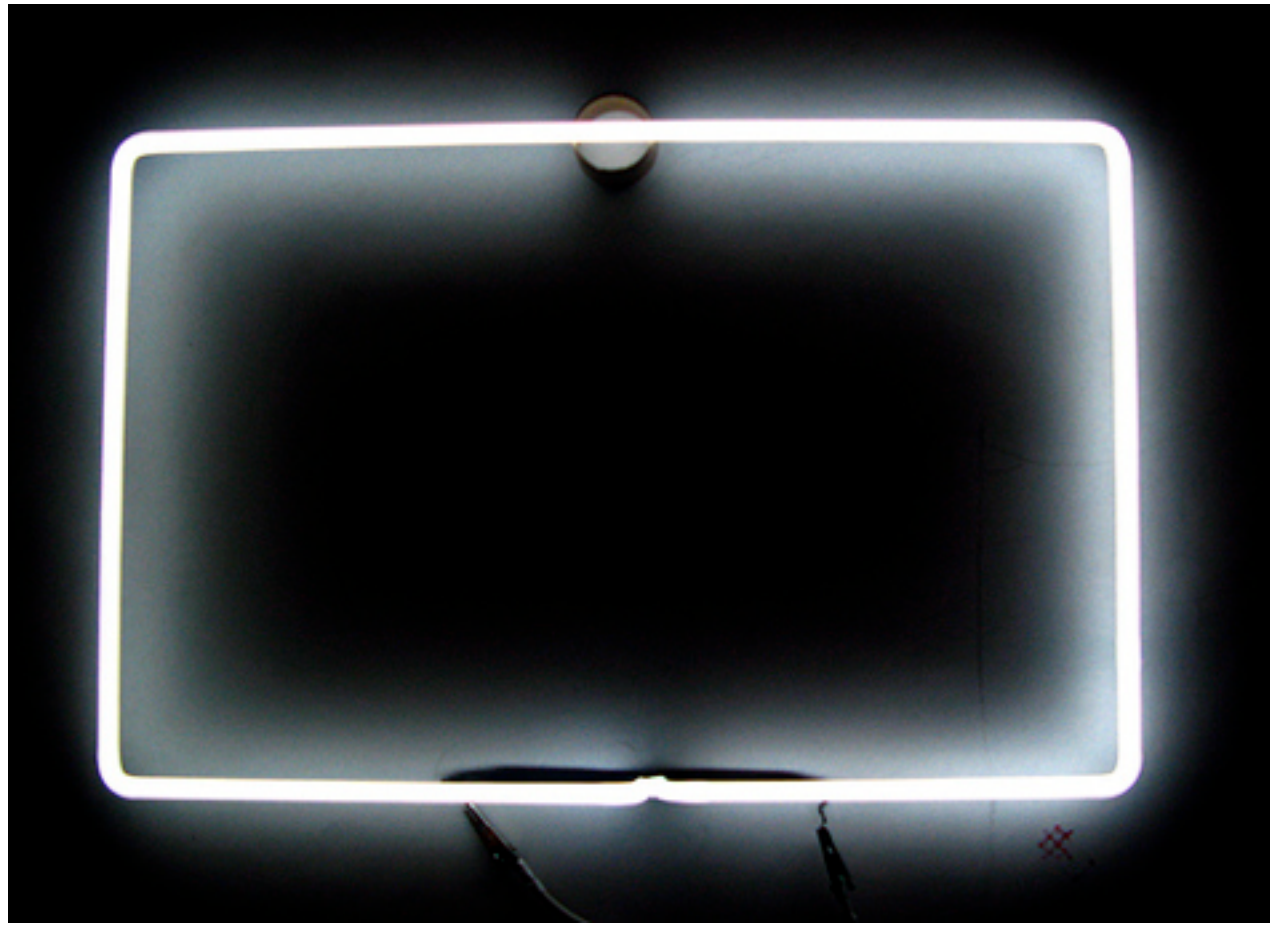




# Smoochies Kissing Booth



MUAs apply Smoochies for influencers to test them out on handsome male models in a photo shoot! Guests can share their favorite photo on facebook and twitter and take home a print out.

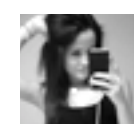




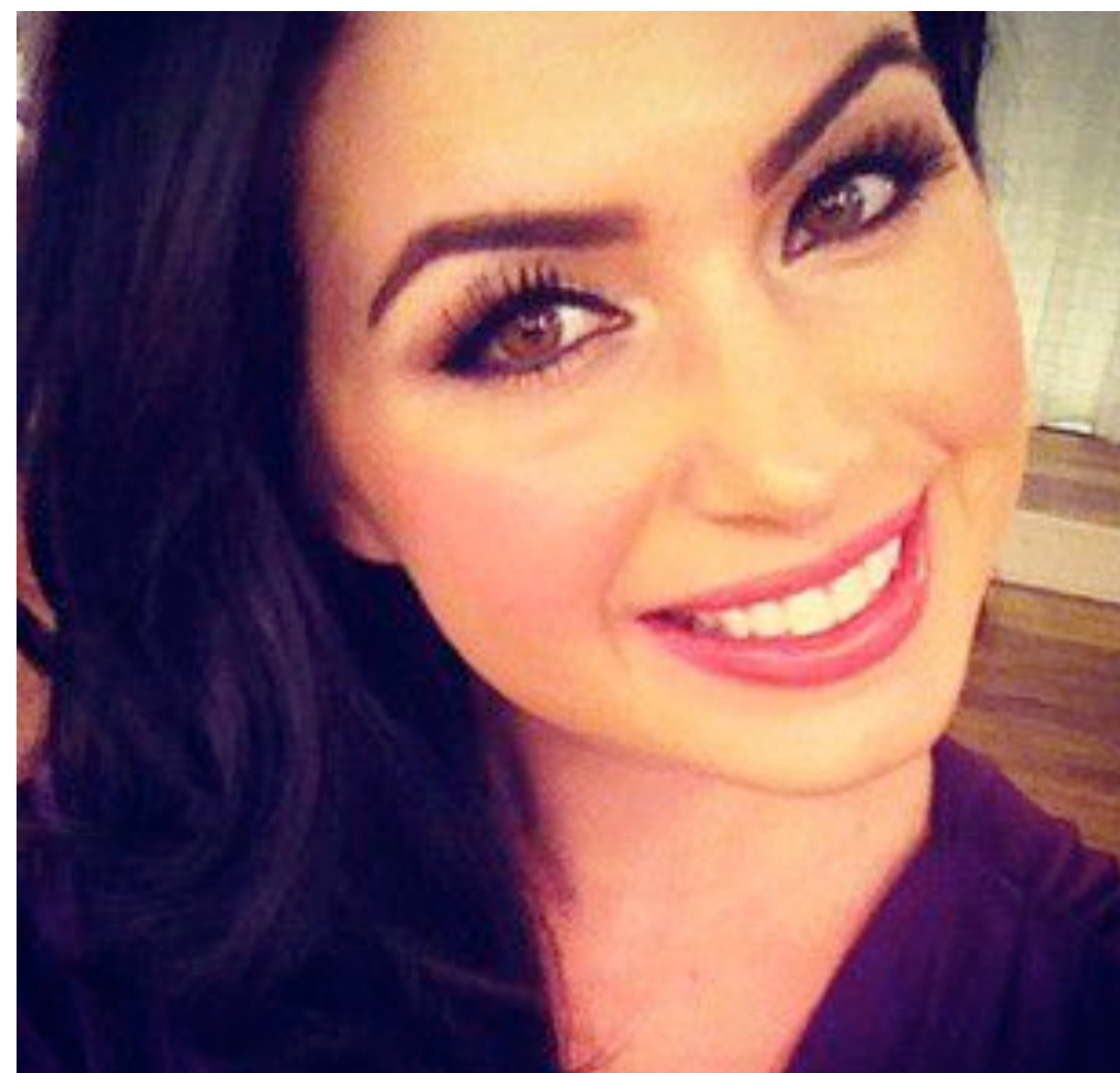
# Clean Selfie #NoFilter



MUAs create breathable, fresh looks and prep attendees for the ultimate Instagram #selfie close-up. Once the look is done, the editor will snap a #nofilter #selfie photo that prints on the spot.



editoratlarge



editoratlarge just being my #selfie #nofilter @CoverGirl

COVERGIRL



TH PRODUCTIONS

MMC | COVERGIRL EDITOR EVENT 7



# Ink It Parlor



MUAs create eye looks that connect to current runway trends. Influencers will choose eye looks from a tattoo style book, each look curated by Pat McGrath and applied by an expert MUA, who communicates that the Ink It liners are as long lasting as a tattoo. Influencers will comfortably lay back in a tattoo style salon chair while expert MUAs apply the chicest eye make up!

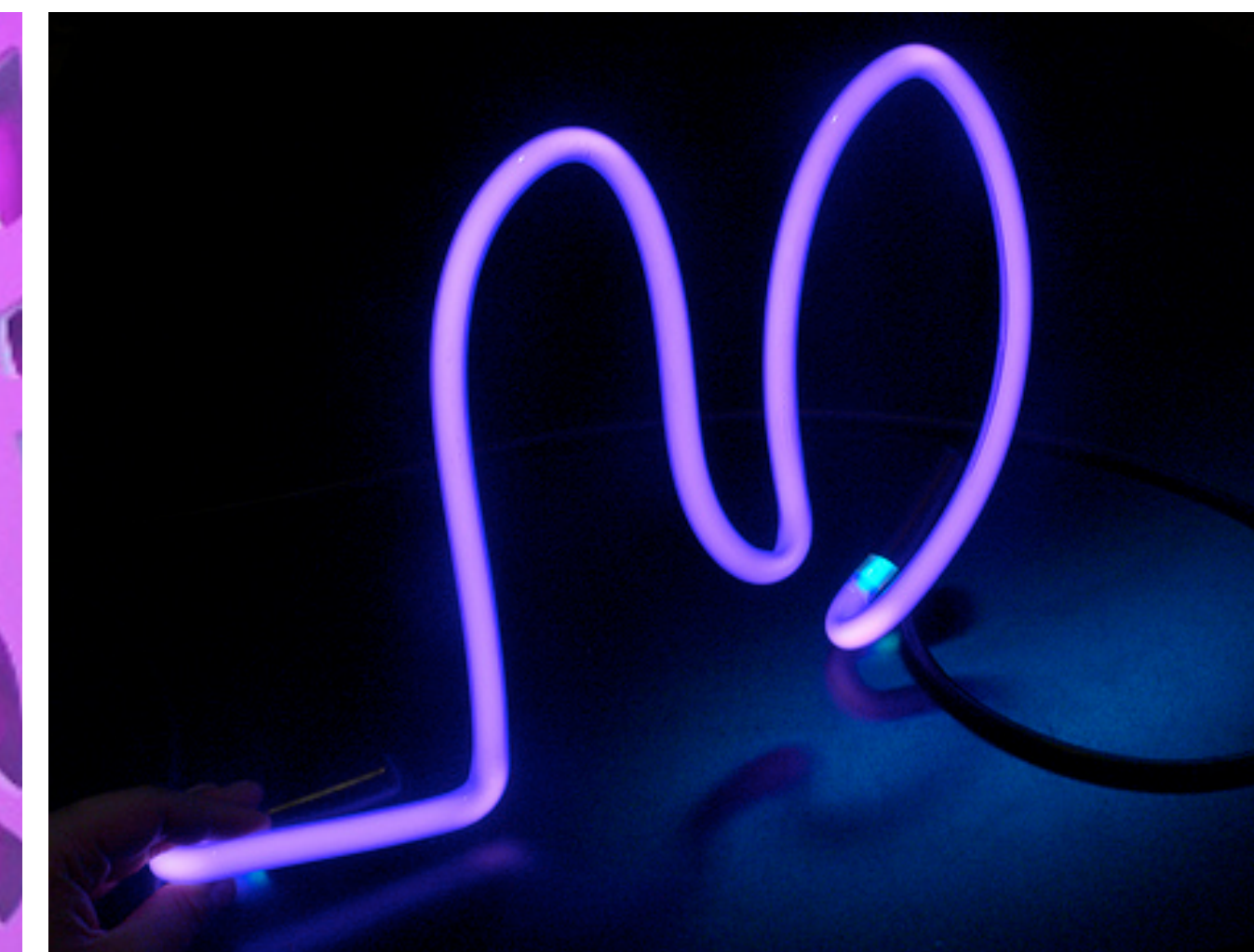
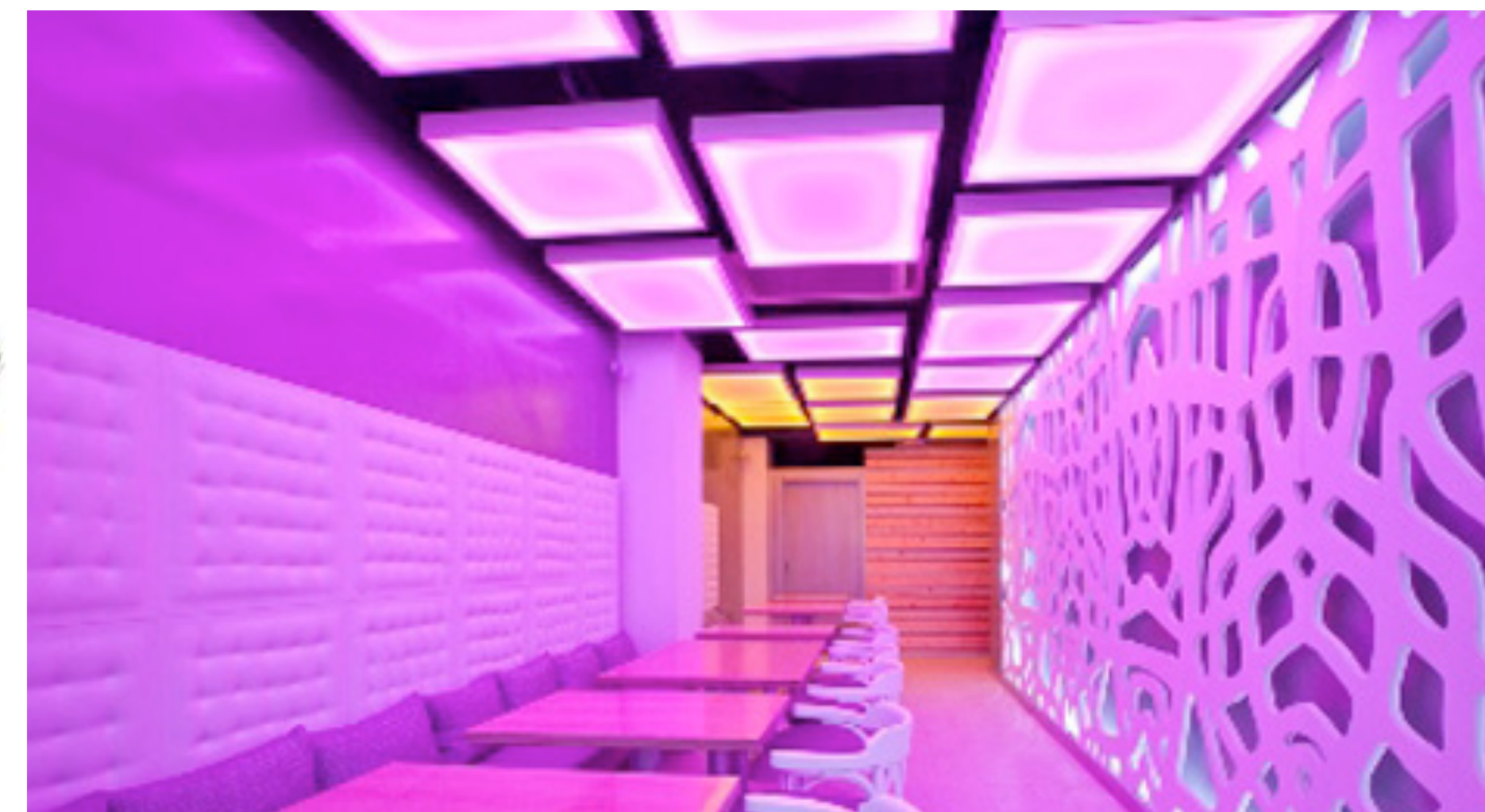
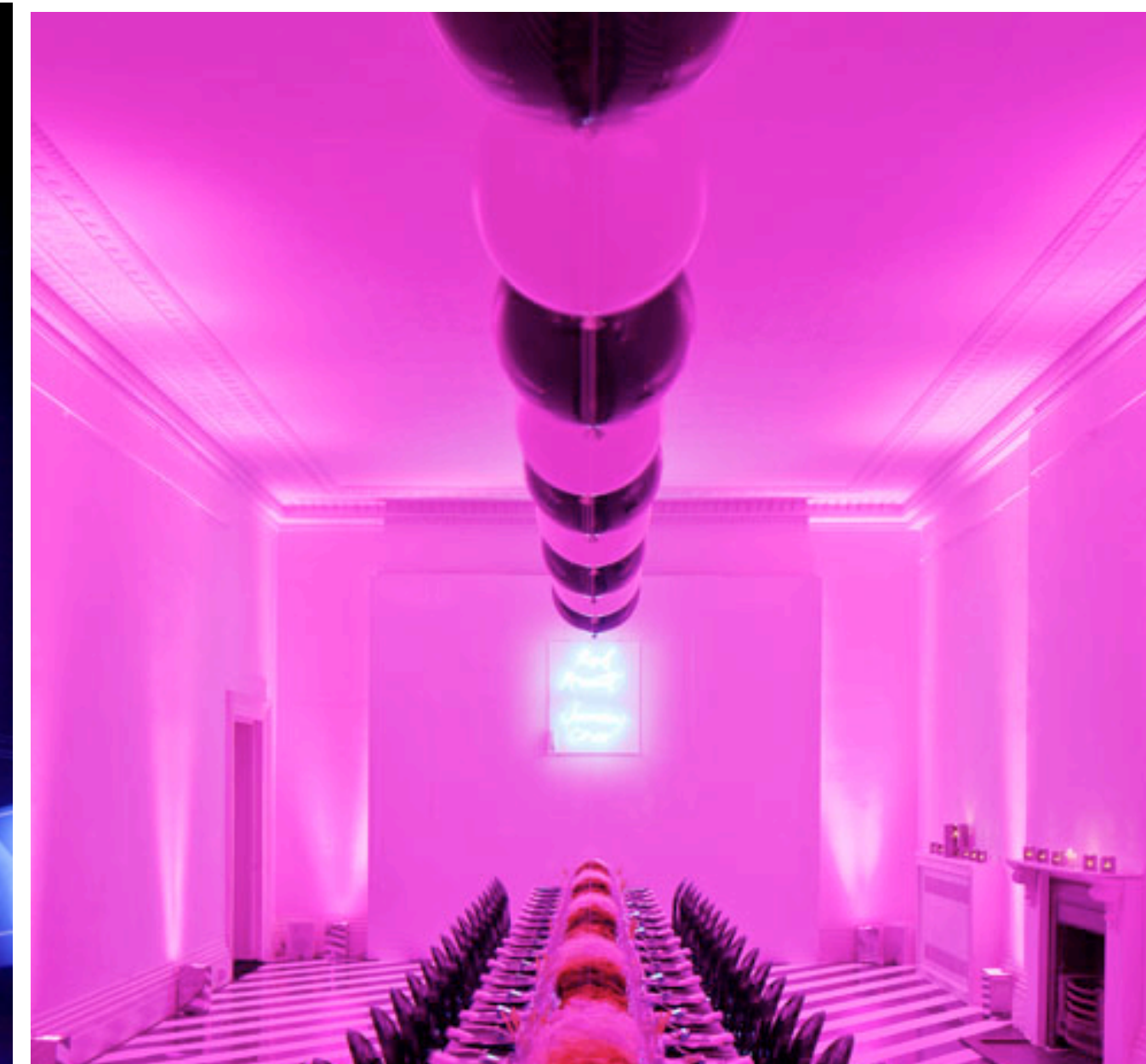
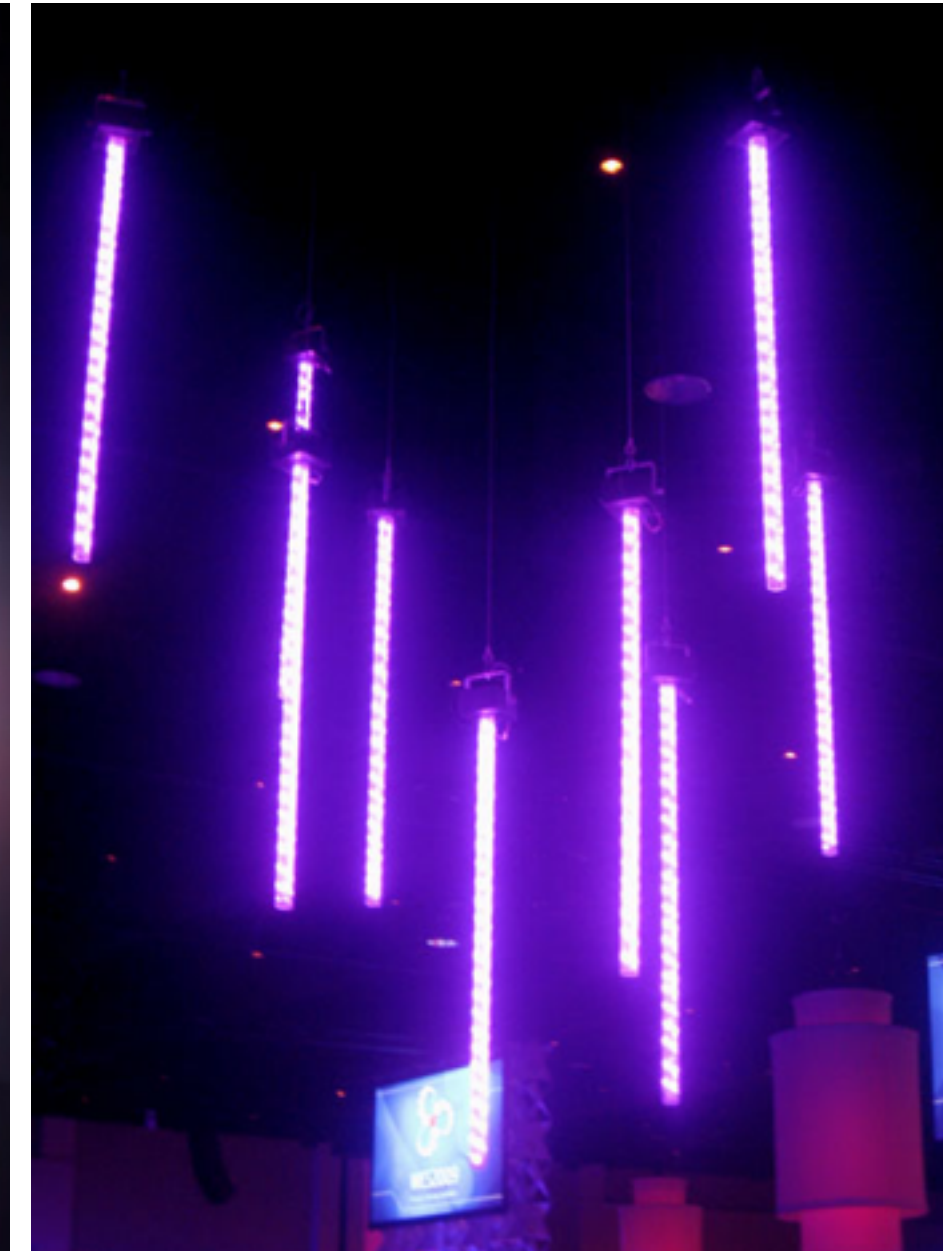




# Rage Rehab



Check in to Rage Rehab. Charge your phone at the recharging station to receive a mini facial, reenergizing eyes and face, while phone battery gets a boost as well.





**VENUE SELECTION**  
WORKING OPTIONS



# EZ Studio

325 West 37th Street  
New York, NY 10018

EZ Studios (pronounced Ezzz) is a pristine, white, multi-use studio with garage door entrance in the heart of the Garment District. The studio showcases 17' ceilings, optional fashion show spot lighting, and furniture packages. Kitchen with functioning sink, microwave and fridge, 3 bathrooms and mezzanine area suitable for lounging or VIP.

Capacity: 190

Square Footage:  
5,000 sq. ft. total



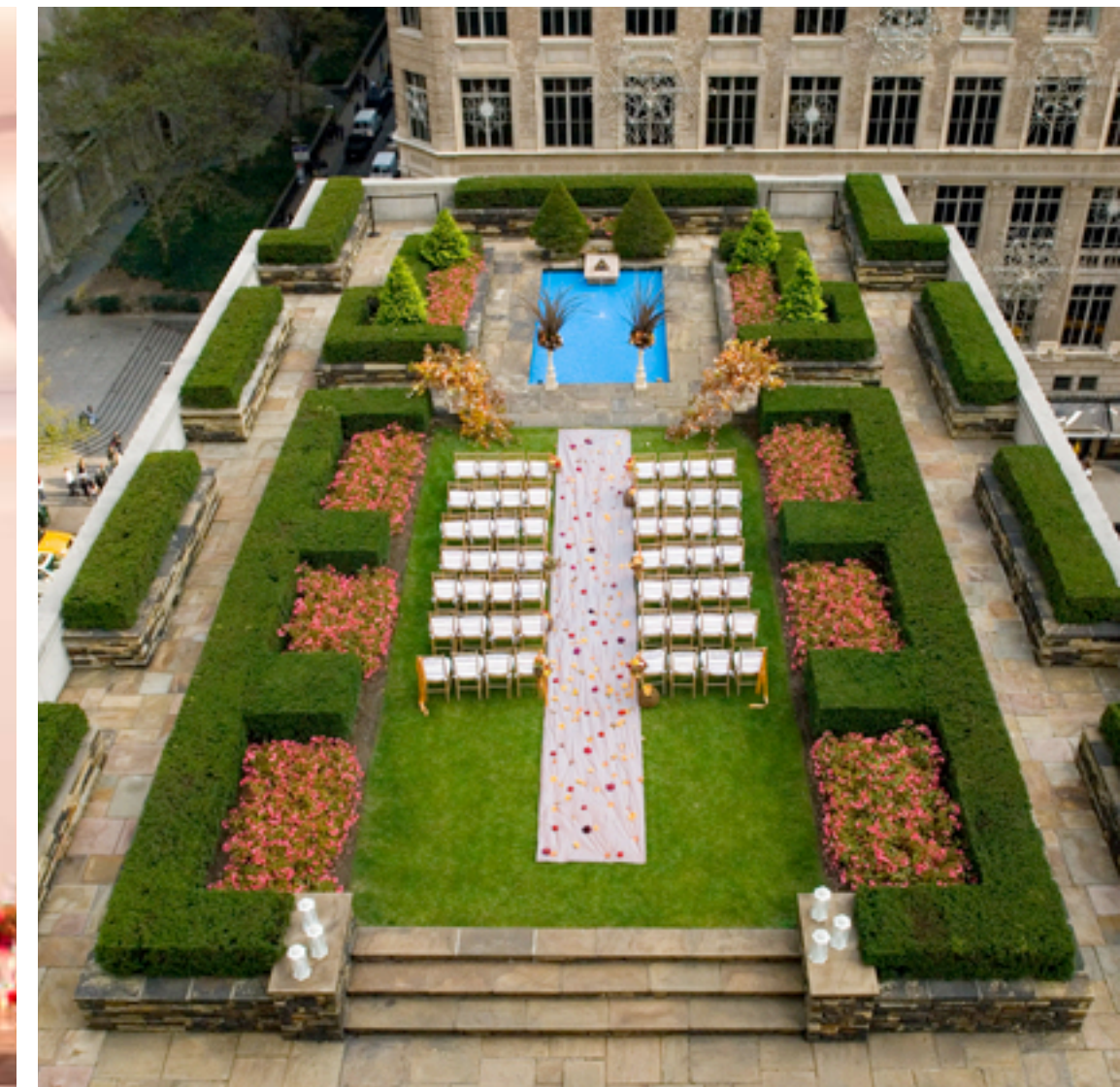


# 620 Loft & Garden

620 Fifth Ave.  
New York, NY 10020

This unique venue features extraordinary views of Fifth Avenue and St. Patrick's Cathedral from a manicured historic garden, complete with a reflective pool and fountain. The private, customizable indoor and outdoor space accommodates 165 guests for a reception and 120 for a seated meal.

Guests may experience the outdoor garden in any season; a tented section of the garden is offered year-round. The interior space is flooded with natural light from wall-to-wall windows overlooking the Prometheus statue, Rockefeller Plaza and the marquee of Radio City Music Hall.



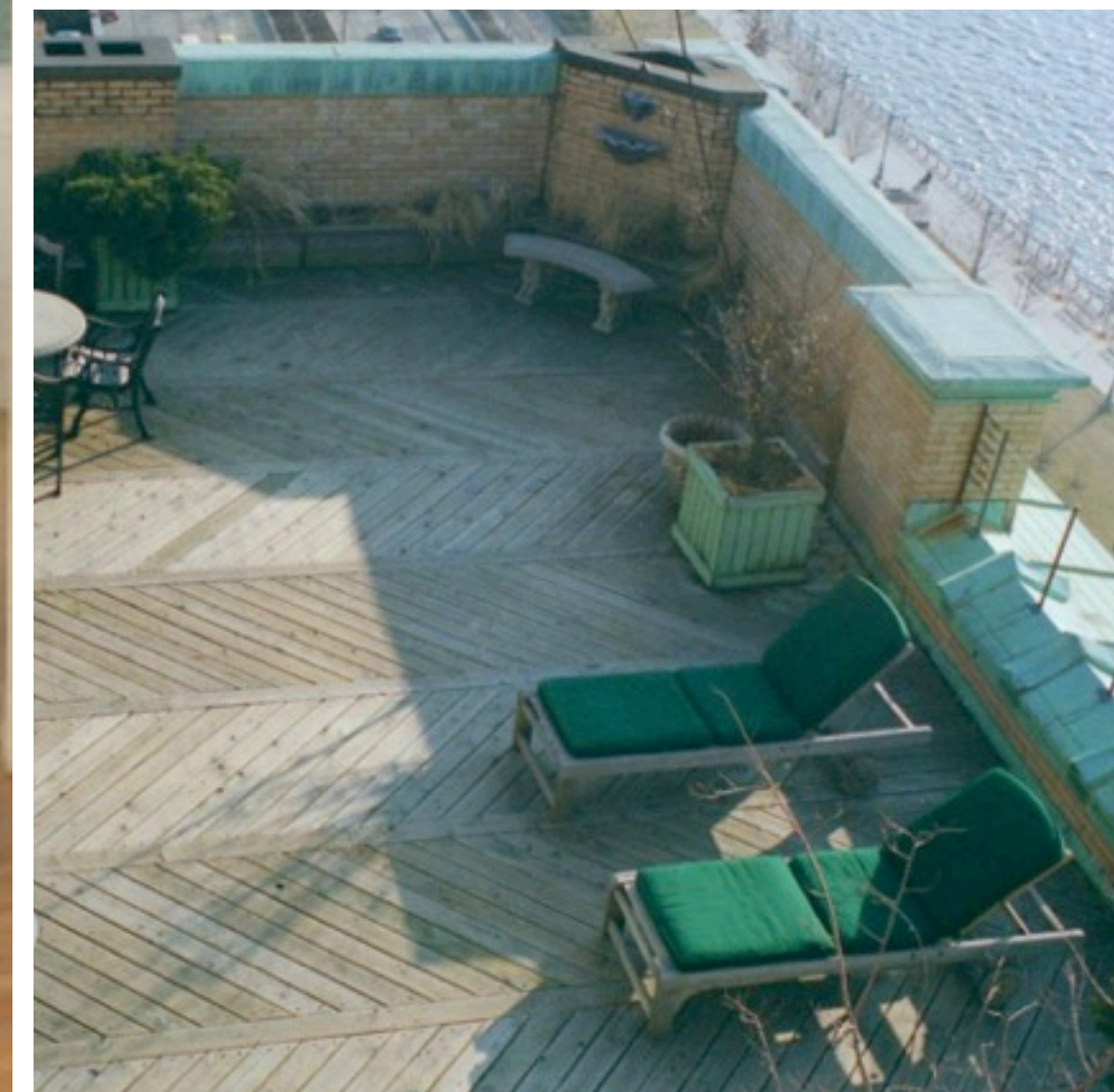
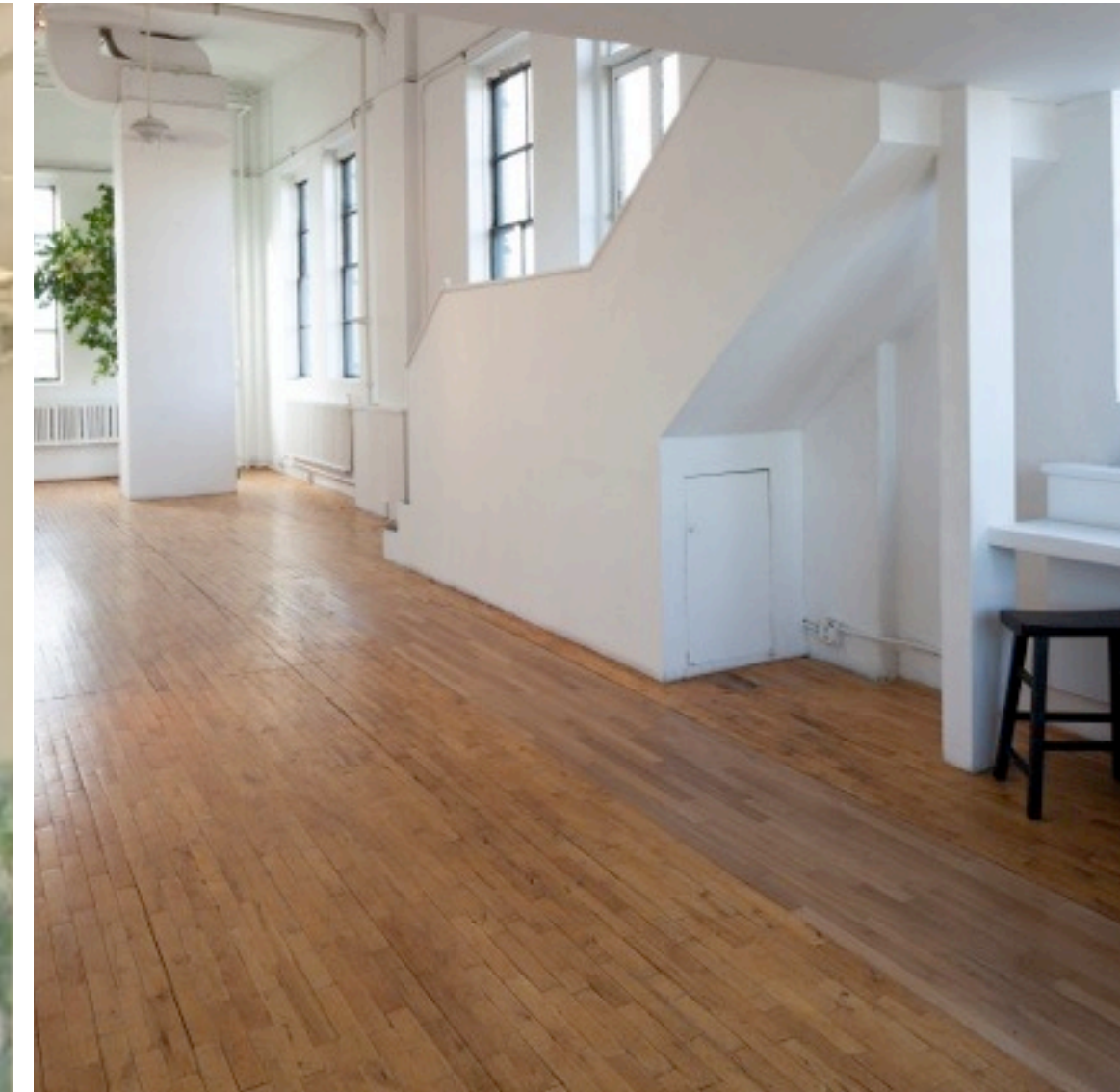
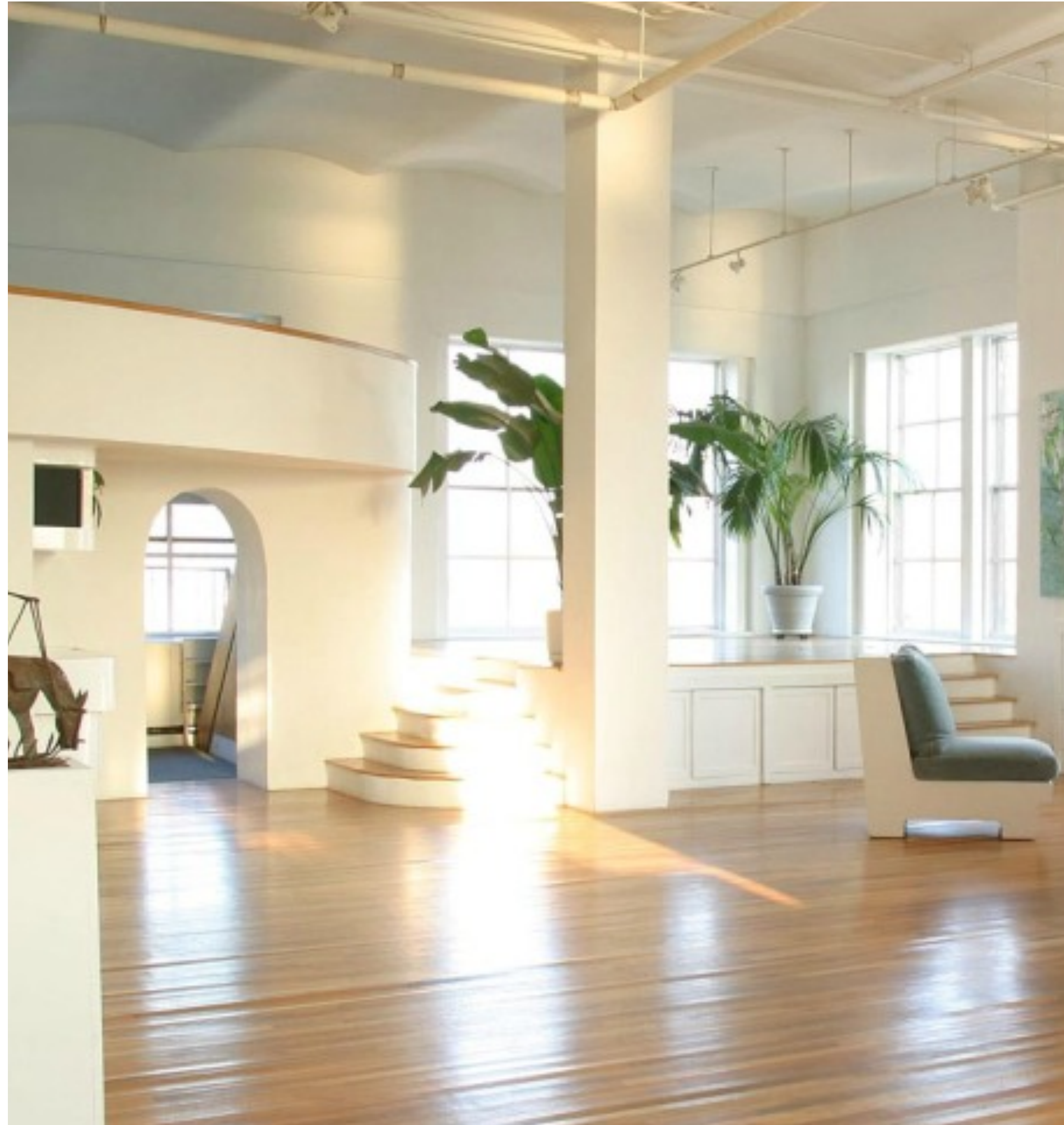


# Ramscale Studios

463 West St.

With 360 degree views of Manhattan, two studios and large terraces available, an elevated stage area ideal for live band/DJ setup, great acoustics, this space is accommodating for all types of events

Capacity: 350 people





# 404 Event Space

404 10th Ave ( between 32nd and 33rd st )  
New York, NY 10001

404 has a ground floor entrance with street frontage, many levels and breakout spaces and is a white canvas with adjustable track lighting in all areas as well as a 25 by 48 foot windowed front with black out shades.

Capacity: approx 800 people

