

TH PRODUCTIONS

RFP RESPONSE

BARE MINERALS | VERSION 1.0

Foundation Category Marketing 2013
Submitted December 20th, 2012

INTRODUCTION

objectives

Drive trial that supports National Foundation Fittings and scale up the branded make-under experience

Significant scale and audience reach but targeted at prime prospects

Disruptive & unexpected but relevant (aim to stop traffic)

Surprise & delight to make women happy but keep things modern, fresh, hip

key learnings

Fewer, bigger, better! Targeted event locations on weekends

Deeper market penetration, better leveraging PR and digital share of voice at key locations

Better aligned retail partnership opportunities

Aligned event strategy to excite and entice new customers near retail points of distribution

INSPIRATION

what is the foundation of beauty?

Foundation is the driving force of your beauty, so don't try and "cover-up" who you are.

True beauty radiates from within, carried by experiences that make up the foundation of who you are.

Your core (or foundation) absorbs every moment, fueling the unique features that make you, you.

So celebrate and acknowledge the undeniable traits and inherent characteristics that make you unique, as these stem from a foundation that belongs only to you.

And as the foundation of your soul grows and matures, so does your skin.

As you emulate who you are from within, embrace your skin by *un*-covering up and going bare ... bare essentials.

CONCEPT

REDEFINE

THE F-WORD

*we're on a mission to uncover the **foundation** of beauty*

C FREE FREQUENT FRESH FRIENDLY FULL FUMBLING FUNCTIONAL FUNNY FURRY FURTIVE FUT
FABULOUS FAIR FAITHFUL FAMILIAL FRESH FRIENDLY *fabulous* FROLICSOME FRUITFUL FUL
E FIERCE FLAGRANT FLASHY FLAWLESS FLIPPANT FLOWERY FLUFFY FLUTTERING FOAMY FOOLISH
FRAZZLED *feisty* FORTUNATE FRAGILE FRANTIC FREE FREQUENT FRESH FRIENDLY FULL FUMBLI
FURRY FURTIVE FUTURE FUZZY FABULOUS FAIR FAITHFUL FAMILIAL FAMOUS FANTASTIC FARSIG
FAVORED FEARLESS FELICITOUS FERTILE FERVENT FESTIVE FETCHING FINE FIT FUNKY FRESH F
US FLIRTY FUN FANTASTIC FREE FICKLE FIERCE FAMOUS FRENCH FICKLE FIERCE FLATULANT FR
FANTASTIC FARSIGHTED FASCINATING FAVORED FAVORABLE FEARLESS FELICITOUS FERTILE
FESTIVE FETCHING FIERY FITTING FLAMBOYANT FLAVORFUL FLEXIBLE FOCUSSED *fickle* FORC
FLOWERY FORTUNATE FRANK FESTIVE FIERCE FLAGRANT FLASHY FLAWLESS FLIPPANT FAMOUS
FLUFFY FLUTTERING FOAMY FOOLISH FOREGOING FORGETFUL FORTUNATE FRAGILE FOXY FRA
C FREE FREQUENT FRESH FRIENDLY FULL FUMBLING FUNCTIONAL FUNNY FURRY FURTIVE FUT
FABULOUS FAIR FAITHFUL FAMILIAL FRESH FRIENDLY FROLICSOME FRUITFUL FULFILLED FUN
FIERCE FLAGRANT FLASHY FLAWLESS FLIPPANT FLOWERY FLUFFY FLUTTERING FOAMY FOOLISH
FRAZZLED *flirty* FORTUNATE FRAGILE FRANTIC FREE FREQUENT FRESH FRIENDLY FULL FUMBLI

PROGRAM OVERVIEW

foundation **FITTING ROOM**

FOUNDATION FITTING ROOMS:

Bring the Foundation Fitting concept to life to reinforce brand advocates and open doors to new customers.

make-under **TRUCK**

MAKE UNDER TRUCK:

Capitalize on the food truck trend:

- a) smaller & mobile
- b) sample in high volume in tight quarters
- c) additional point of foundation fittings

bareMinerals™ **READY VANITY**

READY KIOSK:

Builds on the current brand equity and leverages retail partners to reach KPI's with an ongoing in-store activation utilizing “retailtainment”.

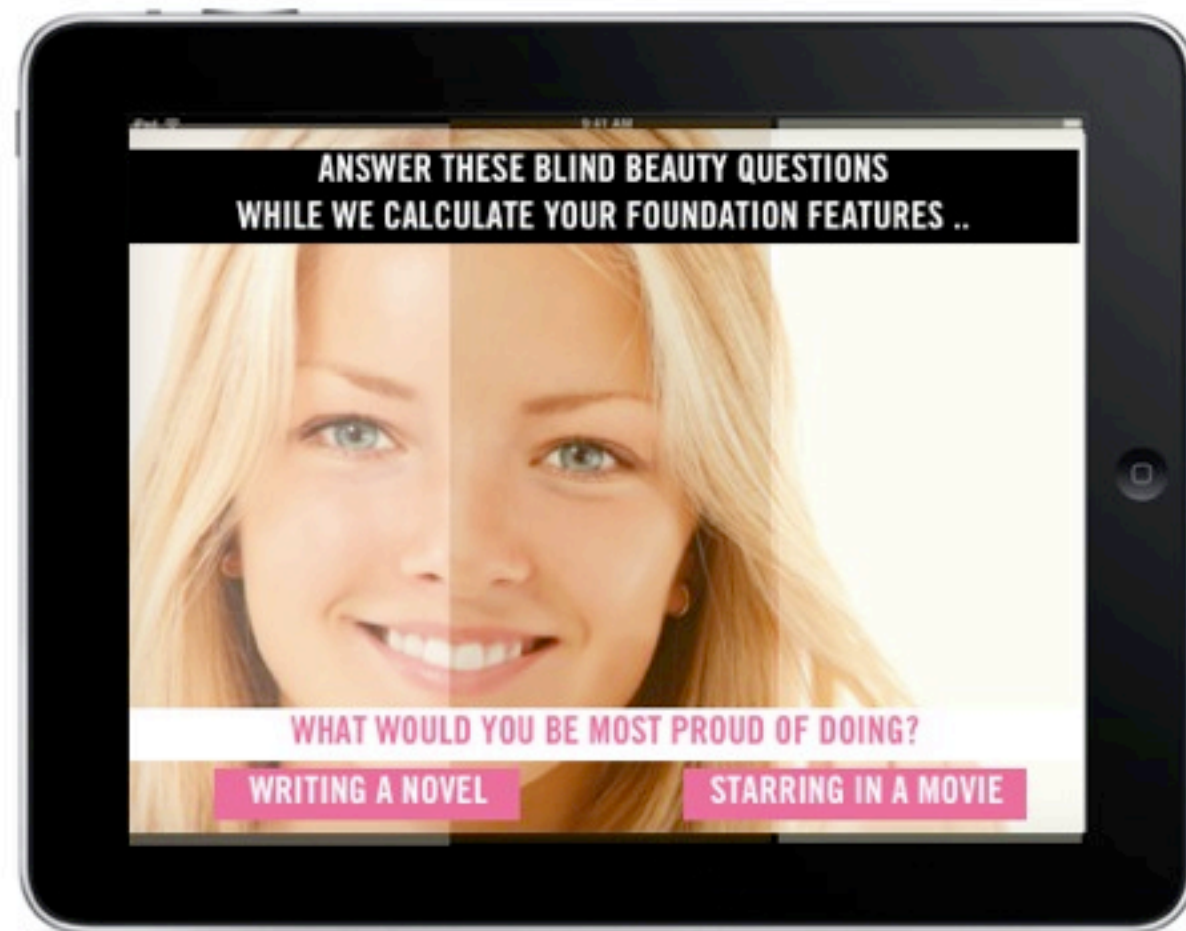
RATIONALE

Challenge the status quo in the experiential space, providing multilayered scaled activations under an umbrella theme, supported by ongoing digital campaign. The distinct yet different experiences bring a “wow” factor in-market and have a PR hook for press / impressions. Each activation is strong alone, but can be used in conjunction in key markets / branded opportunities for larger reach.

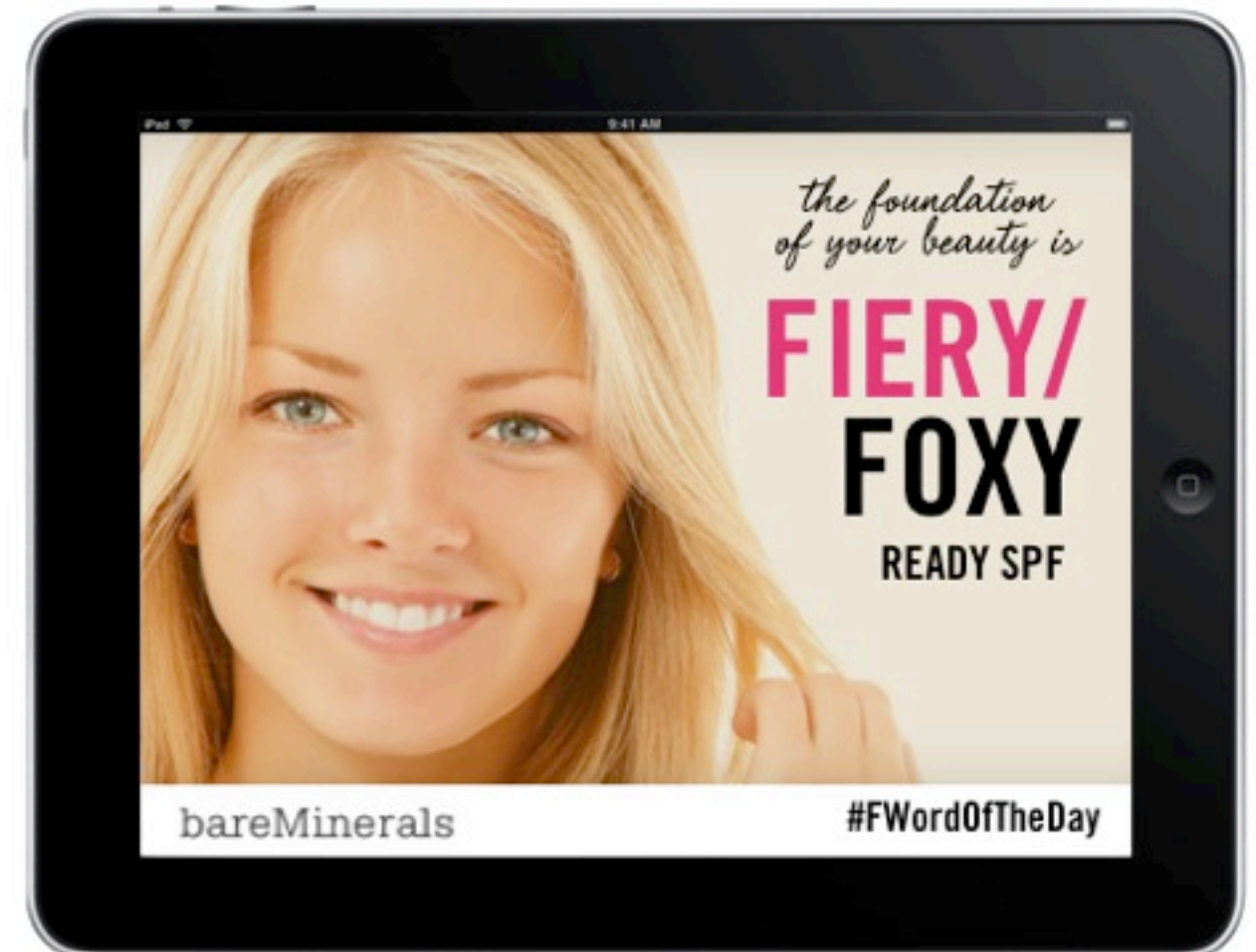
DIGITAL CONCEPT *the foundation of beauty*

A custom application finds the foundation of the user's beauty while conducting a virtual foundation fitting & blind casting test. The design and flow of the application pops and keeps the consumer engaged throughout the process. This application will be used at all activations as the key point of data / email capture.

The consumer will upload their photo and answer a series of product and personality related questions, while their facial features are being "scanned". Utilizing automatic face analysis, simulation technology and signal processing algorithms, consumers will redefine the f-word while going through a virtual foundation fitting. Once the fitting is complete, the consumer will have a very shareable digital photo & an email with a drive to retail coupon!



QUIZ & ANALYSIS



SHAREABLE PHOTO

foundation FITTING ROOM

The ultimate girlfriend experience, the Foundation Fitting Rooms will travel across the country, popping up for multiple days in key markets and activating during popular expos, trade shows, concerts and events.

Each Foundation Fitting Room is outfitted like the *boutique of the future*, complete with a comfy chair, backlit product displays and a glowing vanity.



foundation FITTING ROOM

Once inside the fitting room, the Foundation Fitter will pull up the consumer's beauty foundation profile.

Based on this, a 5 - 7 minute consult and demo will take place, all in front of the counter to further the girlfriend experience.

The consumer leaves the activation with samples and referral cards to pass along the secret behind "The New F-Word" to her friends for additional discounts & perks!



bareMinerals **READY VANITY**

To leverage retail partners and their steady stream of target consumers, a READY Vanity will be stationed at four top Sephora or Ulta Stores.

A custom build out display is styled like the inside of the Foundation Fitting Rooms, with a built in iPad to showcase the digital application.

Consumers can take themselves through the fitting experience and share a photo-op at the end with their friends.



make-under TRUCK

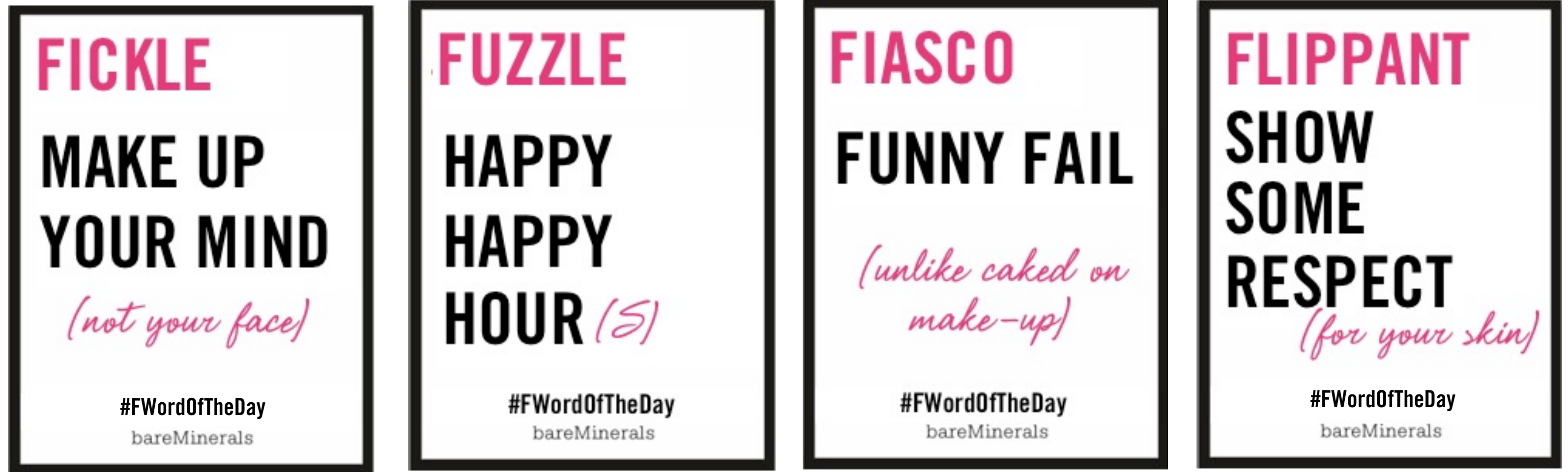
A food truck will be customized and transformed into the make-under truck, complete with vanity stations and a make-up “toppings bar”.

Consumers pick color samples based on recommended looks.

Street Teams and the iPads make this a robust and meaningful activation as a standalone or in conjunction with the Fitting Rooms.



SOCIAL STRATEGY



Content Creation:

Compelling content will be created and pushed out daily around #FWordOfTheDay. The design will be easily shared on Pinterest, and with the minimal branding, will no doubt be repinned, retweeted and shared throughout social networks. These can also be wild posted in NYC and other key markets. Users can submit words that begin with F and the funny punchline.

Collaborations:

Tap into passion points such as music and fashion and have custom created F-Word of the Day DJ mix created or T-Shirt designed. This could also tie into charity.

EXTENSIONS

Launch Event:

Outside a hotspot in NYC, the Fitting Rooms and Make Under truck welcome A-listers and celebrity wrangling. Donated / partner bar. Local DJs with large following. Wire photographer for post event press reach and to kick off the tour.

After Hours Shopping Events:

Team up with retailers in key markets (ie: White House Black Market / Madewell) and treat advocates and their friends to an after-hours shopping event. Donated wine & Foundation Fittings are the perfect accessory for this event!

READY Shuttle Service:

Team up with an Uber type car service and provide makeunders in tricked out town cars. Invitation to use the code are distributed to influencers in the Conde Nast / Hearst building and / or invite only during Fashions Night Out.

Get One, Gift One

Birch Box style gifting based on social media participation. Sign up to automatically get sent a gift. Mailing stations on-site allow consumers to send a personalized gift to friends.

KPI STRATEGY

MAKEUNDER KPI	activation	per hour	qty hours/day	staff / kiosk	days	total
	FITTING ROOMS	10	8	6	63	30,240
	FOOD TRUCK	10	8	4	28	8,960
	PER KIOSK	6	8	4	120	23,040
	TOTAL MAKEUNDERS*					62,240

* Assumes 5 - 10 minute average

SAMPLING KPI	activation	per hour	qty hours/day	staff / kiosk	days	total
	FITTING ROOMS	180	8	6	63	544,320
	FOOD TRUCK	100	8	3	28	67,200
	PER KIOSK	5	8	4	120	19,200
	TOTAL SAMPLES					630,720

Each event will be press-worthy, allowing for larger coverage for local and national news.

ESTIMATE TOTAL

FITTING ROOMS	\$	960,680.00
TRUCK	\$	237,180.00
KIOSK	\$	71,700.00
PERMITS	\$	220,500.00
TH FEE	\$	298,012.00
TOTAL	\$	1,788,072.00

PLEASE NOTE:

Costs are based on initial creative concept and may change given final direction, build-out and programming.

Permits are not guaranteed and subject to final availability and approval by the City of New York and MPIA.

Assumes Client Provides all creative files, product, technology, PR and retail venues, with TH as a partner in pushing forward. Lead time: 8-10 weeks.

Creative & Strategic Services are billed as a 5% percentage of this estimate based on scope of work. If we produce the element, creative & strategic fees are included.

Costs are estimated based on initial concept. As we move forward & get feedback, we will work with you to get the maximum impact within allotted budget.

Does not include sales licenses.

SECTION BREAKOUTS CONTINUED ON NEXT SLIDES

ESTIMATE

FOUNDATION FITTING ROOMS 65 ACTIVATION DAYS TOUR OVER 7 MONTHS

<i>month</i>					
FABRICATION	Custom Mobile Trailer	Fabrication & finishes for (6) 8' x 5' individual rooms	\$ 115,000.00	1	\$ 115,000.00
	Branded Wrap for Trailer	Custom vinyl wrap, professional install	\$ 12,500.00	1	\$ 12,500.00
	Signage / Décor	Directional, Activity, Stage Signage	\$ 8,500.00	1	\$ 8,500.00
	Staff Attire - Tour	Budget for reusable attire x 20 units	\$ 150.00	20	\$ 3,000.00
	iPads	Purchase of (6) iPads with 32GB	\$ 800.00	6	\$ 4,800.00
<i>days</i>					
STAFF	Foundation Fitting Experts	(6) Experts, Based on (8) Hour Day	\$ 3,120.00	63	\$ 196,560.00
	Activation Ambassadors	(4) BA's Based on (8) Hour Day	\$ 1,760.00	63	\$ 110,880.00
	Sampling Team	(2) Sampling Team with Large Posters	\$ 880.00	63	\$ 55,440.00
	Staff Selection & Training	Budget to cast and train in market	\$ 1,500.00	63	\$ 94,500.00
	Security	Budget for (1) Security, 12 Hours each day	\$ 900.00	63	\$ 56,700.00
	Local Labor	(2) Local Labor to Set-Up & Breakdown	\$ 1,800.00	63	\$ 113,400.00
<i>days</i>					
PRODUCTION	Tour Manager / Driver	Manage Tour on the ground, cost incl. prep/driving	\$ 350.00	150	\$ 52,500.00
	Driver Travel & Expenses	Hotels & Per Diem While on the Road	\$ 250.00	150	\$ 37,500.00
	Branded Pull Vehicle	Rental one-ton pickup truck with branded decal	\$ 2,500.00	7	\$ 17,500.00
	Gas / Parking / Tolls	Gas / Parking / Tolls Estimate for (7) Month Tour	\$ 6,500.00	7	\$ 45,500.00
	Expendables / Contingency	Contingency & Production Expendables	\$ 3,200.00	7	\$ 22,400.00
	Travel & Expenses	TH Travel & Expenses	\$ 2,000.00	7	\$ 14,000.00

CONTINUED

ESTIMATE

MAKEUNDER TRUCK

28 ACTIVATION DAYS OVER 8 WEEKS

FABRICATION	Toppings Truck	Food Truck for Two Months	\$ 65,000.00	1	\$ 65,000.00
	Truck Wrap	Wrap for Truck	\$ 6,000.00	1	\$ 6,000.00
	Custom Display Elements	Custom cosmetic / vanity display	\$ 15,000.00	1	\$ 15,000.00
	iPads	Purchase of (4) iPads with 32GB	\$ 800.00	4	\$ 3,200.00
STAFF	MakeUnder Experts	(4) Experts, Based on (8) Hour Day * (28) Days	\$ 2,080.00	28	\$ 58,240.00
	Sampling Team	(2) Sampling Team with Large Posters	\$ 880.00	28	\$ 24,640.00
	Staff Attire	Budget for reusable attire x 20 units	\$ 100.00	20	\$ 2,000.00
PRODUCTION	Driver / Manager	Based on Weekly Rate	\$ 2,000.00	8	\$ 16,000.00
	Driver Travel & Expenses	Hotels & Per Diem While on the Road	\$ 250.00	56	\$ 14,000.00
	In-Market PA	Production Assistant to Help with Install & Dismantle	\$ 300.00	28	\$ 8,400.00
	Gas / Parking / Tolls	Gas / Parking / Tolls Estimate for (7) Month Tour	\$ 6,500.00	1	\$ 6,500.00
	Expendables	Cosmetic and production expendables	\$ 650.00	28	\$ 18,200.00

CONTINUED

ESTIMATE

FOUNDATION FITTING KIOSK 4 RETAIL STORES FOR 120 CONSECUTIVE DAYS

FABRICATION	Kiosk Fabrication	Custom kiosks 7' tall x 30" deep x 32" wide	\$ 12,500.00	4	\$ 50,000.00
	Branding	Front and side panel logo decals	\$ 2,000.00	4	\$ 8,000.00
	iPads	Purchase of iPads with 32GB	\$ 800.00	4	\$ 3,200.00

PRODUCTION	Install & Dismantle	Budget for each kiosk to move locations once	\$ 2,500.00	4	\$ 10,000.00
	Kits & Expendables	Budget for touch-up kit and expenses	\$ 500.00	1	\$ 500.00

CLIENT TO PROVIDE	Foundation Fitting App	Custom Application - DIY Foundation Fitting	Client to Provide	-	Client to Provide
	Retail Activation Staff	Staff to man the kiosk at key retailers	Client to Provide	-	Client to Provide
	Retail Partner Fee	Fees associated with using the space or partnership	Client to Provide		Client to Provide

PERMITS days

PERMITS	Fitting Room Trailer	Location Permit Stops Vary, Estimated Avergae Shown	\$ 3,500.00	63	\$ 220,500.00
	Food Truck	Executed in a Guerilla Fashion	\$ -	28	\$ -
	Permit Slush Fund	SUGGESTED - NOT INCLUDED	\$ 150,000.00	1	-

CONTINUED

KEY TOUR DATES

TOUR PLAN

The Make-under Truck will launch on the West Coast at the same time the Foundation Fitting Room launches on the east, providing a robust presence coast to coast and on-line.

The Food Truck will build buzz on the West Coast, building anticipation and prolonging the in-market brand presence.

SCHEDULE

A schedule route will be worked around key dates with large events. Either the Make-under Truck or the Fitting Rooms will stop at these locations, between carefully plotted locations on weekend days only.

An example of the events are:

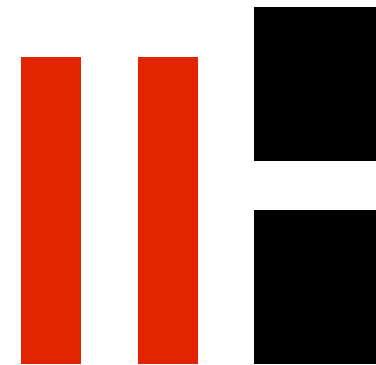
Nike Women's Half Marathon (DC)

See Jane Run (Seattle)

BlogHer 2013 (Chicago)

Telluride Bluegrass Festival (Colorado)

Stagecoach (California)



THANK YOU!