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Win Your Day: Mary Kay

Agency 345

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WIN YOUR DAY

AGENCY 345

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EXECUTIVE SUMMARY

The beauty market in which Mary Kay has succeeded for the past 50 years is changing. To ensure the continued growth of the Mary Kay brand, it is essential to create new relationships with the next generation of beauty product consumers and sellers. To do this, Mary Kay must connect to Generation-Y women and match their changing ideals of beauty.

Above all else, findings show that Gen-Y women are passionate about what it means to be a woman today. As a group, they have diverse dreams and ambitions, but they share the same desire to be successful. They respect brands that celebrate women's potential and promote more than a narrow ideal of beauty. With a long tradition of helping women become independent and successful, Mary Kay values already match those of the target audience. **The key to this campaign is translating existing Mary Kay values into a message that resonates with Generation-Y women.** Mary Kay wants to help you . . .

WIN YOUR DAY.

The campaign executions center on getting Gen-Y women to contact an Independent Beauty Consultant who will help them win their day. Online videos, public relations events and social media tactics will drive traffic to a multi-faceted microsite that breaks down purchase barriers. The creative implementation of these strategies throughout the 12-month campaign will create a lasting message that can be easily leveraged by IBCs to communicate with this target audience.

RESEARCH OUTLINE

THE CHALLENGE

Since 1963, Mary Kay has had a rich history of empowering women with a corporate culture focused on personal values, relationships and high-quality beauty products. The challenge of this campaign is to find a way for the Mary Kay brand to resonate with Generation-Y women. To appreciate Mary Kay products and unparalleled customer service, Mary Kay needs to introduce Gen-Y women to its values and brand history. The foundation of our research focuses on how to effectively achieve this.

THE UNKNOWNs

1. How the target demographic views Mary Kay and its selling process
2. The thought process behind the target's makeup purchases
3. The Gen-Y woman's relationship with makeup
4. What the target believes it means to be a woman today

918

TOTAL IMPRESSIONS

BEAUTY BLOGGER INTERVIEW — 01

IBC INTERVIEWS — 13

FOCUS GROUP PARTICIPANTS — 17

DEPTH INTERVIEWS — 23

INTERCEPT SURVEYS — 30

SECONDARY SOURCES — 65

QUANTITATIVE SURVEYS — 769

PURCHASE INSIGHTS

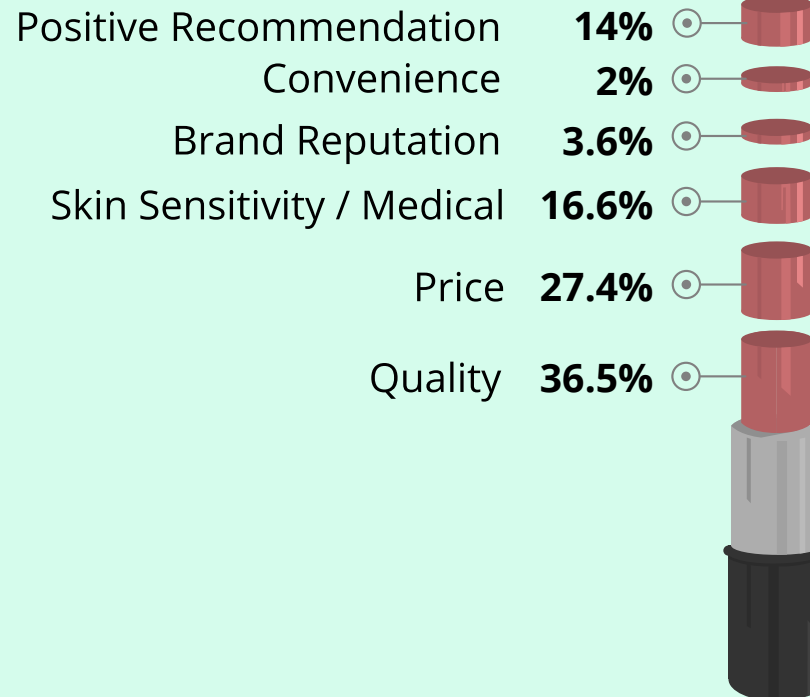
FREQUENCY & QUANTITY OF MAKEUP PURCHASES

This demographic purchases makeup once a month to once every three months. On average, they spend \$30 on two or three beauty products at a time.

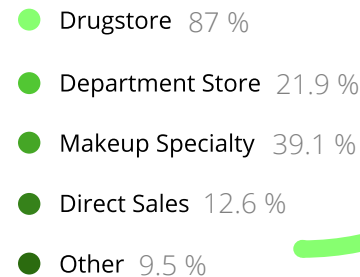
PERCEPTION OF SALES REPS

Nearly 72 percent of the target audience preferred assistance from a sales representative when purchasing cosmetics and skin care products. However, 58.7 percent of those surveyed wanted to approach a sales representative on their own terms.

GEN-Y PURCHASE CONSIDERATIONS



CHANNELS OF PURCHASE (OUT OF 621)



*Respondents were able to choose multiple answers for this section, making the total greater than 100%.

"When I'm running out of mascara, I find myself at Walgreens half-dressed at 10 p.m. because I find myself saying, 'I need this.'"
- Kate M.

"The best thing a sales person can do to make me feel comfortable is to engage me on a personal level."
- Haley H.

MAKEUP INSIGHTS

Survey respondents rated their confidence in makeup application at 5.74 out of 10.

This shows that this target audience has room for improvement but doesn't want to be treated as a novice.

Gen-Y women are motivated to wear makeup by the desire to look professional. To them, makeup reflects maturity and poise.

"I have the same simplistic makeup regimen. I only really wear mascara, eyeliner and lip balm, but now it's a sign of professionalism that women should be wearing makeup."

-Amy H.

WHERE GEN-Y WOMEN GET BEAUTY ADVICE

4.11%

INSTAGRAM

19.37%

YOUTUBE

23.69%

PINTEREST

33.27%

SALES REPS

37.38%

MAGAZINES

53.62%

FAMILY

71.62%

FRIENDS

PERCEPTIONS

Nearly 95 percent of Gen-Y women surveyed were familiar with the Mary Kay name but knew little about the brand's values and ideals.

INSIGHTS

1. Gen-Y women perceive Mary Kay as outdated and meant for an older demographic.

2. Respondents don't rely on makeup to feel confident and beautiful.

3. Gen-Y women have strong opinions about what it means to be a woman today. They appreciate brands that promote progressive ideas.

**"I feel most beautiful when I'm happy."
- Jessica M.**

**"My mom uses it. Mary Kay is awesome; it's just not for me."
- Michelle S.**

"Being a woman today means breaking norms of what people have in their mind of what a woman should do and how they should be."
- Emma T.



MENTAL MAP

INSIGHT

Gen-Y women appreciate brands that promote progressive ideas about beauty.

INSIGHT

The Gen-Y women surveyed have a brand recognition of 94.5 percent but have little to no knowledge of the Mary Kay brand promise.

PROBLEM

There is a disconnect between how Gen-Y women perceive Mary Kay and what the brand actually promotes.

INSIGHT

Gen-Y women wear makeup to be perceived as mature.

INSIGHT

On average, Gen-Y women are not completely confident in their makeup application skills and seek advice from friends and family.

SOLUTION

Show the target demographic that the type of woman Mary Kay promotes is one to whom they can relate and respect—a mature individual who values healthy relationships and success.

CREATIVE BRIEF



BRAND PERSONALITY

Mary Kay is a spirited motivator that enriches lives through the relationships it builds.

THE OPPORTUNITY

To build a relationship that grows as the customer grows, IBCs can empathize with Gen-Y women's journeys toward success. They can customize the buying experience to accommodate the consumer's preferences.

THE PROPOSITION

Convince the target demographic that Mary Kay invests in the needs and success of every woman.

REASON TO BELIEVE

Each Independent Beauty Consultant is part of a supportive community dedicated to personal success. New customers will discover the Mary Kay passion for empowering women reflected by a commitment to social responsibility.

WIN YOUR DAY



For 50 years, women have looked to Mary Kay to show them how a woman can take charge and make a difference. This image has faded over the decades. It's time for Mary Kay to be the hero once more—to be the role model, the crusader, the bold risk taker that inspired so much progress. It's time to help women everywhere win their day.

Winning the day isn't a grand victory, gold medal or standing ovation—it's the little moments in the day that make you feel accomplished.

Whether it's running an extra mile in the morning or matching someone with a perfect shade of lipstick, winning the day is something both the consumer and IBC can experience. "Win your day" is how Mary Kay encourages women to get up and get going.

VIDEO



"EACH DAY IS A JOURNEY."

Close-up of alarm clock being shut off at eight in the morning.



"BUT IT'S NOT THE FINALE WE GET UP FOR."

Cortney sits on her couch as she plays guitar and writes lyrics in her



"WHILE YOU MAY NOT KNOW WHAT THE DAY WILL BRING... MAYBE IT DOESN'T MATTER."

Cortney goes for her morning run to focus on the day ahead.



"MAYBE LIFE DOESN'T HAVE TO BE DEFINED BY COMPETITIONS, CEREMONIES OR PROMOTIONS."

Cortney enjoys lunch with laughs, pizza and drinks.



"MAYBE IT'S BEST DURING THE BUILD-UP. THE CRESCENDO."

An IBC walks up the steps of Cortney's apartment with a bag of Mary Kay makeup.



"WHAT IF MEANING CAN BE FOUND IN MOMENTS THAT MAKE YOU LAUGH OR CRY OR SMILE. OR MAYBE IT CAN BE FOUND IN THE PEOPLE AROUND US."

Lauren (IBC) wishes Cortney good luck for the night's show



"IN THE RELATIONSHIPS WE ALL HAVE. EACH DAY THE SUN WILL RISE AND SET."

Scene before the night's show.



"WHAT HAPPENS IN BETWEEN IS SOMETHING THAT ONLY YOU CAN DECIDE."

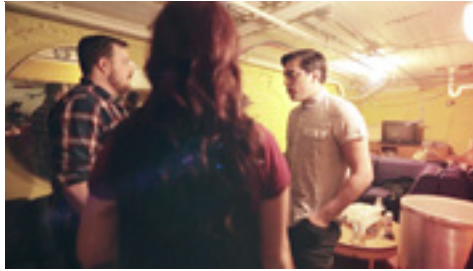
Cortney puts on her Mary Kay makeup backstage in a mirror.

VIDEO



"IT IS THE ADVENTURE."

Lauren (IBC) anxiously awaits the show.



"THAT DEFINES YOU."

Cortney and the band prepare for the show backstage.



"ONE MOMENT AT A TIME."

Camera follows Cortney as she walks to take the stage, the last moment before the show, getting any doubt out of her mind.



Cortney takes the stage fully confident after the day's preparation.



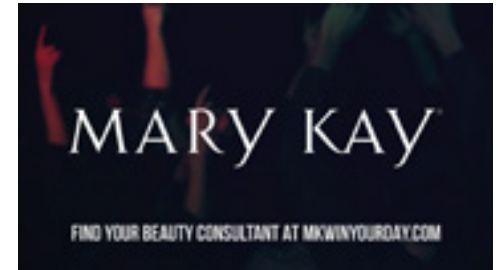
The show starts, the audience and the IBC go wild.



Shot of Cortney winning the day as she delivers a stellar performance.



Final screen, Win Your Day hovers over the ecstatic crowd.



Mary Kay
Find your IBC at mkwinyourday.com

PRINT

When women use Mary Kay products, they are preparing for their day and whatever it may bring. To show how Mary Kay helps women win their day, these print ads focus on how each product reinforces their confidence and motivates them to succeed.



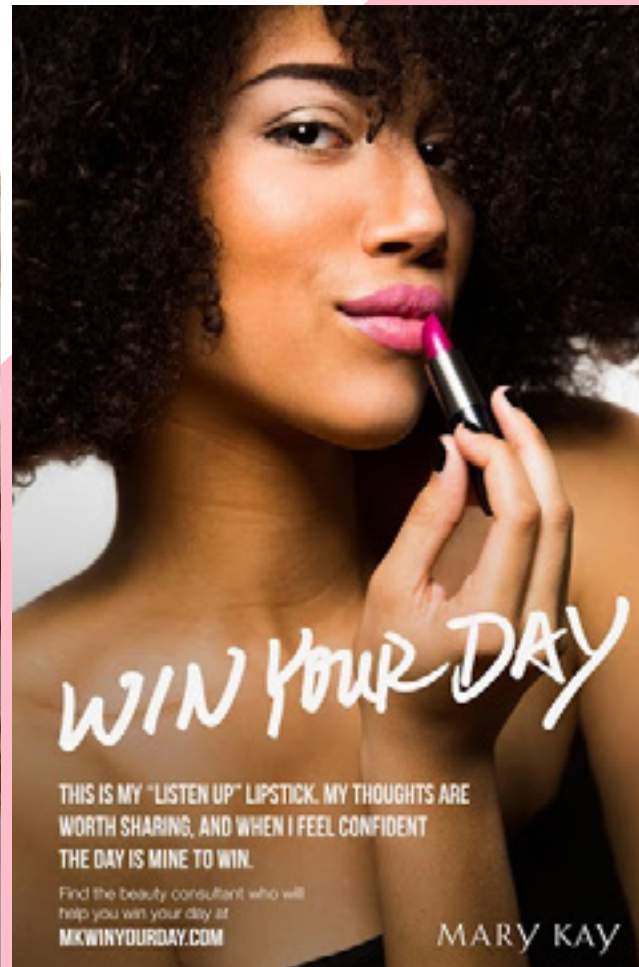
A close-up of a woman with long, wavy brown hair and bright red lipstick. She is holding a white eye crayon with a green Mary Kay logo near her eye, looking directly at the camera with a slight smile.

WIN YOUR DAY

THIS IS MY "REASON TO WINK" EYE CRAYON. I LET MY EYES DO THE TALKING, AND WHEN I FEEL CONFIDENT THE DAY IS MINE TO WIN.

Find the beauty consultant who will help you win your day at MKWINYOURDAY.COM

MARY KAY



A close-up of a woman with dark, curly hair and pink lipstick. She is holding a black lipstick tube with a pink Mary Kay logo near her lips, looking slightly to the side with a confident expression.

WIN YOUR DAY

THIS IS MY "LISTEN UP" LIPSTICK. MY THOUGHTS ARE WORTH SHARING, AND WHEN I FEEL CONFIDENT THE DAY IS MINE TO WIN.

Find the beauty consultant who will help you win your day at MKWINYOURDAY.COM

MARY KAY



A close-up of a woman with dark skin and a wide, joyful smile. She is holding a white tube of face wash with a green Mary Kay logo, looking down at it with her eyes closed.

WIN YOUR DAY

THIS IS MY "GET UP AND GO" FACE WASH. WHEN I HAVE A STRONG START TO MY DAY, I FEEL CONFIDENT AND THE DAY IS MINE TO WIN.

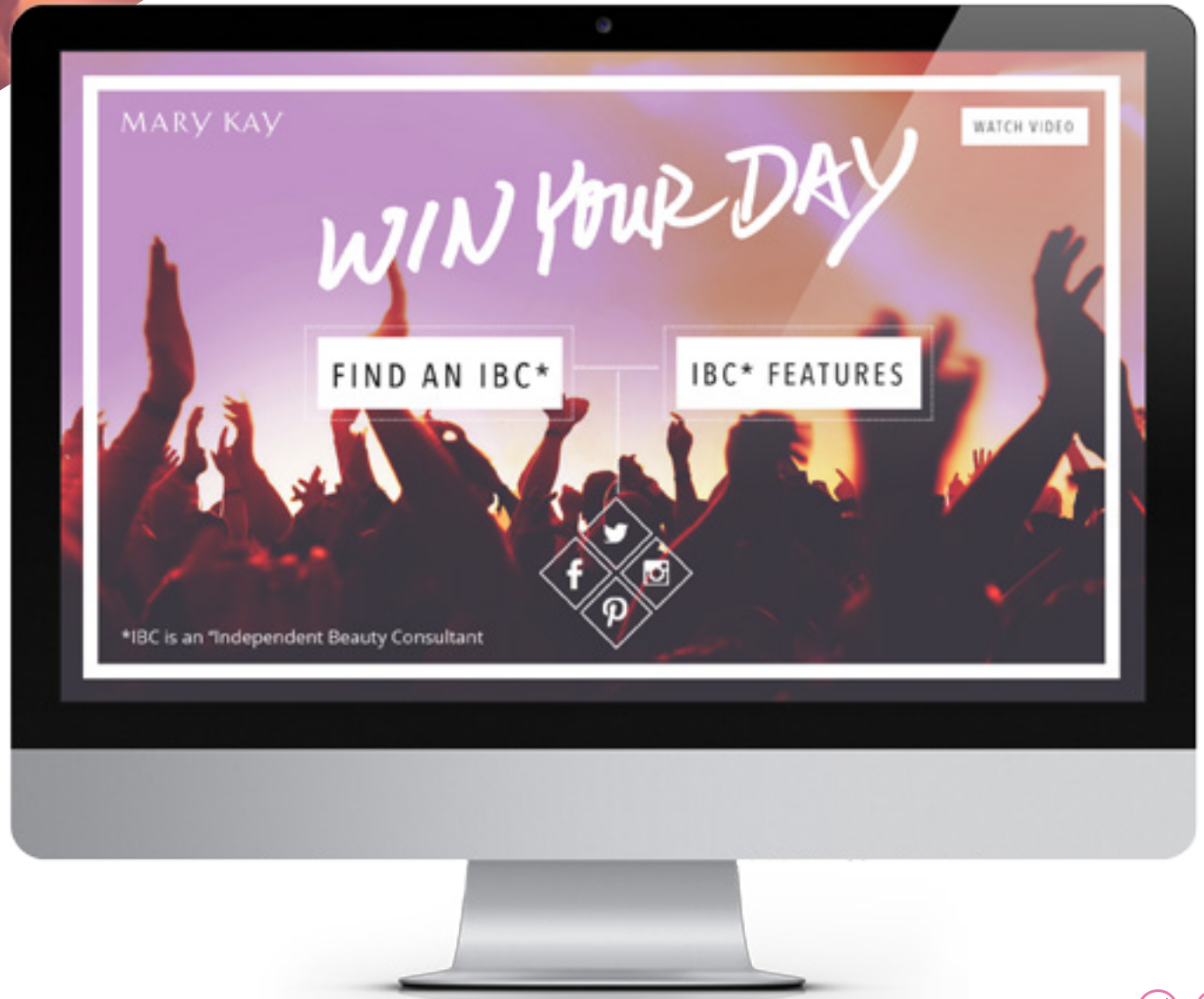
Find the beauty consultant who will help you win your day at MKWINYOURDAY.COM

MARY KAY

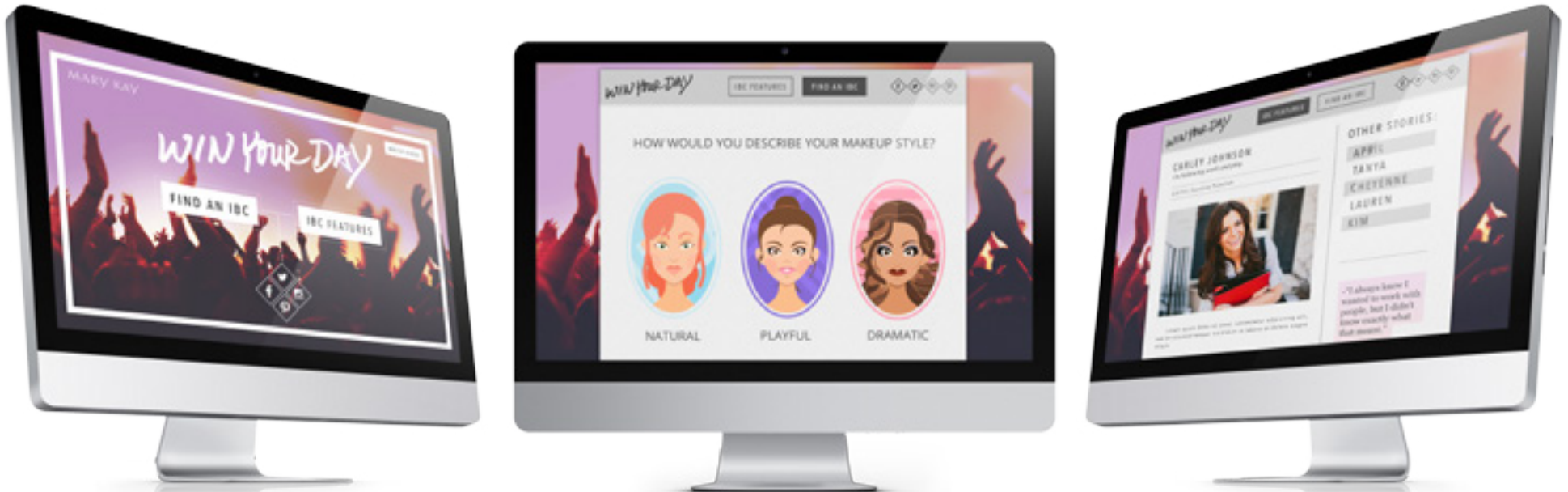
MICROSITE

Research discovered that Gen-Y women want to take the first step in meeting a sales representative. The goal of the Win Your Day microsite is to connect them to the strong, positive and ambitious women who are Mary Kay IBCs.

The Win Your Day microsite is our way to make these connections possible. This microsite provides a comfortable meeting place for consumers and IBCs, and it is an exciting way to present your online content. Every component will emphasize the mutually beneficial relationship between the consumer and the IBC.



M I C R O S I T E



1

The first of two main features on the microsite is the IBC matchmaker quiz. This quick, simple quiz pairs potential Mary Kay customers with a beauty consultant who shares their ambitions and interests. After the match is made, the customer will be more comfortable contacting her recommended IBC for information regarding her next party. Using current matchmaker software, we can guarantee that each IBC within a region will receive the same number of matches.

2

The next feature showcases outstanding Mary Kay IBCs, giving them a chance to tell their inspirational stories. IBCs around the nation can send in their own testimonials or nominate other IBCs, showing the variety of ways empowered women can win their day. The overall benefit of the IBC profile is to emphasize pride in the women who make Mary Kay what it is, an empowering community.

AUSTIN CITY LIMITS

Held each October in Zilker Park, Austin City Limits is one of the nation's premier outdoor music festivals. ACL draws more than 400,000 music lovers from around the world each year. Past headliners have included the Red Hot Chili Peppers, Neil Young, The Black Keys, Lionel Richie, Stevie Wonder, Coldplay and Kanye West.

CONTEST DETAILS

To connect to Gen-Y women Mary Kay needs new and engaging ways to drive them to the Win Your Day microsite. One tactic is the Win Your Day at Austin City Limits contest.

During April and May, Mary Kay consumers who match with an IBC using the matchmaker quiz on the Win Your Day microsite will be entered to win a trip to the 2015 Austin City Limits Music Festival in October. Two hundred winners from across the country will be randomly selected from all qualified entrants. Win Your Day at ACL employs a unique mix of social, digital and public relations tactics to reach Gen-Y women on channels they already occupy, showing them that Mary Kay is ready to help them win their day in fun and exciting ways.

TRIP SCHEDULE

Flight to Dallas to tour Mary Kay headquarters and factory

A makeover with Mary Kay beauty experts

Transportation and three-day pass to 2015 Austin City Limits

Lounge in a private Mary Kay food & drink station, escape the Texas heat

Artist meet-and-greets in collaboration with ACL organizers



MARY KAY POWER DAY

**A FULL DAY
DEVOTED TO
INSPIRING
CONFIDENCE IN
GEN-Y WOMEN**

IBCs will use **#MKPowerDay** and **#winyourday** to drive social media attention.

POWER DAY CHALKBOARD

The Power Day chalkboard is an opportunity for Gen-Y women to share their **winning** moments, inspiring other women to do the same.



Mary Kay Power Day will also include inspirational quote blasts organized by IBCs. These will be slips of paper with quotes from Mary Kay Ash and other powerful women on them to put in public areas. Its purpose is to encourage women to win their day and feel inspired by the world around them.

COLLEGE AMBASSADORS



College ambassadors will be recruited as interns at 20 U.S. universities. Ambassadors will be paid a monthly stipend of \$100 for 10 hours of work per month. Regional directors will manage ambassadors, ensuring that they represent Mary Kay ideals.

AMBASSADOR RESPONSIBILITIES

Spread the word about Mary Kay on their campuses

Bring product samples to sororities and other local women's organizations

Be active members of the community

Volunteer at shelters and events promoting women's empowerment

Recruit women as IBCs on their campuses

Note: College students will be more willing to consider becoming IBCs if they are recruited by people closer in age who share their interests and experiences.

This program not only promotes a younger image of the Mary Kay brand but also establishes a positive brand presence in communities around the nation.

BEAUTY BARS & BEAUTY BOXES



BEAUTY BARS

On the first Saturday in June, Mary Kay will take over three of the nation's largest cities: New York City, Chicago and Los Angeles. Mary Kay IBCs will set up Beauty Bars in three public spaces in each of these cities.

Mary Kay Beauty Bars are pop-up shops where tables of sample-sized makeup will be available for consumers to try. No product purchases will take place at the Beauty Bars. The goal is for Gen-Y women to get a hands-on feel for the products in a pressure-free setting.

Before the women leave with their samples, IBCs will use iPads to access the Win Your Day microsite, helping them find the IBC who is right for them.

BEAUTY BOXES

To help women win their holiday season, our social media intern team will execute a Holiday Beauty Box giveaway during November and December. Using Twitter, the social media interns will find women in the target market who are winning their days throughout the busy season. Mary Kay will reward the unsuspecting tweeters' efforts with Mary Kay Holiday Beauty Boxes. The Beauty Boxes will be filled with four or five Mary Kay samples.

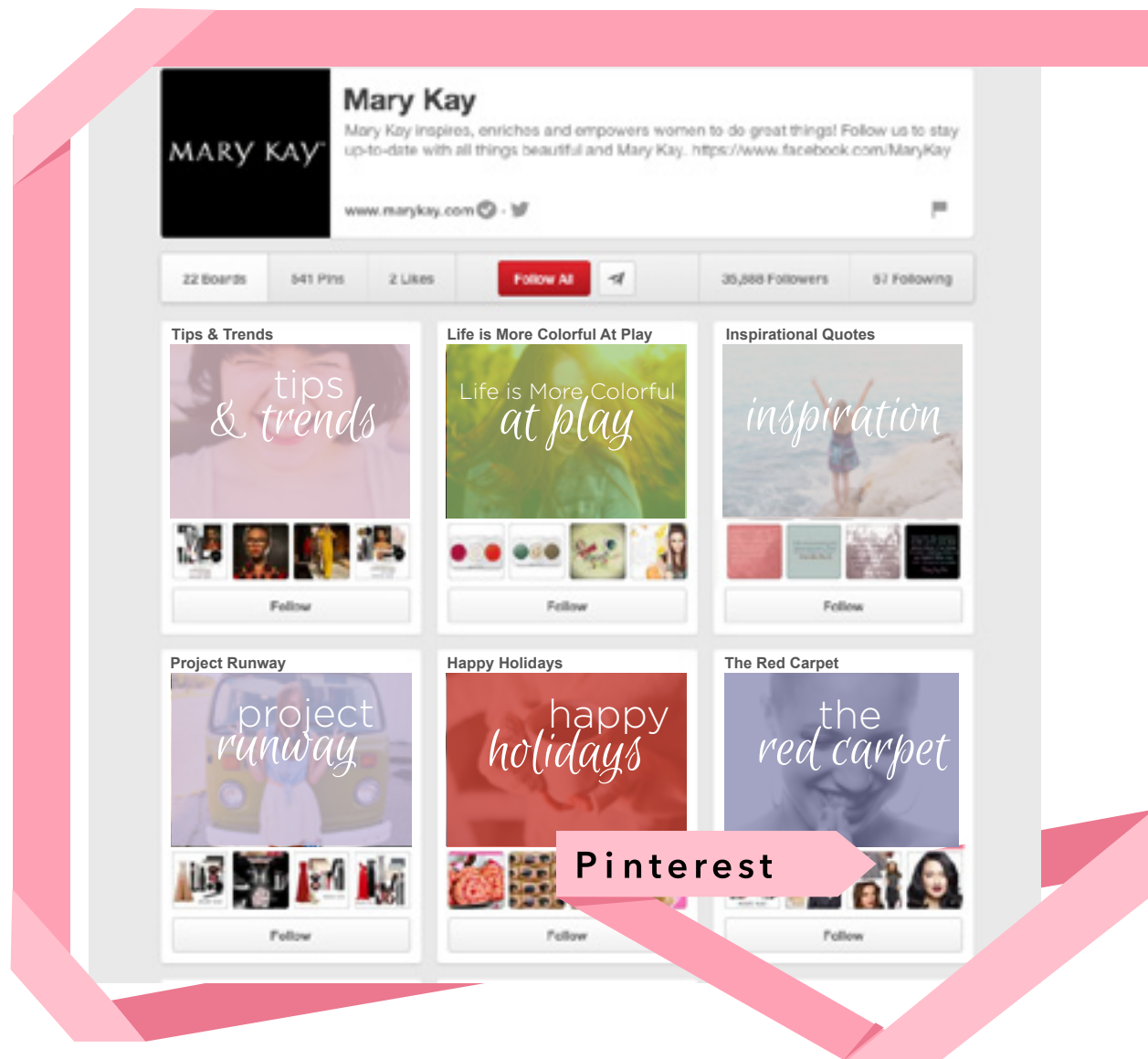
The thrill of receiving a surprise gift will delight Gen-Y women. With a sample in hand and a reminder to visit the Win Your Day microsite, these giveaways create an unexpected, positive interaction with the Mary Kay brand.



PINTEREST & INSTAGRAM

Instagram is a great outlet for communication personality. To maintain a cohesive, online identity for Mary Kay, the Instagram account will be revamped. In addition to posting photos featuring products, Mary Kay will show Gen-Y women how to win their day. The Mary Kay identity will shine through with lifestyle photos of all different types of women. In addition, Instagram will be a vehicle to promote PR tactics and events, such as the Mary Kay Beauty Bar and Power Day events.

Creating a unified Pinterest presence will ensure a more recognizable Mary Kay brand. To do this, the main images of each board on Mary Kay's Pinterest page will get a makeover. The images of Gen-Y women winning their day will correspond with the topics on each board. This will make Mary Kay's Pinterest more attractive to Gen-Y women, receiving higher click-through rates.



ONLINE RADIO & TWITTER



ONLINE RADIO AD

FEMALE VOICEOVER:

I know I said I'd be ready in 15 minutes, but trust me, the extra 30 was totally worth it. With Mary Kay on my lips, on my eyes and by my side- I'm going to win my day. Find your Mary Kay independent beauty consultant at mkwinyourday-dot-com.

**MX: SOFT, PLAYFUL
BACKGROUND MUSIC**

Pandora and Spotify are extremely popular within the music-streaming landscape and easily reach Gen-Y women. Benefits of online radio ads include reaching a concentrated target audience and the inability to skip ads between songs. The target market can then click on the ad or view a video to interact with the ad, keeping it less invasive and more interactive.

As an important communication tool for Gen Y, Twitter helps connect the brand with the target audience. Mary Kay will have two main accounts: one communicating with IBCs and one with consumers. The Mary Kay IBC Twitter account will open dialogue between Mary Kay and its IBCs around the world discussing Mary Kay parties, favorite Mary Kay products and experiences as Mary Kay IBCs.

MEDIA PLAN

OBJECTIVES

ACHIEVE

80%

reach and an average frequency of three among our target market during the heaviest months of advertising (April, August and December).

MAINTAIN

70%

reach with a nationwide average frequency of three throughout the 12-month campaign.

CREATE

Impressions within our target market through traditional, nontraditional and digital advertising.

STRATEGIES & TACTICS

1. Use a mix of traditional and nontraditional media with an emphasis on new online media.
 2. Increase customer awareness through yearlong digital advertising using social media sites, online radio stations and public relations tactics.
 3. Pulsing advertising boosts top-of-mind awareness during months of increased customer activity through national magazines and online streaming sites.
-

TIMING

FEBRUARY 2015

The launch of the campaign will immediately establish a strong online presence within our target market.

AUGUST 2015

The beginning of the fall season and a new academic year inspires increased beauty purchases within our target market.

APRIL 2015

The beginning of the spring season is when women of our target market are purchasing more beauty products.

DECEMBER 2015

Women of our target market are more likely to make beauty purchases within the holiday and winter season.

MEDIA PLAN

NONTRADITIONAL

Online Radio: \$1,200,000

Total Impressions: 100,000,000

Rationale: Spotify's online music service is available in 55 markets and its online catalogue includes over 20 million songs. Spotify targets messages based on user information such as demographics, location and preferred music genres.

14% of Mary Kay users and 30% of women ages 18-24 visit Pandora online. The average listener on Pandora spends 19.1 hours per week, or two hours and 40 minutes per day, listening to music on the site. In addition, 15-second Pandora commercials cannot be skipped or muted.

Online Video Ads: \$3,535,342

Total Impressions: 24,404,000

Rationale: Hulu holds the top spot in the online premium video marketplace and hosts content from all six major television networks. 4% of Mary Kay users and 12% of women ages 18-24 are Hulu users. These percentages within our target market are higher than more expensive sites like nbc.com (2.6%), cbs.com (3.3%) and abc.com (4.5%). Hulu does not allow viewers to skip through advertisements, so ads on the site are more likely to be watched in their entirety.

According to Nielsen, YouTube reaches more U.S. adults ages 18-34 than any cable network. More than 6 billion hours of video are watched each month on YouTube. The site only charges an advertiser when a user watches their advertisement in its entirety. By placing 60-second advertisements before cosmetic reviews and beauty-tip videos, this targets women who are interested in beauty products.

Promoted BuzzFeed Posts: \$100,000

Total Impressions: 100,000,000

Rationale: 60% of BuzzFeed's 100 million-plus unique viewers are 18-34 years old. BuzzFeed's creative team works with brands to create customized social posts that customers identify with and share. BuzzFeed's homepage also promotes content across the site on both desktop and mobile platforms.

Microsite: \$1,000,000

This portion is used for set-up and yearlong maintenance.

Rationale: 21% of Mary Kay users and 33% of women ages 18-24 are heavy users of the Internet. Agency 345 research showed that 86% of Gen-Y women are interested in purchasing makeup online. 55% would also be more likely to pursue contact with a Mary Kay consultant after using features of the microsite.

Production: \$551,874

These funds are used to finance the creation of video advertisements, online radio spots and social media content. This fund also serves as a contingency for unplanned expenses.

TRADITIONAL

Magazines: \$2,282,784

Total Gen-Y Impressions: 22,081,050
Total Subscriber Impressions: 182,793,000

Rationale: For Mary Kay users and adults, 18-24, magazines are the second most popular source of information. 20% of Mary Kay users are more likely to be heavy readers of magazines, while 22% of adults ages 18-24 are more likely heavy readers of magazines. Appearing in magazines will legitimize Mary Kay as a competitor among other top beauty brands.

PR: \$1,330,000

More than \$1.3 million will be spent on various public relations executions and events such as College Campus Ambassadors, Austin City Limits, Beauty Bars and Holiday Beauty Boxes to encourage women to win their day.

Rationale: These public relations tactics are designed to build personalized relationships with the existing Mary Kay customer base as well as women in our target market.

MEDIA SCHEDULE

	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	BUDGET	IMPRESSIONS
MAGAZINES													\$2,282,784	182,793,000
YOUTUBE													\$1,951,200	6,504,000
SPOTIFY													\$600,000	24,000,000
PANDORA													\$600,000	76,000,000
MICROSITE													\$1,000,000	
SM INTERN													\$90,000	
POSTS													\$150,000	
BUZZFEED													\$100,000	100,000,000
HULU													\$1,584,142	17,900,000
FREEBIES													\$10,000	
BLOGGERS													\$80,000	
PR													\$1,000,000	
PRODUCTION													\$551,874	
TOTALS													\$10,000,000	407,197,000

CONCEPT TESTING



“IT MAKES ME
VIEW MARY KAY
AS LESS PROFIT
FOCUSED AND
MORE CLIENT
ORIENTED.”

-Rachel

“I LIKE IT BECAUSE IT IS MORE
ABOUT SELF-EMPOWERMENT
THAN JUST LOOKING GOOD.”

-Katherine

“USING MAKEUP TO IMPROVE
SELF-CONFIDENCE IN A POSITIVE
WAY, AND NOT IN A STEREOTYPICAL

-Kelli

“MAKEUP ALLOWS YOU TO BE WHO YOU WANT
AND EXPRESS YOURSELF CONFIDENTLY”

-Madeline

QUANTITATIVE DATA

95%

Think new online features would make
buying Mary Kay more appealing.

41%

Are more likely to pursue contact with a
Mary Kay IBC if they are matched via an
online quiz with someone who shared
similar interests.

63%

Report increased perception of Mary Kay
after viewing print and video ads.

Concepts were tested to see how the words the target associated with
Mary Kay changed after viewing print and video ads.

Before: Pink, Old, Feminine, Pushy, Quality, Classy, Expensive

After: Confident, Young, Beauty, Fun, Empowering, Modern, Ambitious

EVALUATION

In order to increase awareness, positive perception and consideration for product purchases and the Mary Kay business opportunities among female consumers ages 18-25, we will be conducting copy testing, concurrent testing and post-testing.

Understanding the importance of IBCs is key to making a lasting, successful campaign. By incorporating key insights and brand messaging into current employee publications, it ensures that the IBCs are given the tools and knowledge to utilize this campaign.

Measuring the following items will gauge whether or not the campaign goals are accomplished:

VISITS TO WIN YOUR DAY MICROSITE

IBC MATCHES THROUGH SITE

PARTICIPATION IN ACL COMPETITION

NEW SOCIAL MEDIA FOLLOWERS

CLICK-THROUGH RATES INCREASED

EVALUATION

COPY TESTING

In the middle of the creative process, copy testing was used to ensure the effectiveness of the campaign, testing the executions in terms of awareness, persuasion and likeability. One-on-one interviews were documented, using copy testing to evaluate whether the essential points within each ad were successfully communicated.

CONCURRENT TESTING

IBC sales will be measured in three-month intervals, as well as the number of new IBCs gained, to gauge the strength of the campaign. Success will be measured to prove increased awareness, positive perception and consideration for product purchase. By surveying attitudes, consumer feedback, reported product usage and product satisfaction, Mary Kay will rate the effectiveness of the Win Your Day message.

By analyzing gross impressions and click-through rates of the microsite and Mary Kay social media platforms, evaluators will determine how the target audience is interacting with the brand.



POST-TESTING

Post-testing will be conducted after each phase of the campaign has appeared in media, implementing a rigorous, objective way to evaluate the performance of the campaign. A well-formulated testing program will provide standards against which subsequent campaigns can be developed. Post-testing will measure the following: recognition, recall, attitude, awareness, sales, as well as inquiries through surveys, interviews and social-media metrics. The goal is to increase awareness, positive perception and consideration for product purchase.

ACKNOWLEDGEMENTS

Agency 345 would like to thank Mary Kay for the opportunity to create this campaign. We've learned so much throughout the experience of solving this unique challenge. Without the time and energy Mary Kay spent putting together the information and materials, this would never have been possible.

Thank you to AAF and everyone involved in NSAC for providing us with the opportunity to expand our advertising skills and knowledge. This competition is an exciting challenge that we appreciate each year.

Agency 345 would also like to thank the faculty and staff in our college for helping us win the many days put into this project. With their knowledge, insight and encouragement, we were able to develop the 2014 Mary Kay **"Win Your Day"** campaign.

*All of the images, graphics and other visuals used in this book were made by members of Agency 345. No stock photos were used with the exception of the Austin City Limits photo.

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