

BRAND INTRODUCTION OF BOBBI BROWN COSMETICS IN INDIA

OVERVIEW

Bobbi Brown Cosmetics, a global beauty brand founded and led by the pioneer of the “natural makeup revolution”, Bobbi Brown and part of the Estee Lauder Group was making its debut in India in July 2013 with the launch of its first store at Select CITYWALK in New Delhi.

PR Objectives:

- Introduce and create awareness about Bobbi Brown Cosmetics as a simple, flattering and wearable luxury beauty brand
- Establish Bobbi Brown as a beauty authority and expert who sets the trend in wearable, skin-tone correct makeup for all women
- Highlight the hero products, the available product range and customised make-up lessons for India. Maximise visibility and secure meaningful, high-impact press coverage across all media
- Drive word-of-mouth awareness through society influencers, celebrities & industry awards while growing credibility, desirability and maintaining relevance

CREATIVE SOLUTION

Adopted a carefully curated strategy to introduce Bobbi Brown Cosmetics in India, build awareness and leverage its international brand equity. Initial focus was to gain an understanding of key editors, for pre launch build up, followed by a well-orchestrated launch programme

PR Roadmap from June-October 2013

PHASE 1-Brand familiarisation

- **Vogue:** A brand feature story through an exclusive Press Trip to New York to “Meet the founder and experience Bobbi Brown”, published in the store opening month
- **Select email and telephonic interviews with Bobbi Brown:** Interviews with top tier media resulted in sizeable features in Grazia, Harper’s Bazaar, Travel & Leisure & Noblesse in July 2013 editions. Closer to the store opening date, interviews were coordinated with two leading English dailies **Life, Times of India and HT City**
- Ahead of the store launch, a **press day** was organised in Mumbai and Delhi in June 2013 with Eliano Bou Assi, Director of Artistry & Education, Bobbi Brown Cosmetics. Eliano shared the brand philosophy and product range with key beauty editors.
- Targeted stories in **India Today Spice, Femina, Verve, L’Officiel, Elle, India Today Woman** through interviews and tips for him in the August-September 2013 issues

PHASE 2-Saliency for the Bobbi Brown and its 1st flagship store in India

- Made the press pack personal! by adding a special note from the make up maverick Bobbi Brown and included a special poster artwork dedicated to the brand’s foray in India and New Delhi
- Sought support of key editors to post their new store experience on Twitter and Instagram using #BobbiBrownIndia

PHASE 3-Product & service showcase

- Populated the brand in editorials with product placements, reviews, photo shoots, trend features and commentary across print, online and blogs
- Invited beauty & lifestyle writers from mainline dailies, e-zines and bloggers to experience new Bobbi Brown store
- Leveraged industry platforms such as the Vogue Beauty Awards & Elle Beauty Awards to cement Bobbi’s authority as an expert and drive buzz for the brand

PHASE 4-Strengthen appeal, celebratory event and sustain momentum

PR momentum was sustained for Bobbi Brown Cosmetics through four activations to connect with media, social influencers, bloggers and consumers.

1. **Business Interviews:** With Marta Prieto, VP & GM, Bobbi Brown Cosmetics EMEA. An exclusive TV interview with India Business Report on BBC provided a four-minute story with two repeats resulting equating to an advertising equivalent value of Rs.14 lakh
2. **Media Make Up Masterclass:** Held by Bobbi Brown Experts Eduardo Ferreira and Eliano Bou Assi at the Bobbi Brown Cosmetics, Select CITYWALK store for beauty writers from magazines, dailies, online portals and bloggers
3. **Pretty Powerful Social Influencer Lunch:** Identified and coordinated with former Harper’s Bazaar Editor, Sujata Assomull Sippy to co-host a Pretty Powerful Lunch with Marta Prieto at The Lodhi for Delhi’s glamorous ladies to build affinity
4. **Reader Tie Up:** Initiated and associated with Cosmopolitan magazine for a make-up master class for its readers and select beauty bloggers



Vogue India, Page 229. August 2013



HT City, Page 7, New Delhi. July 22, 2013



Hello!, Page 274, October 2013



Cosmopolitan, Page 338, October 2013



Times of India, Life, August 11, 2013

EVALUATION OF SUCCESS

- Share of editorial voice
- Secured **83** editorial endorsements across print media and 125 online exposures and over 100 tweets using #BobbiBrownIndia for the brand launch, products & services from July-October 2013
- Advertising equivalent value of coverage (based on rack rates) was **Rs.3 crore**
- Thought leadership
- Been dominating beauty editorials with tips, insights and comments on make-up and beauty trends
- Won recognition for “Outstanding contribution to the Beauty Industry” in the “Best of Beauty” category at the Vogue Beauty Awards 2013. Unable to attend, the founder gave a 30 sec acceptance speech on video. “5 truths about real beauty” from Bobbi Brown was seeded on Vogue.in
- Enlarged the circle of influence:
- Swayed preference among consumers and key influencers in New Delhi through the Pretty Powerful celebratory lunch and Cosmopolitan Reader Event/Makeup master class

In less than nine months, Bobbi Brown is opening its 2nd store in the National Capital Territory in Gurgaon.