

Client & brand: **Avon Cosmetics**

1. Communication Objectives:

- 10.000 new subscribers for Avon Representatives posts
To change the way potential subscribers view the Avon Representatives, from an uncool perspective to an accomplishment of which to be proud of.

2. Who are the people that must engage in this campaign?

Active women 18-55 of age, that:

- are looking for some activity, are studying or stay-at-home moms
- people that wish to order Avon products, but have not become Representatives yet, they can subscribe online and purchase the products with a special volume discount.

3. What is the Idea of the Campaign / Brand's Message that needs to be tailored?

You have to deliver the idea of the campaign.

We know the fact that Avon has the following statement "Avon improves women's lives".

The reason to believe that is because over 5 billion women worldwide have chosen to pursue the opportunity offered by Avon cosmetics to:

- Earn more money
- Experience social fulfillment (they belong to a community), meet new people, be the face of a great corporation.

4. About the brand and the consumer's perception

Avon is a popular, trustworthy brand that provides a great variety of quality products. The company is a leading authority in the beauty industry and an internationally acknowledged brand. They are one of the most innovative brands in the industry when it comes to the technology their products have to offer. Still, this is not the brand that one would be proud to be using. It is possible that because of the absence of a nearby representative you cannot buy any of their products, which is quite an inconvenience. The Avon network incorporates nearly 100,000 Representatives.

6. Period

February 15 - March 30

Budget 50,000 euro

7. What should you deliver?

- The idea of the campaign
- Mixed contact points
- The solution (the way your idea will be accomplished by using all sorts of different media)

you can find more information at:

<http://www.avoncosmetics.ro/PRSuite/selling/sellingavon.jsp>

http://www.youravon.com/REPSuite/static/BAR/become_a_rep_avon.html

