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EVANT PLAN OF LAUNCHING #STYLE COLOURPOP CAMPAIGN

Since ColourPop launched in 2014, it has gained lots of attention because of the cost-effective price, good value products and smart brand positioning. ColourPop understands social media and its marketing strategy is to get influencer marketing. However, ColourPop only has online store and all its consumers live online and this really limits its development. It is important for ColourPop to expand its market to target more consumer segmentations and increase its offline business. To reach to this goal, creating brick and mortar store is an effective way. The target audiences are people who are in price-sensitive group but love fashion and beauty. Because the most main consumers are students, we decide to open the first ColourPop store on July 8, 2019 during summer vocation.

To raise the public's attention, we will launch *#Style ColourPop* campaign which including an online and off-line event. ColourPop will utilize social media influence firstly. We will continue working with influencers and YouTubers such as Karrueche Tran, Zoella, and Strashme to encourage more people to post their photos with ColourPop makeup on Instagram, Twitter, and Snapchat with the *#StyleColourPop*. This

online campaign will begin from July 1 and last for one month. We will choose nice shots of some participants to print and create a pop-up photo exhibition. This mini exhibition is the *#StyleColourPop* off-line event which will open after the opening ceremony and last for one week. For the first week opening, people can see these stylish photos and create and print their own photos by using our prepared nice props and settings. In addition, all the people who come to ColourPop store at Grove and make consumption will also get an extra 20% off.

Here is the agenda of the opening day in details:

Agenda:

Place: ColourPop Store

Address: 189 The Grove Dr, Los Angeles, CA 90036

- 10 a.m. - 11:30 a.m.: opening ceremony
- 11:30 a.m. - 11:55 a.m.: group interview
- 12:00 – 8:00 p.m.: *#StyleColourPop* photo exhibition

Budget: (not including endorsement fee)

Budget breakdown	Budgeted Expenses
Venue	\$0
Entertainment	\$2,500
Food & Beverage for guests	\$1,000
Guest appearance fee	\$5,000
Marketing/Advertising	\$1,000
Social Media Communication	\$2,500
Other	\$1,000
Total	\$13,000

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