

ALMAY™



ALMAY FOR ALL PEOPLE

We are holding this event to showcase a new spectrum of colors for women and men of all colors.

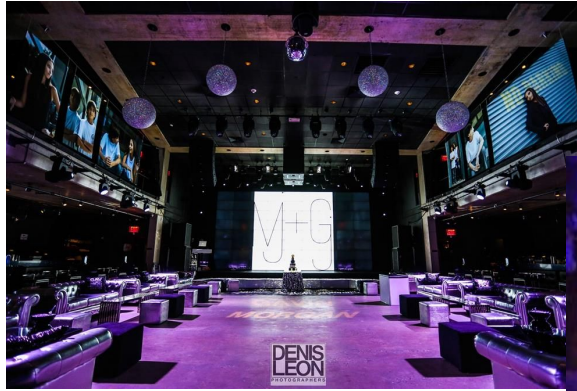
There isn't enough diversity in the products or within the company and it's time for an updated look and a broader selection.

SHADE RANGE AND TARGET AUDIENCE:

- Almay will be extending their shades to include all skin colors. There will be 40 new shades presented at the event
- Our target audience for this campaign are women and men between the ages of 18-45



DATE: NOVEMBER 9
TIME: 1 P.M.



City: Queens, New York
Venue: Melrose Ballroom



COLORS: GREEN, IVORY, BLUE, AND SILVER GREY

We're going for a calm and refreshing atmosphere. A mixture of a brunch and day party vibe, lights will be bright, colors are calming.

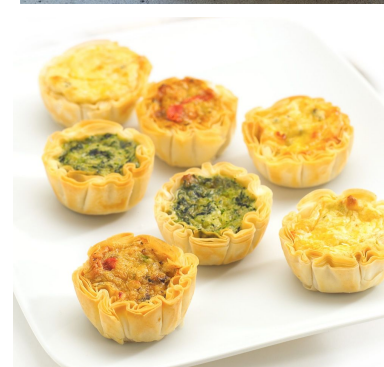
- The color green means growth and that's what this company is going to achieve with this campaign
- Ivory means purity and Almay is starting fresh with pure intentions
- Blue symbolizes trust which is what we want to have with our consumers
- The silver grey symbolizes sleek and elegance which is the vibe for this event



FOOD:

We will serve light appetizers, that way guests can interact and socialize more.

- Salmon sliders with a chipotle mayo
- Fried Ravioli with a spicy marinara sauce
- Sweet and sour meatballs
- Stuffed Mushroom Caps
- Zucchini garlic bites
- Mini quiches



DRINKS:

Since the venue has a bar we will hold an open bar, that way guests can order whatever they want.



DESSERTS:

- Mini cheesecake cups
- Chocolate covered strawberries
- Cupcakes
- Brownie bites
- Cookies shaped as products we sell (foundation bottles, eye shadows, lipstick, etc)



SPECIAL GUEST:

- I believe the company would benefit greatly if they added some new brand ambassadors. Celebrities and influencers such as Zendaya, Ryan Destiny, Ariana Grande, and Bretman Rock are all relatable and have huge followings, this will bring traction to the company
- Ulta CEO, Mary Dillon will also be in attendance. Our products will be sold in her stores



BUDGET SPONSORSHIPS PARTNERSHIPS



Budget: 80k

I believe this event will only cost us about 80 grand.

Partnerships and Sponsorships:

- We will partner with Lyft for rides to and from the event. Ulta will also be partnering with us.
- We will be sponsored by our sister company, Revlon, to help bring more exposure to the event and company.
- We are also being sponsored by Coca-Cola for using their products in our open bar.

ALMAY FOR ALL PEOPLE

Chantel Corporations

