

CASE STUDY: SLEEK COSMETICS



Experiential and Space Management service "Live" hosts exclusive partnerships with the UK's largest entertainment destinations, providing brands with access to top events. Live brings your brand closer to your target market allowing you to take advantage of guaranteed footfall and positive brand relationships.

Sleek Cosmetic are a youthful, fresh make up brand who have a strong focus on providing products for ladies from different ethnic backgrounds, of which market leaders do not cater to.

This case study aims to show how Live partnered with Sleek Cosmetics to increase sales and aligning their brand with event goers.

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LIVE
EXPERIENCE

CASE STUDY: SLEEK COSMETICS

BRIEF: Increase sales and brand awareness by developing a campaign to promote Sleek Cosmetics as the make-up brand choice for the target audience, and create interest and excitement by engaging directly with event goers.

TARGET AUDIENCE(S): Existing consumers.

Consumers who currently purchase another brand of makeup.

Women who have make up needs that are not catered for in the current market.

SOLUTION: An engaging experiential campaign at a complementary event which would see attendees connect with brand ambassadors and make-up artists.

Live Experience brand ambassadors were uniformed and scripted with Sleek Cosmetic brand information and worked together with professional Sleek Cosmetic make-up artists in a bespoke fully branded zone. The heavy branding attracted the target audience to the area where the brand ambassadors could then talk to them and encourage interest in Sleek Cosmetics.

Consumers were treated to makeovers and could also purchase the products on the night, allowing Live Experience to respond to sales targets and providing an immediate return on investment.

The bespoke Sleek Cosmetics zone was carefully positioned to hit the 10,000 footfall on consumers and the relaxed environment meant that they were in the correct frame of mind to be receptive to the campaign. The popular bands were selected specifically to work with the Sleek Cosmetics target demographic and allowed Live Experience to create positive brand association with between Sleek Cosmetics and the bands.

RESULTS: Increased awareness of the Sleek Cosmetics brand within the target audience with the majority of consumers showing a interest in interacting with the Sleek Cosmetic brand ambassadors and make-up artists.

Increased sales targets to event goers met.

