

# Aveda Customer Acquisition Initiative

## Live Marketing Creative Proposal



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### Goals & Objectives:

- Change consideration for purchase
- Educate Consumers
- Demo Product
- Drive Traffic
- Generate Leads

### Why Live Marketing?

*91% of consumers say that a Live Marketing campaign would encourage them to buy a product they would not normally purchase.*

*67% of consumers made an immediate purchase after having participated in an event.*  
– Event Marketer Magazine

### Campaign Exploration – Three Concepts

We've developed three live marketing concepts for your consideration.

Each delivers your brand message at a grassroots level.

Each tells the rich Aveda brand story.

Each will create measurable results.





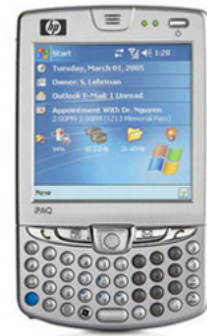
## The Aveda Beauty by Bike Campaign

### The Experience:

- Teams of 3 Aveda Brand Ambassadors on beach cruiser-style bicycles
- Engage consumers in a simple yet effective grassroots marketing campaign
- Fully scalable to meet budget and timing requirements
- Brand Ambassadors distribute samples and collateral while generating leads
- Bikes are custom-wrapped and equipped with a rattan basket
- Bikes reinforce Aveda green messaging of low impact on the environment

### Lead Generation:

- Brand Ambassadors use handheld technology to store data
- Leads instantly uploaded to a database for real time reporting
- Database readily available for follow up marketing



### When & Where:

- Late spring/early summer
- Local hotspots such as farmers' markets, parks, lakes, beaches, local cultural events, downtown business centers during lunch hours, and upscale shopping centers
- Ability to target several markets simultaneously based on needs and budget

### Results based upon:

- Number of Leads Generated
- Consumer Interactions
- Samples Distributed
- Overall Impressions





## The Aveda Mobile Salon & Spa

### The Footprint:

- 20' x 20' footprint allows for easy set-up and inclusion into many venues
- Aveda-branded tent exterior and signage enhances awareness and visibility
- Reception desk is used for registration and data capture

### The Experience:

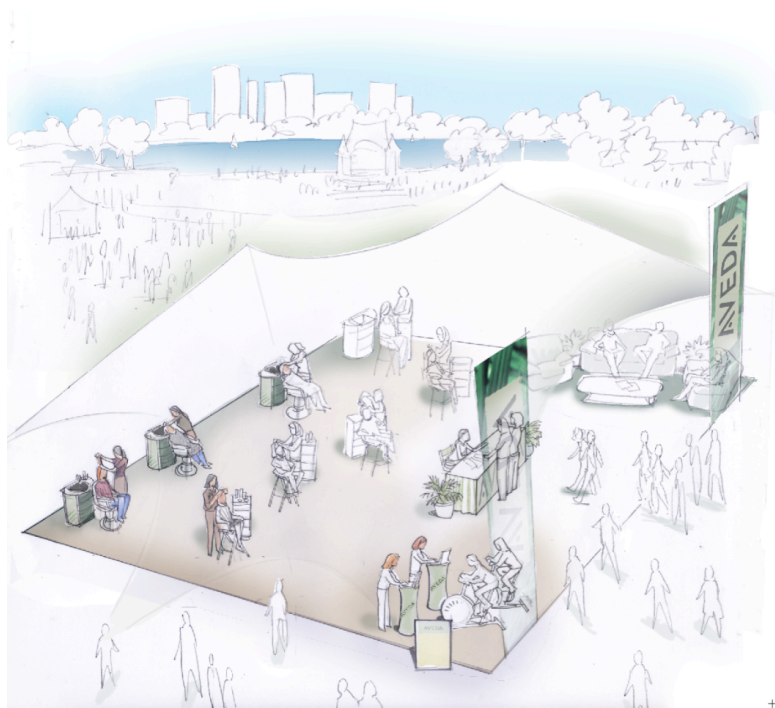
- Local Aveda stylists on site providing five-minute cosmetic consultations
- Aveda product demonstrations will explain the soil to bottle story of Aveda
- Lounge area provides comfort and Internet access while consumers wait
- Hard-wired exercise bike provides power to help offset on-site energy needs
- Aveda Brand Ambassadors will be on hand to engage event attendees and drive them to the footprint

### Where:

- Music Festivals
- Bridal Expos
- Earth Day events

### Results Based On:

- Event Attendance
- Footprint attendance
- Number of Registrants
- Styling Consultations



## The Aveda Secret Garden Greenhouse

### The Footprint:

- 15' x 30' footprint size allows inclusion in both indoor and outdoor venues
- Greenhouse exterior matches the look and feel of a real-life greenhouse
- Kiosks at both entrances to capture data and generate leads
- Exterior Aveda signage drives awareness and increases visibility

### The Experience:

- Custom Aveda banners and signage to match Aveda Experience Centers
- Plasma TV showing HD video content
- Two or three local stylists explain products and provide “soil-to-bottle” story
- A hard-wired exercise bike to generate operational power
- Brand Ambassadors engage consumers, demonstrate and explain exercise bike, and tell the Aveda brand story to consumers
- Participants will be able to mix raw ingredients together to create Aveda lotions or soaps

### The Green Consideration:

- Tent covering made from 60% post consumer goods that meets LEED standards for design
- (4) vertical sign panels produced using biodegradable Bioflex PVC
- Wood meets Forest Stewardship Council requirements
- Low VOC finishes and adhesives on laminates
- Bicycle generator with 400 Watt inverter and 800 Watt battery that can power laptop

### Results Based On:

- Number of Demonstrations Executed
- Kiosk Registrations
- Bike Participants
- Overall attendance and Impressions

