

INTRODUCING

M.A.C
MOVERS

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Collaborative Industry Project
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M·A·C MOVERS MISSION

M·A·C Movers is a digital first online platform which connects the M·A·C consumer on topics of social awareness found at the core of M·A·C's five pillar ethos.

The DNA of M·A·C Movers will echo sister platform M·A·C online embracing 'all ages, all genders and all races'. M·A·C Movers will extend the M·A·C brand providing a new digital forum for the M·A·C community to discuss, create and upload their own content. This will be supported by a physical monthly presence outside of the store, allowing the opportunity to create the content for the M·A·C Waves podcast series – taking M·A·C beyond make-up to the position of a trail blazer in topical social issues.

A 12 month strategy will be employed taking notice of the editorial calendar, disrupting the usual method of consumer brand engagement through only, social media, instore and website engagement. Each month a single theme will be selected, designed to craft conversation and discussion on a particular topic. M·A·C Movers will act as the facilitator, providing the resources to engage and a safe space to discuss. M·A·C Meetings – a live panel discussion will allow for a deeper discussion and physical engagement with M·A·C outside of the store environment.

A bold and varied social media lead campaign will raise the profile of M·A·C Movers amongst their pre-existing channels. Forming a media partnership with British Vogue's IGTV to help engage a wider audience outside of the MAC reach whilst raising the profile of M·A·C Movers amongst and new Gen Z audience. A cohesive social media initiative will drive traffic from Instagram, Facebook and Twitter to the new platform with original content and exclusive shopping capability of M·A·C Curates, featuring a curated product range centered around the theme of the month, exclusive to the M·A·C Movers platform.

M·A·C is known for their artistry and unapologetic attitude in embracing all people and being the home of the misfits. Professionally M·A·C is at the forefront of the fashion industry providing the Make-Up for shows in all major fashion weeks. M·A·C Movers recognises the reach and authority M·A·C has. Whilst being aware of the gap in the market for different social areas to be combined to unite different groups of people. In an age of 'fake news' and social media saturation M·A·C Movers will engage with the first ever digital native generation and provide the rich, stimulating and accepting community forum which is desired and necessary in 2020.

CAMPAIGN OBJECTIVES

1 - Engage with a new 18-25 year old audience, placing M·A·C as a new authority in social issues and a go-to for discussion and creating a safe community hub for M·A·C Movers to engage with social issues.

2 - Realign M·A·C as the front runner for highlighting social injustices, raising the customer profile and brand awareness through the creation of the M·A·C Movers online platform and formulation of original content. Exemplified through '#weareMACmovers', 'M·A·C Waves' and 'M·A·C Meetings' which will create an omni-channel circular structure driving consumer from one platform to the next both in the virtual and real life spheres. In turn increasing online web traffic and footfall instore. Producing a set of KPI's which can be used for future investment in the M·A·C Movers platform and knowing which areas of the channel to invest into.

3 - Engage in a 12 month launch process, elevating and placing a spotlight onto the 5 pillar values of M·A·C , physically represented in the M·A·C Mover platform. Utilisation of hero products in M·A·C Curates will increase the trustworthiness and familiarity for existing M·A·C consumers during the expansion process.

The objectives of the campaign have been brought together through the analysis of SWOT, reaction to PESTEL factors and taking into consideration the needs of the new targeted M·A·C consumer (summarised in Appendix 1).

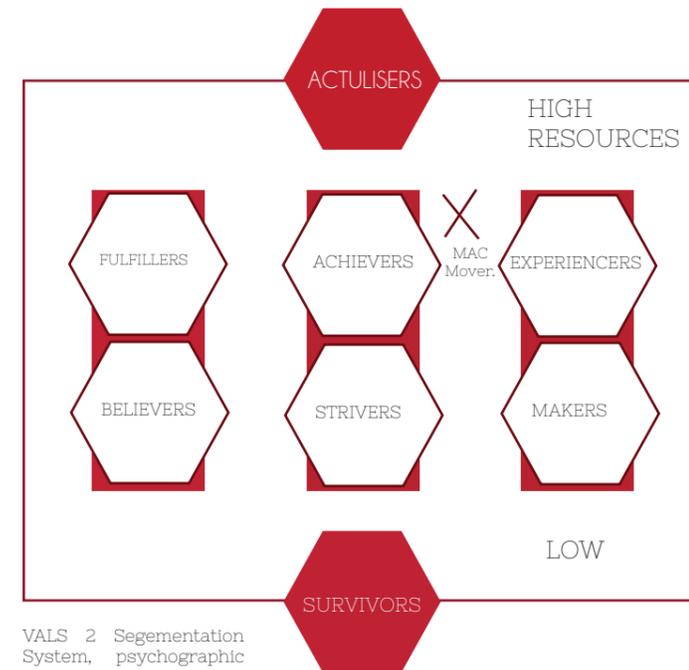
CUSTOMER PROFILE

Who are the M·A·C Movers?

The M·A·C Mover is an early Gen Z, late millennial individual aged 18 – 25 who is casual focused. Actions are purposeful and an extension of their internal belief system. Outward lookers – where choices are a reaction to wider social issues. Product choices are a physical extension of their moral stance and buying a product is a pledge loyalty and an affirmation that a brand represents their views and values.

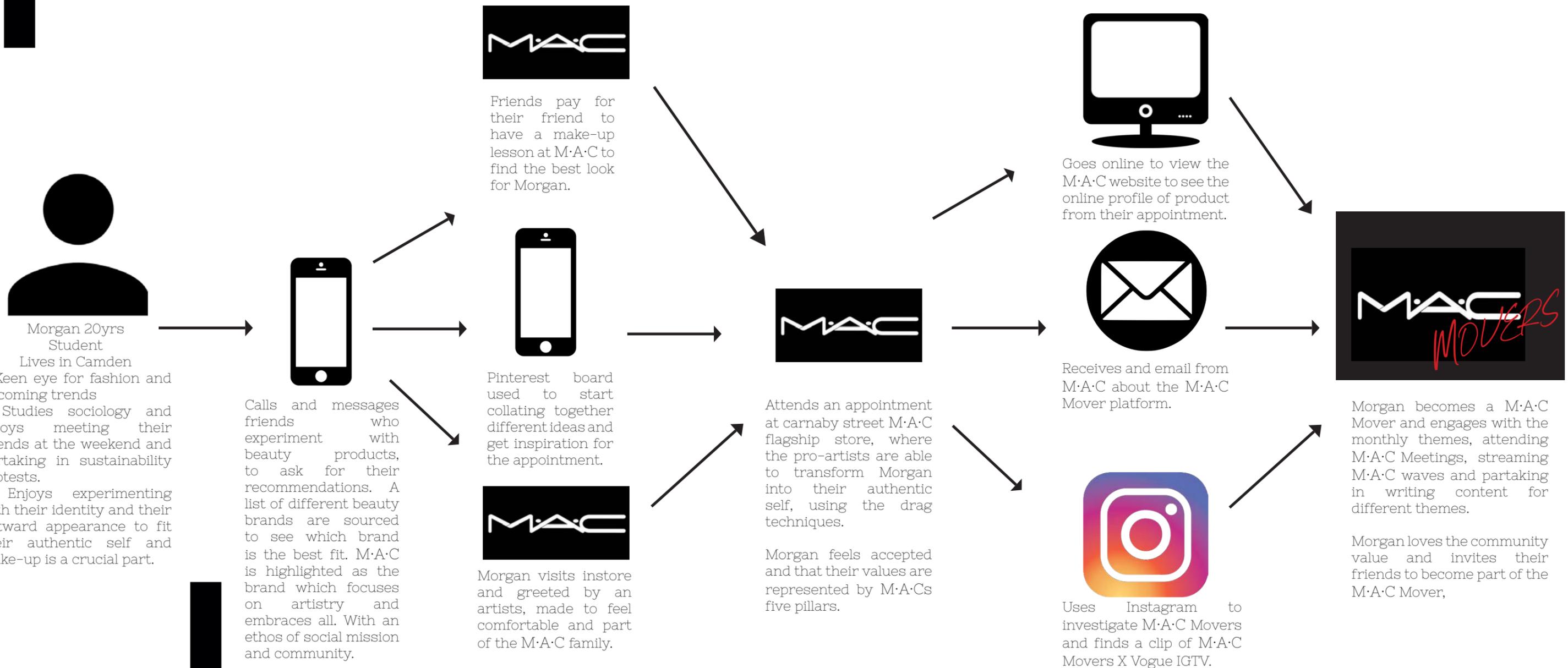
The M·A·C Mover enjoys engaging with like-minded individuals, lending their voices to a wider discussion and being part of a conversation, which is promoting a societal shift for good. MAC Movers enjoy being a part of a movement bigger than themselves and taking time out of their daily routine, to fight for a cause which may not necessarily impact them directly.

The M·A·C Mover is a ‘bachelor’ or ‘peacock’ single, young either a student or working wanting product which is “young, sexy, affordable and fun” (Armstrong-Gibbs, McLaren, 2017). Using the VAL 2 Segmentation System (Armstrong-Gibbs, McLaren, 2017) places the M·A·C Mover is an ‘Experiencer’, “young, affluent, self-expressive, impulsive and avid spenders”.

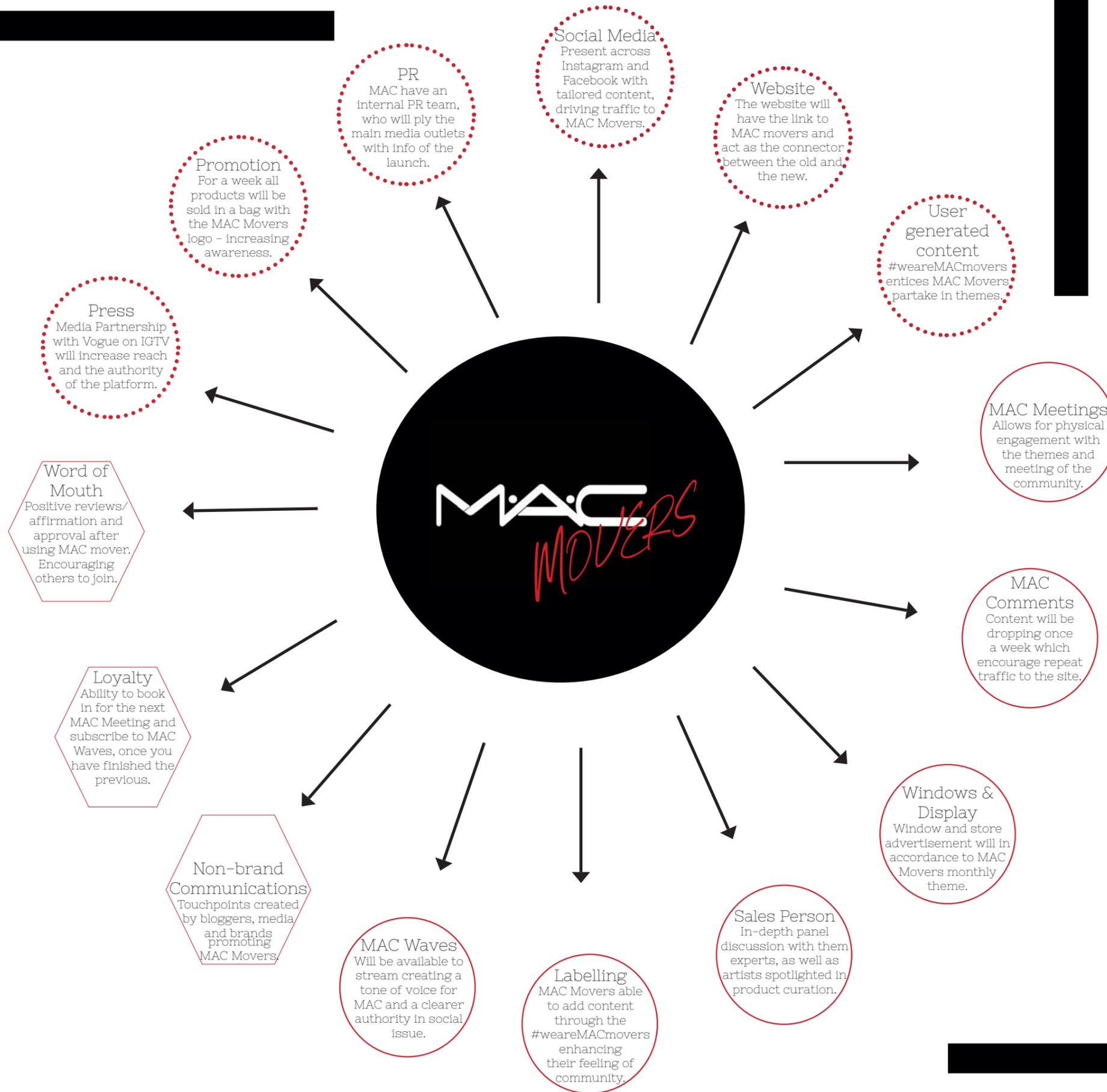
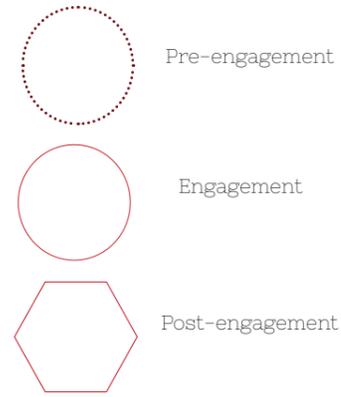


VALS 2 Segmentation System, psychographic graph based on online and digital research.

CUSTOMER JOURNEY INTEGRATING M·A·C MOVERS



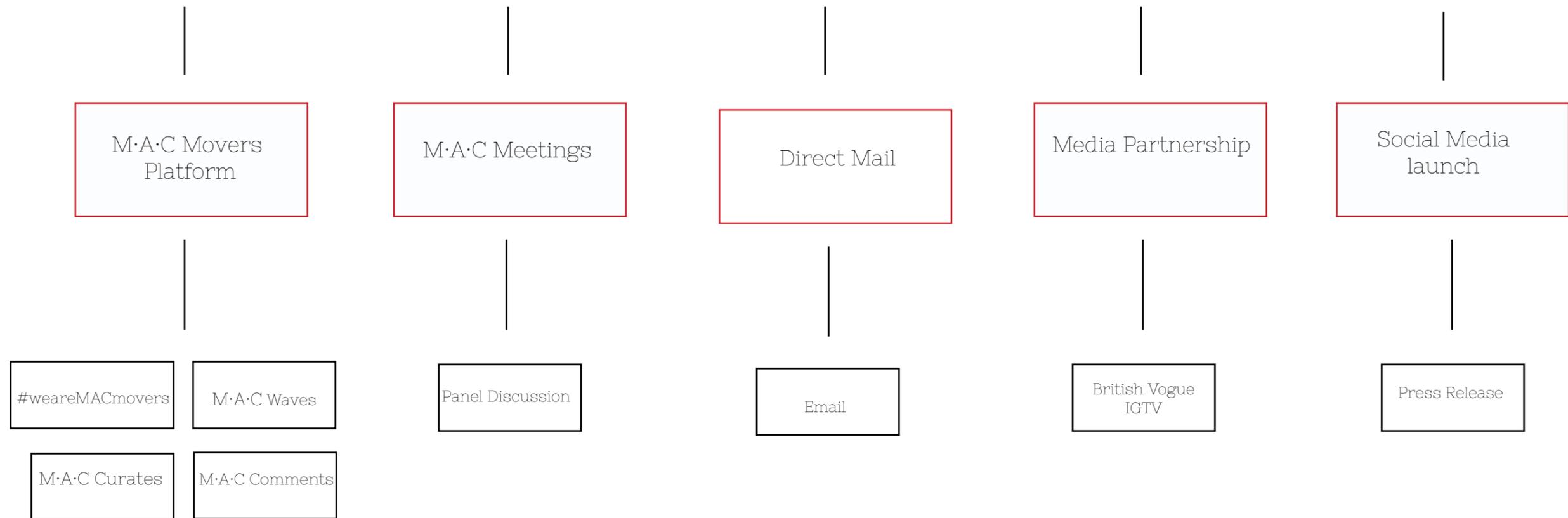
M·A·C MOVERS TOUCHPOINTS



During the customer journey there are a series of touch points of engagements the M·A·C Mover will make. Presenting key opportunities to increase brand synergy and areas of focus for the M·A·C Movers strategy.



MAC MOVERS THE TACTICS



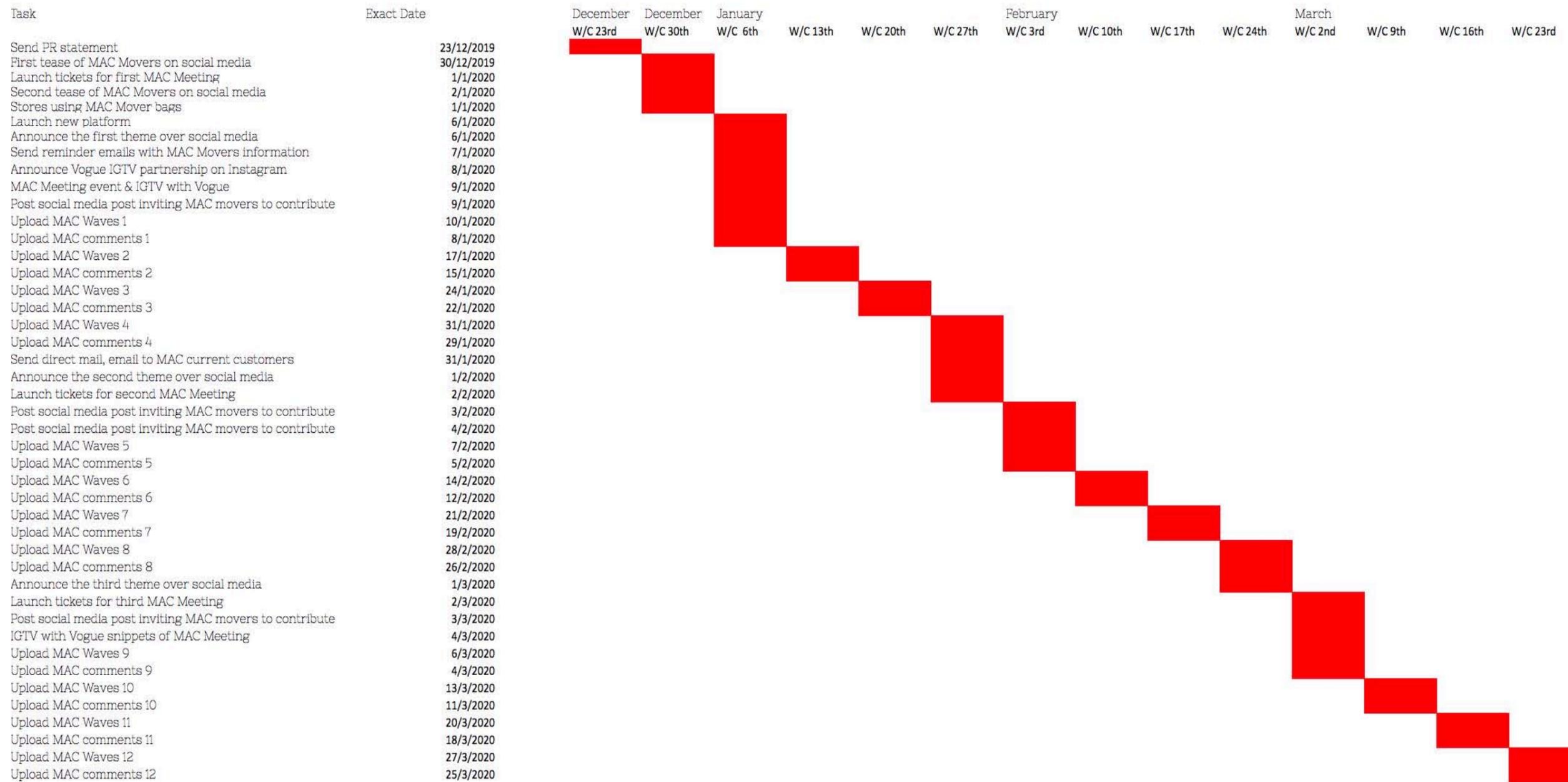
MAC Movers strategy diagram compiled using the final proposal for reference.

GANTT CHART OF ACTIVITY FOR – MOVERS

This Gantt chart is a guide for when tasks need to be actioned for the launch and implementation of M·A·C Movers over the first three months of the strategy (Q1). This will ensure regular updates and opportunities to engage with both the media and M·A·C Movers. Original content will be intersected with M·A·C Meetings and engagement with the M·A·C Movers to provide content for the platform and social media feeds.

MAC Movers Q1 M·A·C Cosmetics

Campaign Start Date: 23/12/2019
Campaign End Date: 31/3/2020



M·A·C MOVERS

MONDAY 6TH JANUARY 2020

PR STATEMENT

Media Strategy	Headlines <ul style="list-style-type: none"> - M·A·C Movers - More than make-up. - M·A·C are on the move and want you to join them. - M·A·C - on a social mission and nothing is off limits.
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Approach	Key Messages	Media Plan
<p>Demonstrate M·A·Cs accomplishments as a forerunner in social awareness and benefiting the community as a whole. Asserting M·A·C Movers as the go to for social discussion, conversation and being surrounded by like-minded individuals.</p> <p>Showcase the versatility of the M·A·C, highlighting the five pillars at the core of the brand - notably 'community' and 'social mission'.</p> <p>Encourage 18-24 to follow the M·A·C Movers platform, subscribe to M·A·C Waves podcast and attend the M·A·C Meeting events, after seeing the teasing of M·A·C Movers.</p>	<p>M·A·C Credentials M·A·C have always had social missions with Viva Glam celebrating 25 years since launch, with a total of £500 million raised for charities helping those effected by HIV and AIDS. There has been recent expansion into helping vulnerable women groups and other LGBTQ groups, M·A·C Movers is the next natural step .</p> <p>Accessibility to MAC M·A·C Movers will be increase the number of touch points the consumer has to engage with M·A·C.</p> <p>MAC Movers the Content Creators New online content presented, with the inclusion of a podcast, branded content and user generated content.</p>	<p>National 1-2 pieces of focused narrative, hitting key objectives, with the key point being the launch of the M·A·C Movers platform. Link to the social media posts and instore limited edition bags to drive traffic to M·A·C Movers.</p> <p>Regional Launch of the new platform covered in the ES magazine, as a meeting community hub for M·A·C Movers. A cover of the first M·A·C Meeting in Times Out magazine, targeting young professional and students who enjoy cultural..</p> <p>Trade Presenting the evolution of M·A·C as a leading commentator and trailblazer using product as a facilitator and USP.</p>



Introducing MAC Movers - 6th January 2020 MAC more than make-up

23rd December 2019

M·A·C is delighted to announce the launch of M·A·C Movers our new online community in partnership with Vogue IGTV, launching 6th January 2020. Providing a digital hub for M·A·C Movers to unite around social topics with a make-up twist. Recognising the trail blazing ethos of M·A·C and our dedication to improving the lives of others, which started with our commitment to Viva Glam 25 years ago and has, to date, raised £500 million.

M·A·C Movers will be the first venture of its kind, focusing on a monthly theme where M·A·C content will be written weekly, along with a weekly podcast (M·A·C waves). Physical engagement will be carried out by monthly M·A·C Meetings where the whole M·A·C Movers community will have the opportunity to gather to discuss the months theme. The panel for the M·A·C Meeting will provide the subjects of the M·A·C Waves podcasts.

M·A·C are thrilled to be partnering with British Vogue to cover the M·A·C Meetings over IGTV. In the first partnership of its kind, bringing together the global reach and prestige of Vogue and the pioneering ethos and strategy of M·A·C.

M·A·C Movers offers a safe place for users to engage in discussion , share their opinions and collaborate with M·A·C. Bringing to life the core pillars of the M·A·C brand and establishing M·A·C for "all ages, all genders and all races".

This PR statement will be sent on the 23rd December 2019, two weeks before the launch of M·A·C Movers (6th January) and a week before the public 'teasing' on the 30th December 2019. Presenting the press with the key facts of the new platform and media partnership with British Vogue IGTV.



COMMUNICATIONS STRATEGY

This table presents the key communication strategies for before the launch, during the launch, immediately after and the on-going communication stages to take focus on.

PRE-LAUNCH

Prior to the launch of M·A·C Movers, on the 23rd December 2019 the PR statement will be sent out to the media announcing the platform and the media partnership with British Vogue IGTV. The press release explains the key features of the platform and the ways in which the consumer will be able to engage. The press release will include the credibility of M·A·C and the authenticity behind why this new venture is happening. This will in turn be used by the media to formulate the basis of review articles and future editorial pieces.

Influencers will not be used in this circumstance as the M·A·C Mover is a faceless person and could be anyone of any age, race or gender. Therefore by specifically attributing certain faces of influencers to the project it could put certain groups of people off.

Instead an Instagram based tease campaign will be lead and organically shared and reposted in a word of mouth style - to spread the word. The only face attached before the launch of the platform will be the Director of Make-up Artistry in the UK Terry Barber and the five senior artists for the UK and Ireland territory: Dominic Skinner (UK), Debbie Finnegan (Ireland), Lesley Keane (Ireland), Claire Mulleady (UK) and Rachel O'Donnell (UK & Ireland) (M·A·C, 2019). Faces which are already known to the M·A·C follower and will ease the transition to the new platform.

LAUNCH

The first visual the consumers will have of M·A·C Movers will happen on the 30th December 2019 via Instagram as a survey carried out by Business Insider (a finance and news website publisher) reported that 88% of 18-25 year olds use social media with their platform of choice being Instagram at 71% using the site (Tran, 2018). Corroborating this is a primary research conducted found that out of 30 respondents 0% of 18-25 year olds engage with the Facebook whilst 20% engage with M·A·C's Instagram (appendix 2). Instagram will therefore have the greatest reach over the target consumer, but with the teasers appearing on the site - increased hits and traffic should appear on the social media channels.

The launch of the M·A·C Movers will also formally affirm the partnership between M·A·C and British Vogue IGTV overall strengthening the integrity of M·A·C Movers. Further content creation will be achieved through posting content (one podcast and one article) twice a week. Attendance of the M·A·C Meetings being covered by Vogue IGTV will create supplementary content to share across different channels. The IGTV will live stream part of the M·A·C Meetings and then be shared on the M·A·C UK's Instagram stories and saved in the highlights. This will be used as a promotional device to encourage M·A·C Movers to attend the next M·A·C Meeting and spread awareness of one of features of M·A·C Movers.

POST-LAUNCH

Follow up engagement with the media post the launch of M·A·C Movers will be integral in establishing its place as a social commenter and community for all. Brand and media relationships can be fostered in order to create future opportunities for coverage and collaborations.

The day after the launch of M·A·C Movers (6th January 2020), the theme for the month will be announced on the 7th January 2020 - this will continue the momentum of the campaign and encourage users to engage. This drip feeding of information in a short amount of time, will keep people interested but is still a short enough amount of time to keep users engaged with the launch of the new platform.

The first M·A·C Meeting will provide the opportunity to showcase the partnership between M·A·C and British Vogue where the event will be covered by Features Editor Olivia Marks, who will provide coverage of the event as it happens. This will be fed out on the British Vogue platforms, specifically their YouTube as this is an area untapped by M·A·C and then the footage will be shared with M·A·C to share across their platforms. The footage will have a final stop in the highlights of the stories on Instagram and then on the M·A·C Movers platform on the M·A·C Meetings section.

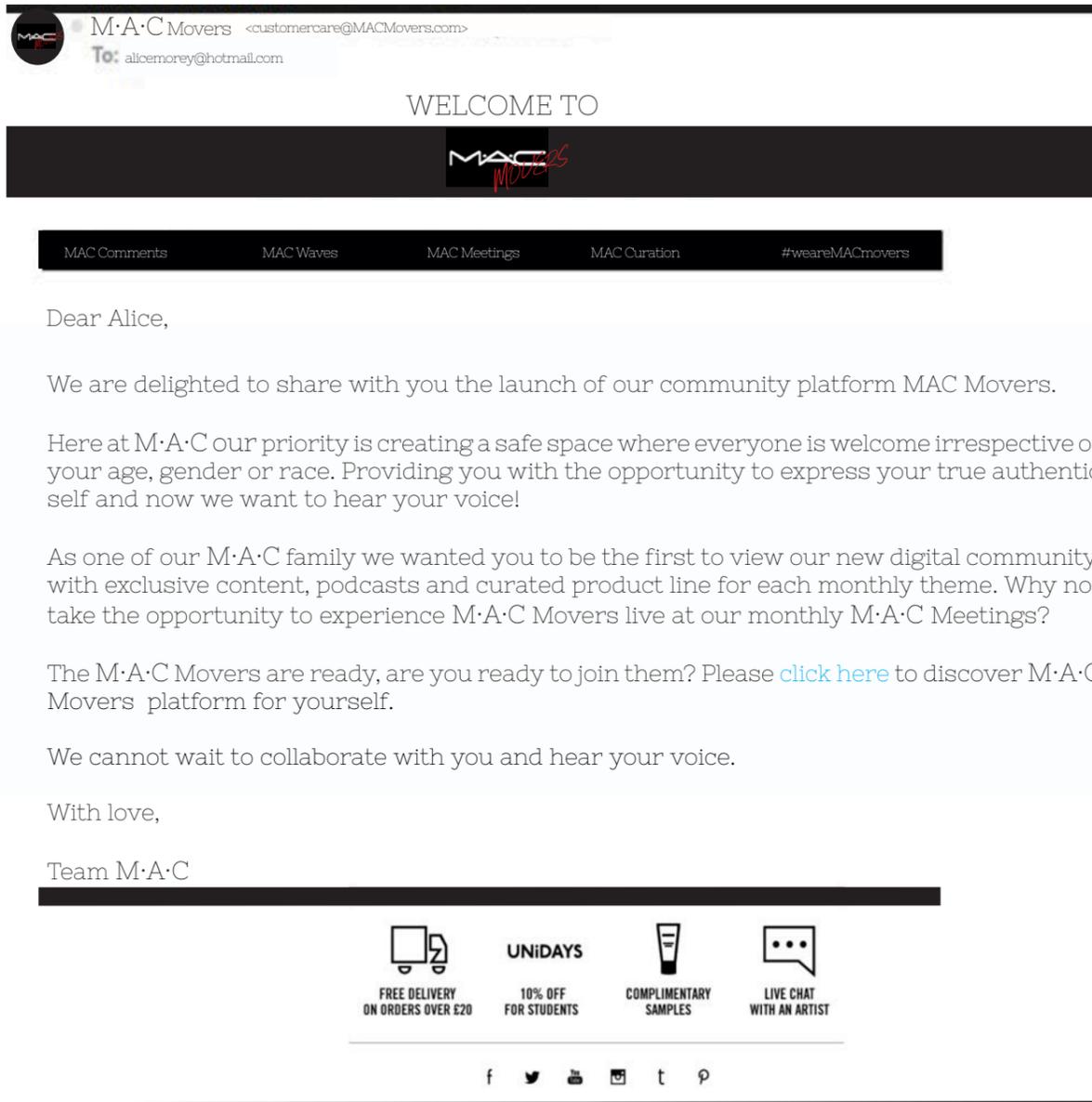
ON-GOING COMMS

Communications will become formulaic and primarily centred from Instagram, this creates familiarity and stability for the M·A·C Movers. They will know on a Wednesday there will be a new M·A·C Comments and on a Friday a new podcast from M·A·C Waves. This will keep the level of engagement high and people will know to check the platform and other social media feeds for the latest update of the conversation.

An on-going relationship with British Vogue can be fostered to grow the M·A·C Meetings and spread the reach and awareness of M·A·C Movers monthly themes.

Send out monthly direct emails to new M·A·C customers who have visited instore inviting them to join the M·A·C Movers platform. This is a more personal way for the customer to find out about the platform which they would not ordinarily have access to. Creating a sense of exclusivity and personalisations two things which appeal to the 18-24 target audience.

DIRECT MARKETING



(M·A·C, 2019) Mock-up of a Direct Mail rendered using Photoshop.

A Direct Mail will be sent to all pre-existing customers of M·A·C who have brought products instore before and opted into emails (in-line with the GDPR legislation). This will be sent as a promotional email a promotional email to encourage people to visit the platform and sign up to the first M·A·C Meeting.

The core ethos of the platform is explained, demonstrating that M·A·C Movers is an extension of the instore experience and the five pillars at the heart of M·A·C. Creating a sense of continuity and familiarity .

INSTORE POS



These renders show the POS (Point of Sale) found instore. Firstly the till point sign which will capture customers attention as they are about to leave the store. This sign will feature the website address.

Secondly the window decal which will attract people as they walk outside of the store. Featuring the main logo and the hashtag.

PLATFORM AESTHETIC



Renders of the final M·A·C Movers Platform using Photoshop.

SECTION BREAKDOWN

M·A·C WAVES

The creation of additional channels is a priority for M·A·C Movers. The opportunity for engaging with the M·A·C Movers over podcast provides the chance to create a clear and strong tone of voice. Splicing through the noise of a visual content and engage in deep and meaningful conversation with the panel member individually.

“The number of podcast listeners has almost doubled in the past five years, from 3.2m in 2013 to 5.9m in 2018, with half under 35” (Ofcom, 2018). “More than half of millennials wear headphones for nearly four hours a day” (Petrusich, 2016). With “73% of millennials wearing headphones to avoid interaction with other people”. The result of this has seen “streaming revenues rise 220% in the past three years” (Sol Republic, 2014). This provides a large opportunity for M·A·C to capitalise on this channel and target the key consumer of 18-25 year olds.

Each M·A·C Wave episode will feature a panel member in-conversation with one of the five head artists for the UK and Ireland Region. This creates familiarity from one podcast to the next, even though the guest changes. Forging a two way relationship between M·A·C and their Movers.

- 1 - Expertise
 - 2- Community
 - 3- Reputation
- } USP

M·A·C Waves will be 45 minute episodes brought out once a week on a Friday.

KEY OBJECTIVES

- Provide interesting original content.
- Educational resource providing a range of viewpoints.
- Start a conversation and promote M·A·C Meetings.
- Build a strong rapport between M·A·C and M·A·C Movers.
- Establish M·A·C as an authority in social discussion.

M·A·C COMMENTS

M·A·C Comments is the opportunity for M·A·C to invite freelance writers to write content specifically for the M·A·C Movers platform. This content will offer a range of view points and dissect different elements of the monthly theme. Through primary research which asked 30 18-25 year olds their opinions on the viability of the new platform - results found that the most popular future channel option was the option for M·A·C to produce their own content. This option was favoured by 60% saying they would definitely engage and a further 20% saying maybe. This correlates to the idea that M·A·C is viewed as an authority and experts in their field, this will prompt people to engage and hear what M·A·C has to say.

M·A·C Comments builds on the foundation of M·A·C Waves and helps to create a clear and distinctive tone of voice.

M·A·C MOVERS TONE OF VOICE

- 1 - Confident
- 2 - Clear
- 3 - Conversational
- 4 - Encouraging
- 5 - Informative

M·A·C Comments will be uploaded every Wednesday and there will be four articles written per monthly theme, with a different writer per article. Encouraging a range of view points and diversity amongst the opinions given.

#weareMACmovers

#weareMACmovers is the hashtag for all of the M·A·C Movers to unite under. This will be the direct link between the Movers and M·A·C. Integral to the running of the platform will be the symbiotic between the two and the Movers not feeling dictated to be M·A·C.

At the beginning of every month the Movers will be presented the theme for the forth coming month. From here Movers are actively encouraged to email in their submissions for the theme whether this be poetry, piece of art, an article or photography. This enhances the principles of inclusivity and community where the focus is on the collaboration with the Movers to meet their needs and requirements and not over production of content for them to digest.

The #weareMACmovers can further be extended to use on social media. When Movers are discussing their opinions, thoughts and interactions with the different touch points they are invited to use the #weareMACmovers helping to promote the platform through the form of word-of-mouth marketing. A link will be created with all the content which can be shared onto the platform, driving traffic from social media back to the platform.

Through #weareMACmovers the name hashtag is promoting the primary pillar of community. Recognising M·A·C Movers as a collective and a group together. This can make those not aware of the platform be intrigued by the purpose of the platform and FOMO, will encourage others to explore the platform for themselves.

SECTION BREAKDOWN

M·A·C MEETINGS

M·A·C Meetings is the primary physical engagement for the M·A·C Movers community. A monthly meeting on the first Thursday of every month featuring a live panel discussion. Allowing the M·A·C Movers to come together to share their opinions and hear from a diverse range of speakers, each hand picked for the that months theme. The tickets for the event will be free and available for all.

The ability for a M·A·C Movers to come together is a new experience and something which would appeal to the 18-25 audience. In primary research (see appendix 3) 80% of those surveyed said they would not shop at a brand whose ethos they did not agree with. The advantage of M·A·C is the strong pillars and core belief which ripples out into all actions and customer touchpoints (see appendix 4 the brand identity onion) M·A·C Movers is an extension of the core brand ethos and the more engagement the Movers have, the greater the loyalty and brand affiliation shown.

The M·A·C Meetings will be part of media partnership (see media partnership section for further details). M·A·C Meetings will be used as a device to create content to share across different channels. A key benefit from featuring a range of different guest speakers is the ability to target different groups of people who otherwise would not have had exposure to the M·A·C Movers platform. Tapping into different groups of people will help to grow the community network, engage with a wider more diverse pool of people. The result a rich community of diverse Movers, we all come together under a shared interest of a social mission

M·A·C CURATES

M·A·C Curates enhances the commercial viability of the platform by highlighting five products per month, which link to theme. This helps to frame the themes from a make-up angle and gives another touch point for the M·A·C Movers to engage with.

The product curation will be compiled of hero products which currently make up 32% of revenue for M·A·C, with three hero products making up 22% (Toy, 2019) of the revenue in total. The opportunity for having another point of sale increases the chances for a revenue opportunity without the M·A·C Movers having to move from the platform back to the main website. The shopping feature will be available and located on the M·A·C Movers platform with a 'shop now' button permanently fixed on the main banner at the top.

18-25 year olds spend the largest part of their income on beauty services and products (behind the chair, 2019). Furthermore a survey carried out by Fragrance Direct of 1000 women found that 18-25 year olds have the most complex and expensive beauty regime with an average of 16 different products used daily worth £153, with 19% of this demographic favouring premium brand products. This can be broken down further to where two of the most popular products (through percentage of users) for the 18-25 year olds are primer at 40% and setting spray at 50% (Unity Blot, 2019). This mirrors the M·A·C product offering with the 'Prep and Prime Fix' Spray being of the three best sellers for the brand. Having small shop-able collections, makes it easier for the M·A·C Mover to pick up product in bite size amount, with a strategy that every month a different product sector will be targeted, encouraging link purchasing and building up the M·A·C Movers product offering.

MEDIA PARTNERSHIP



A media partnership with British Vogue on their IGTV channel is a key strategy for expanding the reach of M·A·C Movers. The key enhancement in the partnership is the credibility brought with an association with Vogue. Sharing a crossover of values for being innovators in their field and future trendspotter, an endorsement from British Vogue would cement the validity of M·A·C Movers. Forward looking having the backing of British Vogue as a media partner can help towards future investment and sponsorship for the M·A·C Meeting events.

The British Vogue partnership will exclusively run online and will be the only media outlet covering the M·A·C Meeting events, creating original exclusive content. Featuring primarily on their Instagram TV channel. It is noted that by the end of 2019 80% (Digital Marketing Institute, 2019) of the internet traffic will be videos. At present M·A·C does not have a YouTube account and the biggest platform opportunity is Instagram stories, where currently the Instagram story has 50% more views than biggest rival Snapchat at nearly 400 million viewers.

IGTV is a video app which can be used as standalone or in conjunction with Instagram, designed specifically for use on mobile devices to watch long-form video. British Vogue will film and create a short film once a month of the M·A·C Meeting and summarise with main key points of the topic. Features Editor Olivia Marks, will attend as a host to the video.

Members of the British Vogue team will also become members of the M·A·C Meetings panel discussion, integrating the partnership further into the project.

KEY BENEFITS

- Promotion of the M·A·C Meeting events. The videos act as a trailer for the next event, increasing ticket sales and knowledge of the events.
- Increasing the reach to those unable to attend the event but still wanting to experience the event, driving traffic to different channels and creating usable KPI data.
- Advantageous for both British Vogue and M·A·C creating video content which can be streamed on both Instagram accounts and used across websites and on the British Vogue Instagram channel, increasing the overall reach of the videos.



SOCIAL MEDIA STRATEGY

LINKING TO M·A·C MOVERS content



#weareMACmovers

- The # will be used as a calling point to ask the Movers questions about themes and what other features they would like to see focused upon - using the 'question' function on Instagram stories, will act as a form of market research and constant feedback. Allowing the platform to evolve and meet the needs of the Movers and what they would like.
- The 'Swipe-up' function on the insta-stories will link back to the relevant section on the M·A·C Movers platform.



- 1 - Expertise
 - 2- Experience
 - 3- Reputation
- USP

Two pronged dual approach. The social media and M·A·C Movers platform correlate to one another. With the M·A·C Movers platform with the full content. The social media posts will act as a tease for the main platform and drive the traffic back to M·A·C Movers.

M·A·C Meetings

M·A·C Movers will be covered by the Vogue IGTV media partnership and will be saved on M·A·C's Instagram as a series of videos saved as a highlight on the stories, this will create a form of a show reel to promote the next meeting.

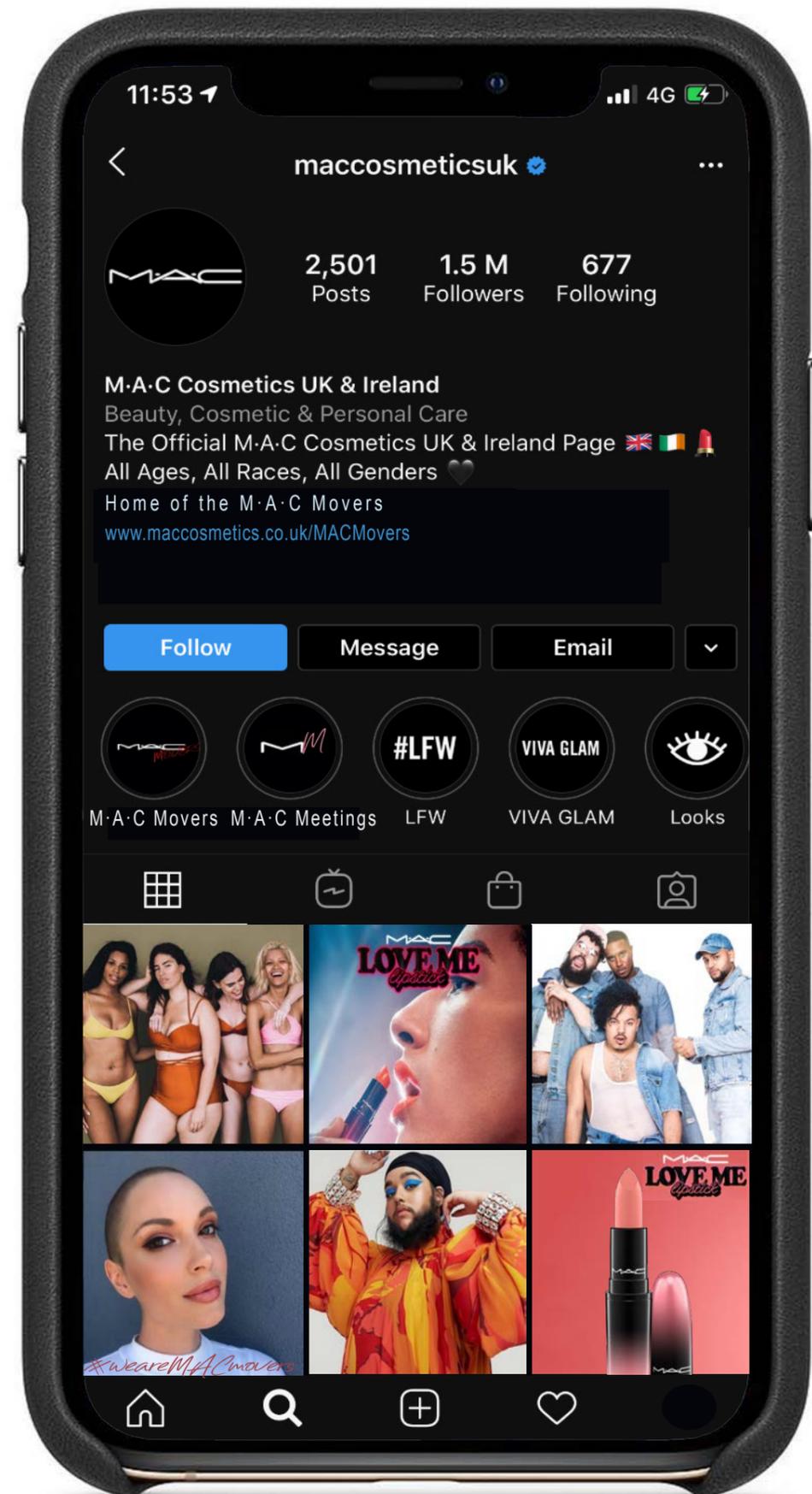
In the Bio of the M·A·C Instagram will be a link to the M·A·C Movers and a subsequent link to the ticket sales for the M·A·C Meeting events.

M·A·C Comments

Original content sourced from M·A·C Comments will be made into teasers as stories on the M·A·C Instagram, utilising the 'Swipe-up' function encouraging the Mover to go to the platform to reveal the full piece of content.

Social Media will be used as a navigational tool to guide the M·A·C Mover from one touchpoint to the next. Acting as the first point of reference for the announcement of a new theme to the uploading of the latest edition to M·A·C Waves series.

Social Media can further be used to increase the dialogue between M·A·C and their Movers, a more colloquial tone will be adopted to reflect the social media platform.



Rendor of M·A·C Instagram feed for January 2020, Featuring M·A·C Movers and 'Love Me Lipstick' re-launch.

MONTHLY THEMES

JANUARY

BODY POSITIVITY



Harnaam Kaur Felicity Haward Dan Richards Natasha Devon MBE

31% (Peat, 2018) of people chose their New Years resolution to lose weight. M·A·C Movers counters the need for change, instead promoting celebration of selflove.

FEBRUARY

CONSENT



Zoe Loderick Sam Thompson Emma Watson Maggie Oliver

3rd February (Awareness Days, 2019) marks sexual abuse and violence awareness week and M·A·C Movers will start a conversation how to help others and stay safe yourself.

MARCH

GENDER ROLES



Michelle Obama Billie Eilish Grayson Perry Tommy Dorfman

Gender roles and expectations are made to be challenged, M·A·C Movers subverts what is expected and challenges what it means to have an assigned gender in the 21st century.

APRIL

WELLBEING



Jessica Diner Dr Zoe Williams Joe Wicks Kourtney Kardashian

April 1st marks stress awareness month (Awareness Days, 2019) and the London Marathon on the 26th April. M·A·C Movers brings Movers Wellbeing as a lifestyle to counteracting daily stress.

MAY

COLOUR ME CRAZY



Nadiya Hussain Adwoa Aboah HRH Duke and Duchess of Cambridge

'Colour me Crazy' shines a spotlight on mental health during the month of Mental Health Awareness Week on the 18th May 2019. Opening a conversation to reduce stigmatisation and offer solutions.

JUNE

PRIDE



Aquaria Courtney Act Tan France Laverne Cox

Pride is celebrated on the 27th June 2020 in London (Pride in London, 2019). M·A·C Meetings will capitalise on the added media attention helping to raise the profile and awareness of M·A·C Movers.

JULY

SUSTAINABILITY



Alice Wilby Greta Thunberg Yael Aflalo Livia Firth

With 50% of participants noting a sustainable theme when asked of theme suggestions in primary research. July will host sustainability during Plastic free July 2019 (Awareness Days, 2019).

AUGUST

SKIN DEEP



Nicola Roberts Drew Elliott Soraya Jansen Katie Piper

With summer in full swing and the battering our skin takes from the sun. Skin deep will focus on our relationship with our skin whether it is a skin condition, damage or perception.

SEPTEMBER

SOCIAL MEDIA



Jameela Jamil Lucy Sheridan Parveen Narowalia Stacey Solomon

Social media can portray an unrealistic perception of life. With balance awareness week on 15th September (Awareness Days, 2019), M·A·C Movers investigates Photoshop and image manipulated.

OCTOBER

ANTI-BULLYING

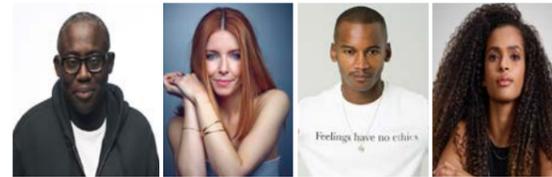


Ruby Rose Jesy Nelson Dr Liam Hackett Millie Bobby Brown

5th October marks world day of bullying prevention, M·A·C Movers celebrates diversity and offers an inclusive community to those who may face a backlash for being authentically them.

NOVEMBER

STEREOTYPES



Edward Enniful Stacey Dooley Eric Underwood Ramla Ali

Challenge the status quo and enjoy being you. M·A·C Movers discusses how you can be whatever you want and carves the way for others behind you and leave behind stereotypes of who you should be.

DECEMBER

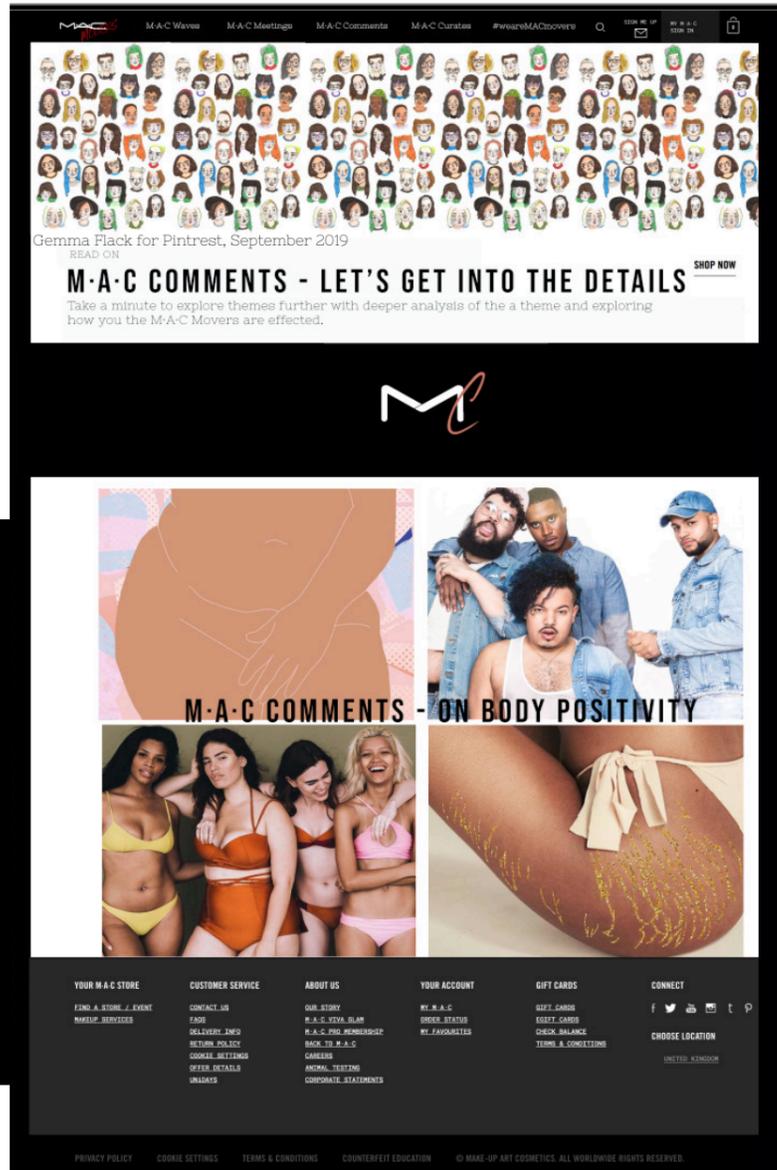
VIVA GLAM X HIV AWARENESS



Jonathan Van Ness Miley Cyrus Ru Paul HRH Duke of Sussex

Viva Glam will be celebrated in December, with World AIDS Day on 1st December (Worlds AID Day, 2019). A month after HIV Testing Awareness week in November (HIV Prevention England, 2019).

JANUARY PROPOSAL



BATTLE FOR BODIES

HOW AN AGENDA OF BODY DIVERSITY IS REVOLUTIONISING THE FASHION INDUSTRY

In an age of social media, media saturation with idealised versions of bodies bombarding our screens, it has become harder than ever to have confidence in you. But in time where Victoria Secrets officially announced the ending of their notorious VS Fashion. Where figures from their most recent show reached an all-time low of only 3.2 million, far from their hiatus in 2001 with 12.4 million viewers live and a global annual viewing list of 1.4 billion people in 192 countries tuning into see a bevy of beauties each sporting their angel wings and ultimate fantasy bras, has wavered. The brand has been labelled as outdated and sexist with Q3 sale losses equating to £195.1 and enough is enough – we are calling it! It is time for a change and a refresher of how beautiful all of our bodies are, including all those lumps and extraneous bumps.

For a woke generation whose attitudes have radically shifted in response to spotlighting of social movements such as #MeToo Movement and a growing sense of political apathy a seismic shift in attitudes have ensued. Result being a digital native generation, who seek greater transparency from brands. A brand whose ethos is reflective of their own and is representative of them as a generation of people.

There is a growth in appetite for a more inclusive celebratory view of bodies, in contrast to the VS Angels you only have to look at the Savage X Fenty lingerie runway which is a celebration and perfect example of body diversity. From its inception in 2018 which featured models of a range of different races, body sizes and two models who were visibly pregnant. A decisive effort was made to encourage confidence and acceptance in viewers own skin. Models included Slick Woods who was 9 months pregnant at the time, plus size siren Paloma Elsesser and VS Angels Duckie Thot, Bella Hadid and Gigi Hadid. The second show is currently still available to download and view on Amazon prime. Savage Beauty X Fenty design for their clients as they are, irrespective of their gender or body shapes. Something which VS struggled to do sticking with their archaic views of beauty and requiring women to modify themselves to be a fixed version of beauty.

The idea of difference is no longer seen as a negative in fact something which should and is being celebrated. A study carried out by Park Nicollet Melrose Center found that approximately 80% of U.S. women don't like how they look, with 34% of men dissatisfied with their bodies and 70% of normal weighted women having a desire to be thinner. It is therefore not surprising that body image has become a huge societal problem and can lead to depression, anxiety and eating disorders. However, what happens if we break the cycle of unrealistic body images and instead replace these images with normal, unfiltered images celebrating scars, cellulite, stretch marks, discolouration, muscle and evidence of the life you have lived. Your body is the only one you ever have, and it will carry you through everything in life and to everyone you ever meet. So let's start the self-loving and focus on those brands celebrating the beauty in diversity and step away from rigid, unrealistic and unachievable standards of beauty.



January's theme is 'Body Positivity', with a focus on the difficulties people have in accepting their bodies due to perceived ideals of beauty proposed by the media. Each article comes from a different angle from changes in industry attitudes (see the article to the left). To advice articles with practical tips on what you can pro-actively do to help yourself improve your own body image.

Each of the images on the first render of the M·A·C Movers platform will act as a portal taking the Mover to the main article. Each article will be accompanys with associated imagery, merging the visuals with content.

MAC M·A·C Waves M·A·C Meetings M·A·C Comments M·A·C Curates #weareMACrovers

LET'S GET TOGETHER

M·A·C MEETINGS - ALL TOGETHER NOW

Come and join our monthly M·A·C Meetings and engage with your fellow M·A·C Movers, featuring a panel talk from this months experts.

SHOP NOW

MEET THE PANEL

Join our panel on Thursday 9th January at 19:00 for an evening of open discussion on all things body positivity, embracing your beauty and over coming media perceived definitions of beauty.

HARNAAM KAUR

FELICITY HAYWARD

DAN RICHARDS

NATASHA DEVON MBE

The Fertility Podcast, Natasha Devon, 2019

BOOK TICKETS NOW

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PUT THE HEADPHONES IN

M·A·C WAVES - LISTEN UP

Subscribe to our weekly source of M·A·C Movers chat. Hosted by our Senior Artists, featuring different guests discussing, listening and exploring social themes.

SHOP NOW

M·A·C WAVES - ON BODY POSITIVITY

It is time to talk body positivity, acceptance and how we can all enhance the way we feel about ourselves. Take a moment plug in and listen to this months M·A·C Waves.

▶ **PODCAST 1**

▶ **PODCAST 2**

▶ **PODCAST 3**

▶ **PODCAST 4**

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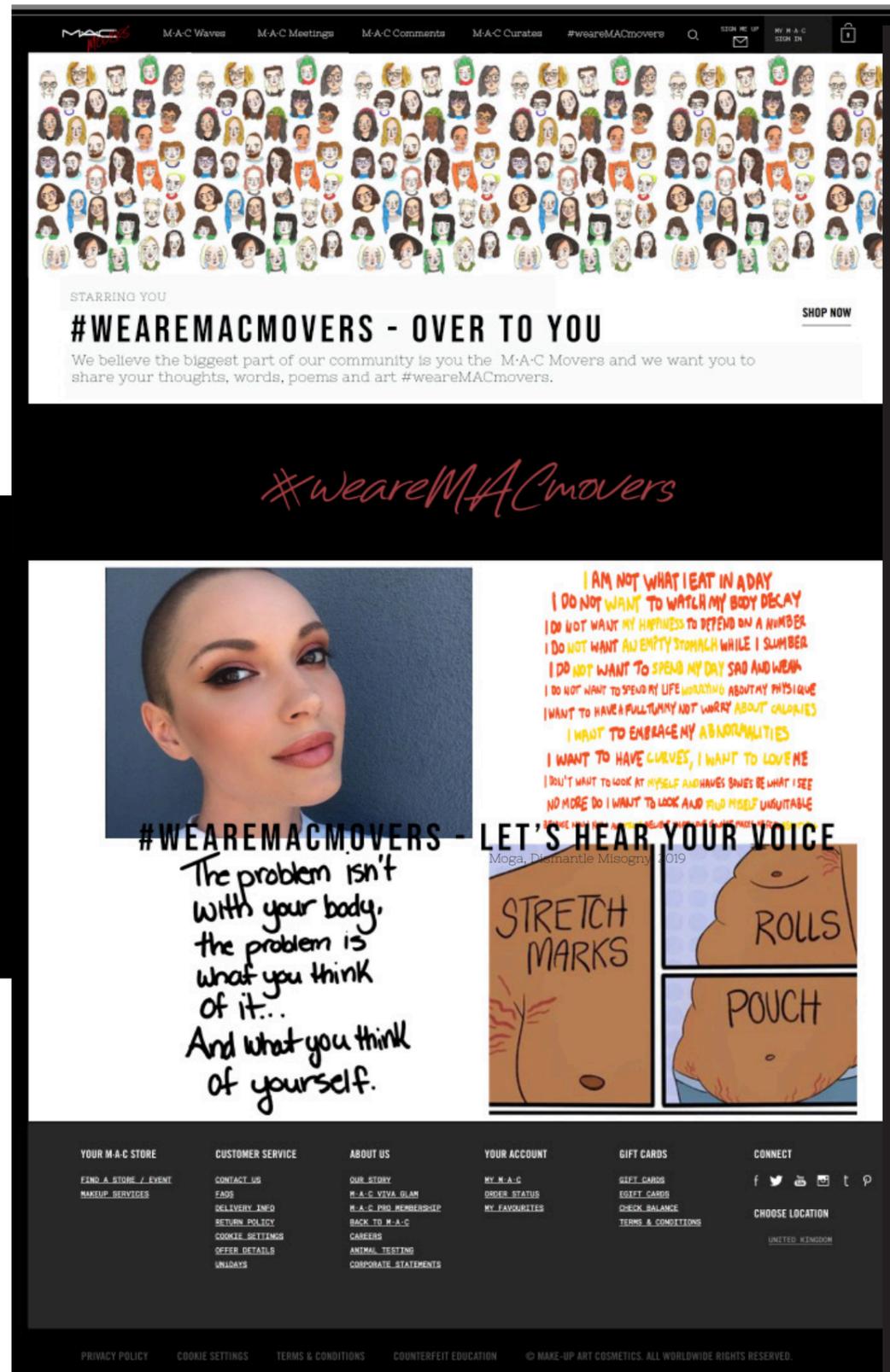
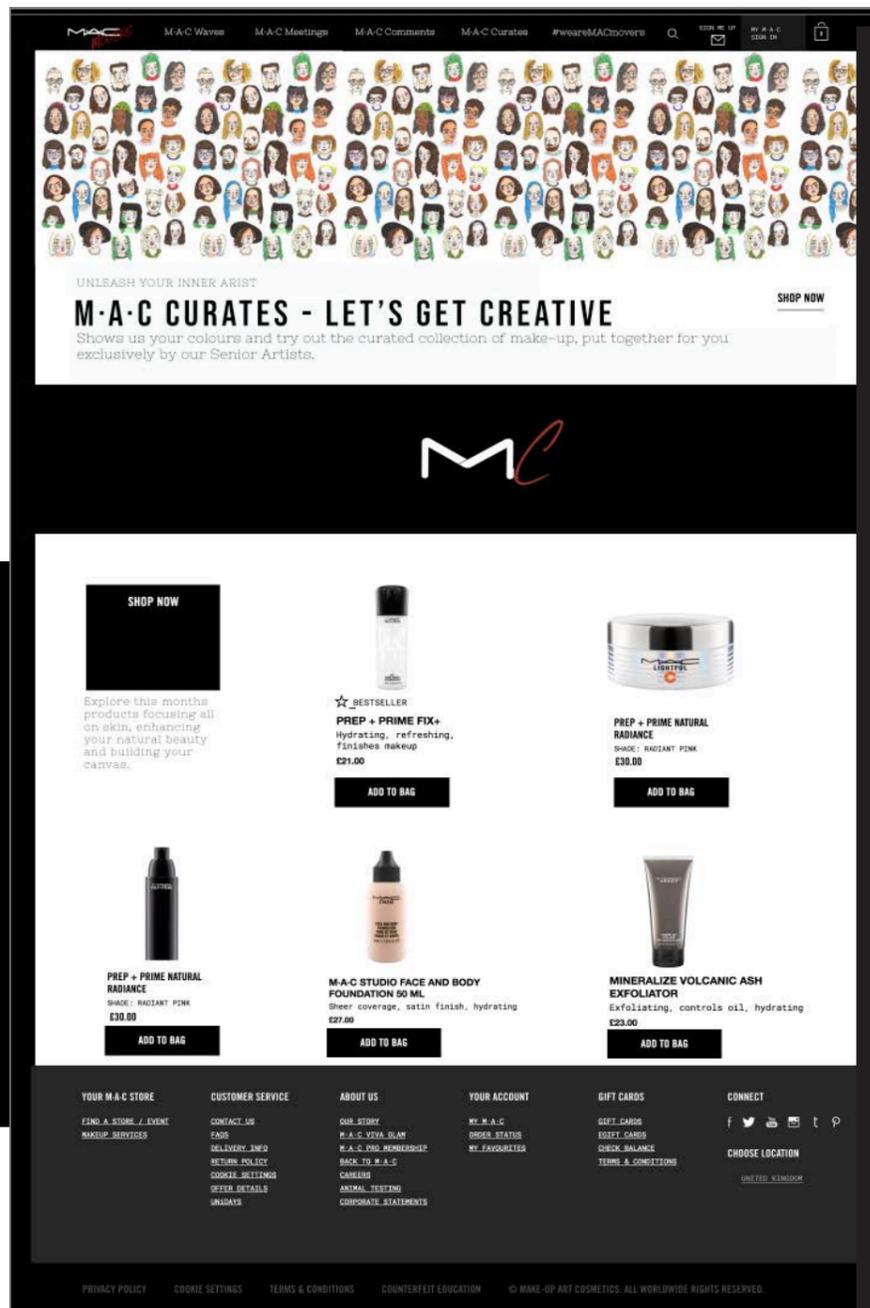
Rationale behind the January panel:

Harnaam Kaur is a motivational speaker, social activist and positive influencer. At 29 Harnaam has overcome a childhood of bullying and fitting in due to a physical difference of having a beard as a symptom of polycystic ovary syndrome. From the age of 16 Harnaam made the proactive choice to embrace her difference and wear a full beard (Khaleeli, 2016). A rising Instagram sensation she has upending gender norms and beauty standards by subverting the 'typical' image of feminine beauty.

Felicity Hayward is a body positivity activist and plus size model with milk management. Felicity had a collaboration with M·A·C in 2012. Felicity has just launched her first lingerie collection with Playful Promise, with over 70 bra sizes (32-44 A-K) and sizes 8-26 (Felicity Hayward, 2019). Demonstrating inclusivity, with 'core' and 'plus size' product sitting in one collection. Felicity is founder of inclusive movement 'Self Love Brings Beauty' advocating for acceptance of our bodies, irrespective of size.

Dan Richards is a former soldier and now model and body positivity ambassador after losing one arm in a motor bike accident. Dan has devoted his time to helping others accept the skin they are in and reaching their full potential, the main device Dan uses are his social media channels, challenging images of the 'perfect' body (Wallen, 2019). As a 'host' (alongside Felicity) on Channel Fours social experiment Naked Beach - Dan encouraged participants with extreme low levels of Body Confidence to re-find their self-love and body appreciation.

Natasha Devon MBE is a writer, speaker and campaigner. Touring schools and colleges throughout the UK, to deliver talks on mental health and body image. While conducting research to illustrate her findings. Natasha campaigns both on and offline for social improvement (Natasha Devon, 2019). Speaking at parliament regularly, giving evidence at the Education and Health Select Committees, representing the interests of teenagers and teachers. In 2015 she was awarded an MBE for services to young people and named one of 500 most influential people in Britain in 2016 by the Sunday Times and Debretts.



M·A·C Curates in January will focus on skincare as the focus. Talking about beauty the focus will be on enhancement and taking care of what you already have.

The products picked include:

1 - Prep + Prime Fix spray - which hydrates the skin ready for make-up application. Then sets the make-up at the end of make-up application.

2 - Lightful C+ Coral Grass Moisture Cream - forms a layer of moisture and creates a 'tackiness' for the primer and foundation to attach to.

3 - Prep + Prime Natural Radiance - is the base layer for the foundation to sit upon. Adding a layer of highlight and illusion of glowing radiant skin.

4 - M·A·C Studio Fix Foundation - is a full coverage foundation which can be layered to achieve different looks and can take you from day to night.

5 - Volcanic Ash Exfoliator - is a thick textured exfoliator used twice weekly for six minutes to take the top layer off the skin and remove an left over make-up residue.

Within the five products chosen for the M·A·C Curation, there are two best sellers within the selection to attract existing customers.

CAMPAIGN COLLATERAL



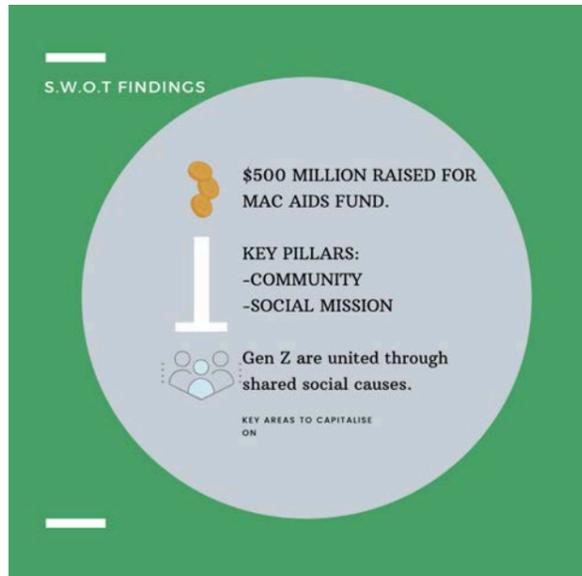
A render showing the M·A·C Movers shopping bag which will be teased instore for a week, between 30th December 2019 and the 6th January 2020, before the launch of the platform. Creating hype and a limited edition item instore, encouraging people to purchase.



A render showing the M·A·C Movers lanyard which will be given out to all Movers at the M·A·C Meeting events. Features include name, topic of the M·A·C Meeting, date of M·A·C Meeting and #weareMACmovers. Increasing levels of personalisation for each Mover.

APPENDIX

Appendix 1

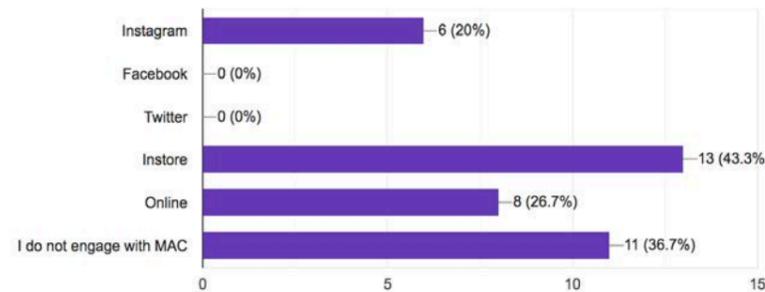


Compiled using research from brand research. To see the S.W.O.T and Brand Prism, please find in the Management Diary.

Appendix 2

What channels do you engage with MAC on?

30 responses

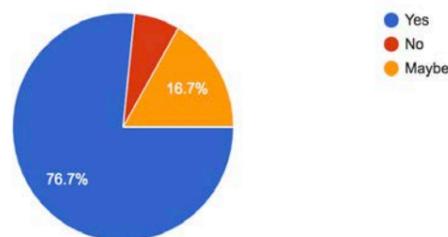


Primary research looking into how 18-25 year olds engage with the different M·A·C channels. Full survey results found in the Management Diary.

Appendix 3

Does the ethos of a brand influence whether you purchase from them?

30 responses



Primary research looking into how 18-25 year olds engage with a brand based on their ethos.

Appendix 4

<https://xd.adobe.com/view/bf3fcc99-9e65-4ce7-793c-524c12fcc77-c90e/?fullscreen>
Link to mock-up of M·A·C Movers platform.

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Heather Hazzan & Lily Cummings, The All Woman Project, 2019 Mary Van Puymbroeck, The Everyman Project, 2019



Sara Shakeel, Stretch Marks, 2019

Glamour, Body Positivity, 2019

PAGE 38 PHOTOGRAPH REFERENCES.

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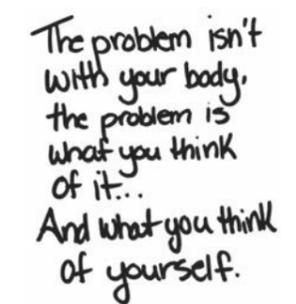
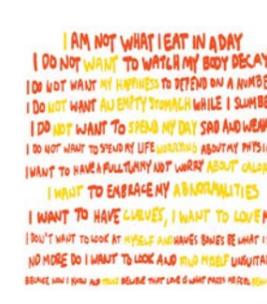
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