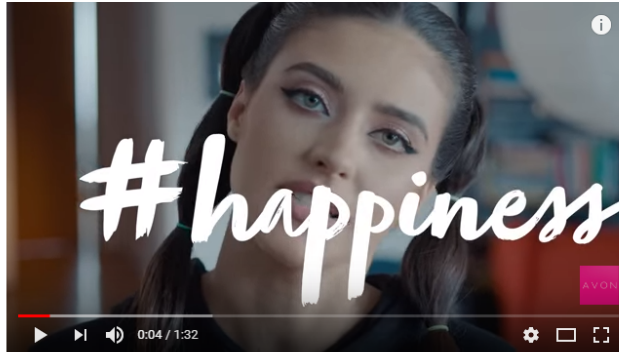


# IMPLEMENTATION (24 feb – 8 mar)



## VIDEO-MANIFESTO

The video manifesto with Antonia talked about being together without letting screens get in the way. The video had the quirkiness of Antonia's personality, specially designed music and spoke in the language of our target.

## TEASING CAMPAIGN: Can you keep a secret?

Under the “Avon, the only brand that doesn't ask for Shares” umbrella, we invited the participants to DMF Conference (digital specialists & influencers) to keep a secret that meant a promise to themselves for an offline activity.

## RADIO & DIGITAL ACTIVATION

Virgin Radio responded to our manifesto with another video, saying “Sorry” to the women in their lives for prioritizing their games, their online activity etc.

## VIDEO-BANNERS

To promote the video we also ran a media campaign, with customized messages and “Go offline!” pre-rolls.



## DM

Special DM execution targeting popular bloggers/influencers known to be couples, offering him & her T-shirts with fun messages.



**We were the 1<sup>st</sup> ones to make the change we wanted to see!**

**During the 8<sup>th</sup> of March, any form of communication from the brand and also from Antonia was stopped (Avon FB page, Antonia's channels & AVON digital media – both brand and product).**