

MARK MORIN
DANIEL LAFRENIÈRE

TALK TO ME



**Get personal
Get relevant
Get more customers!**

complexity

too many
choices



10

flavors of Special K



20

types of Clover Leaf canned tuna



+100
models of mice at Future Shop



+2300

cosmetics products



12 886

mutual funds



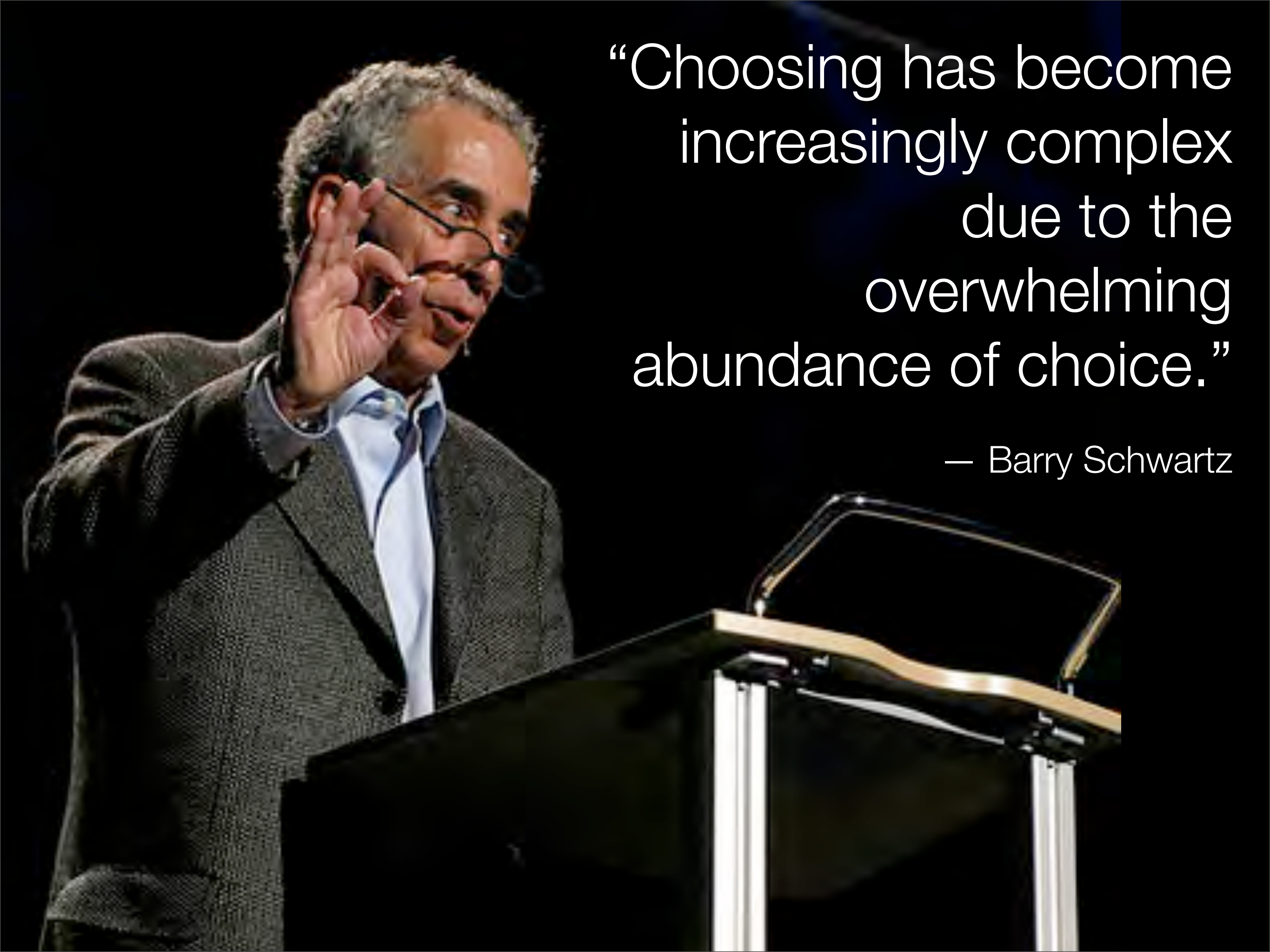
87 0000

Beverage combinations at Starbucks



+20 M

singles on eHarmony

A photograph of Barry Schwartz, a man with grey hair and glasses, wearing a grey blazer over a light blue shirt. He is standing at a dark podium with a silver microphone, gesturing with his right hand as if speaking. The background is dark with a blue light source on the right.

“Choosing has become increasingly complex due to the overwhelming abundance of choice.”

— Barry Schwartz

noise

5 000

messages a day

4

are remembered

what

was the brand?

too much
information

5 billion GB
created each day

Eric Schmidt
CEO of Google

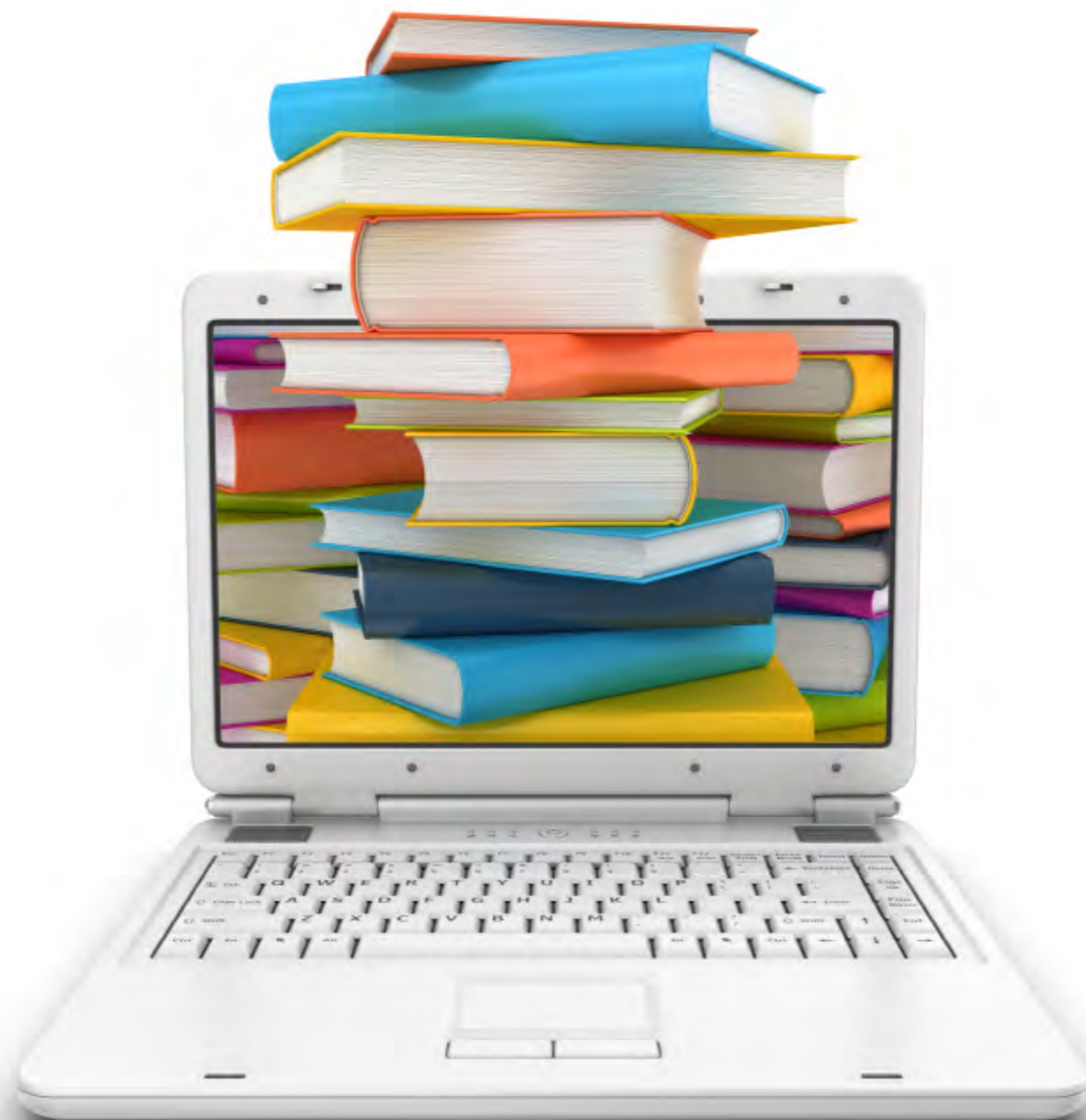


lose weight

Google™

189 M

Web pages



400

books on Amazon



change your
look

Google™

35,1M
Web pages

Take a

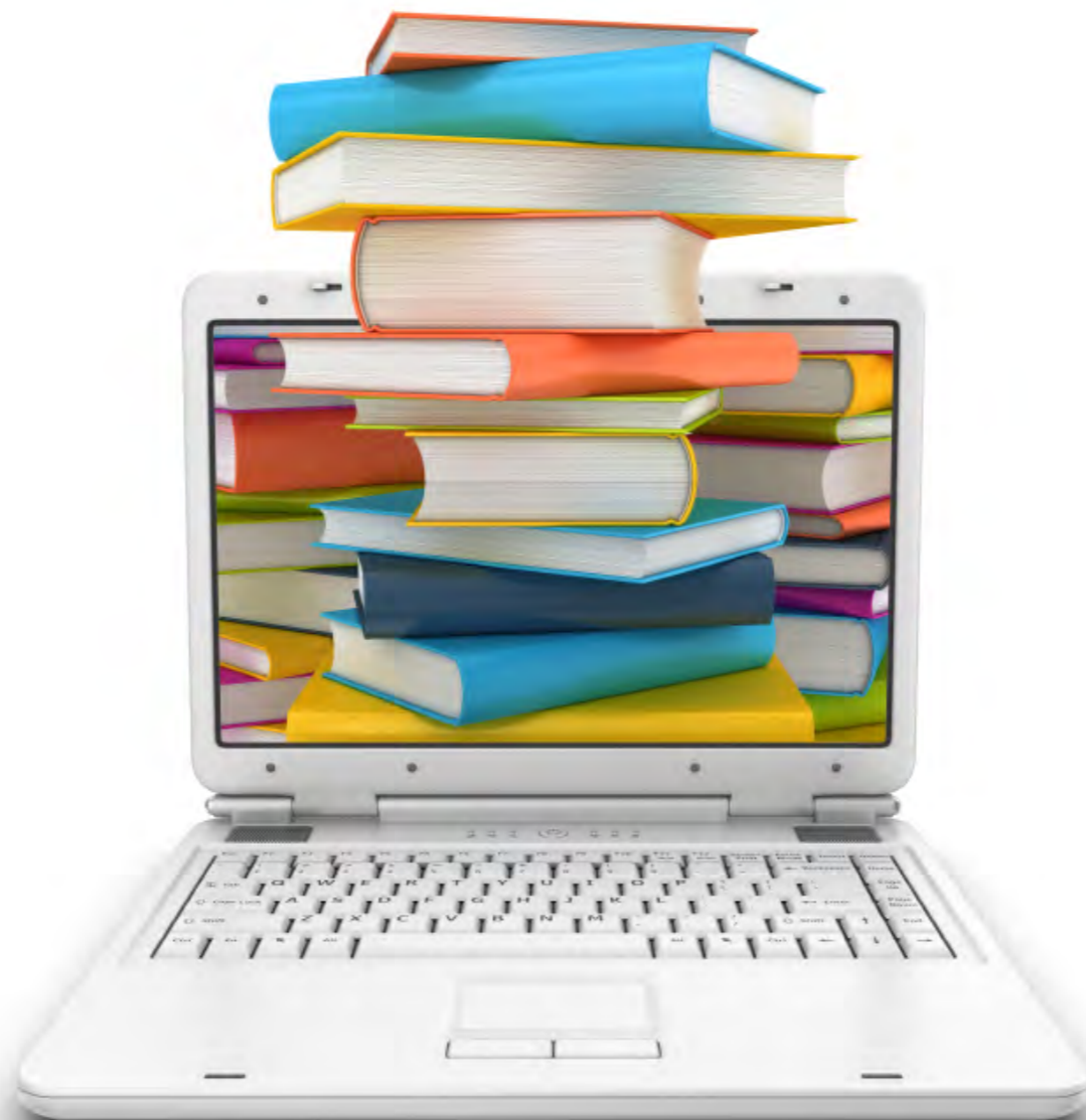
vacation



Google™

257 M

Web pages



5874

travel guides Amazon

not enough

knowledge

too

through
read to

try
much to
learn

so much to
understand

confusion

frustration

***@#!&...**

impact

no
decision

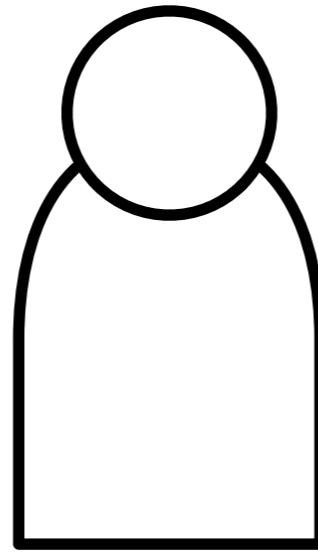
wrong
decision

b2c

→ b2me

b2c :
brand

b2me :
people



me

not a «consumer»

1:1

know each
customer

content

enlighten,
engage, inform

expertise

the right product for "me"



creating

relevance

MNMY

beauty guide

my
MINY

MAYBELLINE
NEW YORK

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myMNY

ÉTAPE 1:
VOUS

ÉTAPE 2:
VOS CARACTÉRISTIQUES

ÉTAPE 3:
VOS PRÉFÉRENCES

ÉTAPE 2 de 3

Ces renseignements nous permettront de vous offrir votre exemplaire du guide beauté myMNY personnalisé. Votre exemplaire du guide beauté myMNY contiendra, page par page, des conseils de maquillage et des produits recommandés basés sur votre style de maquillage et vos préférences, sur la base de vos caractéristiques personnelles. Chaque guide est tout à fait unique et pensé juste pour vous.

VOTRE PEAU

Votre teint *

Pâle

Votre type de
peau *

Très sèche

VOS CHEVEUX

La couleur
actuelle de vos
cheveux *

Roux

my
MINY

MAYBELLINE
NEW YORK

ENGLISH

myMNY

ÉTAPE 1:
VOUS

ÉTAPE 2:
VOS CARACTÉRISTIQUES

ÉTAPE 3:
VOS PRÉFÉRENCES

ÉTAPE 3 de 3

VOTRE MAQUILLAGE

Quel est votre niveau d'expertise maquillage ? *

Intermédiaire

Comment décririez-vous votre style de maquillage ? *

J'aime un look simple et naturel

Où achetez-vous le plus souvent vos produits de maquillage ? *

Jean Coutu

VOS PRÉFÉRENCES

Quel effet recherchez-vous ?

Effet rouge à lèvres *

Repulpant

Effet mascara *

Volumisant

Effet fond de teint *

Anti-âge

DÉFINITION

Quelles sont vos marques favorites ?

Marque de fond de teint *

MNY

Marque de mascara *

MNY



Envoyez-moi mon exemplaire personnalisé du guide beauté myMNY et les prochains numéros entièrement **GRATUITEMENT**.



Je veux recevoir d'autres offres, informations et échantillons exclusifs de Maybelline New York.

SOUMETTRE

LE GUIDE BEAUTÉ QUI PARLE DE VOUS!



MIÈRE SUR
VOTRE TEINT!
LE SECRET DES
MICROMINÉRAUX

MAQUILLAGE
911
QUAND VOTRE TROUSSE
DE MAQUILLAGE DEVIENT
TROUSSE DE SURVIE!

PLUS DE
COULEURS
POUR PLUS
DE FUN
APPLIQUEZ LES QUATUORS
D'OMBRES À PAUPIÈRES
COMME UNE PRO
ET BIEN PLUS
ENCORE...

MAYBELLINE
NEW YORK

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LUMIÈRE SUR
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QUAND VO
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ILLUMINEZ VOTRE VISAGE
EN DEUX ÉTAPES FACILES

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COULEURS
POUR PLUS
DE FUN



Matte FOUNDATION

Step 1: Use a water-resistant primer in the areas where you'll be applying foundation. Use a brush to apply a thin layer of primer. Let it dry for 1-2 minutes. Then apply a thin layer of foundation. Use a brush to apply a thin layer of foundation. Use a brush to apply a thin layer of foundation.



THE BUZZ OF THE MOMENT

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YOU GLOW GIRL



1 CONCEALER

2 FOUNDATION



AIR-WHIPPED LIQUID

Liquid FOUNDATION

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INSTANT AGE REWIND

Step 1: Use a water-resistant primer in the areas where you'll be applying foundation. Use a brush to apply a thin layer of primer. Let it dry for 1-2 minutes. Then apply a thin layer of foundation. Use a brush to apply a thin layer of foundation. Use a brush to apply a thin layer of foundation.



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2 FOUNDATION



3 BLEMISH

Liquid FOUNDATION

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1 CONCEALER



2 FOUNDATION

3 BLEMISH



1 CONCEALER



1 CONCEALER

2 FOUNDATION

... TO NIGHT

1. Prep your eyes by blending a touch of foundation onto your eyelids.
2. Apply Expertwear eye shadow in Silver Quartz. Turn to page 13 to find out how best. Brush Expertwear eye shadow in Night Sky over your eyelids and under your lash line.
3. Add Define-A-Line eyeliner in Ebony Black along your upper and lower lash lines. Frame your eyes with a touch of mascara.

Once you've finished, shadow, define and mascara.

Apply Expertwear eye shadow in Silver Quartz. Turn to page 13 to find out how best. Brush Expertwear eye shadow in Night Sky over your eyelids and under your lash line.

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COOL BY DAY HOT BY NIGHT

GO FROM SUNNY TO SLUTTY, USING THE SAME PRODUCTS TO CREATE THESE TWO GREAT LOOKS. HERE'S HOW EASY IT IS!

You've told us your makeup style and preferences... here's the beauty bag we recommend specifically for you!



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FROM DAY

1. Apply Expertwear eye shadow in Silver Quartz to your entire eye area.
2. Define your lashes with Mascara Extreme mascara in Day Black.
3. Add Define-A-Line eyeliner in Ebony Black. Follow the lash line closely. If you go too high, use the Dual in smudger to soften the line.
4. Prep your skin with a touch of foundation.



COOL BY DAY HOT BY NIGHT

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... TO NIGHT

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MORE COLOURS MEAN MORE FUN

MASTER THE ART OF APPLYING AN EYE SHADOW QUAD AND THE FUN NEVER STOPS!

THERE'S MORE TO YOUR EYE THAN MEETS THE EYE!



EASY ON THE EYES

The handy Maybelline New York Expertwear Quad contains 4 coordinated, clearly labelled eye shadows in different finishes (matte, shimmer and high pearl), so you can create the perfect look for day or night.



Insider tip: To keep eye makeup looking fresh longer, apply Dream Matte Mousse Foundation to your lid and browbone before you apply your eye shadow.



DESIGNER CHOCOLATES

The hottest colour trend of the season is also the perfect colour for your eyes!

Feeling like an everyday go anywhere look? Sweep the medium shade (1) onto LID.

Feeling more adventurous? Add some depth to your eyes by blending the dark shade (2) into the CREASE. TIP: to make eyes look bigger, avoid very dark colours.

Apply the lightest shade (3) to BROW BONE to brighten and highlight the eye area. Add shimmer to the inside corner of your eyes by your hair ducts, and to the centre of your lid. Eyes appear larger this way!

Feeling dramatic? Smoke it up by blending the darkest shade (4) into the OUTER CORNER and lower lash line.

DIANE'S PERFECT MATCHES PLAY UP YOUR BROWN EYES!

How? Create contrast! Expertwear Quad in Stephanie Ice contrasts perfectly with Brown eyes to heighten their intensity.



HOT PICK VOLUM' EXPRESS COLOSSAL MASCARA

This amazing mascara's Collagen Formula + Mega Brush = 6X the volume in one coat.





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GET THE LOOK & Save \$1
in your next purchase of any
Maybelline eye makeup product.

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Strike a pose



GET READY TO SWIM
FROM THAT YOU HAVE ALL THE
TICKS AND TRICKS TO PUT
YOUR BEST FACE FORWARD,
YOU NEED TO KNOW HOW TO
POSE THE CAMERA.

OVER THE SHOULDER
Start with the feet flat, feet
shoulder width apart, knees
slightly bent and relaxed. The feet
should be slightly in front of the
hips.

LEGS FOREVER
The feet should be slightly in front
of the hips, with the knees
slightly bent.

HANDS ON HIPS
The feet should be flat, feet
shoulder width apart, knees
slightly bent and relaxed. The feet
should be slightly in front of the
hips.

SHOULDERS BACK, STAND TALL
The feet should be flat, feet
shoulder width apart, knees
slightly bent and relaxed. The feet
should be slightly in front of the
hips.

GET THE LOOK & Save \$2
in your next purchase of any
Maybelline eye makeup product.

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Maybelline eye makeup product.

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3,5 million
unique combinations

impact

more

sales

more
product trials

more

new customers

more
satisfaction

**in
closing**

personnal

relevant

effective



**Thank
you**



STRATEGIES
Relationship Marketing

For more information please contact:

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Mark Morin

Président

Tel. 514-946-8846 ext. 202

mmorin@strategies.ca