

A V O N



South Africa: Representative Magazines

Avon *Let's Talk* & Justine *Just for You*

Revamp Project

Playbook

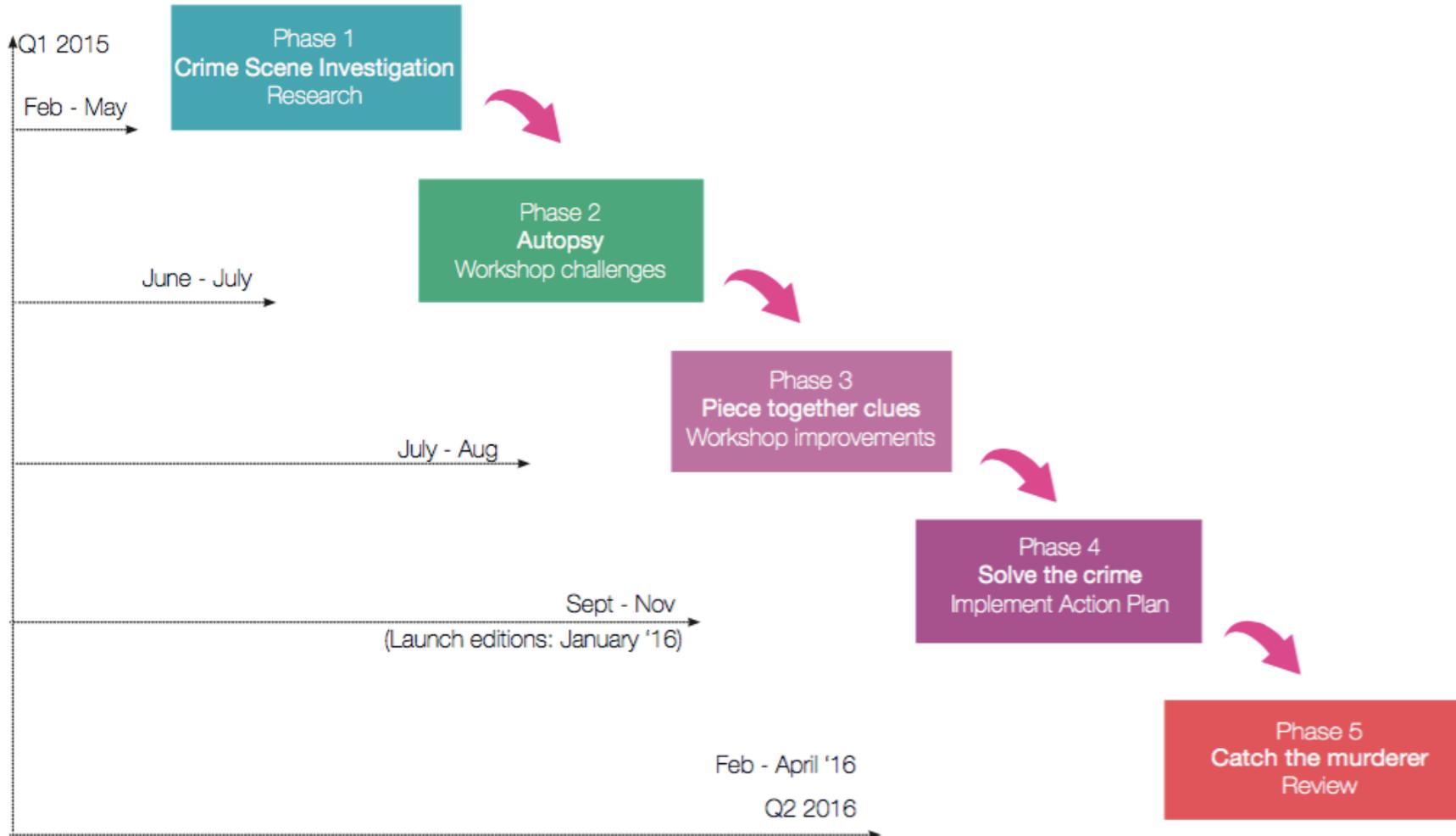
Compiled by Gloria Cilliers

Beauty for a Purpose

Our *Project Aims*

- To improve the *quality* of the Let's Talk (LT) and Just for You (JFU) in terms of its use as an effective *communication and sales* assistance/business growth tool for our Representatives & Consultants. Thus also serving to aid in retaining active Reps through an exciting Representative Magazine *experience*.
 - To give the LT and JFU its own *tone of voice*, copy style guide, standard *design template*, improved *briefing template* and schedule in order to best serve our Representatives and Consultants.
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Project *Phases* and *timelines*



Summary of major *outcomes*

Planning & Process:

- Quarterly Planning to happen at Activation Planning Sessions
- Creative, Category Seniors and Campaign to attend Quarterly DSM workshops for Field feedback/involvement
- Copy Team to do regular Field Visits to ensure tone of voice stays current

Pagination & Cover:

- Field voted for pagination change - newness focus from the following month on cover & upfront, followed by what's hot in current campaign. Cover is opportunity to feature other categories that would not necessarily make brochure cover

Design & Copy:

- Design Template is editorial, fresh BFAP, focus on easy navigation, consistent features, education, sales tips/tools, Q&A and BFAP testimonials, golden "try, buy, sell" thread
- Copy Style Guide focuses on BFAP tone of voice, talking directly to Representatives and Consultants; simplified messaging, education focus

Briefs and schedule:

- New brief template allows for new features, education focus, cover strategy
- Mags now shown at brochure MR

Productivity Review Results:

- Let's Talk March 2016 shows growth of +74.7% in Units & +100.5% in Net compared to PY
 - Just For You March 2016 shows growth of +31.7% in Net and +0.67p Contribution to Campaign compared to PY
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Old vs *New*

Let's Talk pre-revamp



Let's Talk new design



Let's Talk Launch Edition



Just for You pre-revamp



Just for You new design



Just for You Launch Edition





OLD to NEW



BARGAIN BUYS
LIMITED QUANTITIES AVAILABLE AT ALL BARGAIN BUYS BY REQUEST

SAMPLES ON OFFER

SAMPLES ON OFFER

SALE

WHAT'S NEW IN JULY **ACCESSORISE FOR SUCCESS**

THE JET SET COLLECTION

Challenge the average commuter with the **TRAVEL BAG** (LARGE) BROWN LEATHER-LOOKING LINED WITH LINEN.

NEW IN JUNE **CONTENTS** **NEW IN JUNE**

Recommend a tried & trusted **matte foundation** that **ENHANCES HER NATURAL BEAUTY**

34

FOUNDATION MATCH

Find the **FOUNDATION MATCH** for your skin tone.

tip!

BUY 1 NUDE MATTE FLUID MAKEUP FOUNDATION & GET 1 SHADE GLIDE FREE

IT HAS BEEN A GREAT PRIVILEGE

AVON

Q

A

exciting offers

Ms. Day

exciting offers

Ms. Day

Justine **JUST FORTY YOU**

WINNER OF THE 2015 'Best Body Oil' Tissue Oil GOLD

TWO WINS FOR GOLD

BUY THE GIFT SET & WIN!

WINNER OF THE 2015 'Best Body Oil' Tissue Oil GOLD

OLD to NEW
 →

Justine **Just for You** **APRIL 2016**

Real Beauty. Real Success.

WIN A TRIP TO CANCUN, MEXICO IN QUARTER 2

NEW A-Firm Platinum

APRIL BROCHURE

FORTIFY YOUR BUSINESS WITH FORTIFY™

NEW JUSTINE TISSUE OIL COLLECTION AVAILABLE IN AUGUST

Give your customers beautifully smooth skin in time for spring!

Fortify™

NEW

Recapture **New & hot**

NEW A-Firm Platinum **7 DAYS [firmer skin]**

NEW In-tune

NEW A-Firm Platinum

NEW A-Firm Platinum

WIN BIG with Tissue Oil this month

SOZZING OFFERS ON SKINCARE, FASHION & FRAGRANCE IN JULY

1. **STOCK UP ON LITTE'S BEST SELLING FASHIONABLE PIECES**

2. **SAVE UP TO 50% ON LITTE'S BEST SELLING FRAGRANCE**

3. **SAVE UP TO 50% ON LITTE'S BEST SELLING SKINCARE**

4. **SAVE UP TO 50% ON LITTE'S BEST SELLING HOMEWARES**

5. **SAVE UP TO 50% ON LITTE'S BEST SELLING ACCESSORIES**

Earl's **Even-Tone Complex**

Build your business Earl's In-Apt with Daily Care

Earl's

Earl's