



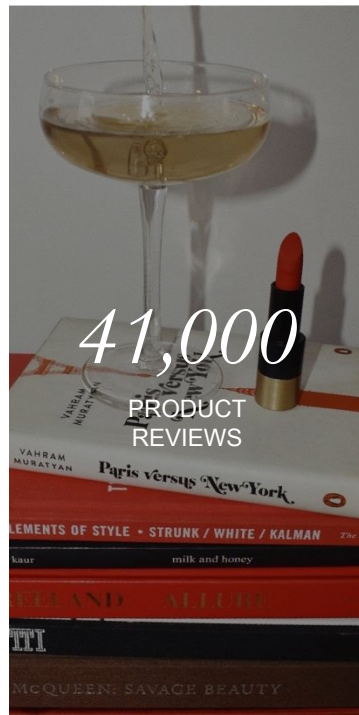
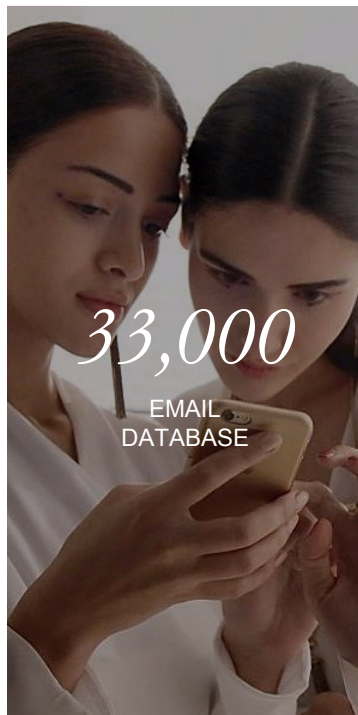
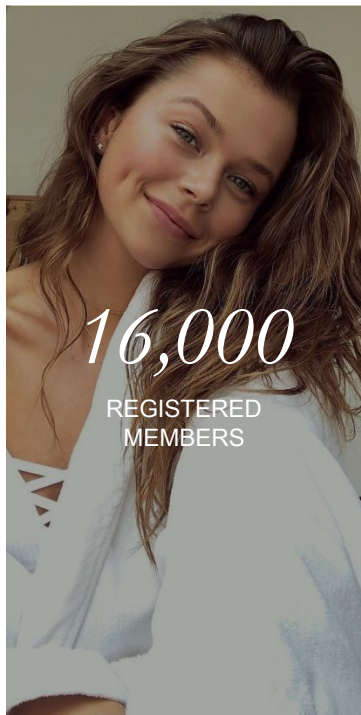
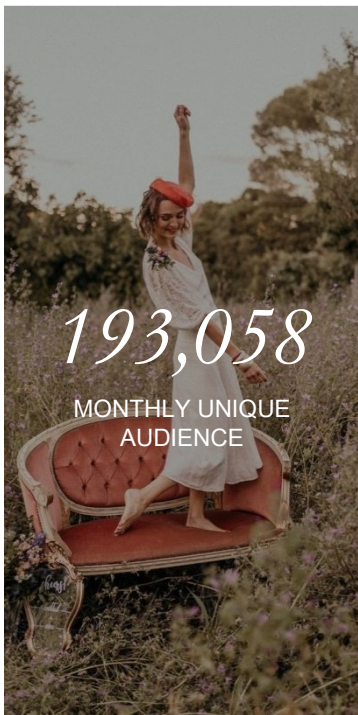
BEAUTY/crew
BRAND OVERVIEW



THE EXPERT VIEW

Recognised for its esteemed advice, BEAUTY/crew has the editorial and social media expertise dedicated to facilitating editor and influencer reviews, as well as promoting trend news for brands looking to reach beauty-obsessed, aspirational millennial consumers.

OUR AUDIENCE



Monthly Average, Nielsen DCR, August 2020.

A woman with blonde hair is taking a selfie in a round, gold-rimmed mirror. She is wearing a light blue blazer and a gold necklace. The mirror is on a dark, marble-patterned vanity table. On the table, there are various beauty products, including a bottle of perfume, a tube of lipstick, and a small container. There are also several large, vibrant flowers in a vase, including pink peonies and red dahlias. The background shows white curtains.

BRAND SOLUTIONS

- ❖ Product Listings
- ❖ Review Crews & Review Generation
- ❖ Native Content
- ❖ Social Content
- ❖ Display Media, Takeovers & eDMs
- ❖ Events



MEMBERSHIP BENEFITS

A BEAUTY/crew membership provides a credible third-party environment that allows for expert advice, product reviews, and keeps your brand top-of-mind with an engaged audience.

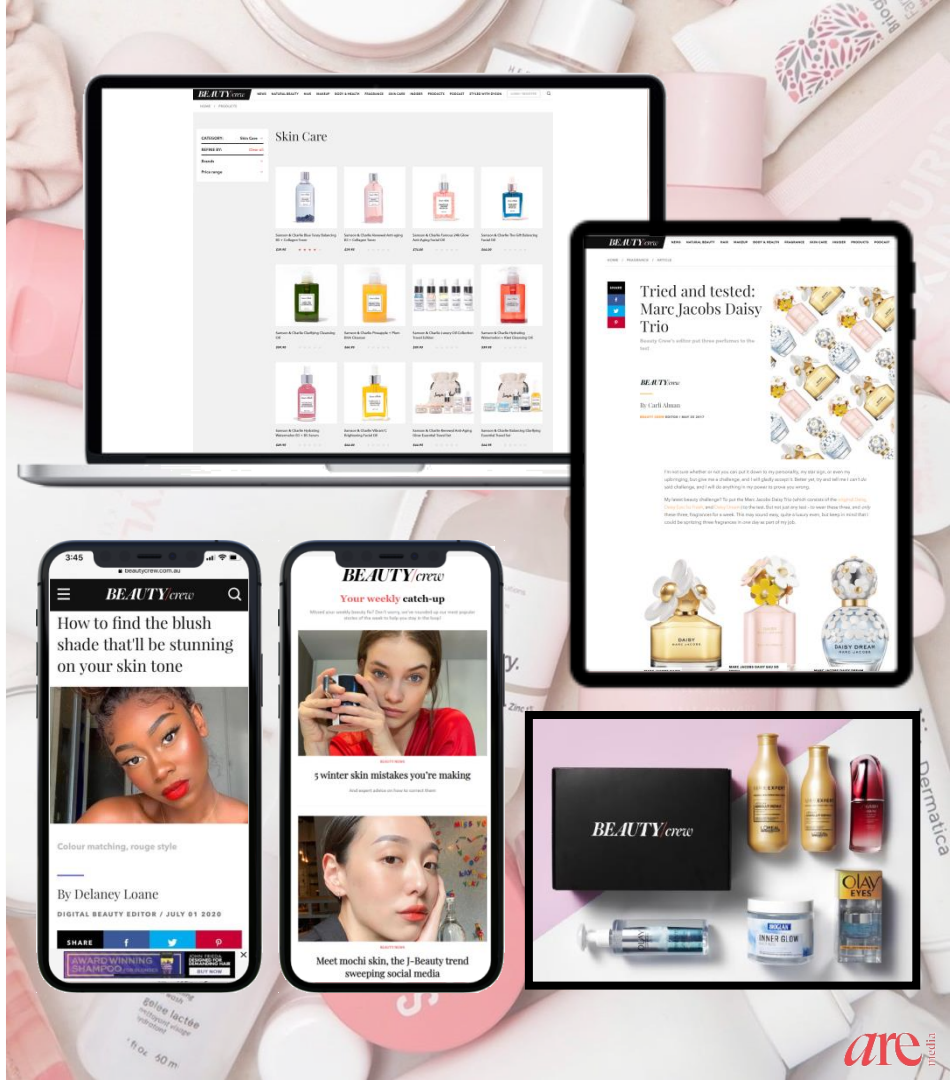
Some key benefits are as follows:

- ❖ Access to an audience targeting 18 to 34 year-olds.
- ❖ Brand presence in an environment that allows organic reviews to be both generated and moderated.
- ❖ Unlimited updates of your product information.
- ❖ Opportunity to integrate brand experts and use internal experts.
- ❖ Editorial coverage and social media support.
- ❖ SEO benefits for your brand.

MEMBERSHIP INCLUSIONS

Your annual membership listing includes the following:

- ❖ Product listings page with 'buy now' links.
- ❖ Opportunity for organic review generation.
- ❖ Dedicated Account Manager.
- ❖ Unlimited updates for new products, news and launches.
- ❖ One EDM per year, sent out to 33,000 subscribers.
- ❖ Opportunity to supply product/s to be included in our monthly SUPER/crew review-generation send-out (guaranteed 10 reviews).
- ❖ 3 x editorial mentions during the annual membership period.



REVIEW CREW PACKAGES

Standard Package Inclusions:

- ❖ Recruitment, administration and send out of product to targeted demographic.
- ❖ Guaranteed reviews on BEAUTY/crew product listing
- ❖ Native article summary page
- ❖ Editorial drivers
- ❖ Co-branded BEAUTY/crew built display media banners
- ❖ Social media driver
- ❖ Newsletter driver
- ❖ On-going SEO benefits from permanently archived content
- ❖ Star-rating badge to utilise across all assets for a 12 month period
- ❖ Opportunity to include survey questions to gain additional insights

The image displays two views of the BEAUTY/crew website. The top view is a desktop browser showing an article titled "The ceramide infused body lotion that is here to rescue your skin" by Briar Clark. The article features a CeraVe Moisturizing Lotion product image and a "TRIED & TESTED" badge with a 5-star rating. Below the article is a "Moisturise your skin with ceramides" banner. The bottom view is a mobile phone screen showing a product listing for "Elizabeth Arden Retinol Ceramide Capsules Line Erasing Night Serum" with a price of RRP \$79.00 and a "TRIED & TESTED" badge with a 5-star rating. The mobile view also includes a "CRUSH BRASSY TONES WITH OUR" banner.



REVIEW CREW PROCESS

BRAND PROFILE

Client sends demographic/beauty profile criteria

RECRUITMENT

BEAUTY/crew recruits key members who fit the brand criteria to participate in trial team

PRODUCT SEND OUT + TRIAL PERIOD

Full-sized products sent to members and trialed for a stipulated time

ASSETS LIVE

Landing page live, and on-site and social drivers activated to raise awareness of the campaign

RESULTS

Collation of reviews and survey data to create the star rating and survey statistics

REVIEW + SURVEY

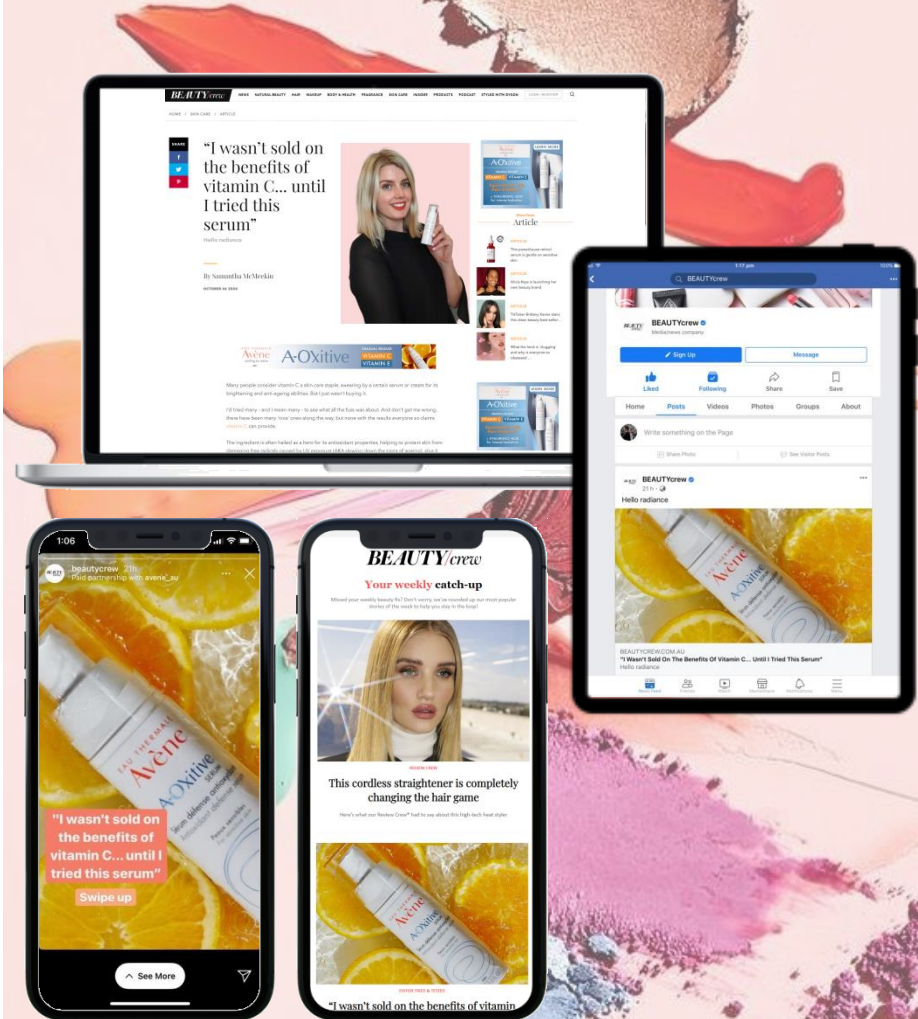
Members submit their reviews and survey response

CONTENT PACKAGE

Sponsored native content enables consumers to be educated and informed whilst also generating engagement with a chosen product or product range. Our talented team will provide concepts, write the content and also enable syndication opportunities.

Content can be created in various ways including:

- ❖ Utilising editorial talent or brand ambassadors
- ❖ BEAUTY/crew member integration
- ❖ Before and after images
- ❖ Pictorial instructional approach
- ❖ Themed content
- ❖ Ingredient or educationally led

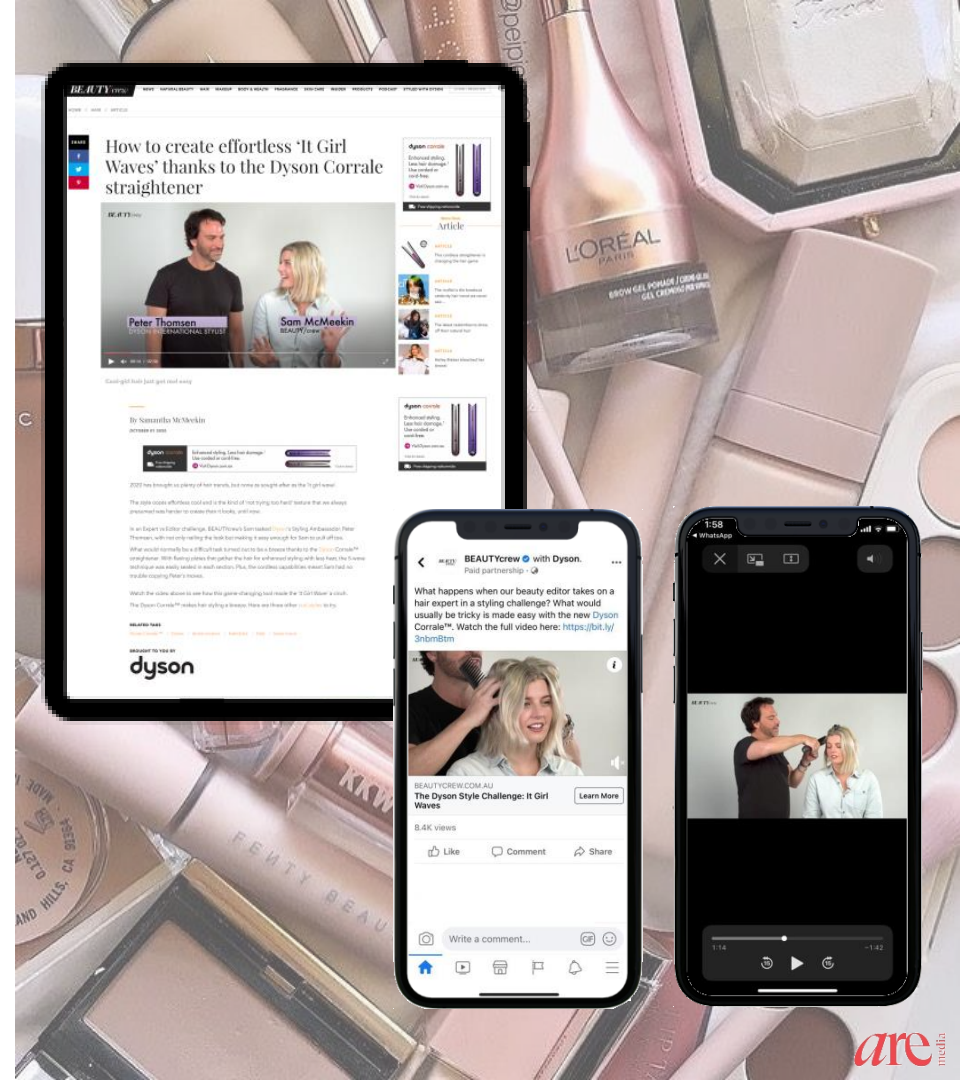


VIDEO PACKAGE

A sponsored video is a great way for a brand to gain brand exposure and education through native content. The BEAUTY/crew team will work with each client to create a concept specifically in line with their brand or product.

Our video packages can include different elements such as:

- ❖ Video production – scripting, filming, editing
- ❖ Media package on site to amplify the final video
- ❖ Video hosted on BEAUTY/crew IGTV channel
- ❖ Social edits and social campaign
- ❖ Editorial talent or brand ambassador integration
- ❖ Utilising BEAUTY/crew members or Review Crew results
- ❖ Syndication of video

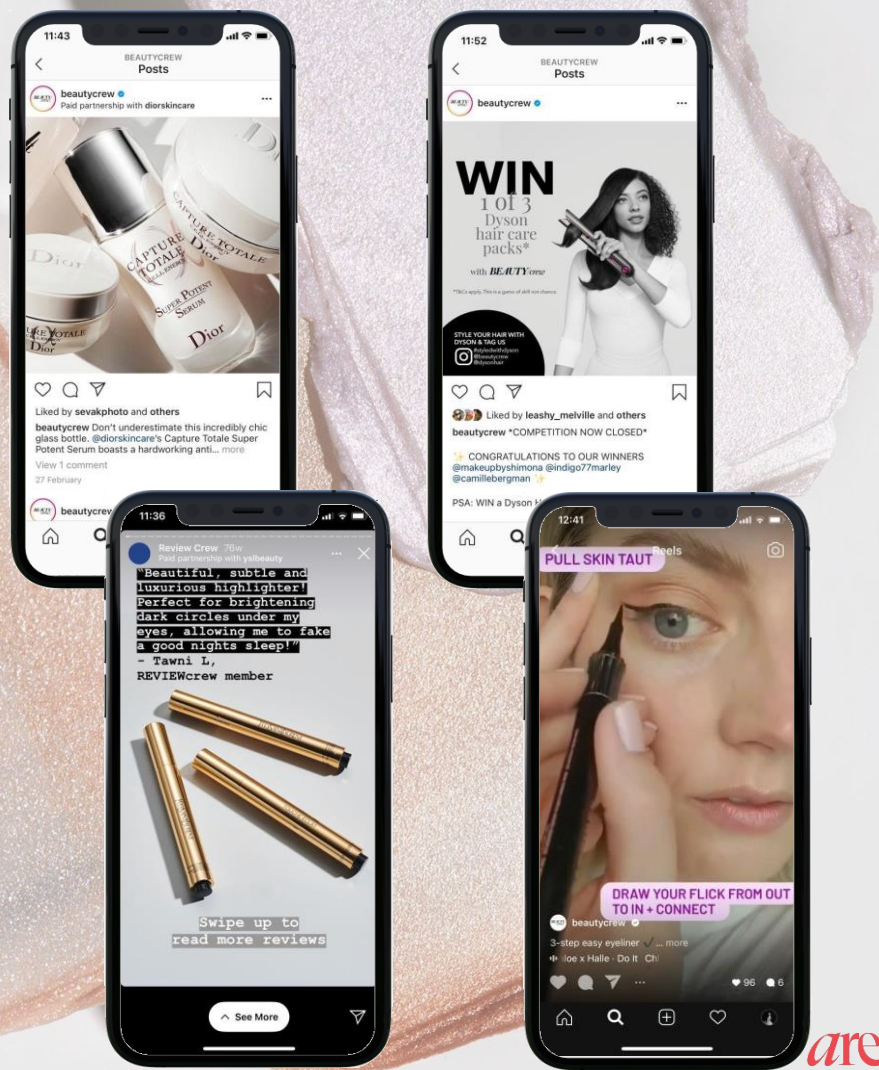


SOCIAL OPPORTUNITIES

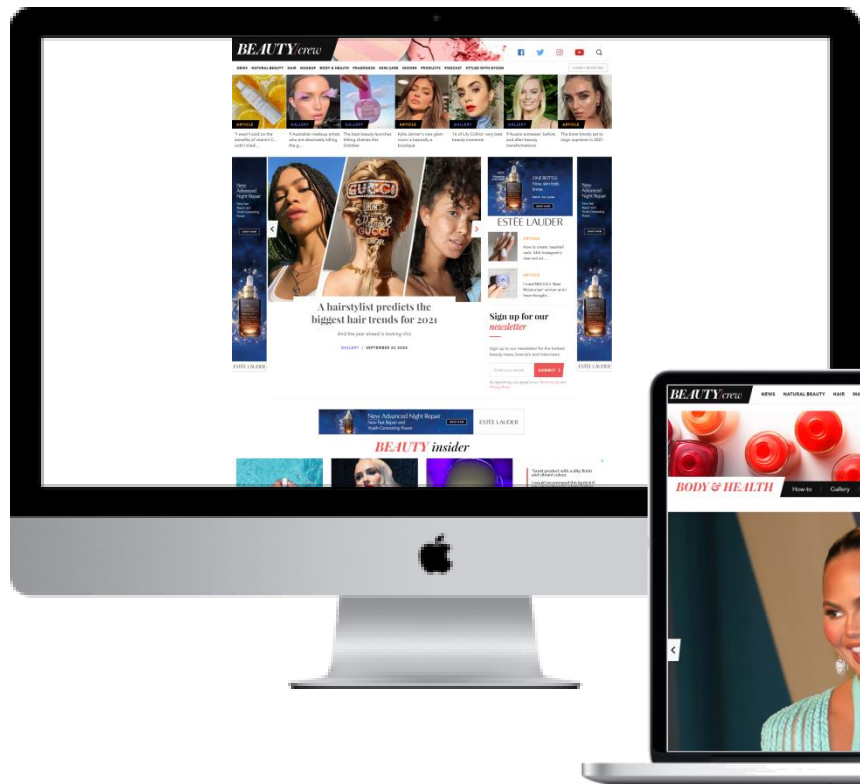
Social media campaigns provide a new platform for communicating with consumers outside of a standard website. BEAUTY/crew has 26k instagram followers and 135k facebook fans, which provides some fantastic reach for brands.

We have various social opportunities such as:

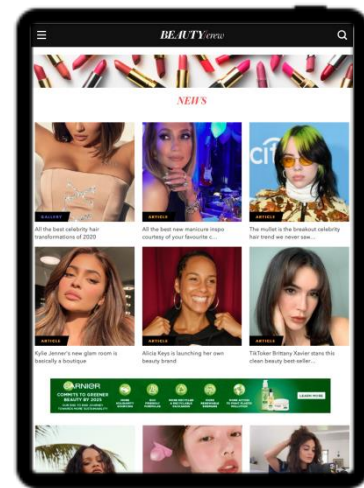
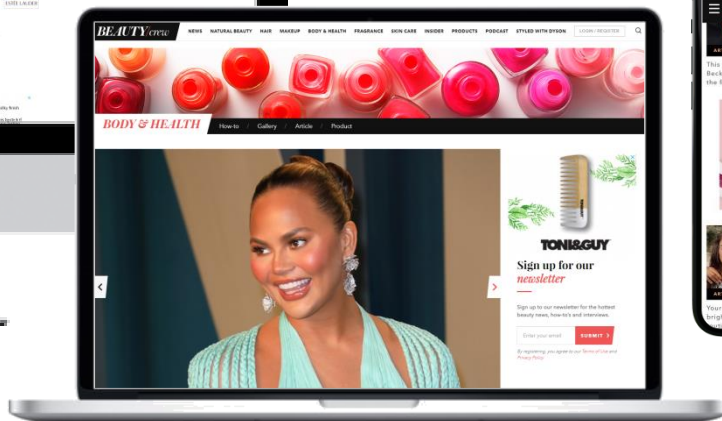
- ❖ Sponsored posts – flat lays or still images
- ❖ Stop motion video posts
- ❖ Instagram stories
- ❖ IGTV videos
- ❖ Instagram reels
- ❖ Social Competitions



DISPLAY PACKAGES

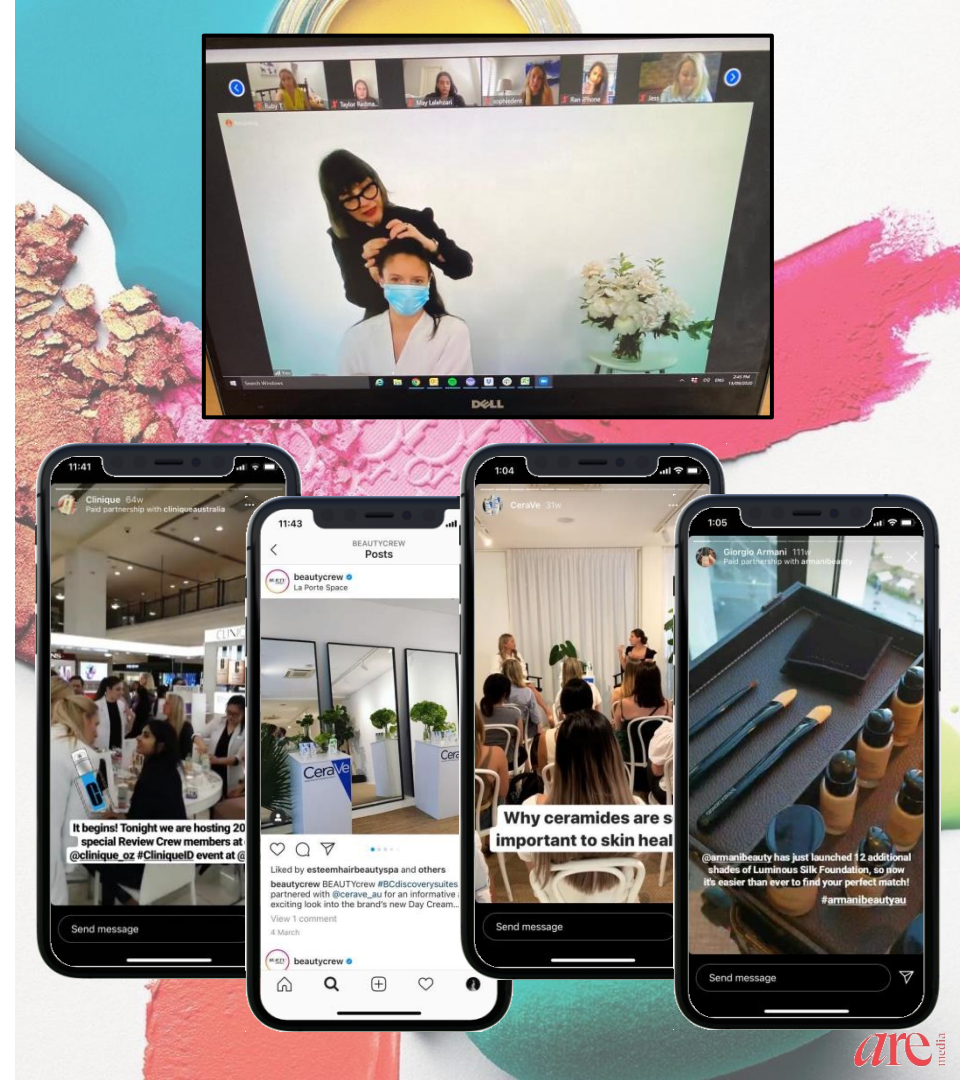


Display media is a great way to gain brand awareness. Brands have the opportunity to have their assets run across the site, on the homepage, or on a select silo, with a click through URL directing consumers to your brand's preferred website or BEAUTY/crew product listing.



BESPOKE EVENTS

- ❖ You can work with your Account Manager to put together a bespoke event on your brand needs and objectives.
- ❖ Tailored events specific to requested demographic
- ❖ Educational and interactive
- ❖ Opportunity to utilise BEAUTY/crew HQ or can look into specific locations
- ❖ Mass marketplace style or more intimate opportunities
- ❖ Physical events or virtual events to ensure a COVID safe environment
- ❖ Video, native content, and review generation also available within package





NOTE FROM THE EDITOR

“BEAUTY/crew is a backstage beauty pass to all the latest launches, beauty trends and expert knowledge. Our engaged audience of beauty lovers like to be first in the know and look toward trustworthy and professional advice so they can spread the word.”

– Samantha McMeekin



contact

samantha/**McMEEKIN**

BEAUTY/crew Editor

samantha.mcmeeкин@aremedia.com.au

alicia/**MELVILLE**

Head of Beauty

alicia.melville@aremedia.com.au