



BEAUTY / *crew*
BRAND MEMBERSHIPS



RECOGNISED FOR *IT'S*
ESTEEMED ADVICE

BEAUTY/CREW HAS THE
EDITORIAL AND SOCIAL MEDIA
EXPERTISE DEDICATED TO
FACILITATING EDITOR AND
INFLUENCER REVIEWS

REACH A *BEAUTY-*
OBSESSED,
ASPIRATIONAL MILLENNIAL
CONSUMER

BEAUTY/crew

Social CREDENTIALS

132K FACEBOOK FOLLOWERS

20.3K TIK TOK FOLLOWERS

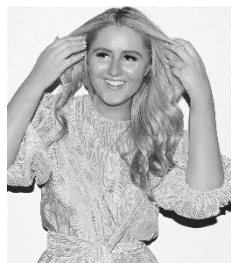
31.3K INSTAGRAM FOLLOWERS

3.8mil PINTEREST VIEWS P/MONTH



Philosophy

““BEAUTY/crew is a backstage beauty pass to all the latest launches, beauty trends and expert knowledge. Our engaged (and beauty-obsessed) audience likes to be first to know about every buzzworthy beauty moment and looks to BEAUTY/crew’s editors and experts to get all the insider intel.”



DELANEY LOANE
MANAGNGEDITOR



to an audience who is primed to hear (and learn) all about exciting products from brands

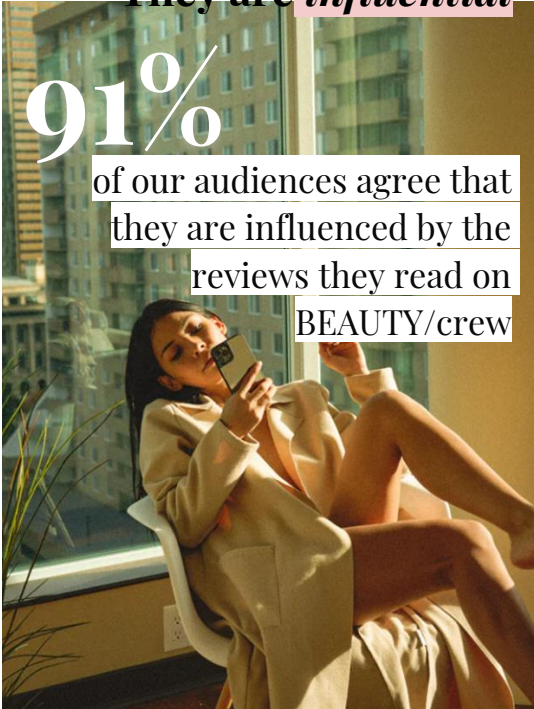
They are *engaged*



They are *interested*



They are *influential*

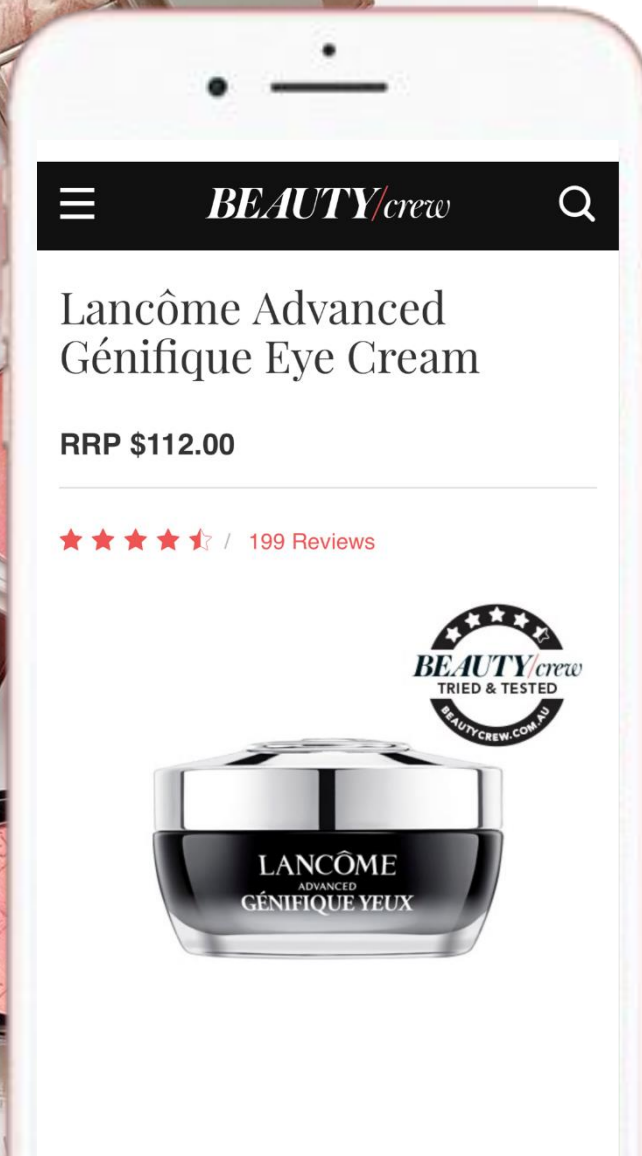


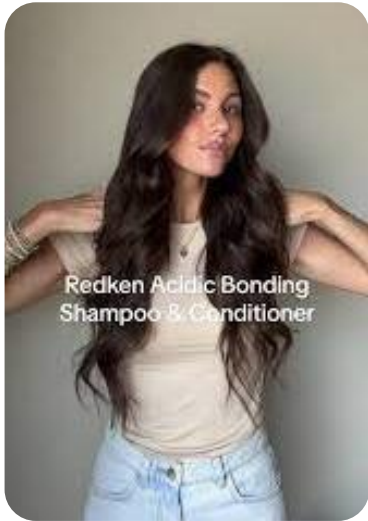
SOURCE: ARE MEDIA RESEARCH, BEAUTY VOICES SEP21 N=1,461

Review GENERATION

Through a REVIEW/crew campaign, your brand can interact & engage with a beauty-obsessed audience and create a marketing campaign with recommendations and reviews:

- Recruitment, administration and sending out of products to targeted demographic.
- Guaranteed reviews on 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





BEAUTY/crew

REVIEW/crew Extension: User Generated Content

Tapping into BEAUTY/crew's recruited micro-influencer members from the REVIEW/crews, members from trial pool will create TikTok review content pieces that will be shared on their own platforms.

These video reviews can be themed around product result testimonial style, before and after, progress check ins etc.

BEAUTY/crew will then create a video mashup social edit of the best of the member reviews that will:

- Be posted on BEAUTY/crew's TikTok guaranteeing 120,000 views.
- Shared on BEAUTY/crew's Instagram as a reel
- Pinned to BEAUTY/crew's Pinterest board.

Final edit of social video will also be supplied to brand partner with full syndication to re-use on their own platforms.

TikTok Amplification

REVIEW/CREW EXTENSION: RESULTS TIKTOK VIDEO

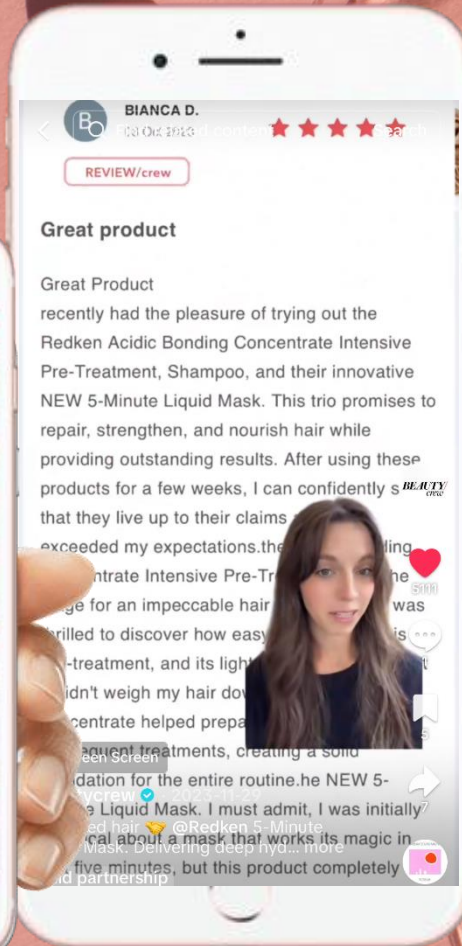
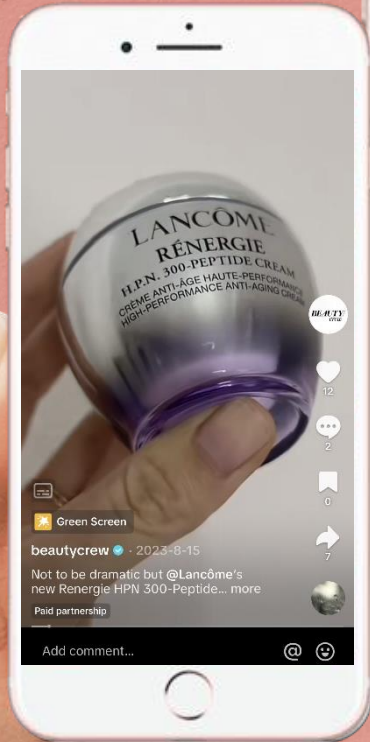
Greenscreen TikTok videos highlighting the best reviews from the REVIEW/crew results, emphasising the key claims of the product.

Example [here](#).

Each video will:

- Be posted on BEAUTY/crew's TikTok guaranteeing 120,000 views.
- Shared on BEAUTY/crew's Instagram as a reel
- Pinned to BEAUTY/crew's Pinterest board.

Final edit of social video will also be supplied to brand partner with full syndication to re-use on their own platforms.

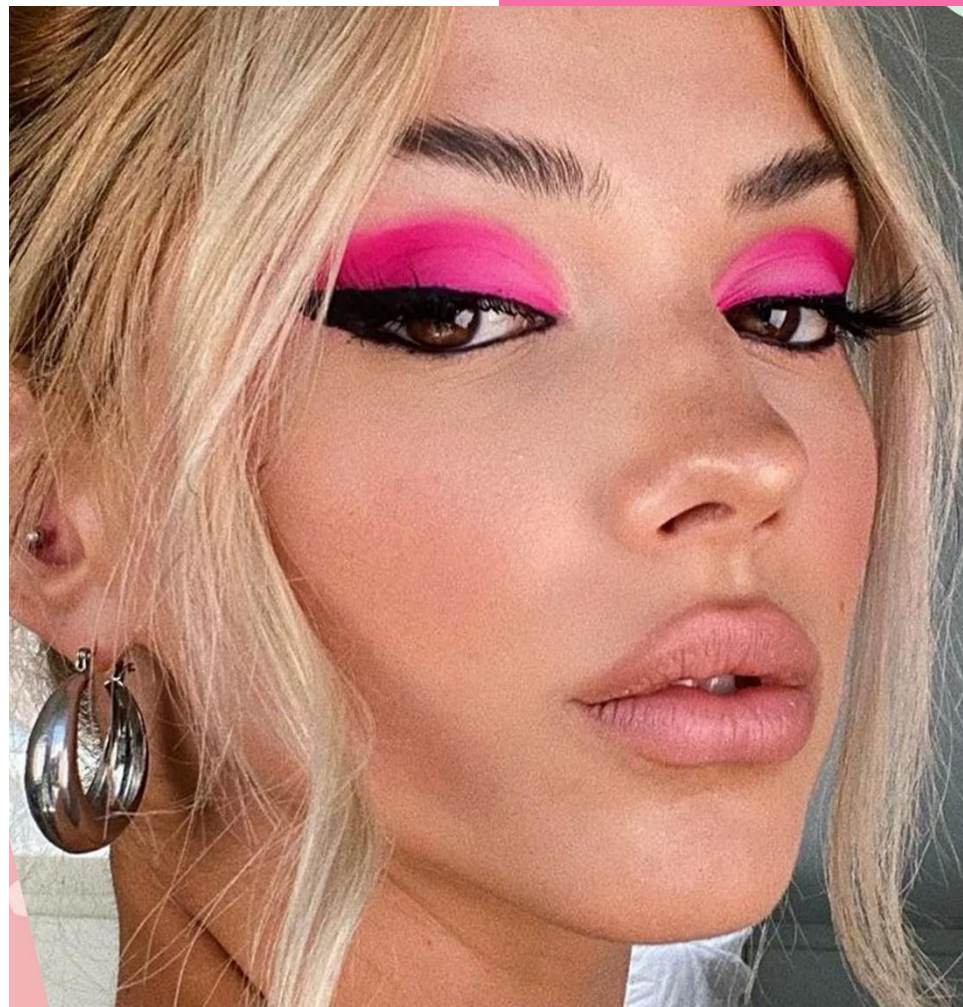


Base Package

MEMBERSHIP

with **BEAUTY/crew**

- 50 Product Listings with Buy now inclusions.
- Syndication of any paid review campaigns through Bazaarvoice
- Unlimited updates to product listing
- Client Supplied EDM
- Moderated consumer generated reviews
- SEO Benefits for your brand
- Editorial product inclusions
- 3 x guaranteed product spotlights through the 12-month period
- Opportunity to supply product/s to be included in our monthly VIP BEAUTY/crew member review generation send-out to 10 members monthly





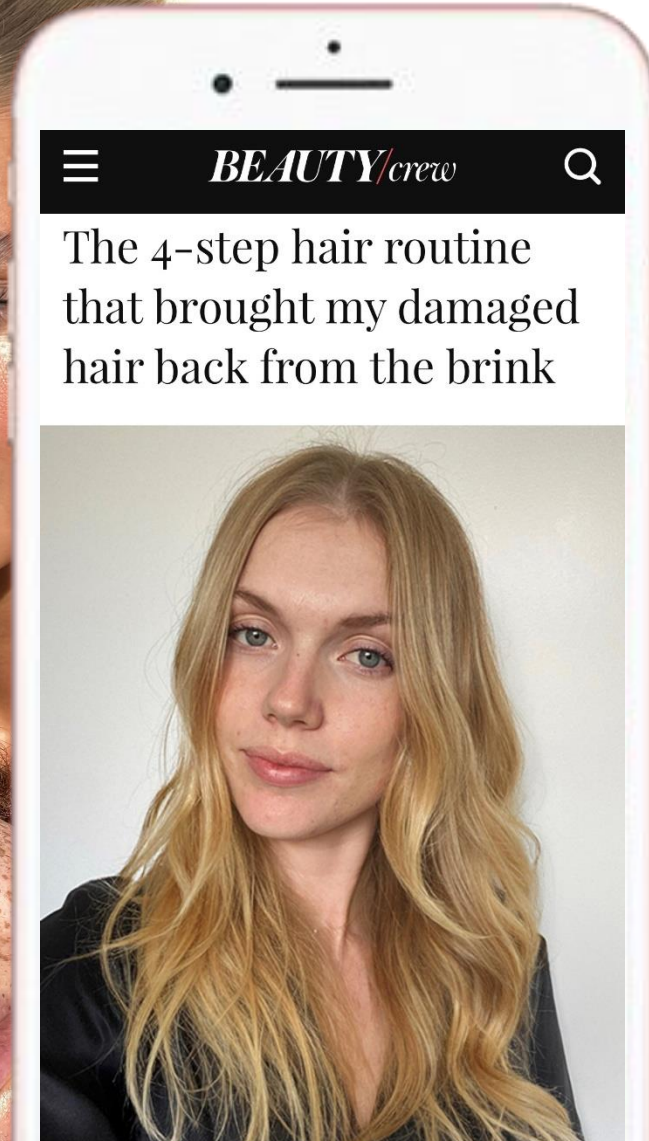
Digital ISSUE

BEAUTYcrew's dedicated digital issue provides the audience with deeper thought-provoking, long-form content on the latest beauty trends and products. Each edition has a seasonal focus and includes a cover star, curated interviews and inspiring features, all through a beauty lens.

Brand partners will exclusively own the digital issue for a 3-month period which will deliver the brand an execution that offers longevity and maximum impact through the following:

- Coverstar/talent integration throughout the entire execution (cover, Q&A article, surrounding display, and social)
- Sponsored native long-form content aligned with theme
- 100% SOV display media across the digital issue section for the duration of the sponsorship
- Content drivers across the Are Media network with logo integration driving to the digital issue
- Sponsorship of the Digital Issue eDM which will be sent to 15,000 subs
- Logo and partnership inclusions across marketing support
- Logo Integration into brand exclusive social amplification and support.

BEAUTY/crew



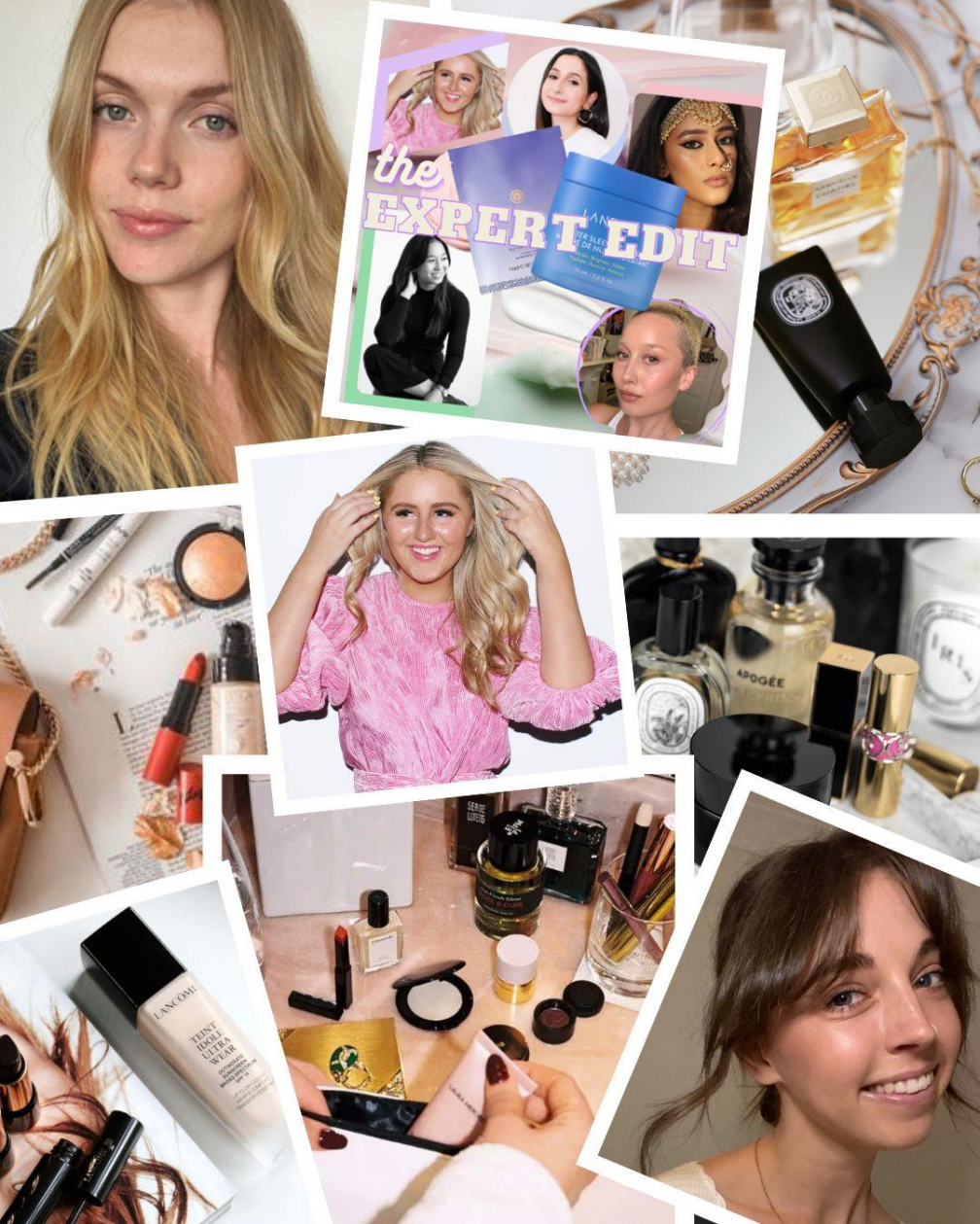
Editor

TRIED & TESTED

Building credibility, a BEAUTY/crew Editor road test a product or range and document their experience in the form of a native article, which will include:

- A written editorial trial and review of the products, including imagery
- A Facebook boosted post to guarantee 5,000 page views to article
- 100% SOV of surrounding media on article page during campaign timing
- 250,000 network teaser impressions pushing audiences to article page
- 1 x social media driver and 1 x e-newsletter driver

BEAUTY/crew



Inspire THROUGH EXPERT & ENGAGING CONTENT

Leverage BEAUTY/crew's expert panel through a brand exclusive editorial article + TikTok videos based on the following themes:

Each sponsored content theme will run as:

- An editorial article on beautycrew.com.au, guaranteeing a minimum of 5,000 page views
 - Be created as a TikTok social video, guaranteeing 120,000 views
 - Social video shared on BEAUTY/crew's Instagram as a reel
- Social video pinned to BEAUTY/crew's Pinterest board which receives over 550,000 visits per month, to further drive reach across target audience.

Investment: \$10,000 + \$2,000 production + GST
Value: \$30,000 + GST



*For more information
contact your BEAUTY/crew
account representative.*

BEAUTY/crew