

Hollywood Fashion Secrets 2019 Social Media Plan



A quick overview of how Hollywood Fashion Secrets will partner with CVS



Pre-Festival Primp and Prep Festival

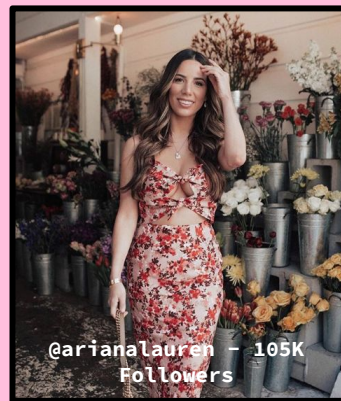
Pre-Festival Primp and Prep Festival

About: On April 17, 2019, Love and Grace LA and Hollywood Fashion Secret's sister brand, Salon Perfect, will co-host a pre-festival influencer event at Base Coat Nails located in Downtown LA's Arts District. 15 major influencers will get Coachella-ready, receiving complementary manis/pedis using SP nail polishes. SP will be the main nail polish brand used on site as well as displayed on the nail salon wall.



Pre-Festival Primp and Prep Festival: Social Media Push

- **The Hollywood Fashion Secrets Team will highlight the event via Instagram - Post and Instastory - Facebook and Twitter.**
 - Our goal is to capture the experience of 15 influencers making sure to repost content such as final looks, holding product, mini IG Live interviews, etc.
 - We will utilize the Instastory swipe-up feature by driving fans to key products throughout the event.
 - HFS product will be included in the goodie bags. Influencers are encouraged to tag CVS when mentioning HFS.
 - We'll keep the event prominent by capturing all content in an Instastory highlight located at the top of HFS and SP's IG page, making sure to drive customers to view the highlights.



New Item Launch Support

Hollywood
Fashion Secrets™

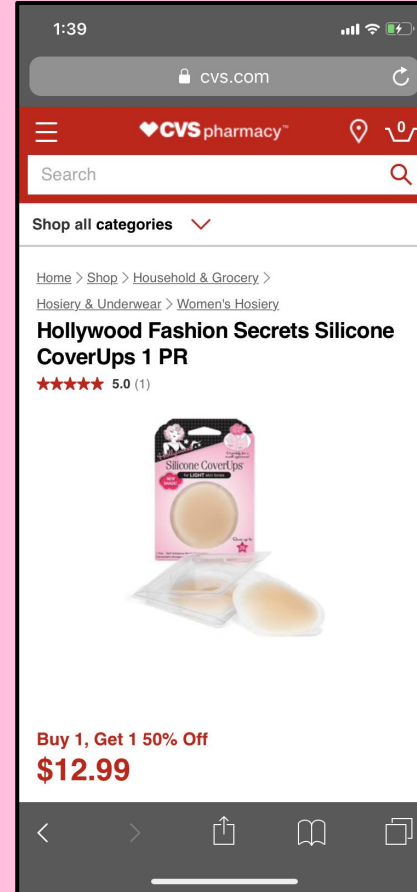
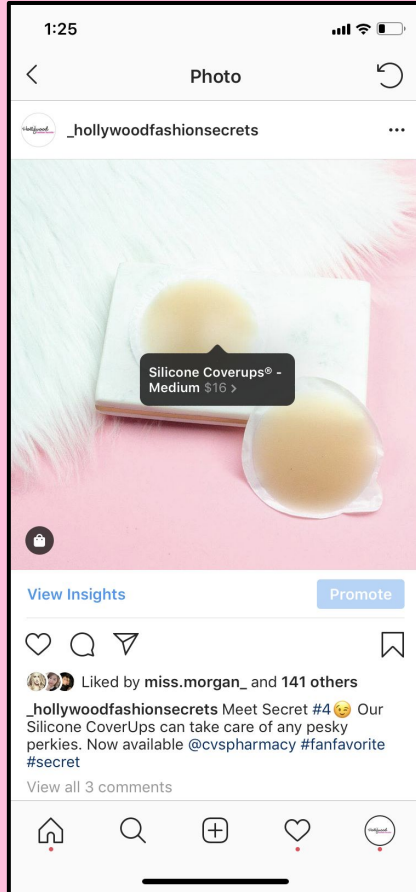


New Item Launch Support

About: Hollywood Fashion Secrets will release three new items: The Microfiber Makeup Removers, Silicone Coverups Size 2, and Gentle No-Show Concealers. We will create branded posts to highlight each product launch, driving customers to CVS.



All of our branded posts will feature our shopping tag which will drive customers to CVS.com. The tag lists the item and price. When the tag is clicked, it will take shoppers directly to the product page.

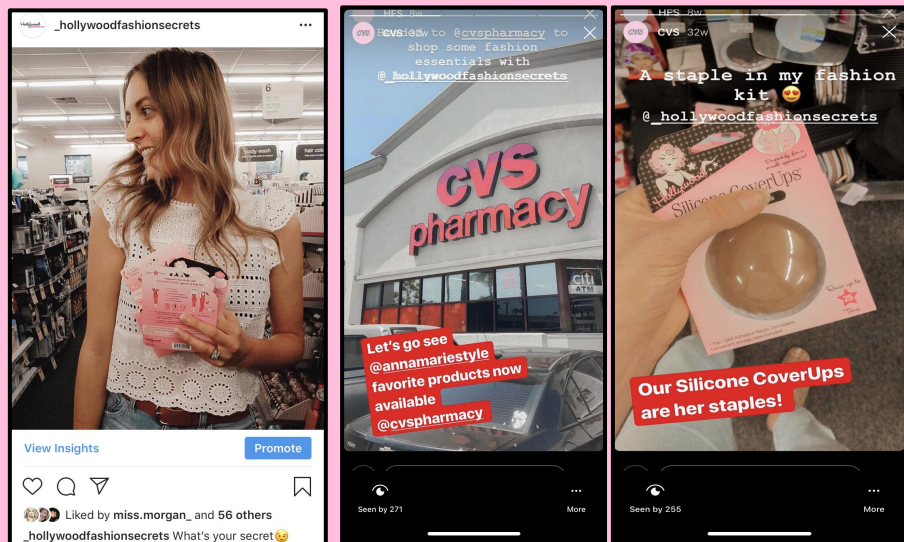


We will also partner with our Public Relations Team on the Paid Influencer efforts by reposting and promoting the influencers dedicated static Instagram posts and YouTube videos. These dedicated/sponsored posts/videos will feature the influencers beauty and fashion routines with focuses on the **Microfiber Makeup Removers**, **Silicone Coverups Size 2**, and **Gentle No-Show Concealers**.

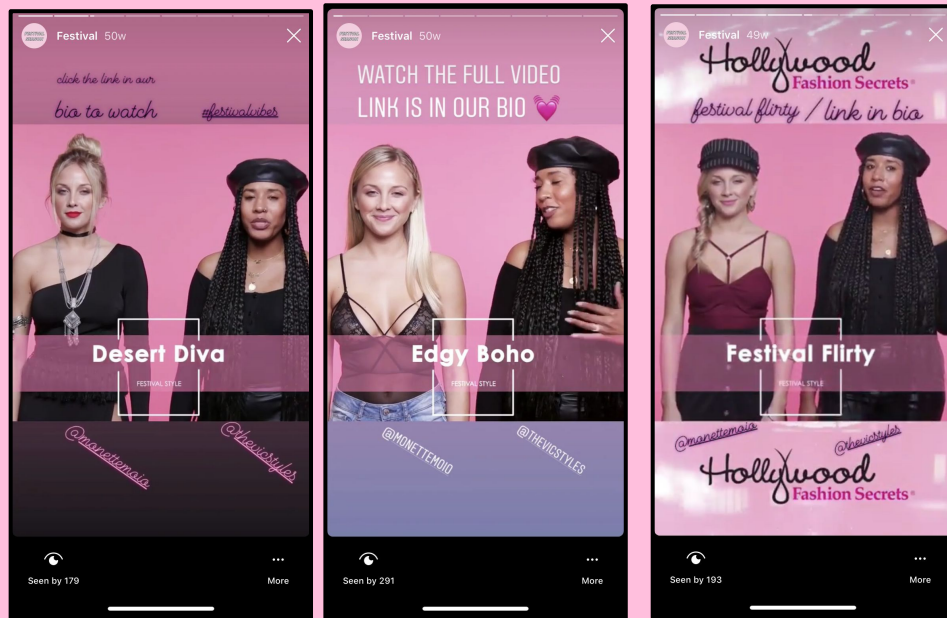
We will push these efforts by:

- Tagging/mentioning CVS in all social media copy on the feed. We'll Include shoppable CVS link.
- Use the swipe up feature on Instastories - tagging CVS as the primary retailer.
- Creating a mini Facebook ad campaign to support PR efforts.

Partnership with @annamariestyle



Partnership with @thevicstyles





Bless BOX
READY. SET. BLESS.

Bless Box Collaboration



Bless Box Collaboration

HFS will be featured in the May 2019 Bless Box

All inserts will include a call out to buy the product at CVS.

Bless Box will mention CVS in dedicated posts.

Bless Box will tag CVS in static posts.

For Instastories, Bless Box will utilize the swipe-up feature to drive customers to CVS.

HFS will support the collaboration for the entire month of May

We will upload original content featuring the May box and tag CVS in all posts.

Instastories will be prominent in this collaboration, we'll utilize the swipe-up feature to drive customers to CVS.

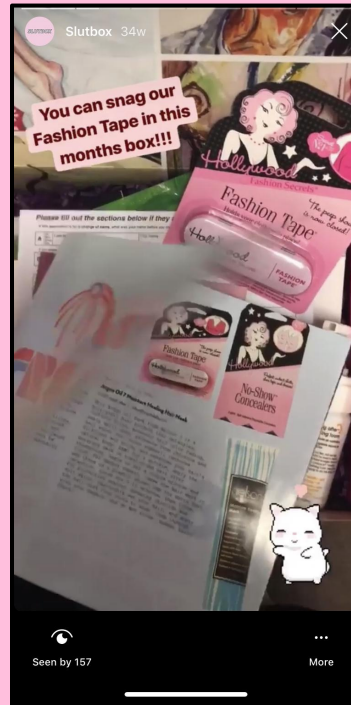
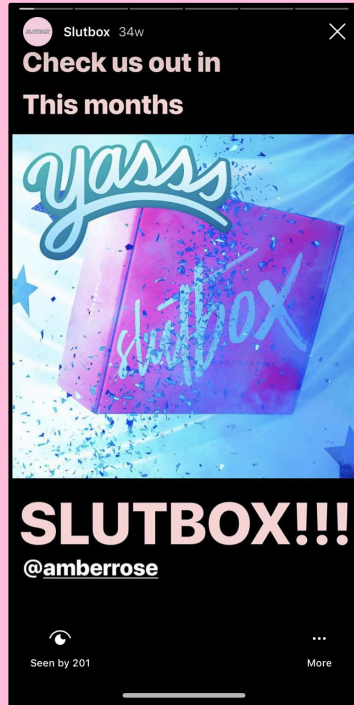
A Lookback: Past Subscription Box Collaboration: ELLE x Sazan x Bless Box

On March 2018, our popular Fashion Tape was featured in the Elle x Sazan x Bless Box subscription box. All of the featured items were handpicked by ELLE's editors and beauty and lifestyle influencer, Sazan Hendrix (@sazan), who has over 1 million followers.



A Lookback: Past Subscription Box Collaboration: SlutBox

July 2018, the No-Show Concealers were featured in actress/model, Amber Rose's subscription box, Slutbox. During this partnership, Slutbox hosted a major giveaway for the July box and Amber Rose IG-Lived an unboxing. We utilized the Instastory feature for this effort since Amber Rose and her team posted content via Instastories as well.



That's all fabulous ones!

Any questions? Contact:

Morgan Usarzewicz - m-usarzewicz@aiibeauty.com

Michelle Park - m-park@aiibeauty.com

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