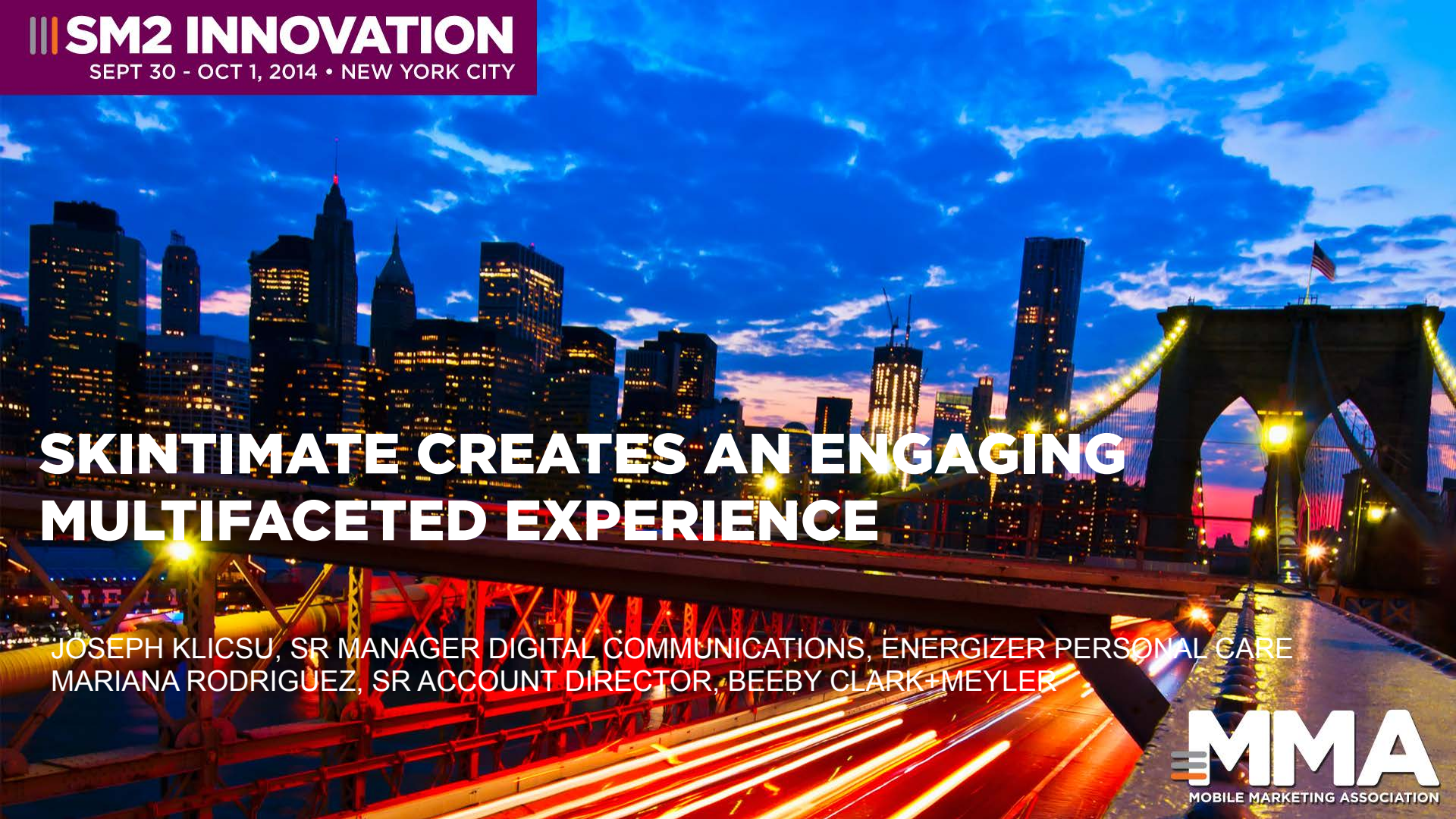
SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY



SKINTIMATE CREATES AN ENGAGING MULTIFACETED EXPERIENCE

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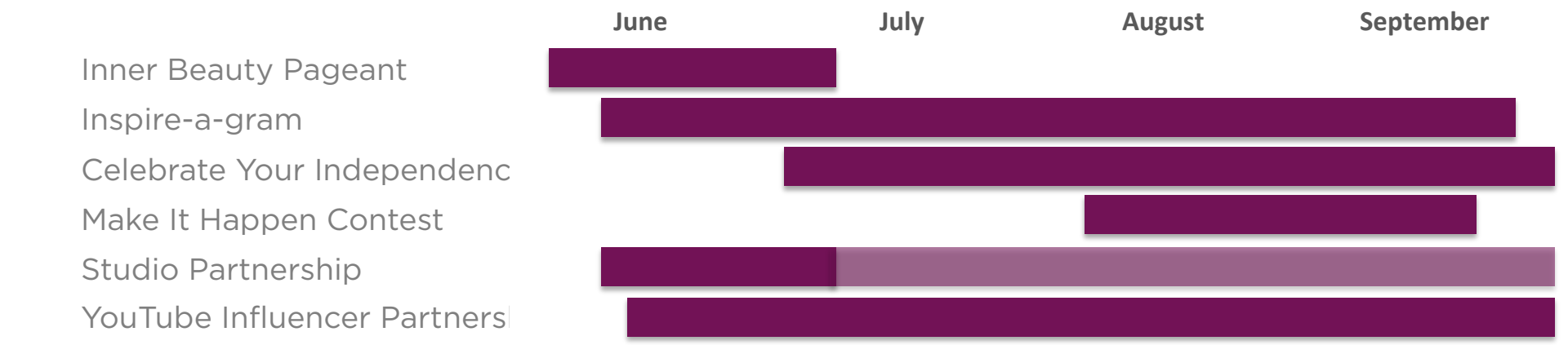
MMA
MOBILE MARKETING ASSOCIATION

Skintimate 2014 Campaign Strategy

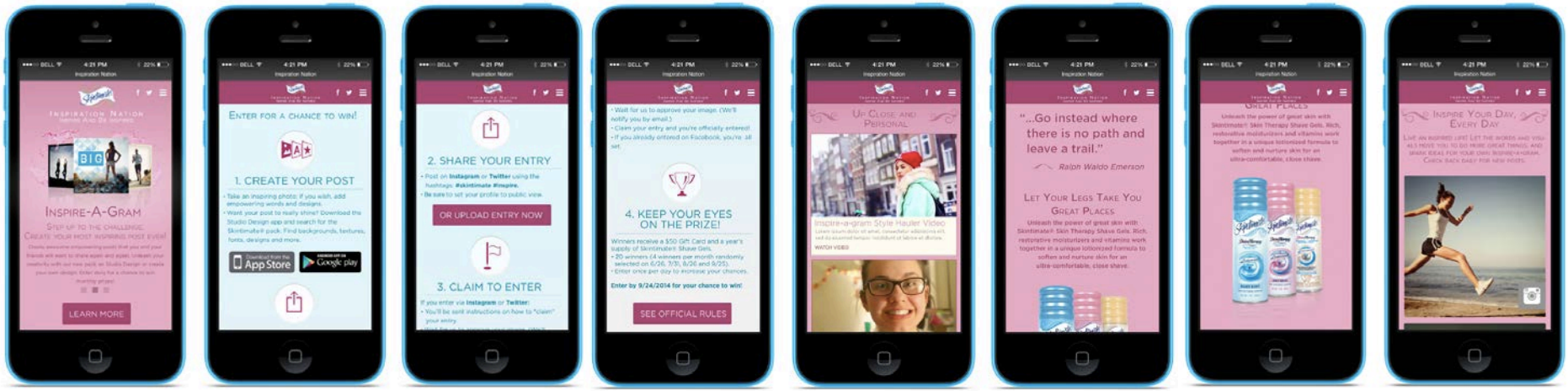
Instead of one promotional idea for Skintimate in 2014, what if the big idea was a “suite” of sharp, compelling, impactful ideas that, together, say something bigger? What if it’s a collection of empowering ideas that enable young women to express inner beauty, acknowledge awesomeness, validate secret thoughts, ignite confidence, strength, achievement, and independence?



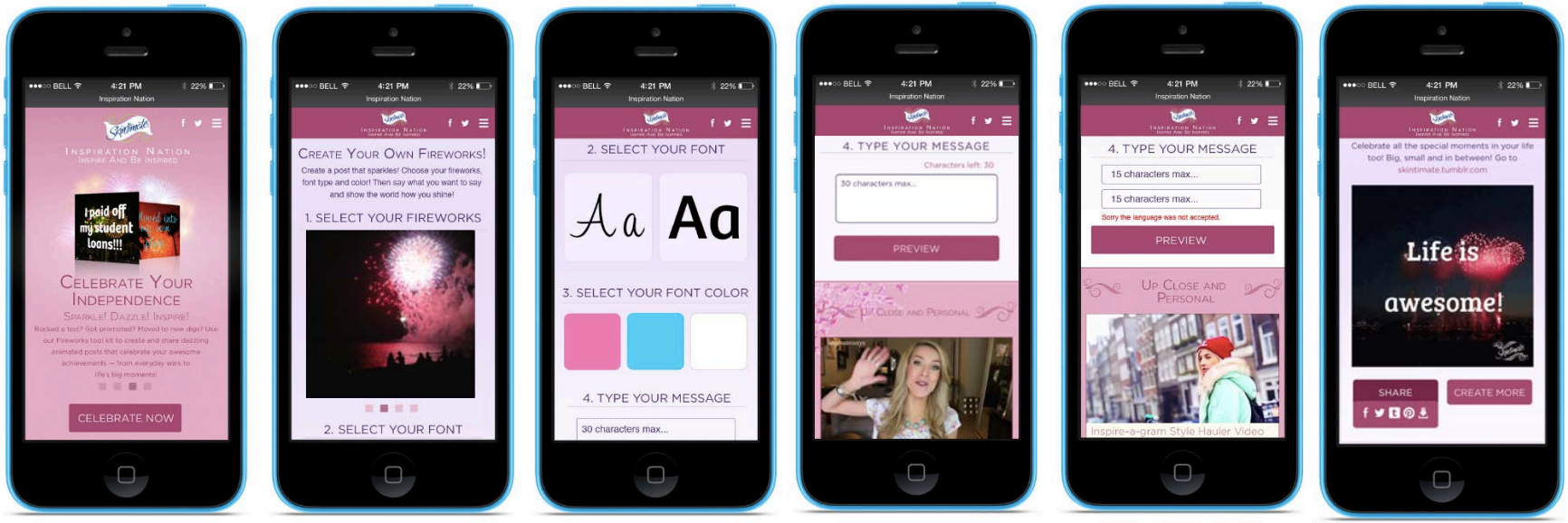

DISCOVER
INSPIRATION NATION
INSPIRE AND BE INSPIRED


June
July
August
September
Inner Beauty Pageant
Inspire-a-gram
Celebrate Your Independenc
Make It Happen Contest
Studio Partnership
YouTube Influencer Partners

Creating the Best Experience For the Target Audience



Creating the Best Experience For the Target



Activation and Amplification

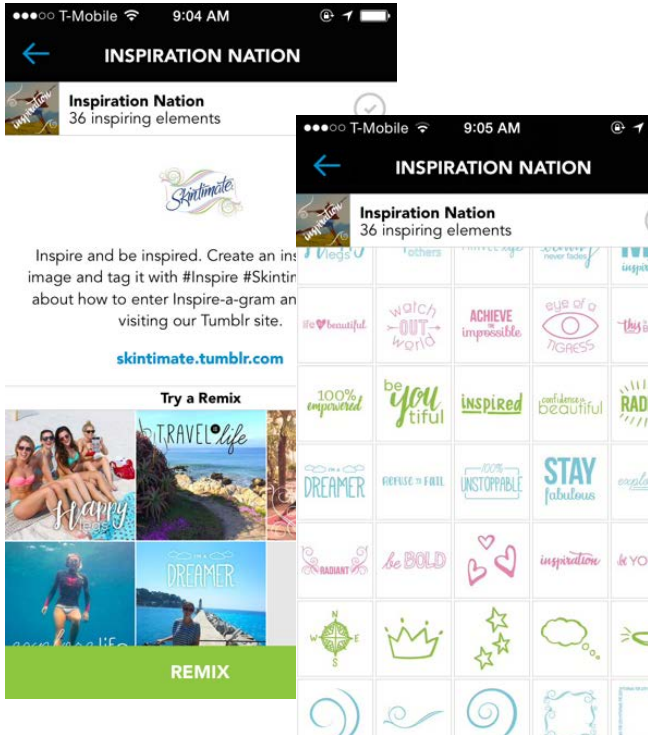
The program was activated through our owned social channels, with highly targeted ads on platforms such as Facebook, and awareness and reach ads on Twitter, YouTube and Tumblr.

Skintimate partnered with Studio Design and YouTube Influencers to generate original content, extend reach and increase relevancy with the target audience.



Activation and Amplification | STUDIO

Skintimate partnered with Studio Design to create a custom pack of design elements that were distributed across Studio's owned channels and iPhone app, as well as promoted through the Inspiration Nation Inspire-a-gram program.



- Inspire-a-gram participants entering via Instagram, Twitter and direct upload utilized the Studio Skintimate pack in their submissions
- Over 100k pack downloads, 30MM impressions and 1MM engagements generated directly from Studio.
- Evergreen platform that will continue to produce added value impressions and engagements and can be reengaged in the future.

Activation and Amplification YouTube Influencers

Partnering with 4 influencers to generate 8 videos promoting the brand and our 2014 program drove program participation, increased brand affinity and reach and resulted in **over 5 million minutes watched, 2.1 million total views and 100k engagements across the influencers' social channels.**

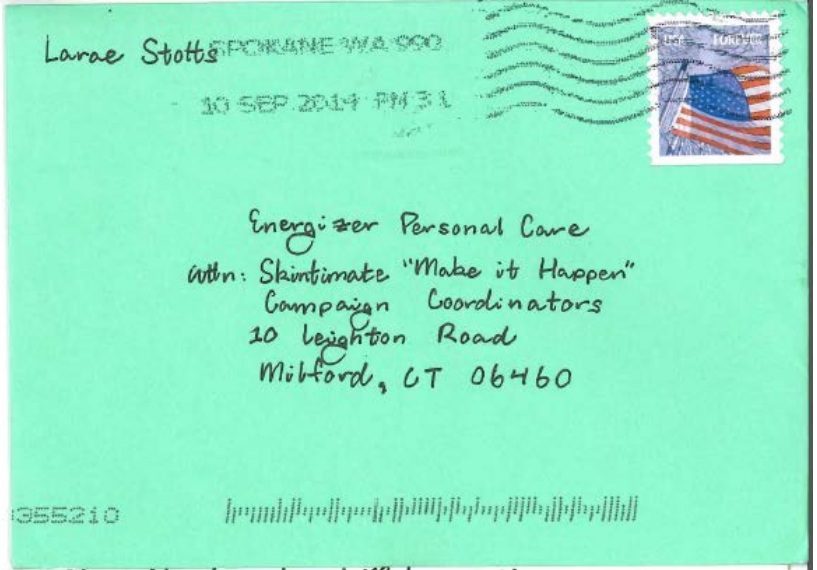


Skintimate Inspiration Nation | Results

Inspiration Nation was well received by the target audience, with over 5,000 submissions across the four promotions.

- Developing programs that are mobile-first work:
  - 50% of the promotions received over **90% mobile traffic** and **bounce rates under 13%**
- Strategic partnerships (influencers and Studio) helped increased reach, affirm credibility and relevancy with the savvy target audience of 13-34 year old women in the US.
  - **+34% (aided) awareness** of the Skintimate brand with YouTube Influencers when compared to norms
  - **+7% likelihood to purchase** when compared to norms
- Tying emotional appeal to programs generates positive sentiment and increases brand affinity:
  - **+8% likelihood to purchase** amongst primary target audience (18-24 women, US) for those exposed to Inner Beauty Pageant versus a control (other measurement results still coming in)
  - The brand received an outpouring of positive feedback and support in the form of online comments and snail mail sent to the brand

Source: Insight Express, LoudDoor



Larae Stotts SPOKANE WA 990
10 SEP 2014 PM 3 L

Energizer Personal Care
Attn: Skintimate "Make it Happen"
Campaign Coordinators
10 Leighton Road
Milford, CT 06460

055210

Dear Skintimate "Make it Happen"
Coordinators & Committee:

I would like to thank you for the opportunity that you have afforded myself & many others with your campaigns. You set a great example of how a successful corporation can empower others. I got chills while looking at some of the submissions - what the world needs is more people who are willing to CHASE their dreams.

Larae A Stotts