



**MARY KAY** | MEDIA PLAN

# Table of Contents

---

Introduction .....	3
Executive Summary .....	4
Theme .....	5
Target .....	6
SWOT Analysis .....	10
Qualtrics .....	11
Geography .....	13
Seasonality .....	14
Competitors .....	16
Social Media Overview ....	17
The Purchase Funnel .....	18
Future Product Line .....	19
Three Phases .....	20
Budget .....	29
Flowchart .....	30
Campaign Summary .....	31
Sources .....	32

# Introduction

---



Judy Riojas  
Victoria Cooke  
Rubi Soto

Venezia Gallardo  
Ameet Jani  
Julio Flores

# Executive Summary

---

Mary Kay is aiming for a target market who is often pressed for time and pressed for money. That's why we have decided to Press Play. With so much information surging in and out of the Generation Y consumers' lives, it can be easy for a brand to get lost in the crowd.

Mary Kay offers a variety of fashionable, youth-driven products, but many women aged 18-25 don't associate Mary Kay with youth. We found that a significant number of our audience was aware of the Mary Kay brand. However, when we asked them which words best described Mary Kay, we often heard words like "classic" or "old-fashioned".

We have come up with a campaign idea for Mary Kay's @ Play line called Press Play. This campaign will help to knit Mary Kay into the fabric of pop culture and connect them with the Gen Y consumer in a more personal way by increasing awareness of the Mary Kay brand through innovative social media pushes, guerrilla marketing tactics, and traditional advertising methods. The Press Play campaign will increase Mary Kay's association with fun, youth, and energy.

Our methods for reaching our target market are all rooted in allowing the consumer to personally interact with the Mary Kay brand. Everything ranging from basic social media interactions to the buying process will be tailored so that each consumer can have their own customized experience with Mary Kay.

# Theme

---

*Press Play*



# Target

---

## The Three E's

Mary Kay is seeking to gain a greater market penetration among women ages 18-25. We are broadening the age range to 15-25 years of age because we are acknowledging a girls transition into womanhood.

Mary Kay's At Play line will be part of the coming of age process. With this we are projecting to increase sales at a younger age, therefore making Mary Kay a trusted and habitual brand.

Our target is composed of female multiculturals that fall into The Three E's categories.

| Experimenters

| Evolvers

| Experts

# The Evolvers

## 15-18 YEARS OLD

Female, multicultural

Still lives with her parents

Relies on parent income

Scouring colleges for her future

Worried about looking and feeling great during high school

Eager to change up her look to fit current styles

Inexperienced but willing to try many makeup styles

She is entertained by hanging out with friends and listening to top hits



# The Evolvers

---

## 19-22 YEARS OLD

Collegiate living in a dorm or at home with parents  
Tries to balance social life, work and school  
More experienced with makeup, but still experimenting  
Faces challenges when pulling a look together while so busy  
Is becoming more cognizant of her professional appearance  
Uses her wardrobe and appearance to express her style  
Enjoys hanging out with friends  
Meets new people at parties





# The Experts

---

## 23-25 YEARS OLD

Recent college graduate

Is either looking for a career or just recently hired

Has now begun to educate herself on skin care

Developing routines

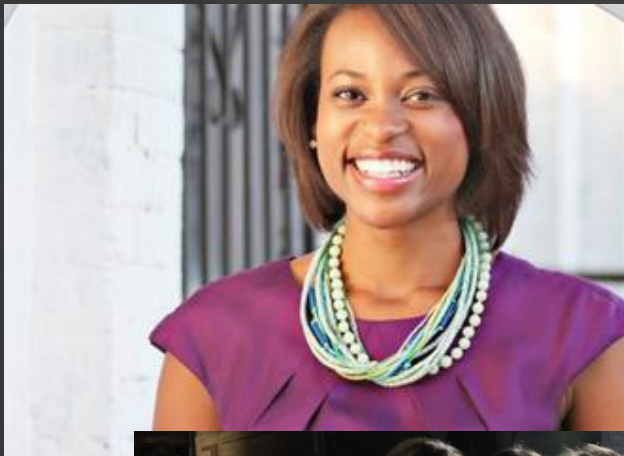
Starting to become serious about relationships,

Values friendships

Focused on her goals and hopeful accomplishments

Wants her makeup to reflect her professional, yet fresh side

Enjoys catching up with friends and exploring local events and bars



# SWOT Analysis

## Strengths

- Large sales force (over 3 million IBCs)
- Try before you buy
- Wide product line
- Strong skincare products
- Corporate social responsibility platforms
- Entrepreneurial business model
- Flexibility and high earning potential for IBCs
- Increasing Digital IQ Percentile Ranking

## Weaknesses

- Low brand ranking in color (#9 out of the top 10)
- Low ranking in fragrance (didn't make the top 10; came in at #12)
- Consumers have limited access to Mary Kay products
- Brand is often seen as "classic" or "old-fashioned" which contrasts with current target market
- Customer service levels may vary across IBCs

## Opportunities

- Aiming for a younger target market creates the opportunity for the consumer to become a lifelong customer
- College students (especially Entrepreneurship and Marketing majors) can be given opportunities to gain relevant work experience through a specialized Mary Kay IBC program that they can add to their resume
- Take advantage of emerging market in Texas

## Threats

- Competitors who are already well entrenched with the target market
- The cosmetics/beauty market is saturated with brands and products
- Target market's perception of the Mary Kay brand

# Qualtrics/Research

---

After Carefully reviewing the collection of qualtrics surveys, we have noticed that females have knowledge of Mary Kay as a cosmetic product, but do not necessarily choose it as a primary product. The survey takers are very knowledgeable of makeup around 85% of the participants wear mekup everyday or at least twice a week. Also, when describing words that fit Mary Kay, words such as “classic” and “old-fashioned” stand out considerably by 43% of the survey participants. Overall, we can clearly see our makeup competition when asking what makeup brands have been purchased in the last 30 days among our survey takers. Brands such as Covergirl, Maybelline and Neutrogena stand out considerably leaving Mary Kay at a very low position.

Through this research we have discovered that Generation Y females see Mary Kay as an old-fashioned product and due to that they don't trust the brand as a primary option for their makeup purchases. Mary Kay products are seen as their mothers beauty products and do not necessarily associate it with youth.

# Qualtrics/Research

#	Answer	Response	%
1	Everyday		
2	3 times or more a week	38	19%
3	2 times a week or less	22	11%
4	Only on special occasions	24	12%
5	Never	6	3%
	Total	200	100%

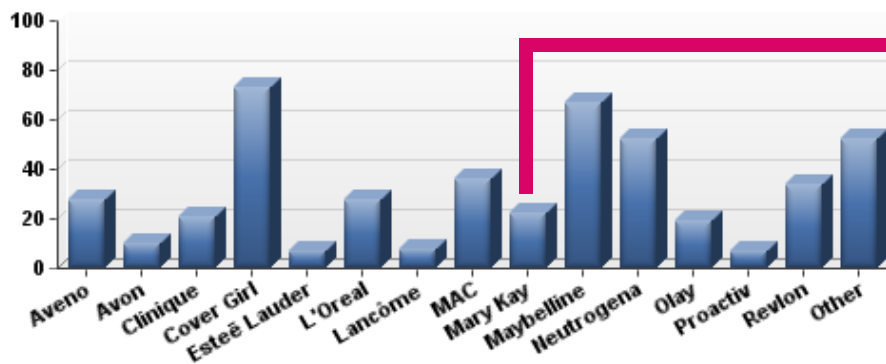
HOW OFTEN MAKEUP IS WORN?

#	Answer	Min Value	Max Value	Average Value	Standard Deviation	Responses
7	Lancôme	0.00	100.00	49.18	34.65	204
5	Estée Lauder	0.00	100.00	53.64	32.28	208
2	Avon	0.00	100.00	55.78	33.11	209
12	Olay	0.00	100.00	56.90	32.20	201
1	Aveno	0.00	100.00	57.01	34.15	210
13	Proactiv	0.00	100.00	58.14	34.38	203
9	Mary Kay	0.00	100.00	59.00	31.30	207
3	Clinique	0.00	100.00	61.80	31.63	199
14	Revlon	0.00	100.00	66.03	30.38	203
6	L'Oreal	0.00	100.00	66.20	28.55	202
11	Neutrogena	0.00	100.00	70.41	29.26	202
8	MAC	0.00	100.00	70.58	31.80	199
10	Maybelline	0.00	100.00	72.45	27.42	202
4	Cover Girl	0.00	100.00	79.14	25.63	207

CHOSEN PRIMARY PRODUCT

#	Question	Sexy	Bold	Trendy	Classic	Natural	Old-Fashioned	Fun	Confident	Empowering	Affordable	Unattractive	Popular	Total Responses
1	Revlon	34	35	24	53	17	24	26	29	18	64	3	35	362
2	Mary Kay	7	4	16	60	39	99	1	39	36	11	4	48	392
3	Maybelline	39	26	54	36	25	8	39	36	11	66	4	48	392
4	Avon	3	3	9	36	35	73	10	8	13	29	11	24	254
5	MAC	92	86	93	5	7	6	55	47	37	8	0	69	505
6	Estée Lauder	12	8	9	61	34	68	3	15	16	5	2	13	246
7	Cover Girl	41	23	61	55	39	7	60	40	30	83	2	56	497
8	L'Oreal	23	25	27	48	42	21	20	19	16	56	3	27	327
9	Clinique	6	4	13	66	74	32	19	23	14	15	5	30	301
10	Mark	10	12	29	12	15	11	21	8	5	29	7	13	172

WORD ASSOCIATION



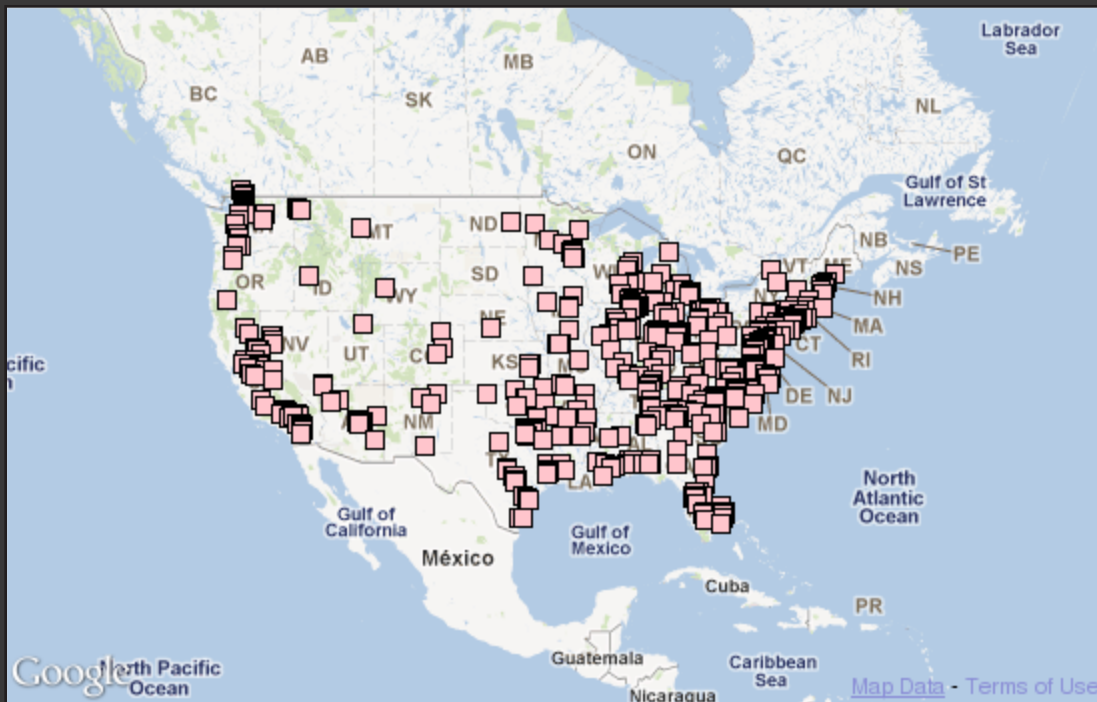
BRANDS PURCHASED LAST 30 DAYS

# Geography

Our national plan will focus on California, Texas, New York and Florida. We are focusing on markets in which Mary Kay IBCs' have a strong presence and that meet our criteria, thus it will build a strong foundation for the brand.

	California	Texas	New York	Florida
18 - 24	3,976,643 (10.55%)	2,635,492 (10.28%)	1,995,775 (10.24%)	1,775,594 (9.34%)
A. American	2,255,750	3,030,320	3,033,052	3,050,618
Hispanic	14,304,215	9,741,366	3,495,668	4,368,232
Female	18,946,957	12,915,477	10,048,400	9,751,787

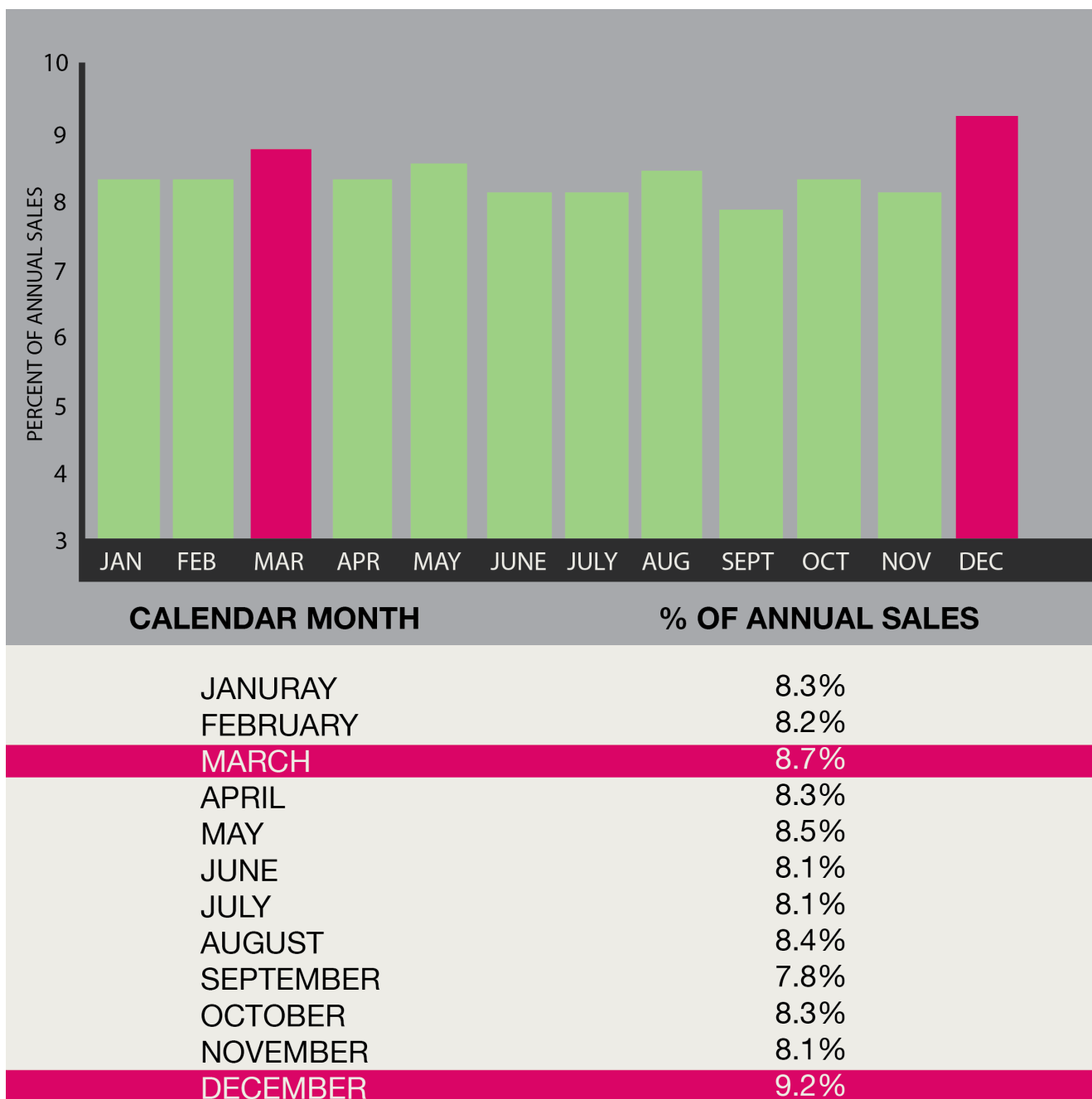
Map represents Mary Kay Consultants throughout the US.



# Seasonality

Sales within the makeup industry are at a peak during March (8.7% of total sales) and December (9.2% of total sales).

This closely follows the model that purchasers are preparing for the upcoming fall and spring fashions by purchasing complimentary cosmetics.



# Seasonality

---

We've also discovered that women purchase cosmetics based on needs as well, so our focus is less on promotional seasons, but rather on when our consumer needs makeup and skincare.

Mary Kay's sales promotions highlight the fact that the highest percentage of sales occur in December. MK strategizes the entire end of the year in order to prepare for December promotions and sales.

Smart Ads has decided to promote PRESS PLAY not only in key winter and spring months, but also throughout the summer with certain events.

## KEY DATES

- SXSW (March)
- MTV Spring Break Fashion Show (April)
- Coachella (April)
- Teen Choice Awards (August)
- Pop Up Centers (January and December)
- Guerilla Tactics (January and December)

# Competitors

	Face	Lip	Eyes	Nails	Tools	Fragrance	Hair Color	Mens	Skincare	Gift Cards
MARY KAY	■	■	■	■	■	■		■	■	
MAYBELLINE NEW YORK	■	■	■	■	■					
COVERGIRL®	■	■	■	■	■					
L'ORÉAL	■	■	■	■			■	■	■	
CLINIQUE	■	■	■	■	■	■		■	■	■
MAC	■	■	■	■	■				■	■
REVLON	■	■	■	■	■	■	■			
ESTÉE LAUDER	■	■	■	■	■				■	





# Social Media Overview

	Tagline	Facebook	Twitter	Youtube	Pinterest
MARY KAY	Enriching Women's Lives	1,460,530 likes 59,677 talking	1,463 tweets 45,730 followers	36,097 subscribers 3,591,240 views	32,174 Followers
MAYBELLINE <small>MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE! NEW YORK</small>	Maybe she's Born with it Maybe it's Maybelline	4,130,302 likes 30,311 talking	17,367 tweets 142,077 followers	43,286 subscribers 21,139,007 views	39,102 Followers
COVERGIRL®	Easy, breezy, beautiful, Covergirl.	4,682,490 likes 276,905 talking	9,647 tweets 349,627 followers	17,656 subscribers 8,804,549 views	14,272 Followers
L'ORÉAL®	Because I'm worth it.	2,150,525 likes 13,135 talking	17,718 tweets 126,914 followers	12,422 subscribers 6,071,434 views	N/A
CLINIQUE	Allergy Tested. 100% Fragrance Free.	2,881,824 likes 49,079 talking	7,403 tweets 142,102 followers	10,601 subscribers 7,263,056 views	1,311 Followers
MAC	All Ages, All Races, All Sexes.	6,314,707 likes 36,310 talking	11,303 tweets 374,960 followers	134,640 subscribers 3,171,259 views	5,386 Followers
REVLON®	Feel like a Woman	856,717 likes 21,566 talking	4,550 tweets 94,537 followers	8,479 subscribers 1,655,111 views	18,102 Followers
ESTÉE LAUDER	Bringing the best to everyone we touch.	1,421,373 likes 27,662 talking	3,899 tweets 99,710 followers	8,038 subscribers 2,294,099 views	14,243 Followers

# The Purchase Funnel

## 1. Self Identification

The trigger that gets the consumer to purchase is DOUBT.

**Trends**



## 2. Purchase Influence

The consumer will seek inspiration and ideas because they are looking for CHANGE.

**Social Media  
Magazines**



## 6. Pressing Play with Mary Kay

The consumer at this point will trust the brand and become an advocate of the brand as an Independent Beauty Consultant.



## 3. Narrowing Your Options

The consumer will target their specific doubt by identifying the problem and finding a SOLUTION.

**Beauty Consultant  
Blogs and Videos**



## 5. Purchasing

This is where the consumer begins to trust the product and notices results creating loyal and happy CUSTOMERS.

**Specials and Coupons**



## 4. User Experience

The consumer will define the look and feel by selecting a brand. The experience is also based on a beauty consultant and the availability of a PRODUCT.

**Samples  
Websites  
Apps**

# Future Product Line

## NEW LINE EXTENSION/ "PLAY IN THE SUN"

A bronzer but actually helped you bronze or tan in the process. Your face tans 10x less than the rest of your body that's a new market to target.

## MAKE MY MAN BETTER/MANUP

One suggestion would be extending the men line. Consumers would purchase products for their man and research shows that the female users wants to groom their man without too much pushback.

## PROMOTION

Kaybox: Users would go to our Facebook page. They would put in shipping info, then we would mail a small sample pack along with some info of the nearby Mary Kay consultant where they could purchase more product or that IBC's personal website or any promotion for Mary Kay inside the package.



This Section  
Would hold the  
Beauty Attachment.  
The beauty wipes that  
will take off any  
product if you mess up  
or if you just wanna PLAY!



## BEAUTY ATTACHMENT

One new innovation we could push is a the liner, make up or any cosmetic with a bottom attached with a disposable small squarish wipes that will remove the product if you do mess up or if you would just like that color off your face.

# Three Phases

---

## Phase 1- Just Press Play

This phase is meant to not only increase awareness among non Mary Kay users, but it is also meant to increase positive interactivity with the brand.

## Phase 2- Play Up Shopping

This phase has been created to increase positive purchase experiences for customers who have been considering purchasing from Mary Kay, but may have seen purchase as a barrier.

## Phase 3- Playing For Keeps

This phase is intended to involve IBCs on a deeper level, and recruiting the target to become IBCs in the future. Our goal here is making lifelong consumers/sellers/promoters of Mary Kay.

# Just Press Play

---

## PROMOTIONS

### PRESS PLAY SUMMER BLOCK PARTIES

During the summer, Mary Kay can host Press Play Block Parties during large local events like Coachella or SXSW. These parties will be held inside the festivals where Mary Kay can give out exclusive gear like t-shirts and sunglasses. Also, special photo booths can be set up so that participants can take pictures at the events and have them posted to Mary Kay's social networks. These parties will be a seasonal staple used to promote Mary Kay products as well as spark the Mary Kay "Press Play" initiative. Having participants use the photo booth as well as giving them Mary Kay gear will enable them to become advertising for the brand and make them feel more personally involved with it. Featuring participants' pictures on Mary Kay's social media will also drive up social media traffic.

### MTV SPRING BREAK FASHION SHOW

Mary Kay has a great Fall promotion (Fall Into Your Beauty College Tour) in place, and it would be good for them to add a Spring element to that as well. Mary Kay can partner with MTV on its Spring Break fashion show and provide cosmetics for the event. This is also an opportunity for Mary Kay to do "behind the scenes" segments covering MTV's Spring Break and Mary Kay's involvement in it. MTV is a large magnet for Mary Kay's target audience. Mary Kay can post their "behind the scenes" videos to YouTube and their social networks to increase traffic and boost their Press Play campaign.

### MTV STYLE BLOG SPONSORED POST

Mary Kay can also sponsor a post on MTV's Back to School fashion blog featuring their Fall into Your Beauty College Tour with Seventeen and Cosmopolitan. This post will give Mary Kay exposure to their target market as well as to a younger market who will become the target market in the future. It will also help to create buzz about Mary Kay's "Fall Into Your Beauty" tour.

---

## TEEN CHOICE AWARDS

Mary Kay can work with the Teen Choice Awards to create an award to present to a celebrity as well as have their products and makeup featured throughout the show. Mary Kay can also use this as another opportunity to do “behind the scenes” video segments which they can post to YouTube and their social networks.

By sponsoring the Teen Choice Awards, Mary Kay can gain the opportunity to expose their brand to future Mary Kay @ Play users as well as attract the attention of their target audience. Also, posting coverage of the event to their social networks will increase site traffic, thereby strengthening the effect of the Press Play campaign.

## Rationale

**Coachella, SXSW, and more** - Coachella is a very large event which is highly popular among the 18-30 age group and is often covered by a wide variety of pop culture staples such as GQ and Vogue. Mary Kay can further knit itself into the fabric of pop culture (and more importantly into that of their target audience), by attending events like these.

**Teen Choice Awards** - Acuvue is a highly visible and present brand on the Teen Choice Awards. They are given extensive facebook shoutouts, brand exposure, visibility, and tons more due to their sponsorship in the Teen Choice Awards. Mary Kay would greatly benefit from that kind of exposure to their target audience (and possibly reap the benefits of the seeding opportunity as well).

**MTV Spring Break Fashion Show** - MTV’s Spring Break segment is very popular among Mary Kay’s target audience. Express took advantage of the event by having their own fashion show, giving their brand excellent exposure. Since Mary Kay doesn’t seem to have a Spring staple in place yet, participating in MTV’s Spring Break could greatly benefit them.

**MTV Style Blog Sponsored Post** - Covergirl is the most recent to be featured on an MTV Style sponsored post in their “Back to School” category and has received a significant amount of exposure to Mary Kay’s target market as a result. Also, the post has been up for a few months, allowing more time for more viewers to see it. Mary Kay could feature their “Fall Into Your Beauty” tour on a sponsored post such as this one.

---

## DIGITAL

### YOUTUBE BEAUTY GURUS

Mary Kay can partner with popular beauty gurus such as Bethany Mota (3.6M subscribers) or Dope2111 (1.9M subscribers) and provide them with Mary Kay products to use in their videos. They can also give the beauty gurus an opportunity to become spokespeople for Mary Kay.

These beauty gurus both represent and appeal to Mary Kay's target audience. They've already successfully built a positive relationship with the target audience and can help to increase interest in and awareness of Mary Kay's brand and products. YouTube videos also give viewers a chance to give feedback and participate.

### Rationale

**YouTubers** - Brands are constantly increasing exposure to their target audiences through partnering with YouTubers and sending them samples of their products to use. Sephora and Hourglass Cosmetics once partnered with a popular YouTube beauty guru and they were able to get her to serve as a spokesperson for their brands. Mary Kay could benefit from partnering with beauty gurus and using them as spokespeople to attract their target audience to the brand.

---

## **SOCIAL MEDIA**

Mary Kay can partner with popular beauty gurus such as Bethany Mota (3.6M subscribers) or Dope2111 (1.9M subscribers) and provide them with Mary Kay products to use in their videos. They can also give the beauty gurus an opportunity to become spokespeople for Mary Kay.

These beauty gurus both represent and appeal to Mary Kay's target audience. They've already successfully built a positive relationship with the target audience and can help to increase interest in and awareness of Mary Kay's brand and products. YouTube videos also give viewers a chance to give feedback and participate.

## **GUERRILLA MARKETING**

Our "Play Like A Celebrity" guerrilla marketing tactic will raise awareness in malls within key market areas like Texas, Florida, and California where users will literally be called to press a play button then be whisked away to be made over in a popular celebrity makeup look.

Our second guerrilla tactic will have randomly placed frozen actors within high traffic areas in DMAs where passersby press a play button to animate the actors who will show off the @ Play line in a fun and creative way while engaging the passersby to join in on the fun.

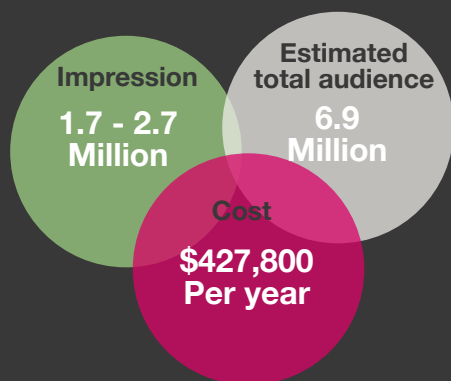
These tactics will predominantly be used during winter shopping months, as this will receive more impressions in malls and high traffic areas.



## TRADITIONAL

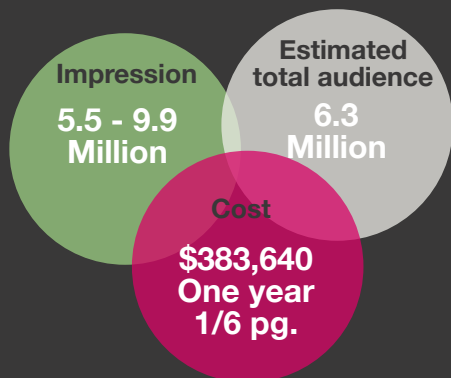
### PEOPLE EN ESPAÑOL:

People en español is the top Hispanic magazines (by estimated advertising revenue) in 2011. This magazine is # 1 for Latino celebrities for the best news, photos and celebrity fashion, bands, restaurants, and bars. We noticed that this market was an emerging segment dealing with Mary Kay.



### ALLURE:

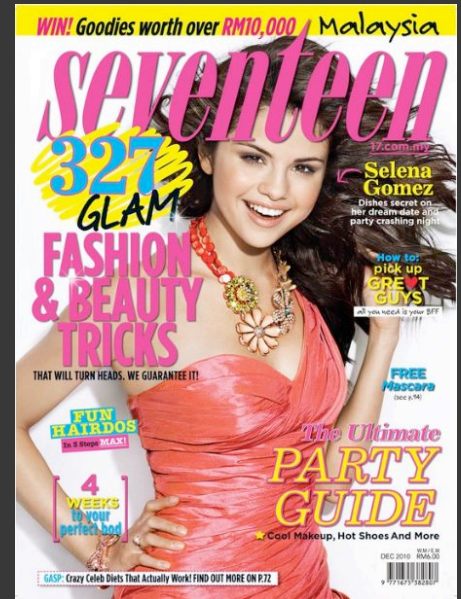
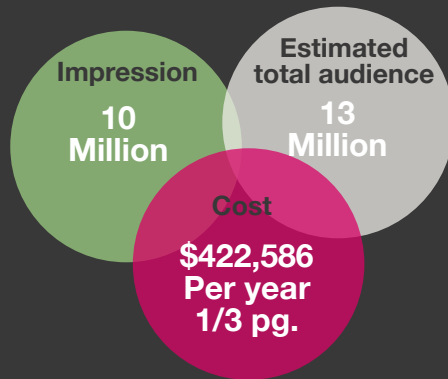
Allure covers beauty and total image. It looks at the complex role beauty plays in the culture and analyzes the trends in cosmetics, skincare, fashion, hair care, fitness, health and more. Allure focuses on beauty, fashion, and women's health. We noticed that this particular magazine was aimed at helping readers choose among the vast array of makeup, skin-care, and hair-care products on the market.



## TRADITIONAL

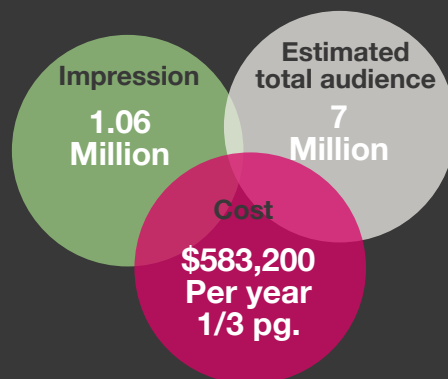
### SEVENTEEN:

Seventeen is today's largest selling teen beauty and fashion magazine. Seventeen reports on the latest in fashion, beauty, health and entertainment, as well as information and advice on the complex real-life issues that young women face every day. We chose the magazine to target our younger/potential buyer.



### ESSENCE:

Essence is a lifestyle, beauty and fashion magazine for African-American women. This particular magazine, showcases style, defines and sets trends, and illustrates the personal and professional options open to readers.



# Play Up Shopping

---

## POP AND PLAY

Our Pop Up Centers have been created to increase passerby interactivity with the Mary Kay brand as well as with IBCs. We will place these pop up centers in top Hispanic markets within our chosen focus states. Areas to consider are Galleria Mall in Houston, Bayside Marketplace in Miami, Manhattan Mall in New York and Westfield Century Mall in Los Angeles, California. Costs are \$2,000-\$10,000 per month depending on the area.

## WEBSITE AND MOBILE APP REVAMP

In order to make the shopping and buying experience the absolute best, we would like to completely update the website and Mary Kay app in order to create a better buying experience for customers and IBCs. The new website would create a login for all of your purchases, saving not only past purchases but your chosen IBC and their contact info. Total cost estimated at \$25,000

## KPLAY

KPlay is our version of Birchbox, where users can literally be sent their favorite Mary Kay products right to their front door. Using our revamped website and app, we will invite customers to sign-up for our floor to door service. All of their favorites and recent purchases are stored in Mary Kay's database for an easier ordering process. This promotion can extend as far as Mary Kay needs it to. Cost to Mary Kay- \$15 per person/per month

# Playing For Keeps

---

## PROMOTIONS

College tours will be held on campuses to extend the knowledge of Mary Kay in women. Since Mary Kay appeals largely to Hispanics, we have found several college campuses where our college tours will be successful.

University of Houston- Main Campus has a 47% Hispanic population.

University of Florida- has a 15% Hispanic Population.

California State University- Los Angeles has a 43% Hispanic population.

Lehman College- New York has a 44% Hispanic population.

Our college tours by Mary Kay will visit these campuses in order reach a larger audience. Mary Kay has not visited any campuses in New York thus far, so we have decided to include a Mary Kay college tour in Lehman College. Lehman College has a 44% Hispanic population and since Mary Kay has not visited any universities in New York, this will be a new experience that will attract more people.

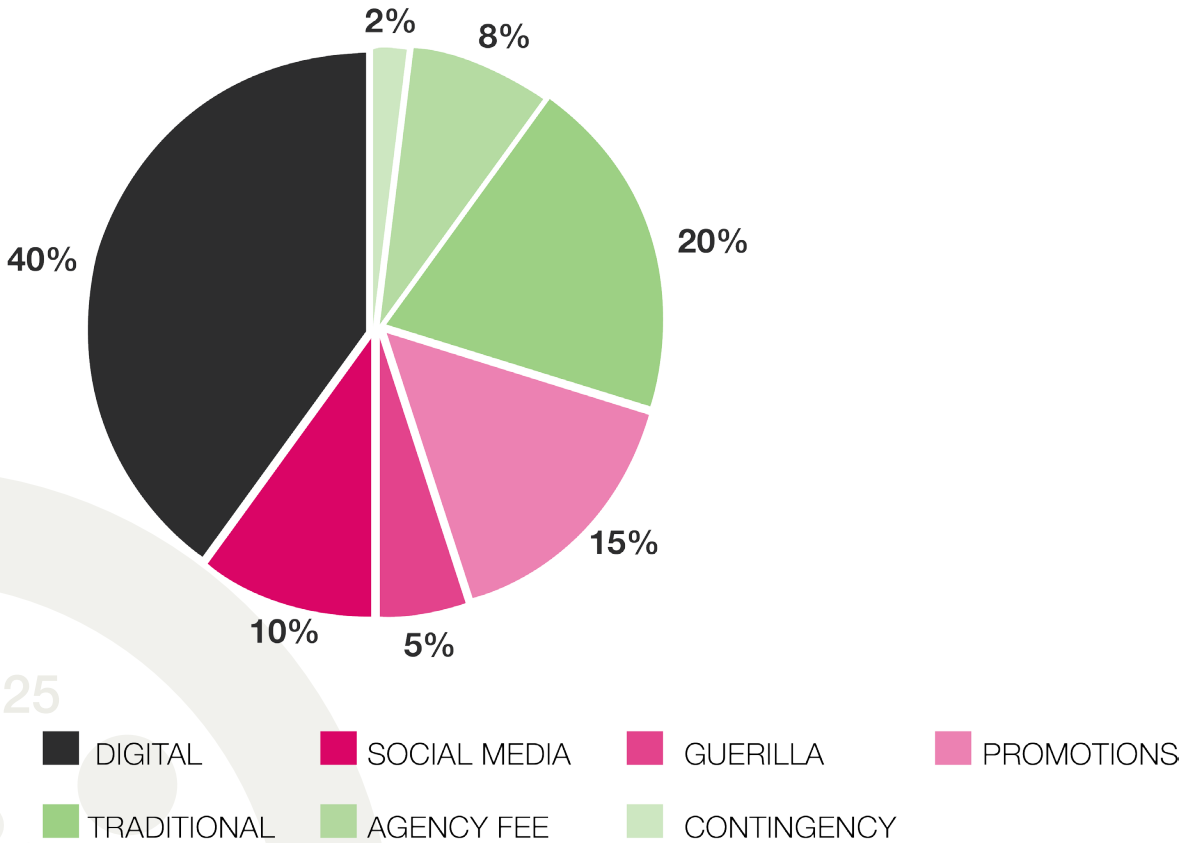
# Budget

Web Banners

Mobile Application Redo

Website Redesign to tie in with app overhaul

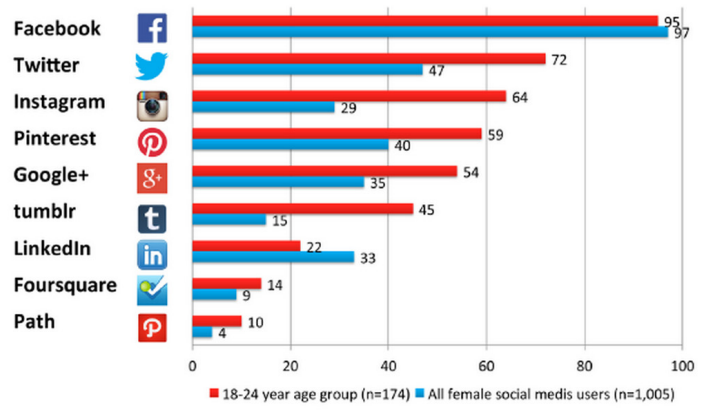
(this would include easier ordering as well as easier contact with IBCs)



25

Our budget is primarily allocated to digital because the Generation Y is considered to have 'Grown up digital'. They are entertained informed and interact in a digital form according to the article Learning gets social

80% of Millennials use social "several times a day," compared to 59% of female social media users of all ages



# Flow Chart

HOLIDAYS WEEKS	FEB			MAR			APR			MAY			JUN			JUL			AUG			SEP			OCT			NOV			DEC			JAN			TOTAL																
	2	9	16	23	2	9	16	23	31	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	IMPRESSIONS
<b>PAID MEDIA</b>																																																					
People en Espanol	[Shaded]																											2,794,115	427,800																								
Allure	[Shaded]																											9,974,304	383,000																								
Seventeen	[Shaded]																											10,053,090	422,580																								
Essence	[Shaded]																											1,061,103	583,200																								
Facebook Ad	[Shaded]																											500,000	500,000																								
Promoted Tweets	[Shaded]																											500,000	500,000																								
MTV Style Blog	[Shaded]																											200,000	50,000																								
<b>EARNED MEDIA</b>																																																					
Social Media	[Shaded]																											Countless	Free																								
<b>PROMOTIONAL MEDIA</b>																																																					
SXSW	[Shaded]																											300,000																									
Coachella	[Shaded]																											375,000																									
MTV Spring Break	[Shaded]																											3,000,000	500,000																								
Pop and Play	[Shaded]																											7,000,000	300,000																								
Fall Into Beauty	[Shaded]																											2,000,000	300,000																								
Play Like A Celebrity	[Shaded]																											7,000,000	325,000																								
Press Play Real Mannequins	[Shaded]																											7,000,000	175,000																								
Teen Choice Awards	[Shaded]																											3,000,000	1,000,000																								
Kplay	[Shaded]																											50,000	150,000																								
<b>OWNED MEDIA</b>																																																					
Website Revamp	[Shaded]																												15,000																								
App Revamp	[Shaded]																												10,000																								
<b>TOTAL</b>																												53,625,000	5,641,580																								

# Campaign Summary

---

Through thoughtful and creative social media, traditional, and guerrilla advertising methods, our Press Play campaign will give Mary Kay the shot of youthful energy that it needs to attract the Gen Y consumer. A new generation of Mary Kay is waiting to begin.

All you have to do is Press Play.

# Sources

---

<http://image.mapmuse.com/images/maps/map-of-mary-kay-locations.png>

<http://find.mapmuse.com/brand/mary-kay>

Bingham, Tony. "Learning Gets Social." T+D 63.8 (2009): 56-61. Academic Search Complete. Web. 26 Nov. 2013.

"Insight/ Online Media." Where Fashion-Focused Millennials Find Inspiration. N.p., n.d. Web. 26 Nov. 2013.

College Campus. Digital image. N.p., n.d. Web. 12 Nov. 2013.

College student. Digital image. N.p., n.d. Web. 16 Nov. 2012.

Interview. Digital image. N.p., n.d. Web. 21 Nov. 2013.

Interview Picture. Digital image. N.p., n.d. Web. 25 Nov. 2013.

Mary Kay Cosmetics. Digital image. N.p., n.d. Web. 11 Nov. 2013.

Mary Kay. Digital image. N.p., n.d. Web. 14 Nov. 2013.

Prom Day. Digital image. N.p., n.d. Web. 2 Nov. 2013.

Prom Pictures. Digital image. N.p., n.d. Web. 9 Nov. 2013.

Shopping. Digital image. N.p., n.d. Web. 10 Nov. 2013.

Students Sitting. Digital image. N.p., n.d. Web. 20 Nov. 2013.



