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555 CAMPAIGN : KPIs & ANIMATION STRATEGY

WOMEN EMPOWERMENT CAMPAIGN 19

LIVE JANUARY 07TH 2019

2	KEY SUCCESS DIMENSION / PHASE OF JOURNEY	BRAND VALUES			COMMERCIAL PERFORMANCE : PRODUCT				LOCAL RELEVANCE				
3	STRATEGY CONSTRUCT	brand COMMITMENTS	the PRODUCT	the ENVIRONMENT	NEW	CORE	PROMOTIONS	ADVISOR CONSULTATION	LOCALIZATION	PRODUCT EXCLUSIVE	PERSONALIZED SERVICES	" MY STORE "	
4	MESSAGE : CALL TO ACTION & REINFORCEMENT	INFORM & CAPTIVATE GOALS 2025	SINGLE SOURCED INGREDIENTS	LOYALTY & ADVOCACY	LAUNCH & DISCOVERY	SKINCARE REGIMEN	REPLENISH	LOYALTY & ADVOCACY	LOCAL REFERENCE	EXCLUSIVE OFFERS	EXCLUSIVE OFFERS	LOYALTY & ADVOCACY	
5	TOUCH POINTS	WINDOW & ANIMATION	•	•	•	•			•			•	
6		VISUAL MERCHANDISING	•	•	•	•	•	•	•	•		•	
7		DISCOVERY SINK	•	•	•	•		•	•	•		•	
8		CONSULTATION TABLE		•	•	•	•		•	•	•	•	
9		SERVICE CONCIERGE			•		•		•		•	•	
10	TOTAL / TARGET	3/5	4/5	5/5	4/5	3/5	2/5	4/5	5/5	3/5	2/5	5/5	
11	PROMOTION	MAILER	WOMEN EMPOWEMENT #NOFILTERNEEDED			NEW SPF LAUNCH & FREE CLEANSER WITH SKINCARE REGIMEN			LOCAL EVENTS : LEARNING & DEVELOPMENT ( BY REGION ) NEW YORK : INFLUENCERS EVENING @555				
12		WEB / MOBILE											
13		SOCIAL MEDIA											
14		IN-STORE											
15	KEYWORD	MARKETING ASSETS	WOMEN EMPOWEMENT	SKINCARE REGIMEN	TERRACYCLE PARTNERSHIP	NEW SPF FORMULA & PROMOTIONAL ENTRY PRICE	SPF + MOISTURIZER = FREE FACEWASH	BODYCARE / HANDCREAM End of Season MERCHANDISE	SKIN TYPE & SPF HANDCREAM BAR	HANDCREAM BAR: WINTER SEASON IN NEW YORK	HANDCREAM SLEEVES U.S. CITIES	NEW YORK GIFTING PACKAGE & ENGRAVING	BEAUTY ADVISOR : CONSULTATION & End of Season MERCHANDISE CLIENTELLING
16		IN-STORE NAVIGATION											
17		PRODUCT PRESENTATION											
18		BEAUTY ADVISOR L&D											
19	TIME IN STORE												
20	TARGET	< 60 SECS	3 minutes	< 60 SECS	< 60 SECS	< 3 minutes	< 3 minutes	7 minutes	< 7 minutes	3 minutes	5 minutes	3 minutes	
21	ENGAGEMENT LEVEL	3	5	7	3	3	5	7	7	3	5	7	



ENGAGEMENT & EXPERIENCE IMPRESSIONS LEVEL

3 MEDIUM (EVALUATE)      5 TARGET (PERFORMING)      7 PERFORMING (OPPORTUNITY)

# L'OCCITANE

EN PROVENCE



**L'OCCITANE en Provence**  
1430 Broadway - 2nd Floor  
New York, NY 10018  
Office 212.984.5900

**LOCATION**  
Retail - North America  
555 5TH AVE CONCEPT STORE

**PROJECT**  
WOMEN EMPOWERMENT  
CAMPAIGN 2019

**DRAWN BY**  
Retail Development

**ISSUE**  
2018.10.30

**REVISIONS**  
none

**DESCRIPTION**  
Design Drawing ONLY  
Not for Production  
VISUAL SCHEMATICS

**SHEET No**  
4 of 4

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