

SEPHORA



Who we are...

Sephora is...

- a global beauty retailer leader
- present in 34 countries with over 2,500 stores.
- an LVMH House



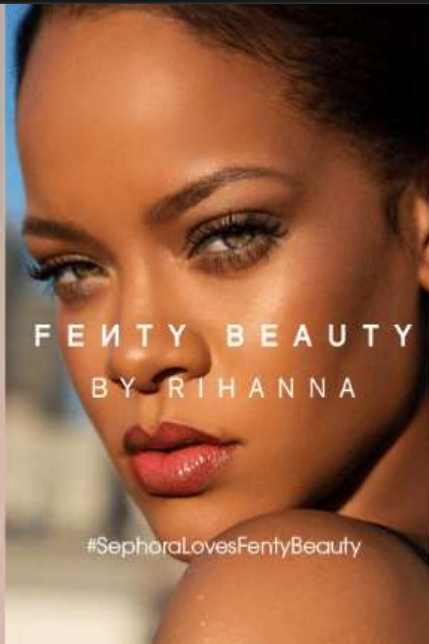


Our mission..



To lead the beauty revoluti

2018 was a beauty revolution for Greece



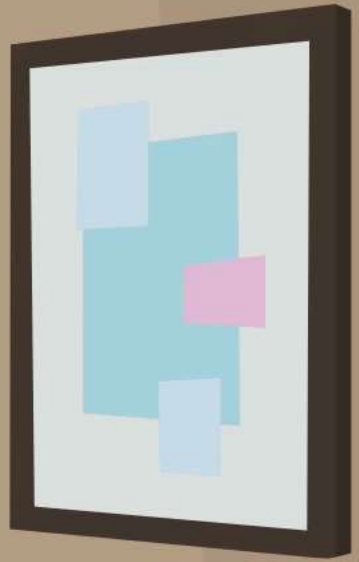
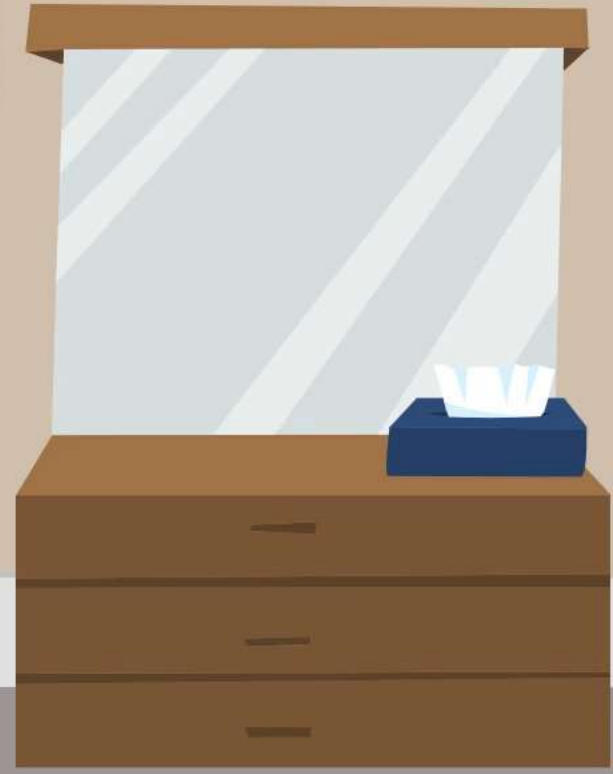
New
at SEPHORA

ΑΠΟΚΛΕΙΣΤΙΚΑ ΣΤΟ SEPHORA *gr*

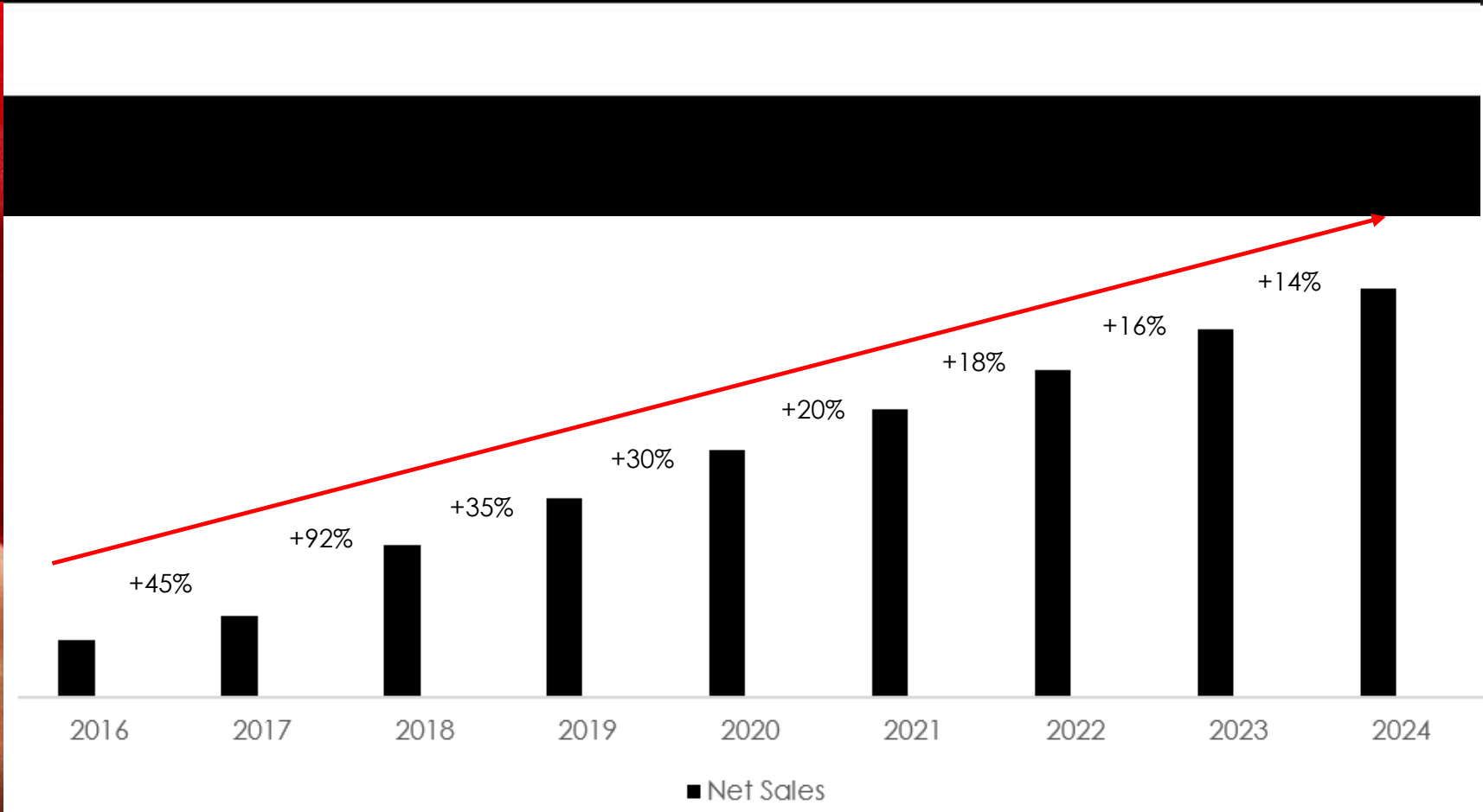
ANASTASIA
BEVERLY HILLS

ΑΝΑΚΑΛΥΨΤΕ ΤΑ

NARS
JUST ARRIVED!



E-commerce evolution



The Major Digital Launch: Mobile App



Why?

- Offer a personalized communication channel
- Create a new point of sale and a new digital touch point with the consumer
- Respond to increased mobile penetration

Communication Plan

IN- STORE

1st launched in store!

- Cashier
- Make up Bars
- Basket
- Shopping bag hanging material



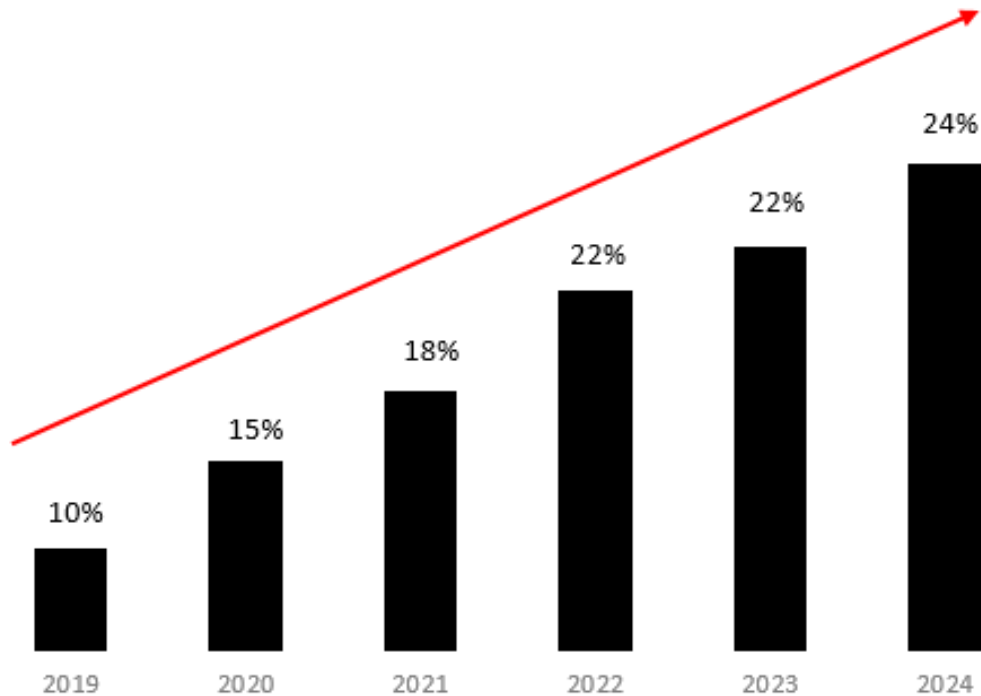
DIGITAL

- Search App extension in Google Ads
- App Download Campaign in google and facebook
- CRM Communication
- Visible in all media campaigns
- Special permanent placement @ sephora.gr



Mobile App Results

YTD Sales: **10% of total sales**
(March 16%)



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