



UK PRIDE TOOLKIT JUN-SEP

OCD JUNE 24, 2021

PHASE 2

PRIDE X DOM SKINNER LE

PRIDE – PHASE 2
UK CONSUMER MESSAGE HIERARCHY

CAMPAIGN NAME+ TAGLINE

PRIDE + JOY

PHASE 3 – LOVE IS LOVE LIMITED EDITION

Every month is Pride month at M·A·C – Show your support by shopping the lipstick that gives back 100%*! Love is Love Viva Glam Lipstick, Designed by Global Senior Artist & MAC-tivist Dominic Skinner, is available for a limited time only online at M·A·C UK.

**In the UK and Ireland, the full recommended retail price (RRP) (less VAT) from the sale of VIVA GLAM lipsticks is donated to organisations that support the health and rights of people of All Ages, All Races and All Genders. We will make grants to non-profit organisations we believe can make a meaningful impact on health, rights and equality.*

SUPPORTING MESSAGES



EXTERNAL

Over \$500,000,000 raised through our VIVA GLAM program. To date, the sale of VIVA GLAM products has funded more than 1,800 organizations around the globe.

VIVA GLAM funds support healthy futures and equal rights for women, girls, and the LGBTQ+ communities while maintaining its decades-long support for those living with HIV/AIDS. To date, the sale of VIVA GLAM products has funded more than 1,800 organizations around the globe.



INTERNAL

Join the VIVA GLAM movement in support of this iconic brand cause.

Whether you're a VIVA GLAM store ambassador or wearing your favourite lipstick for #VIVAGLAMFRIDAYS – every voice makes a difference.

CTA: SHOP THE LIPSTICK THAT GIVES BACK. HASHTAGS: #MACLOVESPRIDE #MACVIVAGLAM

PRIDE – PHASE 3

UK CONSUMER MESSAGE HIERARCHY

PRODUCT NAME+ TAGLINE

M · A · C VIVA GLAM X DOMINIC SKINNER

BEHIND THE DESIGN



“It was a no brainer to use ‘Love Is Love’ as the main part of the design on this lipstick, you could wear every day, as it’s such a powerful phrase so it’s a little reminder every day. Each letter within the words is made up of different flags of the LGBTQIA+ community because I wanted to let people feel they were being represented.

Representation and acknowledgement of one’s existence is so important for people and seeing your flag incorporated into a design around love would mean so much to so many. So whether you identify as LGBTQIA+ or not, one thing is true, Love Is Love.” – global senior artist, dominic skinner

WHO & WHY

DOMINIC SKINNER

M·A·C Global Senior Artist **Dominic Skinner** joined the brand in 2004. Being labelled as 'A must to follow' by various online and printed publications, Dominic's Instagram feed has been the go-to destination for all this MAC and Backstage related.

"Every day is different; **every day brings new challenges and new inspiration.** That's what I love so much about working for MAC. Yesterday I was doing a drag look, the day before that I was doing body painting and tomorrow? Who knows, maybe a Red-Carpet appointment."

A member of the **M·A·C UK & Ireland I&D Council** Dominic is incredibly passionate about VIVA GLAM and staying true to Credo in all its forms. A highly-skilled artist and content creator.

AUDIENCE & OPPORTUNITY

IG: 424K (+1% in last 90 days)

25.6% UK-BASED

~108.5K UK FOLLOWERS

ER 0.5%

80% 21-34 years old



KEY INSIGHTS AND THE OPPORTUNITY FOR M·A·C

M·A·C VIVA GLAM X DOMINIC SKINNER

MEMBER OF LGBTQ+ COMMUNITY

Dominic is an active member of the community supporting M·A·C and personal programming in this space.



AUTHENTIC STORYTELLING

Maximise content to storytell Dominic's love of VIVA GLAM, the mission, and his personal connection.

M·A·C CAREER ARTIST

Dominic is an inspiring member of the M·A·C Artist family, joining the brand in 2004 (17+ years tenure).



INSPIRE BRAND EMPLOYEES & ARTISTS

Leverage Dominic's brand story to re-ignite engagement with brand and the VIVA GLAM program – in HO & Stores.

ENGAGED SOCIAL FOLLOWING

Dominic's following on social is highly-engaged and beauty-interested, invested in him and his projects.



CONTENT WITH CONNECTION

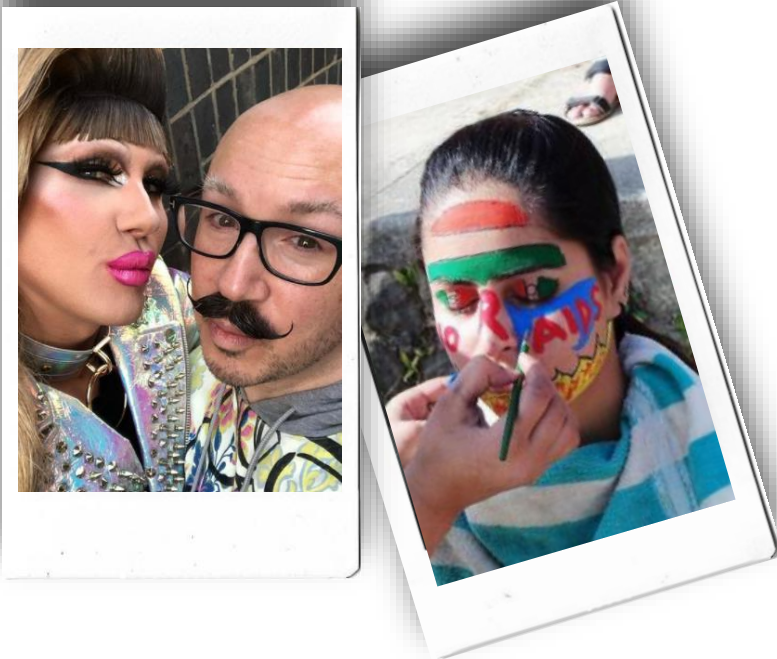
Tap into Dominic's following to engage, educate and inspire consumers.

OVERVIEW + OBJECTIVES

M·A·C VIVA GLAM X DOMINIC SKINNER

CELEBRATE M·A·C CREDO AND EMBEDDED I&D ROOTS

Since inception, M·A·C has celebrates diversity and individuality. The LGBTQIA+ community is and always has been welcome in the M·A·C family.



REINFORCE BRAND CAUSE AND TANGIBLE IMPACT

Re-educate and re-articulate consumers and employees on M·A·C's industry-leading philanthropy program, VIVA GLAM, and communicate its real-life/regional impact in the UK & Ireland region.



ENERGISE REGIONAL EMPLOYEES

Educate and inspire store employees on VIVA GLAM and who we are as brand. Re-energise post-lockdown and empower teams to lead regional activity and connections.



PRODUCT SUMMARY

M·A·C VIVA GLAM X DOMINIC SKINNER

MAC.CO.UK EXCLUSIVE | 500 UNITS (SALEABLE) | 200 UNITS (PR)

OBJECTIVE:

- ✓ REIGNITE EXCITEMENT AND EDUCATE CONSUMERS ON VIVA GLAM
- ✓ SPEAK TO MAC'S INITIATIVES IN SUPPORT OF PRIDE AND HIGHLIGHT VIVA GLAM GRANTEES
- ✓ INSPIRE ACTION THROUGH PURCHASE OF LIMITED EDITION LIPSTICK

TIMING: 6TH AUGUST 2021

RETAIL SALES AMBITION: £8.7K

PRODUCTION: 700 UNITS [M·A·C .CO.UK 500 UNITS | PR 200 UNITS]

INCLUDES: LIMITED EDITION VIVA GLAM I LIPSTICK WITH ARTWORK DESIGNED BY GLOBAL SENIOR ARTIST DOMINIC SKINNER

PACKAGING: THE PRIMARY WILL BE DIGITALLY PRINTED WITH SPECIAL DECO SECONDARY TO MATCH PRIDE LIMITED EDITION THEME



PRODUCT SUMMARY

STYLE GUIDE



Square – 1:1



Landscape – 1.75:1



Wide – 3:1



Portrait – 1:1.75

PRODUCT SUMMARY

STYLE GUIDE



Square – 1:1



Landscape – 1.75:1



Wide – 3:1



Portrait – 1:1.75