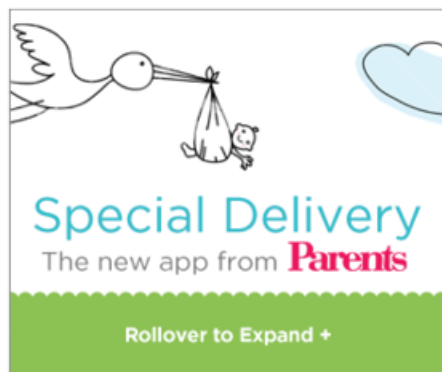


# Microsoft App

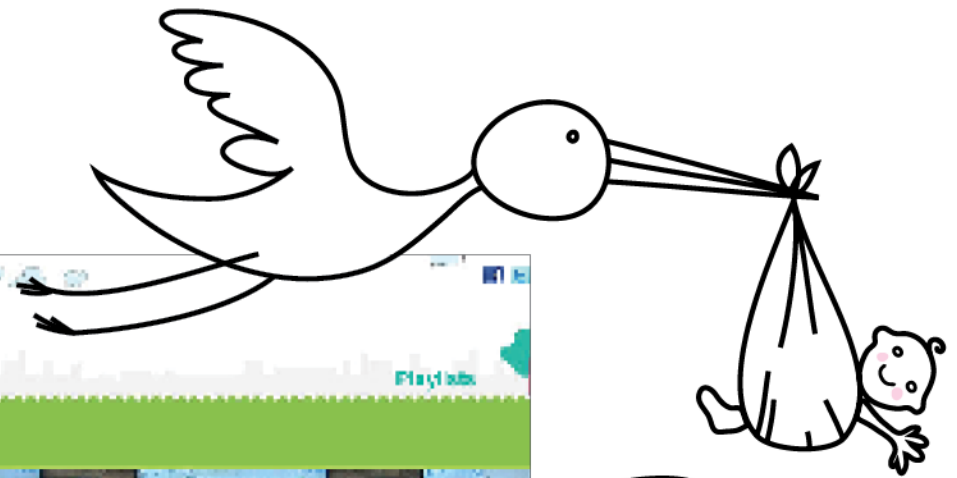
**CHALLENGE** *How do you get moms excited about the launch of new Windows 8 software?*

- SOLUTION**
- > Leverage our parenting expertise and Microsoft's new software to develop an exclusive Parents app for new and expecting moms
  - > Using our state-of-the-art video facility, produce a fun webisode series starring celebrity moms talking about what to really expect when you're expecting and touting the app
  - > Promote the benefits of the new software to a targeted and receptive audience via rich media, mobile, social, newsletters and print



8,000  
APP DOWNLOADS FROM  
BANNERS ALONE

.19% CTR  
ON SIDEKICK UNIT



# Mom Tales

Windows 8

Windows 8

Playlabs

## Mom Tales Moms!

Have it all? Find out what it's really like to have it all with Mom Tales Moms!

Learn more



54%

VIDEO COMPLETION  
RATE

## Channels



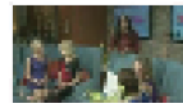
You're Pregnant... Move In!



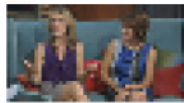
4 Salads to Showcase Your Style



Don't Compare and Despair



Eat These Smart



Feeling a bit overwhelmed



Break it all down: how to stay motivated and healthy

## What's New



How to prepare for your baby



4 Salads to Showcase Your Style

22,846,395

IMPRESSIONS

OVERDELIVERED BY

30%

# American Girl

**CHALLENGE** *How do you help moms empower girls?*

- SOLUTION**
- > Harness the power of a beloved brand to create a positive way for moms to connect with their daughters to connect with their daughters
  - > Leverage the popularity of Parent's #1 Facebook presence to distribute a fun tool for moms to celebrate young women with a framed photo paired with a custom empowering message
  - > Pair the app with expert content to help moms raise happy, healthy girls



PROGRAM  
ELEMENTS



FACEBOOK



VIDEO



NEWSLETTERS



SWEEPS



MEDIA



RESEARCH





Create a one-of-a-kind card for a one-of-a-kind girl...

& win

American Girl Prizes

GRAND PRIZE  
Our newest doll  
Caroline and her  
entire collection

5 RUNNERS UP  
\$150 gift card to  
any American Girl  
location



It's super simple. All you have to do is...

- 1 ENTER your information below
- 2 CHOOSE a photo from Facebook or your computer
- 3 DESIGN your card and SHARE with friends

Enter your info for a chance to win...

FIRST NAME

LAST NAME

EMAIL

GET STARTED

Sign me up to receive American Girl updates.  I have read and agree to the Terms and Conditions of this Contest.

This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook. You are providing your information to Parents and not to Facebook. The information you provide will only be used for awarding prizes.

Mother-Daughter activities from Parents



Activities for Summer



Get Down to Business



Plant a Garden



Mom-Daughter Book Club

160  
MILLION  
TOTAL  
IMPRESSIONS

86%  
OF ENTRANTS  
SENT CARDS

5.4%  
VIDEO  
PRE-ROLL  
CTR

12%  
LIFT IN  
PURCHASE  
INTENT

58%  
OPT-INS



# Arm & Hammer

**CHALLENGE** *How do you show women the benefits of switching to Arm & Hammer?*

- SOLUTION**
- > Tap Meredith's powerful blogger network to create real-life testimonials about the value Arm & Hammer brings to their homes and their wallets
  - > Make the message viral by building engagement on Facebook
  - > Utilize "social listening" to monitor user responses on blogs, Facebook and Twitter to update and enhance the conversation in real-time
  - > Amplify the program with dynamic ad units, blogger widgets and strategic use of Twitter and Facebook influencers

facebook Search Avery Wolfkin Home

Arm & Hammer Switch & Save Like

JOIN + SHARE EACH ARM & HAMMER SWITCH & SAVE CONVERSATION TO ENTER TO WIN UP TO 12 \$1,000 PRIZES! \*LIMIT ONE COMMENT PER CONVERSATION

SWITCH & SAVE Challenge

HOME USE

WHAT GETS IN THE WAY OF YOUR PERFECT SMILE?

Join + share this conversation to be entered to win 1 of 12 \$1,000 prizes!

Type your answer here...

This is a sponsored conversation and my reply, profile name, blog name & link, and profile picture may be shown on the conversation hub page, and conversational ad units. Post

I'm totally addicted to my morning coffee. I just can't give up my java! I just wish it didn't stain my teeth!  
Posted by Dagmar 1 hour ago

At 30, I decided to fix my smile and get braces. I know it'll be good but I won't be confident til they're off.  
Posted by Tiffany 30 minutes ago

+ READ MORE

WHAT COULD YOU ACCOMPLISH WITH A MORE CONFIDENT SMILE?

SEE WHAT TOP BLOGGERS ARE SAYING ABOUT THE ARM & HAMMER SWITCH & SAVE CHALLENGE!

Finding Money in the Laundry Room  
By: Anna of Ask Anna

Advanced White Toothpaste with Stain Defense  
By: Tesa of 2 Tired 2 Wired

Summer Kid Laundry Tips and a Giveaway!  
By: Calli of Make it Do

Arm & Hammer Switch & Save Challenge  
By: Liza of Addicted to Saving

Arm & Hammer Essentials



“Switching to Arm & Hammer Cat Litter made our room smell more, like, well, like nothing! Just the way it should be.”  
– Julie

PROGRAM ELEMENTS



BLOGGERS



FACEBOOK APP



SOCIAL



SOCIAL LISTENING



SWEEPS



MEDIA



PRINT



**5.1 MILLION**

SOCIAL MEDIA IMPRESSIONS  
IN 5 MONTHS

**200% INCREASE**

IN ARM & HAMMER FACEBOOK FANS

**30,129**

FACEBOOK COMMENTS



**2.8 MILLION**

BLOG POST IMPRESSIONS,  
OVERDELIVERED BY 125%

**2,156**

MENTIONS IN BLOG POSTS

**10,034**

BLOG POST COMMENTS



**175,364**

MONTHLY UNIQUE VISITORS

**27 MILLION**

PROMO UNIT IMPRESSIONS,  
OVER DELIVERED BY 25%

JOIN THESE TOP BLOGGERS  
IN THE ARM & HAMMER  
SWITCH AND SAVE CONVERSATIONS  
**FOR YOUR CHANCE TO WIN UP TO  
TWELVE \$1,000 PRIZES!**





**Finding Money in the Laundry**  
We all want to save money, right? And we all have laundry to do, right? ...



**Arm & Hammer Switch & Save**  
We are toothpaste snobs in this house. While I will never pass up a toothpaste ...

**SWITCH & SAVE**  
Challenge

Join the  
Conversation



# Best Thanksgiving Ever

**CHALLENGE** *How do you get Campbell's ingredients on more Thanksgiving tables?*

- SOLUTION**
- > Tap into the BHG and Allrecipes social universe on Facebook and Pinterest to reach women around the biggest cooking holiday of the year
  - > Leverage BHG's position as a Pinterest powerhouse and create inspiring and actionable boards featuring beautiful Thanksgiving imagery
  - > Keep the creativity flowing with a popular e-cookbook featuring Campbell's recipes, original recipes from the Allrecipes All Stars and custom videos
  - > Spread the word with tons of edit promotion and media coverage



PINTEREST



FACEBOOK



VIDEO



BLOGGERS



E-COOKBOOK



PR



RESEARCH



SWEEPS



NEWSLETTERS



MEDIA



Better Homes  
allrecipes.com

Best Thanksgiving Ever

**Pin to Win \$5,000**  
Plus five additional chances to WIN \$1,000!

Brought to you by PETER COLEMAN Campbell's Kitchen.com

**How to Win**

- 1 Create a Pinterest board called "Best Thanksgiving Ever."
- 2 Pin the "Best Thanksgiving Ever" badge onto your new pin board.
- 3 Pin at least 4 more BHG or Allrecipes' Thanksgiving-inspired photos onto your board.
- 4 Submit your Pinterest board URL below for your chance to win!  
Example: Pinterest.com/username/...

Here's some inspiration...

Pin it

Pin it

allrecipes.com  
Better Homes  
Best Thanksgiving Ever



# Best Thanksgiving Ever

**10%**  
BRAND  
LIFT

**60 MILLION**  
TOTAL  
IMPRESSIONS

**105,700**  
PINTEREST  
ENGAGEMENT POINTS

**28,300**  
REPINS

**40,000**  
VIDEO  
VIEWS

**39,619**  
USER ACTIONS  
ON FACEBOOK

**Best Thanksgiving Ever** Like 144

This will be the Best Thanksgiving Ever! Create a Pinterest board of your dream Thanksgiving using inspiration from Better Homes and Gardens and Allrecipes.com, then submit your entry for a chance to win \$5,000! Enter here: <http://bhgmag.co/WDYVHK>

Follow 143,718 followers, 186 pins

**allrecipes.com**

Example: cupcakes Search

More searches: Ingredient | Nutrition | Advanced

new at allrecipes.com recipes videos menus holidays thebuzz join for FREE

**Video: Campbell's Original Green Bean Casserole**

Update the classic holiday dish with bacon, red peppers, or almonds.

Green Bean Casserole

25,487 Plays Email Pin 21 Like 2

In this video, you'll see some easy tips for how to update the classic holiday side dish of green bean casserole. The staple ingredients, green beans and Campbell's® Cream of Mushroom Condensed Soup, stay the same—that's what makes it a classic. But consider adding some crumbled bacon for a smoky taste; chopped red peppers for a bright burst of flavor; or sliced almonds on top for an extra crunch. Who wants seconds? Watch the video, then get the recipe for *Green Bean Casserole*.

Related Videos

- Campbell's Kitchen French Gals
- Boxed Stuffing
- Chicken Stock
- Hearty Chicken Tortilla Soup

Recipe Box Menus Shopping Lists

Make Mealtime Easy Save our menus, tweak them, or create your own. Try Menu Planner Collect and create menus! Start Today

25% off Menu Planner Get Discount

Best Thanksgiving Ever Pin to Win \$5,000

Create a Pinterest board for a chance to WIN! Start Now

**WOMEN GOBBLED IT UP!**



**Better Homes and Gardens** November 5

Enter our Best Thanksgiving Ever Pin & Win sweepstakes today for a chance to win \$5,000! From our partners at Pepperidge Farm Puff Pastry.

Click here for details: <http://bhgmag.co/WDYVHK>

# Frontline

**CHALLENGE** *How do you make Frontline front-of-mind for pet owners?*

- SOLUTION**
- > Create a go-to destination that gives pet lovers all the info they'll ever need— including how Frontline keeps pets free of fleas and ticks
  - > Tap into the viral nature of pet photos by building a showcase for pics of (wo)man's best friend
  - > Extend messaging with adorable, pet-centric social, handy printouts and distribution at vets' offices across the country

PROGRAM  
ELEMENTS



ACCEPT NOTHING LESS GET A FREE DOSE

FRONTLINE Plus

divine caroline Life in your words.

ENTERTAINMENT BEAUTY STYLE BODY & SOUL HOME & FOOD LOVE & SEX PARENTING MONEY WORLD

FRONTLINE Plus KILLS ADULT FLEAS & TICKS Plus THE BEST FORMULA FOR FLEA EGGS & LARVAE

"My Pet Loves..." Interactive Sweepstakes

Tell us and win \$500!

Enter for a chance to win one of our monthly prize awards of \$500, just for sharing a photo of your pet. Don't miss out, enter now!

> Click here to get started!  
> Official rules

FRONTLINE Plus

Latest Entries

See All Entries >

**Rudy Loves:**

Hiding his ball under pillows

**Hates:**

Fleas





25,903,841  
IMPRESSIONS

83%  
OF ENTRANTS  
UPLOADED  
A PHOTO

1:47  
AVERAGE  
TIME SPENT

.34%  
CTR  
ON MEDIA

.55%  
CTR  
ON FREE  
OFFERS

**FRONTLINE<sup>Plus</sup>**  
**MY PET LOVES**  
SWEEPSTAKES

Glover  
LOVES: Frisbees



HATES: Fleas & Ticks

VISIT, SHARE AND  
WIN \$500!

**FRONTLINE<sup>Plus</sup>**  
FLE12FLMERSWPKS (06/2012)  
No purchase necessary. Ends: 11:59 p.m. C.T. on December 31, 2012.

**P** Parents Magazine  
Yesterday via Publisher

These cuties love their teddy. What does your pet love?

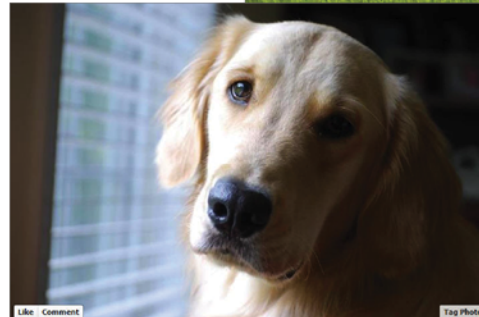
For a chance to WIN \$500, upload your favorite pet photo and a short description at <http://www.mypetlovesweepstakes.com>  
From our partners at Frontline®



**Better Homes and Gardens**  
14 minutes ago via Publisher

Add a caption! What do you think these dogs are thinking? (Photo Uploaded by Jean G.)

From our Partner, the makers of Frontline Plus



Like Comment Tag Photo

**Better Homes and Gardens**  
Pet of the Photo (then uploaded by level1...)

Album: Wall Photos  
Shared with Public

Upload photos to our wall for the chance to be featured on the Pets We Love List! (From our partner, the makers of Frontline Plus)

Tag This Photo



**Sasha  
Loves:**  
Getting her  
paws into yarn

**Hates:**  
Ticks

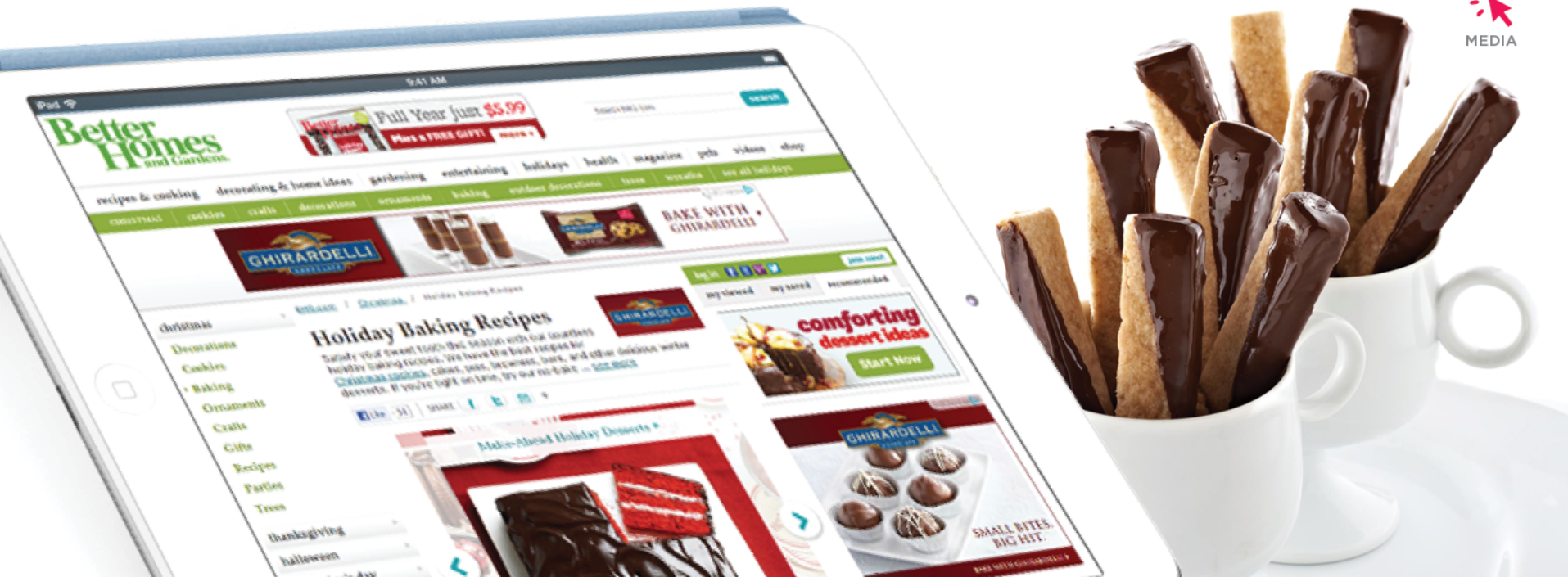




# Ghirardelli

**CHALLENGE** *How do you get Ghirardelli baking chocolates on mom's holiday shopping list?*

- SOLUTION**
- > **Recipe Creation:** Enlist BHG food editor's expertise to create 25 custom Ghirardelli recipes in our renowned test kitchen
  - > **Recipe Integration:** Inspire moms by integrating and promoting them on BHG, Recipe.com and surrounding holiday content across Meredith properties
  - > Make sharing irresistible by using delicious imagery and super-easy functionality





**80,000**  
RECIPE VIEWS

**1,700**  
RECIPE PRINTS

**6,000**  
SOCIAL SHARES

**5% lift**  
IN PURCHASE INTENT

## Raspberry Chocolate Tassies



★ ★ ★ ★ ★ Rate this recipe!

12

9

Tweet 11

Next Recipe



Ghirardelli(R) Dark Chocolate Truffles  
★★★★★

### Ingredients [Edit and Save](#)

Original recipe makes 26 -30 truffles [Change Servings](#)

- 1/4 cup whipping cream
- 3 ounces cream cheese, softened and cut up
- 1/2 cup light-color corn
- 1/2 cup hazelnut-flavor milk
- 1/2 cup (6 oz) package Ghirardelli 60% Cacao Sweet Chocolate Baking Bar, chopped
- 26 whole hazelnuts, toasted\*
- 12 ounces Ghirardelli Milk Chocolate Baking Bar, chopped
- 4 teaspoons shortening
- 2 ounces Ghirardelli White Chocolate Baking Bar, chopped (optional)
- Coarse sea salt (optional)



# Lipton Recipe Secrets

**CHALLENGE** *How do you get women to share their secrets?*

- SOLUTION**
- > Leverage BHG's Pinterest influence to seed Lipton recipes
  - > Drive users to pin Lipton holiday recipes with a custom Pinterest board on BHG and incentivize with irresistible prizes
  - > Integrate Lipton recipes with Recipe.com editorial recipes for the first-ever sponsorship of the popular "Ultimate Holiday Recipes" program. Encourage users to vote on their favorite recipes via Facebook and Pinterest

customer service | q&a | newsletters | licensed products | free offers | sweepstakes | join now!

Search BHG.com

recipes & cooking | decorating & home ideas | gardening | entertaining | holidays | health & family | magazine & more | shop

**Better Homes and Gardens**

Lipton Recipe Secrets

**Secrets to Savor**

**PIN & WIN**

**WHAT'S THE SECRET TO A HAPPY HOLIDAY?**  
Celebrating with family and friends over delicious dishes seasoned with Lipton® Recipe Secrets®—and a chance to win these special prizes.

**GRAND PRIZE \$2,500**

**PLUS 25 PROGRAMABLE SLOW COOKERS & RECIPE SECRETS® GOODIES**

**It's quick & easy!**  
JUST LIKE OUR RECIPES

Just enter your information below and click "Submit & Pin" to pin these tasty **Onion-Roasted Potatoes** & repin **2 more** entertaining ideas from our **Secrets to Savor Pinterest Board**.

PROGRAM ELEMENTS



PINTEREST



RECIPE INTEGRATION



FACEBOOK



ULTIMATES SPONSORSHIP



MOBILE



RICH MEDIA



SWEEPS



RESEARCH





351,000  
IMPRESSIONS

7,891  
SWEEPS  
PINS

2,223  
EMAIL  
OPT-INS

3,671  
RECIPE PAGE  
VIEWS

4,487  
SWEEPS ENTRIES  
OVERDELIVERED BY  
400%

Search


[Add +](#)
[About ▾](#)

Tess ▾

## Secrets to Savor

Like
212


Enjoy these entertaining secrets, recipes and tips from Lipton® Recipe Secrets®.



Lipton® Onion Dip: An all-star classic! All you need for this party favorite are two simple ingredients. #oniondip #recipe

3 likes 8 repins

makinglifebetter.com



Creamy Bacon Dip: Creamy Onion Dip + Crispy Bacon... together at last. #bacon #dip #recipe

6 likes 3 comments 16 repins

makinglifebetter.com


Lisa ♥♥♥ bacon!

Elaine Galling love bits this sounds delish

Maureen Liciardello tasty

Add a comment...


Comment



Lipton® Roasted Red Pepper & Onion Dip: Gives any party a burst of festive color. #party #dip #pepper

4 likes 30 repins

makinglifebetter.com




Pomegranate Sparklers are delicious and festive! More fun holiday drinks: [www.bhg.com/...](http://www.bhg.com/...)

4 likes 15 repins

bhg.com

Repin
 Like
 Comment



Golden Buffalo Tenders: Delectable with blue cheese! #buffalo #chicken #recipe

17 likes 3 comments 58 repins

makinglifebetter.com

**Debbi Richardson** Looks very delicious

**Patrick Mc Entee** So easy to prepare

**Rocky Garcia** looks good

Add a comment...

Comment

# Target

**CHALLENGE** *How do you Target moms to make Target the one-stop shop for summer?*

- SOLUTION**
- > Immerse consumers in a fun Target experience with custom channels, nav integration, tools and high-impact units on key summer fun and entertaining content
  - > Create Target-owned channels within BHG and Parents offering everything from interactive guides to entertaining tools to how-to videos
  - > Run a series of first-of-their-kind units that utilize contextual commerce by tapping BHG and Parents editors to give custom tips above product showcases
  - > Integrate Target branding and products into popular Celebrate app

CUSTOM  
EDITORIALRICH  
MEDIA

MOBILE



VIDEO



SOCIAL



SWEEPS



EMAIL



COUPON



# HAVE A *Big Honkin' Summer*



**93,343,170**  
TOTAL  
IMPRESSIONS

**15,969**  
DOWNLOADS  
AVG 10 PVS/USER

**.21% CTR**  
FOR RISING  
STAR UNITS

**:20 SECS**  
AVG INTERACTION TIME  
ON RISING STAR UNITS

**.3% CTR**  
ON VIDEO  
EDIT INSERTS

**Summer Days**  
your easy  
entertaining  
guide  
Your Easy Entertaining Guide  
Start Now

**activity  
finder**  
Twists on everyday family  
play time.  
Start Now

**Parents**  
HEALTHY KIDS. HAPPY FAMILIES.

GET THE MAGAZINE! **2 FREE YEARS!**

75K BLOGS DEALS CONTESTS QUIZZES VIDEOS GMA FREE STUFF

Pregnancy & Birth Baby Names Babies Toddlers & Preschoolers Big Kids Food & Recipes Parenting Holidays Family Fun Community

Parents.com > Family Fun > Summer Days

**Summer Days**  
Keep the kids entertained all summer long with outdoor games, activities, toys, and creative craft ideas.

**The ABCs of Summer**  
Guide your child through our A to Z list of things to love about summer.

**WIN a Super Soaker!**  
Plus a \$50 Target Gift Card  
Enter Now!

**Mood Lighting**  
Add sparkle to your landscape by stringing clear mini lights on trees and bushes. The holiday is worthy of nightglow, but an elegant touch, drape additional lights around the deck or patio.

**Color Craze**  
Mix and match several bright-colored place settings to create a vibrant table. Use each setting to set the color and style, or interchange salad plates, dinner plates, cups and bowls for a colorful mix effect.

**Soft Style**  
Outdoor furniture gets a fresh new appeal when styled right with pillows in the season's hottest hues. Embrace your inner designer. Mix and match colors and patterns to create a custom look.

**Backyard Games**  
Watch Hannah Kealey and her family transform her backyard into an outdoor summer fair with the help of a few of her favorite backyard games.

**Get Daily Updates on Summer Fun**  
Our Daily Parenting Tip newsletter will bring you the best summer content from Parents.com.  
Get the Free Newsletter

**Activity Finder**  
What's your ideal family activity? Take this quiz to get super fun ideas.  
Discover an Activity Today

**Cool Summer Crafts**  
Create kaleidoscope-colored projects.  
Go Fish with Sea Crafts and Games  
Simple Paper Crafts  
Fly a Stained Glass Kite

**Backyard Boredom Busters**  
Spend warm-weather days in your own yard.  
7 Backyard Camping Ideas  
8 Everyday Science Experiments  
Gather for a Campout Party

**Family Adventures**  
Crab the family and head outdoors!  
Hassle-Free Travel Guide  
5 Historical Sites to Visit  
7 On-the-Go Travel Games

**Suppers Without the Stove**  
Make delicious heat-free meals.  
17 Summer BBQ Recipes  
14 Microwave-less Meals  
5 Easy Grilled Salads

**Make a Splash**  
Try these simple and stylish tips from contributing editor Molly Sinnott.

**Travel Fun Kit**  
Keep the kids entertained on the road with a travel kit. Magnet and sticker books, favorite CDs, books on tape and peel-off stickers, can make a long ride seem shorter.

**Photography Collage**  
Assign each family member a "subject" to photograph — the people you see, buildings you visit, etc. After the trip, print out the photos and create a collage or decorate a memory book.

**Summer Camping**  
Spend the weekend outdoors. Pack a tent, sleeping bags, flashlights, a camp stove, and of course marshmallows, and enjoy an evening under the stars.

**What's your favorite summer dessert?**

Cookie (100%)  
Mint Chocolate Chip (80%)  
Cookie (Anything odd and whimsical) (70%)  
SHARE

**Fun summer picks from Target**

Smith & Hawken Metal Disc String Lights

Apple iPod shuffle (4th Generation) - 2GB

SPONSORED BY Like us on Facebook.

**Choose your own Adventure**

Parents.com contributing editor Cory Schumann shares her tips on how to plan an unforgettable family summer vacation.

**Travel Fun Kit**  
Keep the kids entertained on the road with a travel kit. Magnet and sticker books, favorite CDs, books on tape and peel-off stickers, can make a long ride seem shorter.

**Photography Collage**  
Assign each family member a "subject" to photograph — the people you see, buildings you visit, etc. After the trip, print out the photos and create a collage or decorate a memory book.

**Summer Camping**  
Spend the weekend outdoors. Pack a tent, sleeping bags, flashlights, a camp stove, and of course marshmallows, and enjoy an evening under the stars.

**What are you doing this summer?**

Asy Y: Swimming in the ocean (100%)  
John F.: Catching fireflies with the little ones (80%)  
Matthew: Working on my garden, hard work but worth the time (70%)  
SHARE

**Fun summer picks from Target**

Apple iPod shuffle (4th Generation) - 2GB

SPONSORED BY Like us on Facebook.

**The Inside Scoop**

Bring outside fun in with these all-weather get-together tips from contributing editor Molly Sinnott.

**Give it a Beat**  
Get the party started. Create a custom playlist to complement the party theme or to set the mood.

**Garden Elixirs**  
Bring the flavors of the garden into your drink. Serve cocktails infused with fresh juice such as Peach Bellinis, Apple Lime Coolers or Pear Rosemary Martinis.

**Power in Numbers**  
Create a different centerpiece with a row of vases. Fill several tall glass vases with blooms from your garden.

**Flower Favors**  
Say "thank you for coming" by giving guests the gift of gardening. Send each friend home with a small potted seedling.

**Have a good idea for a centerpiece?**

White (100%)  
Summer: Colorful flowers make a great idea (80%)  
Love the look: Whimsical can work with flowers from your garden (70%)  
SHARE

**Fun summer picks from Target**

Sierra Planter

SPONSORED BY Like us on Facebook.



# Mary Kay

**CHALLENGE** *How do you get Mary Kay on everyone's lips?*

- SOLUTION**
- > Hand pick 20 influential beauty bloggers to create how-to videos, write product reviews and spread the word
  - > Engage our social community by getting them to weigh in on their favorite makeup and reward them with samples
  - > Incentivize users with a trip to Hollywood and makeover sweeps
  - > Amplify the message with print and mobile





Follow Mary Kay  
Find an Independent Beauty  
Consultant

Playlists

CHANNEL: MARY KAY FALL TRENDS  
PLAYLIST: MARY KAY COMPACT

Create countless looks  
with one smart refillable  
compact.

Find your way to beautiful at Marykay.com or  
with your Independent Beauty Consultant.

Watch Ad



MARY KAY - Catalog

Playlists:



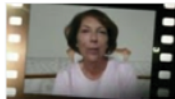
A Mom in Red High Heels



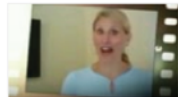
Beautiful Makeup Search



Beautizine



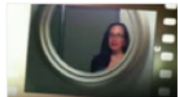
Beauty 411



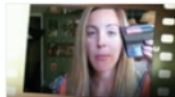
Beauty and Bedlam



Beauty Fashion Tech



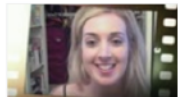
Bon Bon Rose Girls



Lady and the Blog



Project Gadabout



Queen of the Quarter Life Crisis



Retro Divas Beauty



Rockin' Mama

Kiss your LIPS with moisture.

MARY KAY

Mary Kay® NouriShine Plus™ Lip Gloss

marykay.com

Rock 'n' Roll

MARY KAY

New TimeWise Repair™  
The most advanced age-fighting

*"My beauty must-haves are concealer, tinted moisturizer, and my new fave: cream blush! Oh, and mascara (OBVI) :) Thanks for the chance to win ... I LOVE Mary Kay!" — Sarah*

3,313,963  
VIDEO VIEWS  
OVERDELIVERED BY  
66%

AVG. VIDEO VIEW OVER  
2  
minutes

1.7 million  
SOCIAL MEDIA IMPRESSIONS

DIGITAL MEDIA AWARD WINNER

7x  
MORE OPT-INS