



BRING
HALLOWEEN
TO LIFE

snazarooTM
FACE AND BODY PAINT

Halloween: Preliminary Highlights



Overview

- Campaign Timings, Creatives & Assets













- Consistent Activation across Channels: Focus on Amazon & D2C



- Preliminary Results
- 

Activations & Digital Touchpoints

	<p>Parents with young children</p> <p>Halloween is yet another thing to fit into their busy schedule and when it comes to face paint they fear they won't live up to their 7-year old's expectations. This hinders their imagination and creativity, preventing them from just, 'having a go'.</p>	
	<p>Young adults</p> <p>For young adults face paint is an essential and they take it very seriously. It is a chance to show off their artistic flair and imagination and their creations are impressive.</p>	

		
<p>Both audiences</p> <p>amazon </p>	<p>Parents and children</p> <p>facebook  snazaroo WHSmith hobby craft</p>	<p>Young adults</p> <p>instagram  snazaroo</p>

Campaign timeline & key distribution channels

From September 15th: **Consideration, awareness and inspiration**

From October 1st: **Consideration and conversion**

October 15th to 31st: **Conversion focus and budget ramp up to catch key last two weeks**





Campaign creative hook: 'Bring Halloween To Life'





Activating the campaign digitally



Main banner & category/inspiration tiles to drive the Snazaroo universe



↓
Main banner showcases the campaign hook & visual theme taking into consideration both our Demographics: Parents/Kids & Adults



↓
Continue with the campaign's visual style through rectangular and square tiles that drive categories, highlight key USPs and promote our Halloween hero products





Campaign Social & Email asset examples

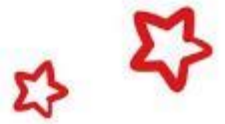


With the customer journey in mind we aimed to keep the visual style of the campaign cohesive throughout all channels. For this we used the campaigns key elements: gradient background, campaign colours and black silhouettes consistently in our social and email assets, for both the Parents/Kids & Adult demographics.





Free Downloadable Guidebook



As part of Customer Lifecycle Management (CLM), we created a free Guidebook which users can download after signing up to our email list. Using the Halloween 2021 campaign visual theme, the guidebook features 3-step face painting guides for kids & adults, face charts that users can print or use online as well as CTAs with links to our products... Blending the offline and online experience of Snazaroo!

- Web layer sign up conv. rate: 5.1% (avg. for Snazaroo is 3%)

FREE GUIDEBOOK & 15% OFF YOUR FIRST ORDER

Subscribe to download our exclusive Halloween guidebook and get 15% off your first order!

Enter Email Address

I am interested in face paint for...

Kids Adults Both

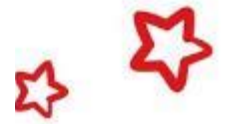
SIGN ME UP

By signing up I agree to the Snazaroo terms and conditions, privacy policy and cookie policy.





New Kids Video Tutorials



We also created new Halloween Kids tutorial videos, taking into consideration the SEO-driven face paint content gaps. These videos showcase the use of our key Halloween products, highlight easy techniques that parents can use at home to recreate these looks, in 3 easy steps.



Campaign videos: Advertising & Inspiration

In addition to tutorial videos, we also created Halloween 2021 campaign videos to use across retailer brand stores, Amazon and social media, both organically and through advertising.

The videos follow a specific storytelling flow, which allows us to really 'Bring Halloween To Life'. Here's an example of a campaign video:





EMAIL & CLM

For the period of 15th Sep – 28th Oct the traffic that is arriving to site is far more qualified than last year. Vs last year:

- Users spending **151% longer** on site
- Conversion rate up **141%**
- # orders up **91%**
- Revenue up **46%**
- **106% increase** for total subscribers

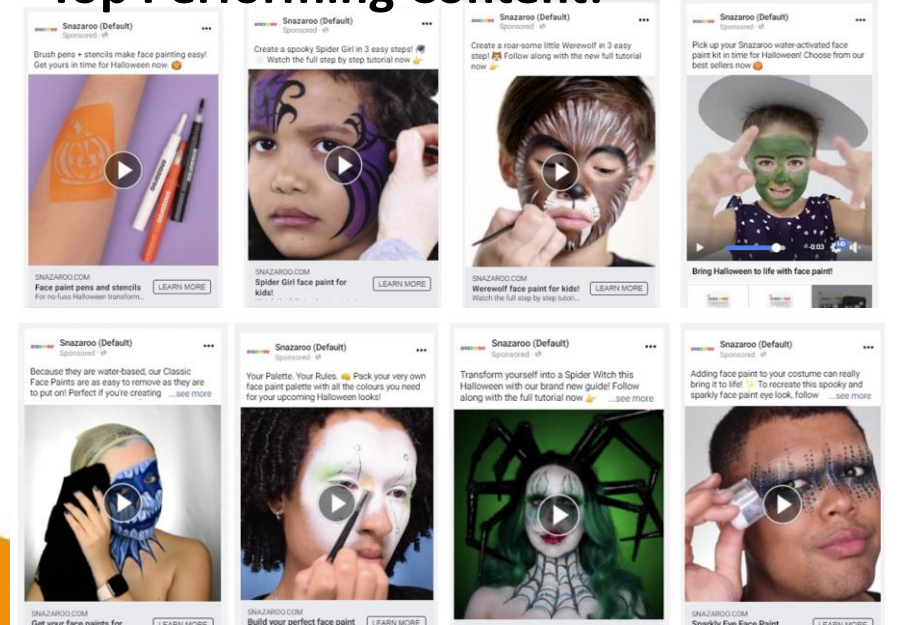
PAID SOCIAL



Paid Social activity thus far is showing impactful results, with great performance across key KPIs, showcasing that the traffic that is being generated is very qualified.

- Total Clicks **+227%**
- Avg CTR (traffic only) **+1405%**
- Avg CPC (traffic only) **-87%**

Top Performing Content:





Amazon Focus and Activation

Amazon Activations & Encouraging Results Across Geographies



UK



US



SPAIN

Optimised Amazon Images: Drive Click Through and Communicate Key USPs across our key segments



Young Adults / Face Paint Enthusiasts



Creative Parents & Kids

Optimised Product Listing Content to Drive Organic Search Rankings and Conversion

Evaluation result
10 of 10

Product Images

Number of images 7 *** 7 or more images**

Main image background white *** Main image not on a white background**

Image dimensions 1500x1481 *** Smaller side 1,000 pixels or greater**

Listing Text

Title
Character count: 200 *** 150 characters or longer**

Bullets
Number of bullets: 5 *** 5 bullets**

Description
Character count: ✓ *** Enhanced Brand Content**

Reviews & Rating

Rating 4.6 *** Rating 4.0 or above**

Reviews 8104 *** 10 or more reviews**

Snazaroo Ultimate Party Pack Face Paint Palette Kit for Kids and Adults, 8 Colours, 11pcs, Brush, Sponge, Guide, Water Based, Easily Washable, Non-Toxic, Makeup, Body Painting and Parties, for Ages 3+

Visit the Snazaroo Store
★★★★★ 8,104 ratings | 35 answered questions
Amazon's Choice for "facepaints pack"

RRP: ~~£19.99~~
Price: **£14.95** & FREE Returns
You Save: **£5.04 (25%)**

Pay ~~£14.95~~ **£0.00**: get a £40 Amazon Gift Card on approval for the Amazon Platinum Mastercard. Terms apply. Available at a lower price from other sellers that may not offer free Prime delivery.

Note: This item is eligible for **FREE Click and Collect** without a minimum order subject to availability. Details
New & Used (23) from **£14.50 & FREE Delivery**

Pattern Name: **Single**

Single	+ Face and Body Paint	+ Paint	+ Palette Kit	+ Sponge
£14.95	£25.45	£19.65	£23.40	£20.70

About this item

- Snazaroo Ultimate Party Pack Face Paint Kit gives you the ideal set for transforming you into character! This will be ideal for any occasion, making up to 50 full faces
- Easy to follow: A face painting guide that includes designs that can be achieved in 3 easy steps is included, This kit will ensure a stunning transformation every time
- Suitable for Sensitive Skin: Snazaroo face paints are specially formulated to be friendly to the most delicate skin and are fragrance free All Snazaroo face paints have been reviewed by an independent professor of dermatology and professional toxicologists

Sponsored Advertising to Drive Brand Awareness, Consideration and Conversation

snazaroo™
FACE & BODY PAINT

Bring Halloween To Life
Save up to 38% on Snazaroo >

Limited time Deal £8.35 £13.49 (38% off)	Limited time Deal £9.25 £13.49 (31% off)	Limited time Deal £8.45 £13.49 (37% off)

snazaroo™
FACE & BODY PAINT

Bring Halloween To Life
Shop Snazaroo >

Limited time Deal £9.99 £15.75 (37% off)	£5.50

Desktop

← face paint

Deliver to Gaelle - London SW6 7

prime Filters

Bring Halloween To Life
Sponsored

Shop Snazaroo >

RESULTS

Price and other details may vary based on product size and colour.

Sponsored

Snazaroo Ultimate Party Pack Face Paint Palette Kit for Kids and Adults, 8 Colours, 11pcs,...

★★★★★ 8,093

£14.95 ~~£19.99~~

Save 5% with voucher

Get it Tomorrow by 1PM

Eligible for FREE UK Delivery

Amazon App

Best Selling SKUs across Toy, Face Paint and Arts & Craft Categories

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Arts, Crafts & Sewing

<p>#1</p>  <p>Snazaroo Classic Face and Body Paint, 18.8g, Black ★★★★★ 15,651 \$4.89 - \$14.84</p>	<p>#2</p>  <p>Dress-Up-America Face Paint Crayons - With Artbook & Easy To Follow Facepainting... ★★★★★ 2,699 \$9.99 - \$12.99</p>	<p>#3</p>  <p>Gorilla Dual Temp Mini Hot Glue Gun Kit with 30 Hot Glue Sticks, (Pack of 1) ★★★★★ 22,059 \$8.59 - \$30.63</p>
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Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Toys & Games

<p>#1</p>  <p>Snazaroo Classic Face and Body Paint, Lime Green, 18 ml, Professional Water Based... ★★★★★ 435 £2.50 - £20.00</p>	<p>#2</p>  <p>Play-Doh Cash Register Toy for Kids 3 Years and Up with Fun Sounds, Play Food... ★★★★★ 1,040 £9.00 - £26.49</p>	<p>#3</p>  <p>CRAYOLA 6 Washable Kids Paint, 54-1204 ★★★★★ 9,382 £4.58</p>
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Los más vendidos de Amazon

Nuestros productos más populares respecto a ventas. Actualizado cada hora.




Los más vendidos en Pintura facial para disfraces

<p>#1</p>  <p>Snazaroo - Pintura facial y corporal, 18 ml ★★★★★ 12,229 4,78 € - 12,01 €</p>	<p>#2</p>  <p>Snazaroo- Pintura facial blanco payaso, Color, 250 ml (Color: 1198210) ★★★★★ 3,441 6,51 € - 14,33 €</p>	<p>#3</p>  <p>Snazaroo Ultimate Party Pack - Set de Maquillaje de Fiesta ★★★★★ 7,808 19,98 € - 22,22 €</p>	<p>#4</p>  <p>Snazaroo - Set de 3 rotuladores de maquillaje fantasma, color rosa, violeta, plata - color... ★★★★★ 500 7,87 € - 19,09 €</p>
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Les meilleures ventes

Nos produits les plus populaires selon les ventes. Mises à jour chaque heure.

Les meilleures ventes en Accessoires de déguisement

<p>#1</p>  <p>Snazaroo Maquillage Pot de 50 ml de Maquillage Blanc de Clown ★★★★★ 3,403 7,27 € - 32,70 €</p>	<p>#2</p>  <p>Snazaroo - 1198170 - Maquillage - Gel Effet Spécial Sang Foncé - Flacon de 50 ml, Rouge ★★★★★ 964 5,49 €</p>	<p>#3</p>  <p>KOH King of Halloween Latex liquide Pour créer une peau synthétique, un maquillage... ★★★★★ 886 11,97 €</p>
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Amazon 3P Test & Learn



Roll over image to zoom in

ASIN	Product Name	Units Sold YTD	Product Sales YTD
B099FDQWDR	Animal World Palette Kit	121	£1,538.88
B099FCGPTX	Unicorns Palette Kit	102	£1,270.10
B099FCBVVD	Dragons Palette Kit	80	£1,013.45
B099FGH67N	Halloween Palette Kit	1622	£21,896.19
B00BOR256U	Princess Gift Set	34	£679.78
B00AQS0GJQ	Custom Palette	72	£2,231.28
		2031	£28,629.68

- **£28k total retail sales**
- **2031 units sold across kits and palettes and sets**
- **Huge success of the Halloween kits: 1622 kits sold and sold out on 28.10.**
- **4 star ratings on Amazon for Kits**



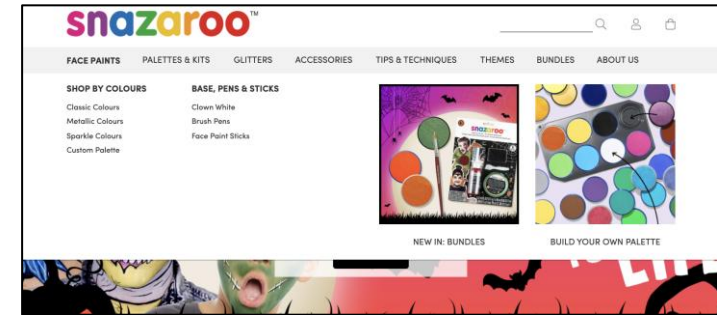
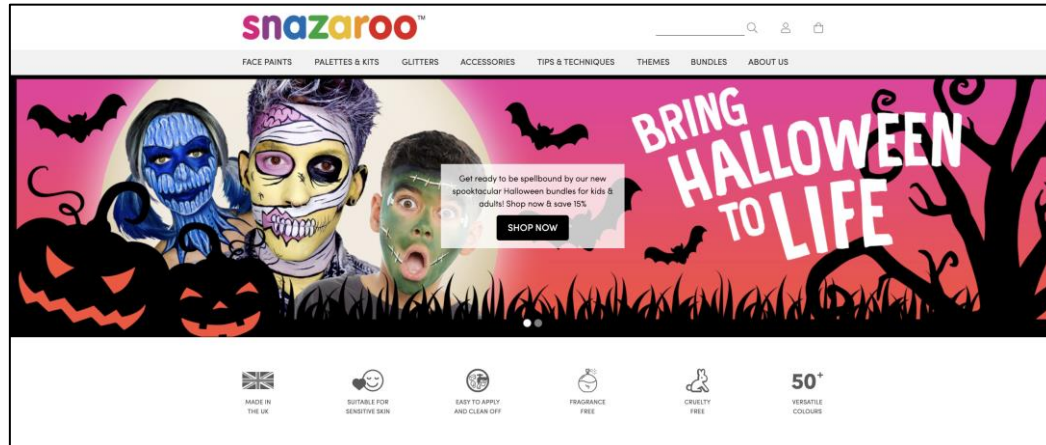
Direct to Consumer: Snazaroo Brand Site Activation



Snazaroo Website



Presence of consistency in campaign visuals throughout the site on homepage, new navigation bar, bundles landing page



HALLOWEEN KITS BUNDLE

£29.11



HALLOWEEN BUNDLE - ADULTS

£28.22



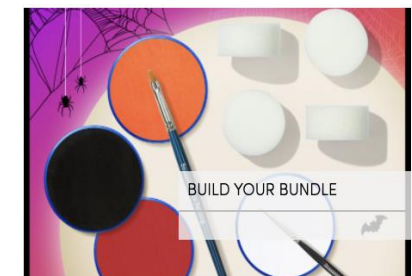
BIO GLITTER BUNDLE

£22.83



CLASSIC BUNDLE

£25.19



UK E-Com Halloween Activities

Back

#FeelgoodFriday

Free Halloween face paint kit from Snazaroo

This #FeelgoodFriday it's time to get creative, with a free Halloween Face Paint Kit (worth £13.49) from Snazaroo, when you pay postage of £3.50.

Create up to 50 little characters, from haunted monsters and spooky zombies to wicked witches and enchanted pumpkins. Includes 8 face paint colours, a brush, sponge and an easy step-by-step guide. All the paints are cruelty free, fragrance free, suitable for sensitive skin, and easy to clean off.

What you need to know

- Free Snazaroo Halloween Face Paint Kit (RRP £13.49) when you pay £3.50 postage
- One code per user

[Claim now](#)

[Terms and Conditions](#) +

Vodafone Campaign

snazaroo

Get ready for the spookiest night of the year with 15% OFF

Use Code: SPOOKY15

Explore the Halloween Ranges

Face Paint Kits
With a selection of our most popular and a handy how-to guide, the kit has everything you'll need to create your own character that each reader!

Special Kits
Try out our special range with an interactive and easy-to-use, step-by-step guide to create your own character that each reader!

Face Paint Kits
With a selection of our most popular and a handy how-to guide, the kit has everything you'll need to create your own character that each reader!

Discover your Halloween Costume this year...

[Shop Now](#)

Email Campaign

snazaroo Sponsored

FREE UK Next Day Delivery on all Facepaint orders over £20 or more. Need a last-minute Halloween look? Use code NEXTDAY to redeem your Halloween supplies it's never too late! Offer ends 28th October so don't miss out...

FREE NEXT DAY DELIVERY

SNAZAROO.COM
Free Next Day Delivery
Orders over £20 or more

[SHOP NOW](#)

Like Comment Share

Paid Ads on FB IG and Google

Promotions

- Early Halloween Sale Access 27th - 3rd Oct
- Vodafone Very Me Halloween Campaign 15th Oct
- New Halloween Bundles Offers 19th – 31st Oct
- Free Next Day Delivery in UK Mainland 21st – 28th Oct

Top Sales Driving CLM Activities:

- CLM welcome offer, Cart Recovery, Halloween Welcome, Kit Spotlight, 15% off promo

Traffic Driving:

- SEO, Paid Social and Paid Search (Google)

97K

Total Site Visits

6.5%

Conversion Rate

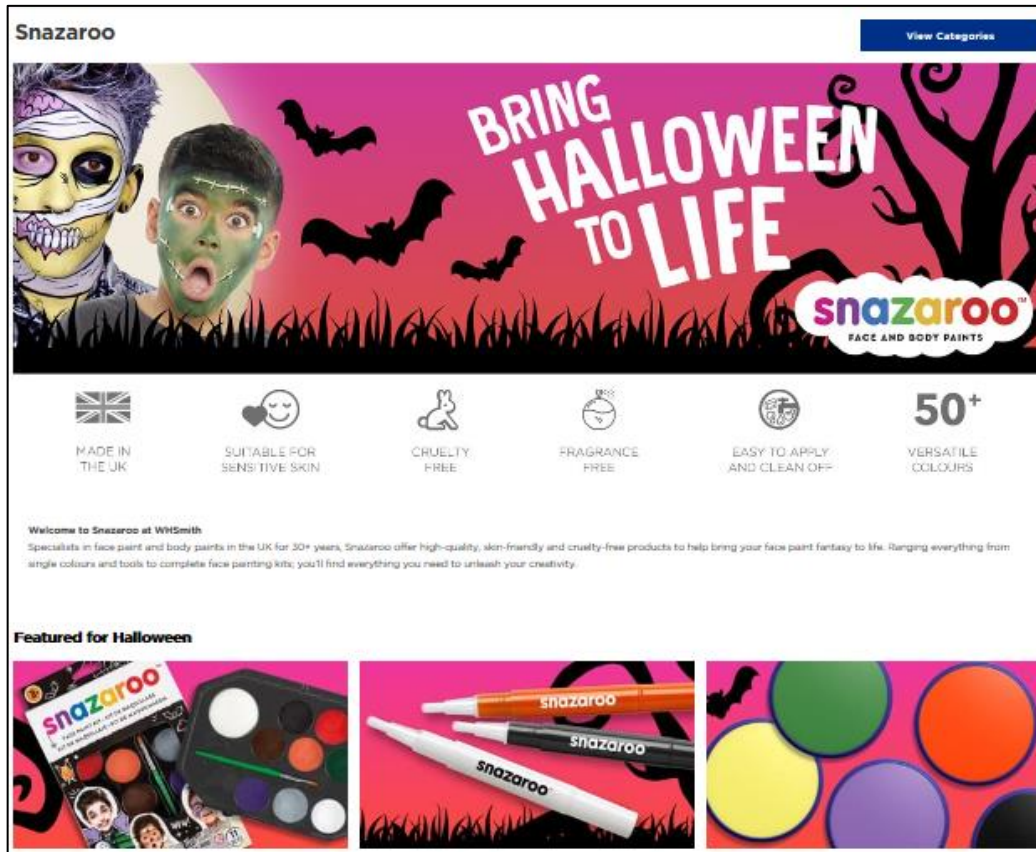
+107%

Sales Increase

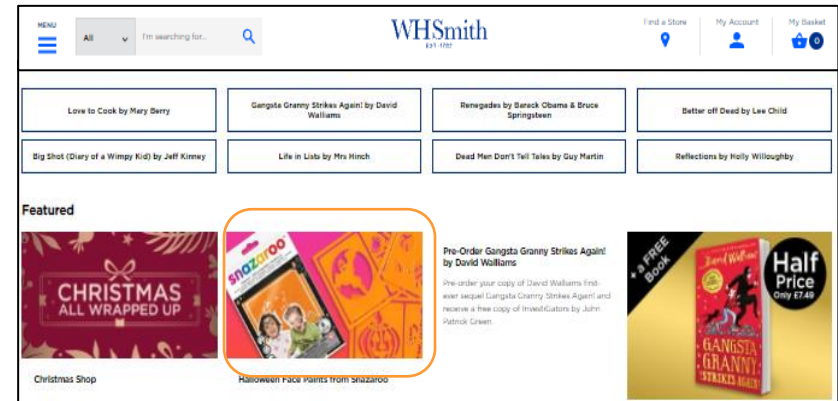
1,022

Total Orders

Retail Activations



Brand Page



Homepage Banner



Youtube Tutorial



Instagram

Retail Activations

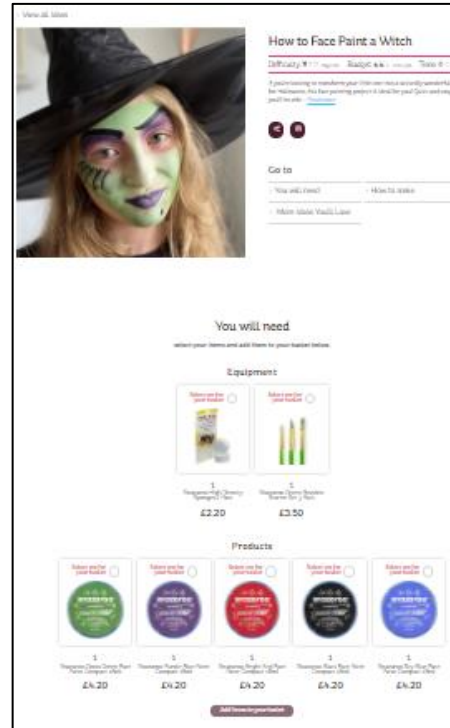


Snazaroo

Snazaroo face paint is used the world over. Their range is great for kids and for every theme, there's even a Snazaroo face painting kit to match! From Halloween face painting, summer fetes to World Cup football, start creating your very own designs today!



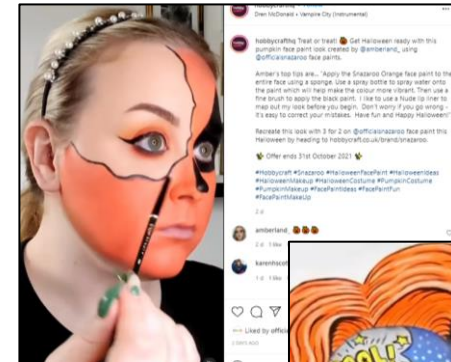
Brand Page



"Ideas" Blog



Video Tutorial



Instagram





Preliminary Results: Sales (29.10 YTD)


Overall Sales (exc. DTC)

- **£1.62 Mn** globally in September & October → **+47%** over Sept/Oct 2020

Amazon – Net Sales

- **£691k** globally in September & October
→ **+63%** over Sept/Oct 2020 and **+5%** vs 2019
- **£407k** on Amazon.co.uk alone in September & October
→ **+652%** over Sept/Oct 2020 and **+ 51%** over 2019
- **£28k** Retail Sales from Amazon UK 3P account
- Outlook for the full year: **£1,016k** (excl.3P) →
+£320k vs 2020 and **+£274k** vs FC1 (**59%** of the revenue is from the UK)

D2C Sales

- **£28k** sales from 15.09 till 28.10 (excluding Vodaphone)
 - **£52k** sales from Vodaphone VeryMe Halloween Collaboration
- 

A Halloween-themed graphic with a dark blue and purple gradient background. A large, glowing yellow full moon is in the upper left. Several black bat silhouettes are flying across the sky. In the foreground, there are silhouettes of a tombstone with a cross, several hands reaching up from the ground, and three glowing jack-o'-lanterns. A gnarled tree silhouette is on the right. The text "HAPPY HALLOWEEN!" is written in large, white, bold, sans-serif capital letters in the center.

**HAPPY
HALLOWEEN!**