

snazaroo™

FACE & BODY PAINT

Snazaroo Townhall

Sept 22





Jenny O'Brien
Snr Regulatory & H&S
manager



Amelia Betivu
- Channel
Specialist



Christina
Zisopoulou
Digital Specialist



Luiza Sandru
Channel Specialist



Cris Cosgrave
NPD lead



Josh Hart
Head of Digital
Strategy

snazaroo™



Dan Sugre
Channel Director

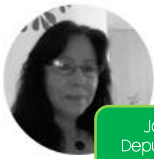


Martin Waller
UK Trade
Marketing
Manager

Stuart Yemm
Shopper
Marketing



Natasa
Ferenczova
NPD PM



Jane Grier
Deputy General
Manager



Adrian Ryan
General Manager



Sal Marshall
Global Brand Director



Laura Bruder
Product Manager



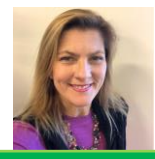
Francheska Liberman
Comm's Manager



Mathilde Monnerie
International Marketing
Manager



Astrid Everaard
NE Marketing



Jeannie Brede
NA Marketing



Lucy Franklin
Office Manager



Paula
SE Marketing



Felicity Hullah
Commercial
Finance Manager



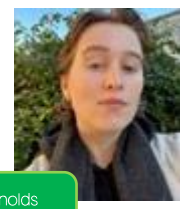
Brad
Pironciak
Ecom
Manager



Anthony Taylor
Commercial
Director UK



Gaynor Smith
Company
Accountant



Eve Reynolds
Digital Specialist



Nolwenn Nguyen
SE Marketing Manager



Ajita
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Bowen Lee
Ecom Specialist

Lawrence Hutchison
Global Head of
Packaging



Dave
Gibbs Accounts
Assistance



Jeanette Bullock
Admin Assistant



Jatin Kuckreja
Global Insights
Director



Ros Fetnaci
Snr Project
Manager

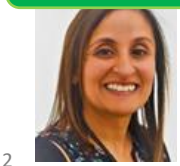
Kevin Lee
Global Ecom
Director



Sarwar
Zaman
General Counsel



Elise Barbot
PI&FC Manager



Harsa Beagley
HR Director - UK



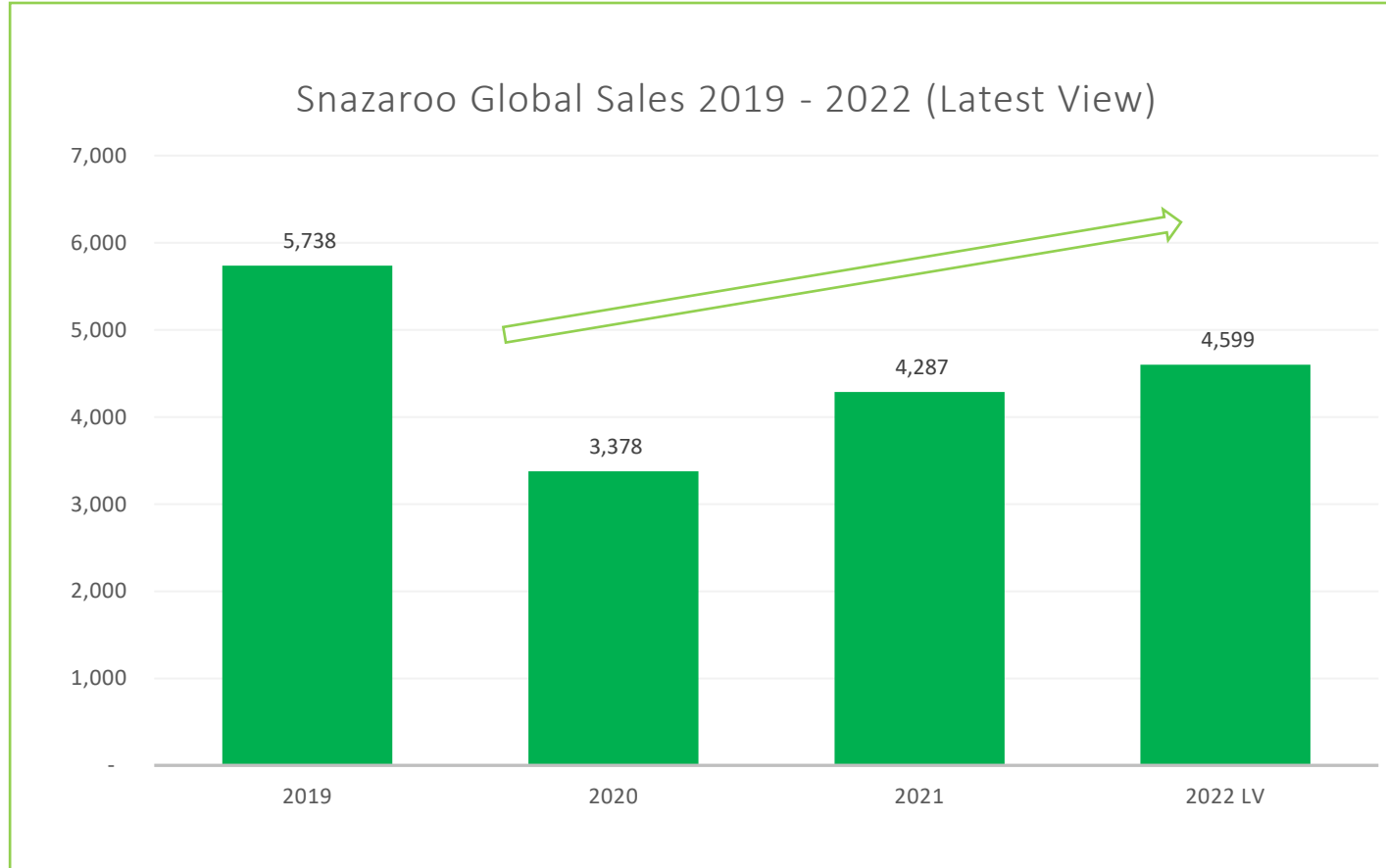
Ola Kmiec
European Ecom
Coordinator



Justin Shehata
Global Artworker



Post Covid Upsurge thanks for all the hard work



- Category disappearance during covid has been slowly returning.
- Sales uplift YOY showing a return due to all the hard work from all the teams involved.



YTD Total NS +16% v's FC1

YTD Total NS +33% v's PY

Macro Trends – The Kids Are Now In Charge

Kids from 5 YO have buying power and access/ permission to RTM. Children get technology devices from a young age *



Kids as young as 5 are now creators of content not just users *



‘87% of parents say that their kids influence their purchase decision’*



56% of parents involve their kids when comparing prices and availability. **



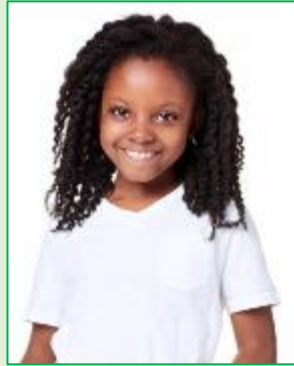
<10 Kids are digital natives

Target Audience <10's



Talk to me in colour & exciting imagery

Hi I'm Mia,
yesterday I was a butterfly flying around everywhere and hiding in the garden bushes, today I want to roar and be a seahorse.



I am Influenced by;

- Friends & Family
- The digital eco system - Cartoons/YT/ TT / superheros

I am a digital native



I like animals and animations



Facepaint competes against Toys & entertainment



-Strategic Direction-

Group Purpose – To inspire every artist in the world

More value out of doing less

Delivers Brand growth

Brand Vision
To get a kit in every household with a child <10 (Europe & US)

SNZ Ambition £10m NS by 2028 with +30% GM%

Recruit, Recruit, Recruit

1. Brand Awareness

2. Brand Accessibility



Increase year round presence – to recruit HH with kids <10 through different occasions

Excite
Activate by looking through the eyes of children

Market Expansion
Increase presence in selective markets





THROUGH THE EYES OF A CHILD

FUN



ADVENTUROUS



CHEEKY



FRIENDLY



PLAYFUL



OPTIMISTIC



COLOURFUL



QUIRKY



CURIOUS



Brand Calendar YTG – It’s all about Halloween ...

COMMS 2023 TOP LINE CALENDAR											
Q1			Q2			Q3			Q4		
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

Comms

NPD



Halloween comms

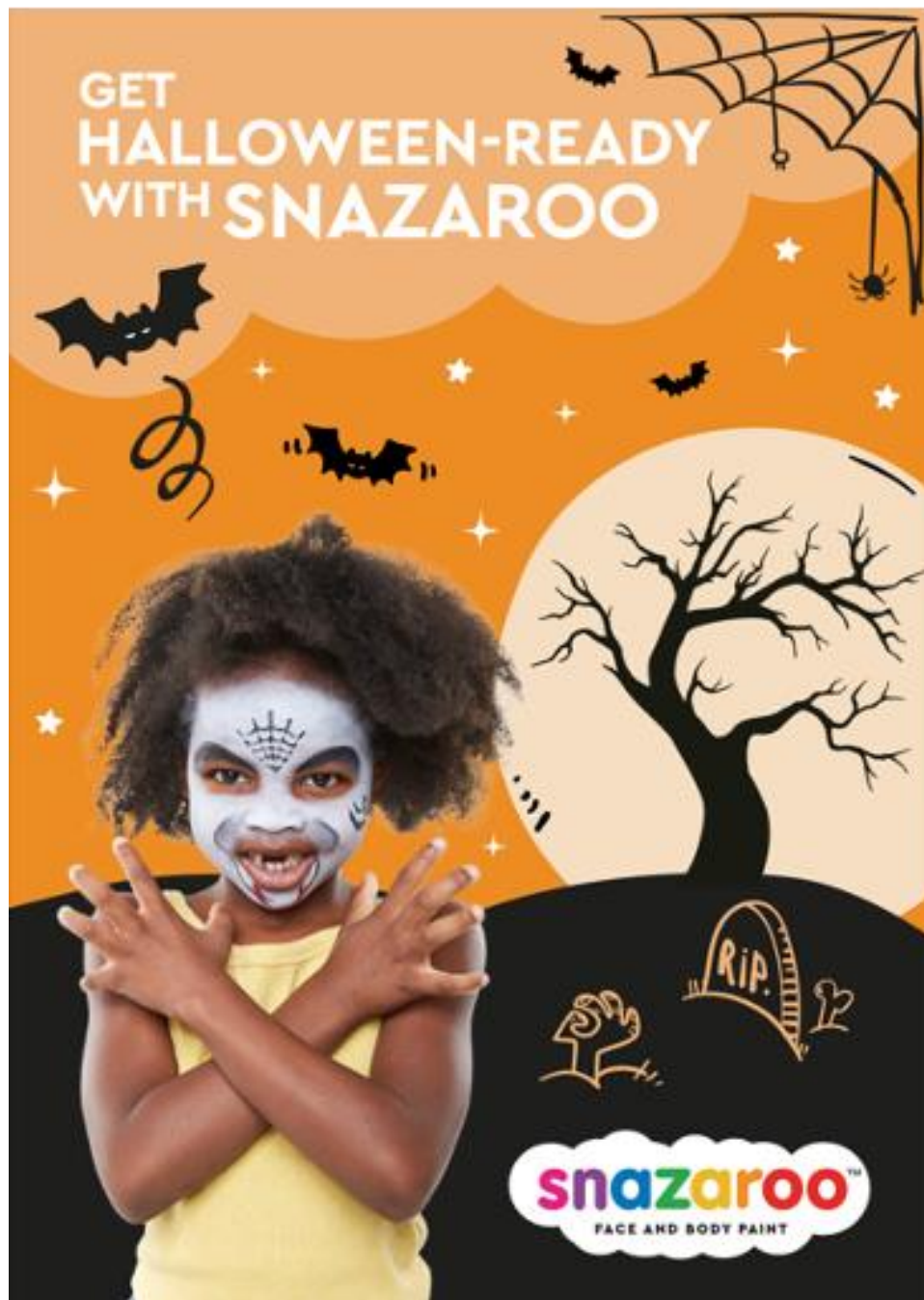


Halloween hang packs

World Cup

Giftng

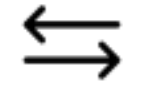
Halloween





KIDS FOCUSED CONTENT

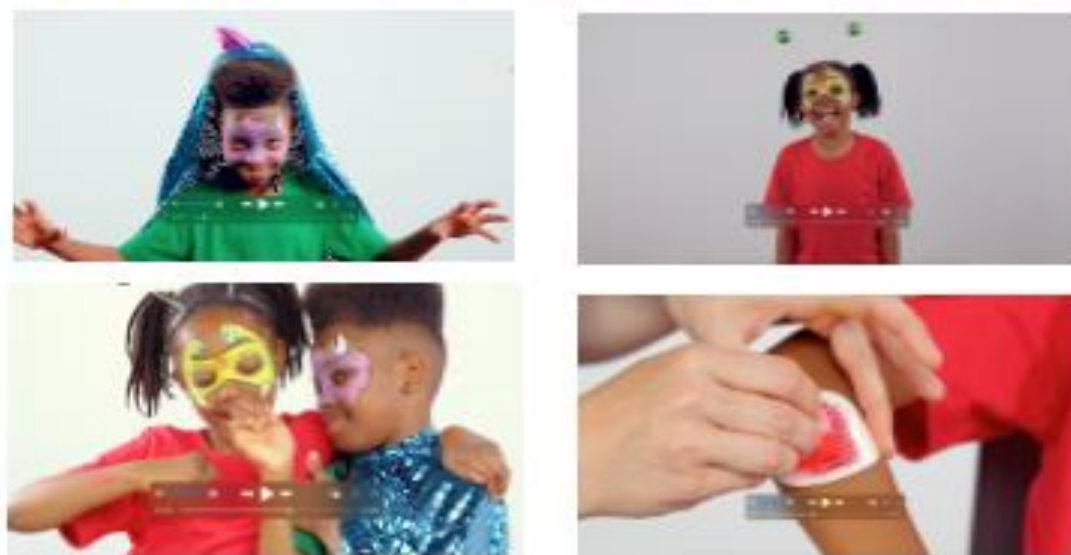
YOUNG ADULT FOCUSED CONTENT



NEW VIDEOS, GIFS & IMAGES FEATURING HALLOWEEN HERO PRODUCTS



NEW KIDS VIDEO TUTORIALS FOR THE NEW D2C HANGPACK NPDs



NEW KIDS TUTORIALS WITH AIM TO CLOSE CONTENT GAPS



NEW YOUNG ADULTS 'TRENDY' & EVERGREEN TUTORIALS





KIDS/PARENTS
HERO PRODUCTS

Bringing to our life our Kids/Parents Halloween hero products through
'Halloween family fun with Snazaroo' content



YOUNG ADULTS
HERO PRODUCTS

Bringing to our life our Young Adults Halloween hero products through
trending & evergreen Halloween looks content



2022



Objective:

- Tactical, strategic, improving DEI

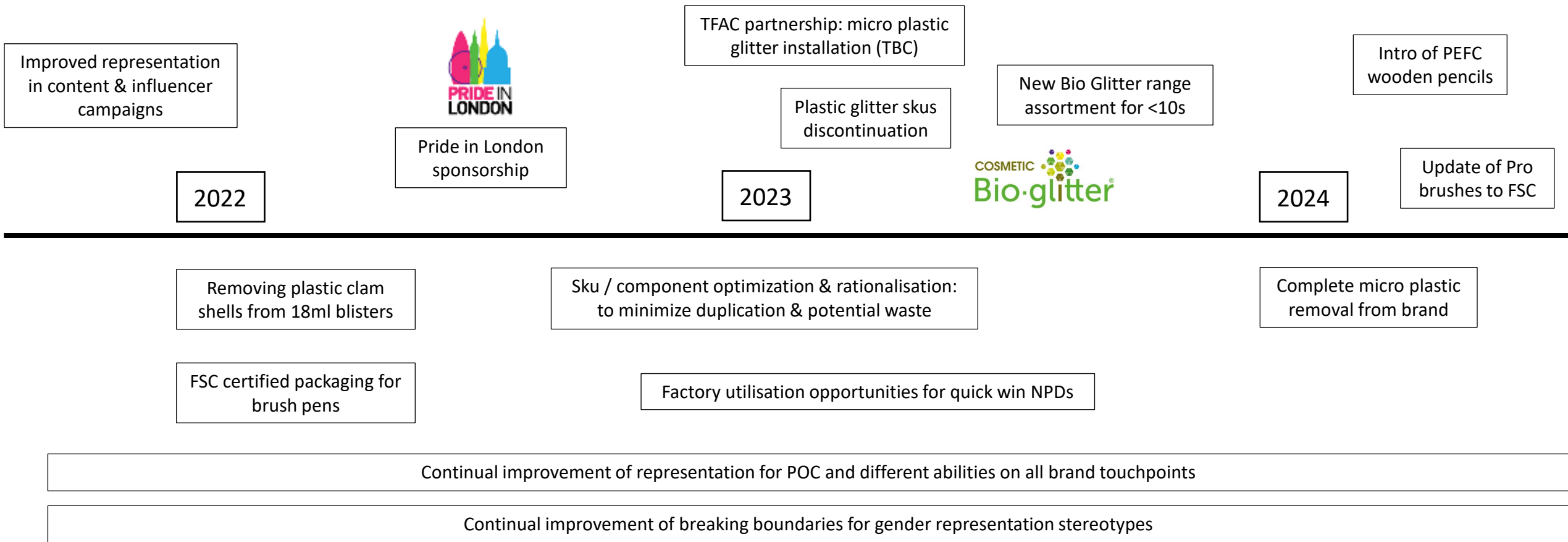
2023



Objective(s):

- A kit in every household, targeting <10s
- Channel management (ecom focus)
 - Licensing partnerships
 - Factory utilisation
- Continuing to improve sustainability & DEI

SUSTAINABILITY & DEI



Summary

Summary = YTD NS +16% v FC1 and GM% +3% v FC1



Strong Halloween Plans

Two asks 1) share your Halloween photos on the intranet 2) get involved if you have an <10

APPENDIX

Positioning statement (holding statement for 2023)



We are colourful, quirky, and fun. We see the world through the eyes of a child, in colour and excitement. We understand that the rock on the lawn is now a space shuttle, and the bin is the dragon's lair, whereas the flower bed is where the lady bird and the princess' throne is found.

We want every <10 to use their natural energy & the colour of Snazaroo, to bring the make believe alive, in a safe and friendly way. We don't take life too seriously, as we have been the child's imaginary friend since 1989 and are proud to be colourful and curious.

