

Cutex Perfect 10 Hand Model Search



- **Objective:** Launch new Cutex Essential Care Nail Polish Remover Pads with fun contest for consumers
- **Strategy:** Created the “Cutex Perfect 10 National Hand Model Search” to help launch new products and garner coverage beyond traditional beauty media (including newspapers who don’t usually cover beauty products, and TV, which would never cover nail polish removers) *and* during times of the year when magazines don’t typically cover nail care:
 - ***Partnered with unique modeling agency specializing in parts modeling only -- president of agency and her parts models became campaign spokespersons and gave Cutex a unique voice for TV***
 - ***Held national kick-off event for NYC-area residents to enter in person; combined this “open call” with a beauty media event to launch products and contest in front of beauty editors***
 - ***Announced contest and products to beauty/lifestyle editors and TV producers nationwide***
 - ***Offered successful parts models for TV interviews***

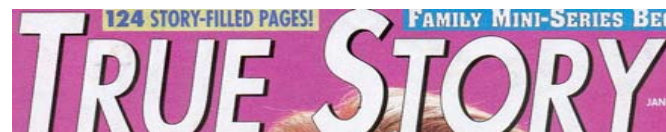


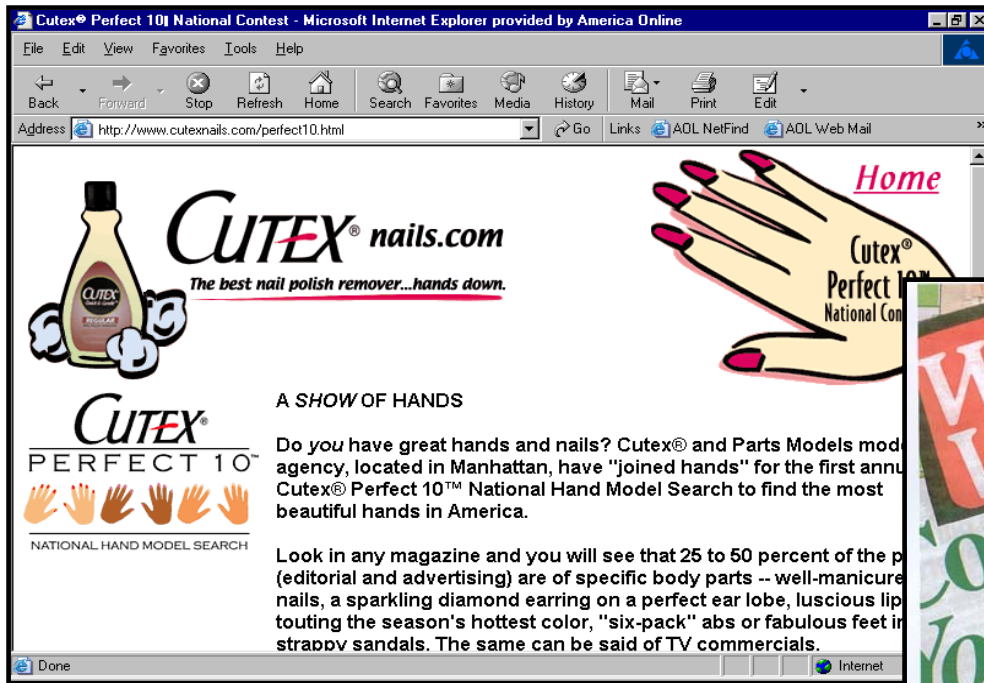
Results:

Both Cutex contest and products were mentioned in numerous magazines and TV outlets following the launch, resulting in hundreds of thousands of Web hits from women and 110,000+ women who signed up for the online **Cutex Cotton Club**; Fox News Channel (among other TV stations) covered the open call event with a four-minute segment on *Fox Magazine* TV show.

RL&A ran the contest again the next year to help support the launch of new Cutex Essential Care Liquid; garnered significant product and contest coverage for the brand for 12 months of the year, including many newspaper articles and outlets that normally wouldn't cover a beauty product.

Sample Cutex Contest/Product Media Results:





Woman's World is top-selling magazine at Wal-Mart and drove huge amount of Cutex Web traffic



RL & A