

# CoverGirl – Engaging A-List Talent for Successful Launch Announcement



COVERGIRL



## Challenge

- Generate high volume buzz and media coverage announcing Drew Barrymore as newest CoverGirl spokesmodel
  - ...with limited access to Drew for PR

## Insights

- Need to overcome “so what” factor of announcing A-list talent and beauty brand partnerships

## Strategies

- Engaged Drew’s interest in PR and upped her media appeal by creating role as Co-Creative Director for her first CoverGirl ads
  - Drew owns Flower Film Productions and has passion for directing
- Announcement via LA press conference, one-on-ones with top tier media, release of b-roll from first ad shoot
  - Heavy consumer engagement in-market, online

## Success

- Announcement broke with *Associated Press* exclusive, ensuring widespread coverage – 360 million impressions via 860+ placements
- Additional coverage in key national outlets *WWD*, *US Weekly*, *L.A. Times*, *CNN*, *Access Hollywood*, *People*

