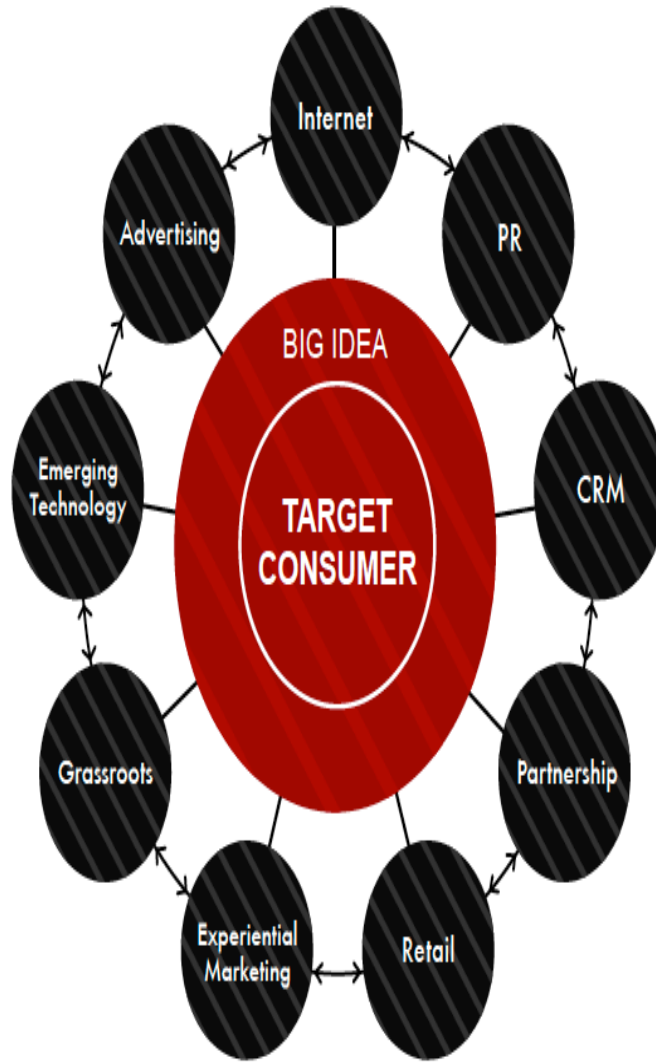


Raymond A. Nadeau

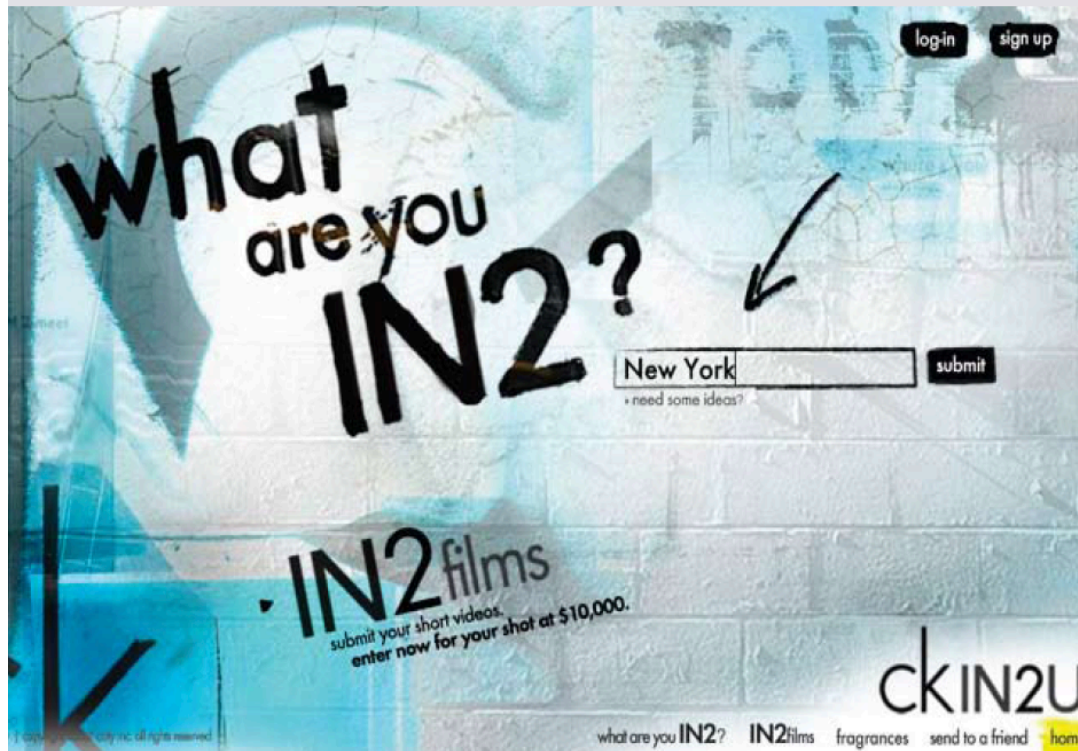
Living Media Strategy

Digital Portfolio

MISSION STATEMENT



The Living Media model centers on a Big Idea that expresses a unique emotional connection to the target consumer. From this Big Idea, each concept activates traditional and nontraditional touch-points through a fully integrated plan.



THE BIG IDEA

What are you IN2? Our target lives in a world of 'Active Expression'...they connect with each other through the 90MM friends on MySpace, the 100MM video streams a day on YouTube, the billions of Blog postings. They share their lives freely with the world through the pages of the Internet.



SOCIAL NETWORKING

Enable CK enthusiasts to tell us Whattheyarein2 and connect with others who share similar interests

CKIN2U FILMS

Enable up and coming directors and consumers to answer the question whatareyouin2? in film

OOH MEDIA

Digital billboards allowed consumer to text to screen Whattheyarein2

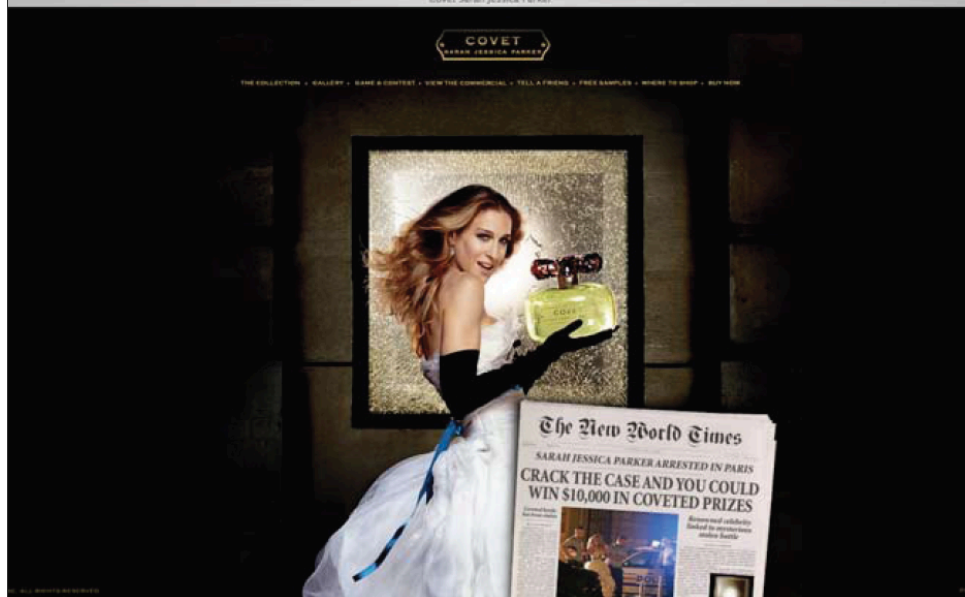
RESULTS

1.1 MM site visits

14K+ registered users

COVET BY SARAH JESSICA PARKER

Covet Sarah Jessica Parker



THE BIG IDEA

A rare bottle of fragrance is stolen from a Paris store. The international celebrity, Sarah Jessica Parker is found and arrested at the scene.

Sarah's proclamation of innocence spreads through the online community.

Fans and followers across the globe set out to find the missing bottle. Following clues from the investigation, the online community bans together to solve the crime, find the missing bottle and free Sarah Jessica Parker.

THE CASE OF THE COVETED BOTTLE



PHASE #1: SETS THE SCENE FOR THE CRIME

Outlines the crime and establishes the characters

Crime scene photos, police journal/notes, interview with SJP

PHASE #2: DIG DEEPER INTO THE MYSTERY

Earn points to receive free gifts by collecting clues

- Daily clues (90 days)
- Mapping techniques to hone in on the missing bottle
- Interview witnesses
- Check out other guesses

PHASE #3: THE GRAND FINALE

Press event with SJP at Macy's Herald Square

Contest winner who solved the crime is flown to New York via private plane and escorted with motorcade to Macy's

VERA WANG PRINCESS: WHAT KIND OF PRINCESS ARE YOU?



THE BIG IDEA

Partner with award-winning illustrator and writer of the definitive Princess book, 'Princess – You Know Who You Are' to engage consumers, asking them to choose their kind of princess.

Using visual cues and questions to walk the user through real-life scenarios – the decisions they make ultimately define their Princess alter-ego.



DEFINE YOUR PRINCESS INTERACTIVE

Partnership with award-winning illustrator of 'Princess- You Know Who You Are'

Define your princess journey/interactive quiz

Free sample request and product info

Behind the scenes of the Princess shoot, including Q&A with model Camilla Belle

MYSPACE

Consumers share what other kinds of princesses they are (e.g. goth, heavy metal)

Viral assets include wallpapers, Princess 'micro-movies' and Frog icons (Instant win component)

RESULTS

4.9 MM+ visitors per year, 25K+ sessions per day

105K database additions

44K friends on My Space

77% visitors to "Begin Your Regain" main page completed experience

500K quizzes completed since launch

Integrated strategy (1/3 new media) resulted in most successful Coty launch

RIMMEL U: U EMPOWER(S) U



THE BIG IDEA

Rimmel U sparks a trend for the masses by first connecting to underground subcultures and emerging artists through their outlets of self-expression-music, fashion, art-and tapping their creativity and community to spread the word about the next evolution in makeup.



SPONSORED ARTISTS

5 emerging artists in makeup, music and fashion
engage consumers at their own events and online

U MYSPACE PAGE

U artist-designed online hub with viral content, event
schedule, product information and promotions

U MAKEUP ARTISTS

Over 650 events at consumer relevant locations
(schools, salons, etc.) and retail

Tap local influencers to spread word with product
and premiums

RIMMEL U LOOKS

Print creative scrapbook layout showing consumer lifestyle
and attitude that accompanies the look

RESULTS

1 MM visits to Rimmellondon.com with 100K + digital makeovers

350K MySpace visits at launch

100K + plays Rimmel U music

8K + MySpace friends

3,600 + makeover events

RIMMEL LONDON BUS



THE BIG IDEA

Envelope consumers in London style — transport them through beauty, music, and iconography. The Rimmel Bus brings the “London Look” to the U.S. consumer at over 600 Wal-Mart events, inspiring brand affinity and driving purchase.

**LIVE MAKEOVERS**

Highly trained make-up artists give makeovers and personalized recommendations on Rimmel products

LONDON LOUNGE

DJ spinning new music straight from London in the upstairs lounge

VIRTUAL MAKEOVERS

Interactive stations with custom software to virtually apply makeup to digital photo

Participants are provided with a color print of their digital makeover and a customized shopping list (data capture)

RESULTS

Avg. event week sales lift: 35%

Top event week sales lift: 110

Top 4-weeks post-event lift: 39%

Maintained double-digit sales lift remainder of the year

LIVING MEDIA: THE PHILOSOPHY

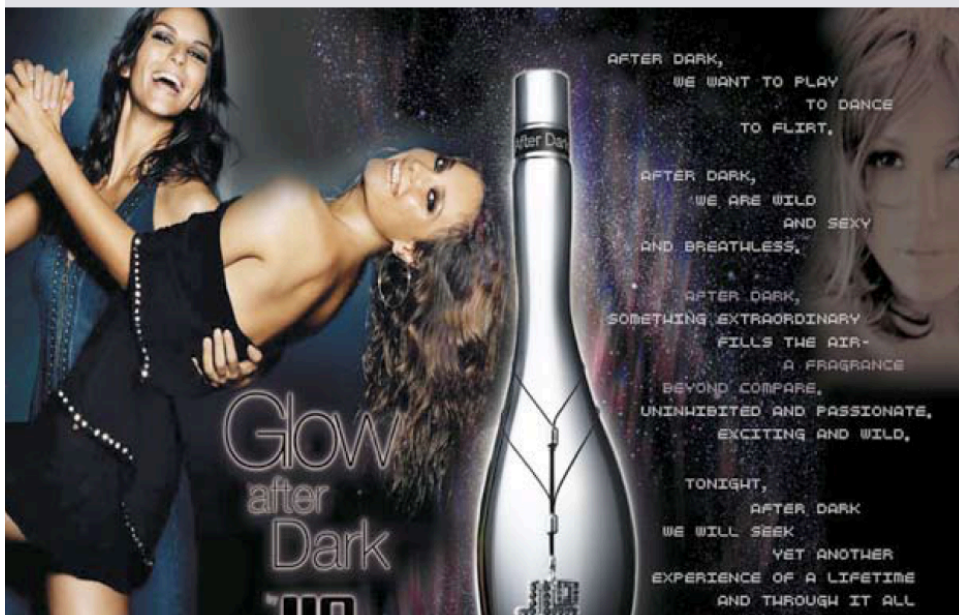


It's about an emotional connection.
Almost like a first date,
Making the effort to listen and understand.
Then share your own relevant story.
Insincerity won't get you past the front door.

Start a real dialogue.
Span the gap, surround, and engage consumers
on their own terms.
Invest in the relationship and continue the conversation.
Take it to the next level.

We must genuinely, actively become a part of their lives,
their aspirations, their worldview.
Surprise and delight them.
Only then, will we be invited inside.

GLOW AFTER DARK BY JLO



THE BIG IDEA

Share all of your wild, sexy and breathless “After Dark” secrets with the world.

Audition to become one of the five Glow Girl hosts of “The Glow After Dark Show” and we’ll give you an interactive platform — part reality show, part soap opera, part docu-drama — to share all of your After Dark style secrets with the world.

Join us, After Dark, when everything goes dark...

THE JLO GLOW AFTER DARK SHOW



NATIONAL CALLOUT

Video Auditions: Select retailers and online at www.jenniferlopezbeauty.com

Glow Girl winners' and top 25 entrants' audition tapes posted online

GLOW GIRL WINNER ADVENTURE

Week One: "Meet and greet" activities

- Meet JLO brand representatives, our writers and producers
- Nights on the town, bonding activities

Week Two: Preliminary show launch prep

- Follow Glow Girls in clubs, retail, restaurants & bar, and in their rooms
- Filmed, scripted, and facilitated by lifestyle editor

RESULTS

614K visits in 3 months to GAD Show

108K+ votes cast

98K+ database registrations

16K registered MySpace friends

10.5 MM minutes of engagement

Macy's West Audition Event ranking moved from #21-#2, and sales from \$51K - \$96K

week

DAISY BY MARC JACOBS

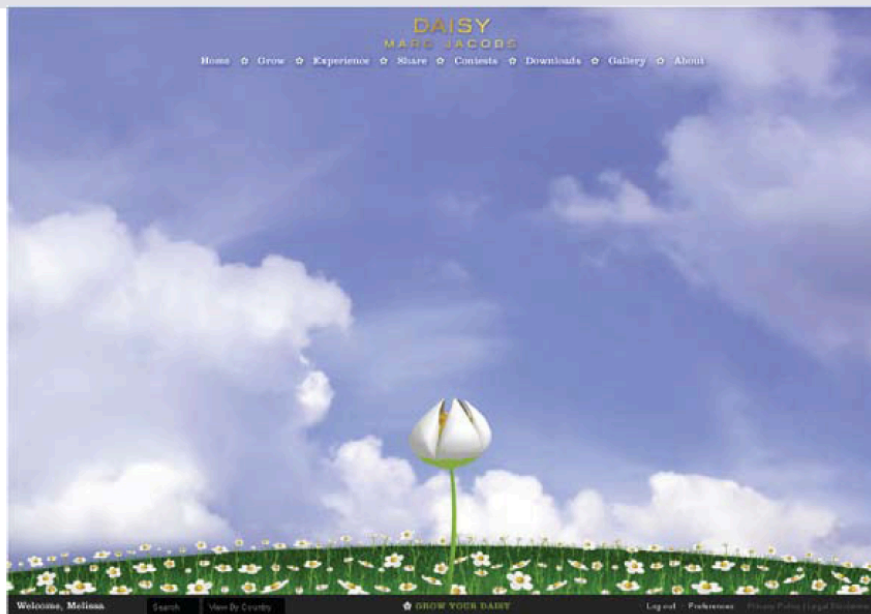


THE BIG IDEA

The Secret Garden invites consumers into the world of Daisy to discover the fragrance and uncover unexpected treats.

Each consumer can contribute to the garden by planting their own daisy message and helping it grow by connecting other consumers.

DAISY SECRET GARDEN



SOCIAL NETWORKING

Create daisy that represents consumer to interact with other "daisies" across the globe

DIGITAL EXPERIENCE

Online game components

Daisy growth dependent on time spent engaging site

RESULTS

550K global visits at launch (3 months)

Industry recognition from Adobe and the FWA (site of the day)



THE BIG IDEA

You're invited...to drench yourself in L...to enter Gwen's imagination and experience for yourself her fascinating world and her inspirations and surprises...

Join the fun at a surrealistic pool party to celebrate the launch of L, the embodiment of Gwen in a fragrance.

So explore, discover, play...let the party transform you...and when you leave, take the party with you.

You are now in to L.



ENTER L

World of Gwen Stefani's vibrant color palette, turquoise, gold, rastafarian colors, etc.

Sign Guest Book in the cabana

POOLSIDE

Surprise and delight animation as the cursor rolls over select objects

Party Favors: Instant win discovery of digital assets and LAMB fashion

GWEN'S PURSE

Intimate exploration of Gwen's purse, wallet photos, fashion sketch book, phone (ringtone download), etc.

STF virtual postcards

UNLOCK THE FRAGRANCE

Product and retail info

Behind-the-scenes at Gwen's photo shoot

Raymond A. Nadeau

- Copywriter
- Creative Director
- Trans-media Expertise
- Author: Living Brands, Collaboration + Innovation = Customer Fascination
- www.raymondnadeau.com or
- www.livingbrandslivingmedia.com
- rnadeau@nyc.rr.com 212 737 2018