

A close-up portrait of a woman with dark hair and bangs, wearing bright yellow eyeshadow, purple eye makeup, and red lipstick. The background is a vibrant, abstract mix of pink, purple, and blue. In the bottom left, a red Avon lipstick tube is partially visible.

AVON

x
Oxygen

COLOR UP

YOUR
SUMMER LOOK

Support Materials



AVON

Shuffled version of main asset, song with Irina Rimes ([link](#))



Shuffled version of main asset, song with Irina Rimes



Irina Rimes x AVON – Dulce amară / shuffled



Irina Rim...
787K...



Subscribed ▾



1.3K



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62K views 2 months ago #IrinaRimes

Versiunea asta de clip nu e una standard, ci una amestecata. Daca ghiciti ordinea, va asteapta o surpriza la AVON pe site ❤️

...more



COLOR-up your summer look cu AVON și Irina Rimes!



Avon Space
24.7K subscribers

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825



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50,947 views Jul 9, 2024

Găsește ordinea corectă a melodiei jucându-te cu tastele de la 9 la 0 în varianta desktop sau accesând capitolele, în varianta mobile. Apoi intra pe AVON.ro și deblochează-ți reducerea de 15% la orice achiziție introducând codul creat!

Regulament disponibil pe: <https://www.avon.ro/regulament-concurs>

AVON

Final version of main asset, song with Irina Rimes ([link](#))



Final version of main asset, song with Irina Rimes



Color Up your Summer with AVON x Irina Rimes



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👍 3.1K



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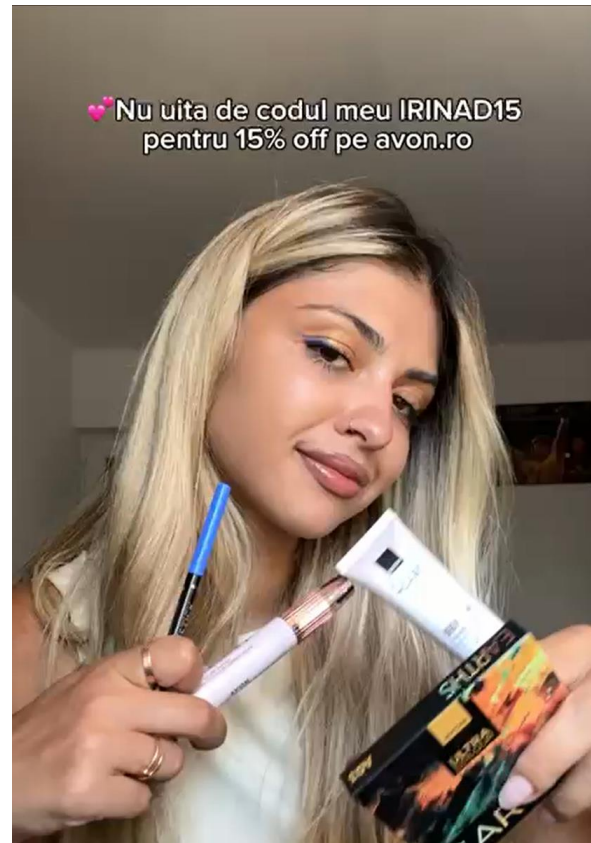
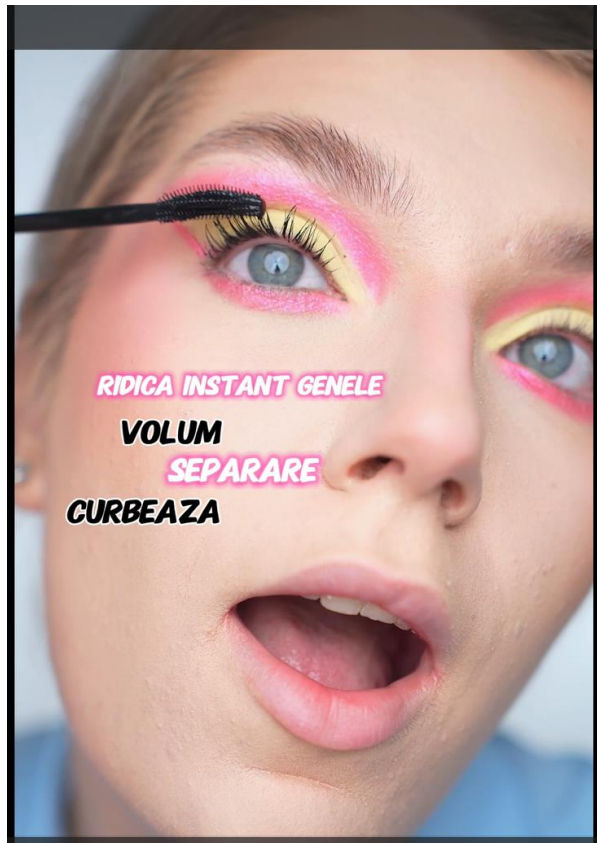
558K views 2 months ago

Intră în lumea Irinei Rimes și inspiră-te pentru look-urile perfecte de vară, pornind de la produsele must-have ale sezonului.

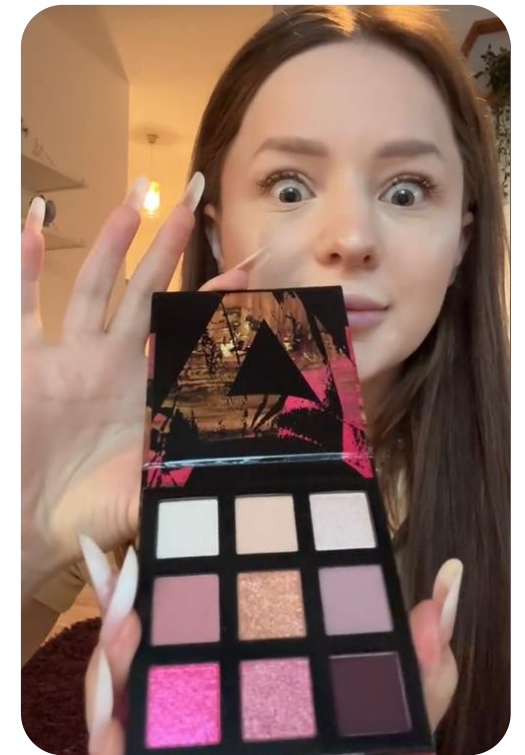
HYDRAMatic, LEGENDARY, POWER, BLUSH sau ULTRA World? ...more

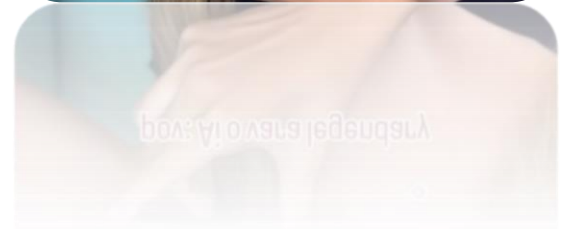
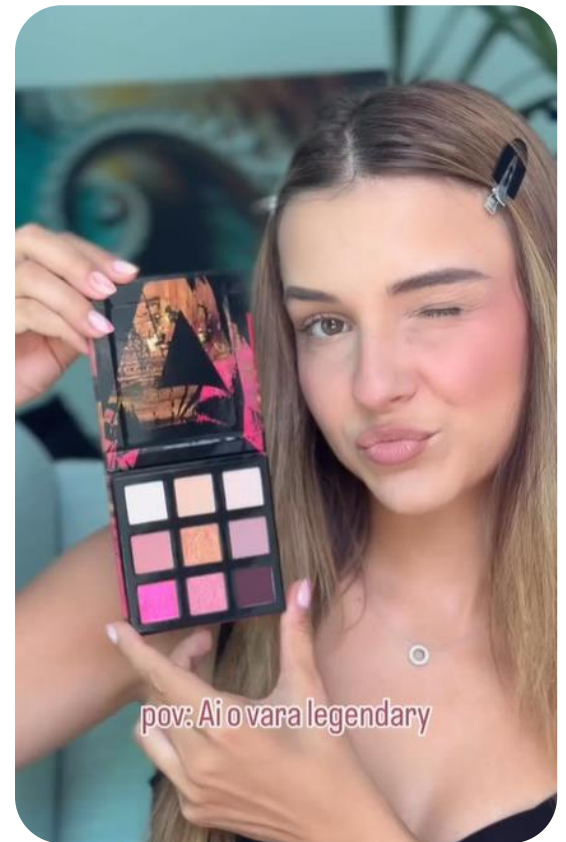


COLORFUL & ENGAGING TIKTOK VIDEOS CREATED



TIKTOK VIDEOS CREATED BY MICRO AND MID INFLUENCERS





PR BEAUTY KITS SENT TO BEAUTY JOURNALISTS AND INFLUENCERS



Vara aceasta, trăiește Ultra Legendary!

AVON îți aduce împreună muzică bună, combinații infinite de culori și experiențe vibrante, toate cuprinse creativ în colecția de make-up Color-Up by AVON.

Power puff, Power On, Power Stay, Power de care vrei, vara aceasta cu cele 5 produse must-have de make-up din colecție.

Intră acum pe **avon.ro** pentru un boost instant de inspirație, mood de distracție și acea energie pentru zilele de vară.

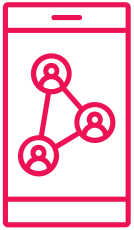
#ColorUpYourSummer #AVONSummerLooks

Scanează codul QR și
fredonează pe repeat
alături de Irina Rimes!

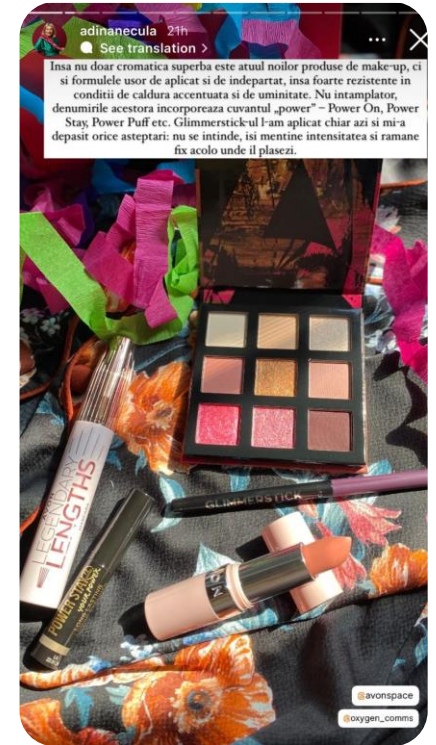
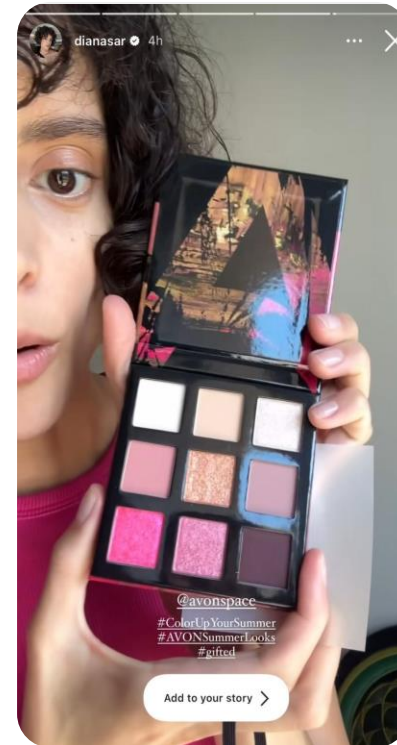
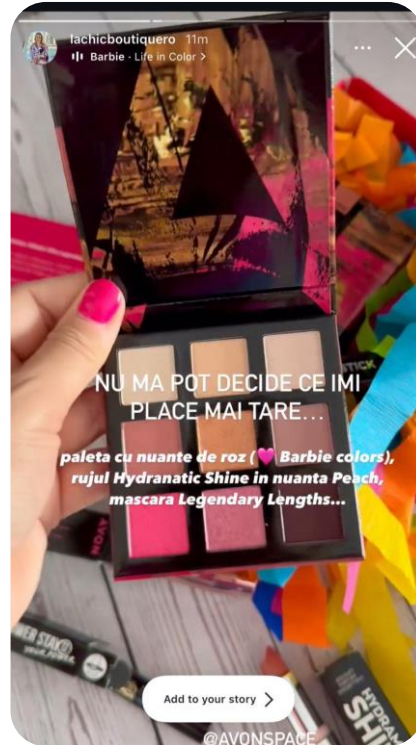


alături de Irina Rimes!
fredonează pe repeat
scanează codul QR și





Ex. of DIRECT MAILING COVERAGE



DIGITAL BROCHURE



VIDEO CASE ▾

<https://www.youtube.com/watch?v=0nc91BulMqg>



Proof of results

	Influencer	VIT	Posts	Engagements	Video Views	Reach	Impressions	Est. Impressions
1	Miruna Simina Bogdan	2,170	18	71.5k	20m	189k	232k	10m
2	Irina Rimes	2,039	16	61.5k	17m	0	0	13m
3	Olivia Addams Adriana (Adriana Livia Opris)	1,770	22	29.9k	17m	0	0	14m
4	Cezara Cristescu	1,365	19	44.9k	12m	0	0	10m
5	Irina Deaconescu (Irina Manea)	1,323	20	39.8k	12m	0	0	20m

Data from Traackr

Proof of results

SOV

	<u>L'Oreal</u>	NYX	Maybelline	Avon	Sephora
Jan	18%	26.70%	6.77%	4.42%	7.74%
Feb	11.60%	15.60%	4.15%	4.68%	2.80%
Mar	6.09%	11%	5.79%	7.48%	1.75%
Apr	14.60%	13.60%	10.10%	2.56%	2.82%
May	19.80%	9.90%	15.10%	8.78%	3.46%
Jun	22.80%	10.10%	11.60%	2.70%	2.78%
Jul	8.03%	13.10%	11.90%	14.00%	5.05%
YTD	14.42%	14.29%	9.34%	6.37%	3.77%

Thank
You!



AVON