

SEPHORA COLLECTION 2016 ANIMATION

INTRODUCING THE NEW

SEPHORA COLLECTION

Beauty Uncomplicated

WINDOW BANNERS
EXTERIOR WINDOWS



FLEET WINDOWS
OUTSIDE BANNERS



WINDOW BANNERS
INTERIOR WINDOWS



I want
beauty,
uncomplicated

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated



I want
a foundation that
feels like nothing and
perfects, like, everything

Matte Perfection Powder Foundation
\$20

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

FLEET WINDOWS
INSIDE BANNERS



I want
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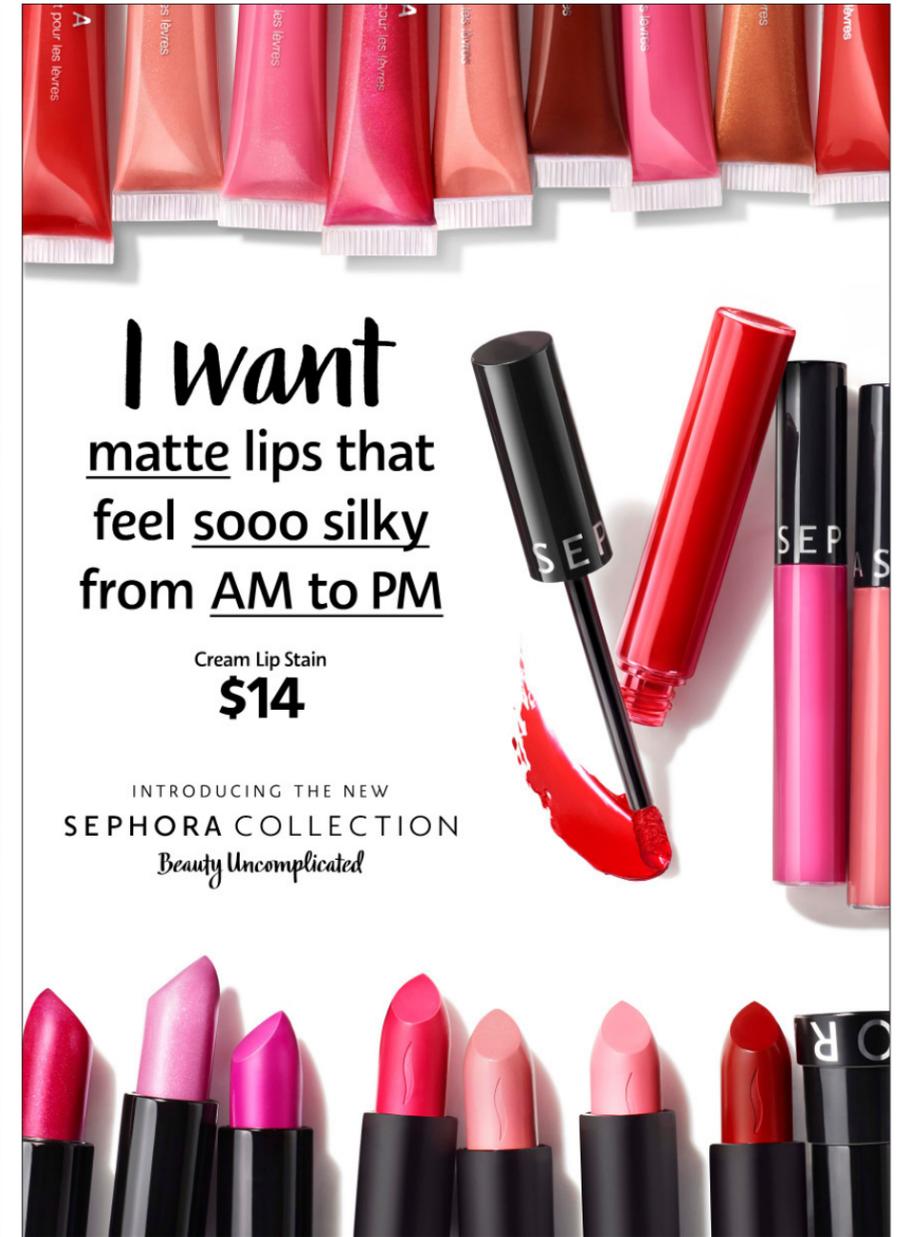
INTRODUCING THE NEW
SEPHORA COLLECTION

DURATRAN



I want
beauty,
uncomplicated

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated



I want
matte lips that
feel sooo silky
from AM to PM

Cream Lip Stain
\$14

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

RIGHT WINDOW

FOU WINDOWS



SHN TAKEOVER

CREAM LIP STAIN



PRO AIRBRUSH #55



MATTE PERFECTION
FOUNDATION



24 HR LIQUID
EYELINER



BEAUTY AMPLIFIER
SPRAY



GEL SERUM
CONCEALER



SHN TOWERS

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

Face Masks

Packed with skin-loving ingredients to give your complexion a boost in an instant

\$6

Masque visage thé vert
SEPHORA
 Green tea face mask
 GREEN TEA

Masque visage algues
SEPHORA
 Algae face mask
 ALGAE

Masque visage orchidée
SEPHORA
 Orchid face mask
 ORCHID

Masque visage grenade
SEPHORA
 Pomegranate face mask
 POMEGRANATE

Masque visage lotus
SEPHORA
 Lotus face mask
 LOTUS

Masque visage avocat
SEPHORA
 Avocado face mask
 AVOCADO

Masque visage rose
SEPHORA
 Rose face mask
 ROSE

Masque visage perles
SEPHORA
 Pearl face mask
 PEARL

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

Cleansing & Exfoliating Wipes

Infused with ingredients to take your skincare routine to a whole new level of easy and delightful

\$7⁵⁰

SEPHORA
 GREEN TEA

SEPHORA
 CHARCOAL

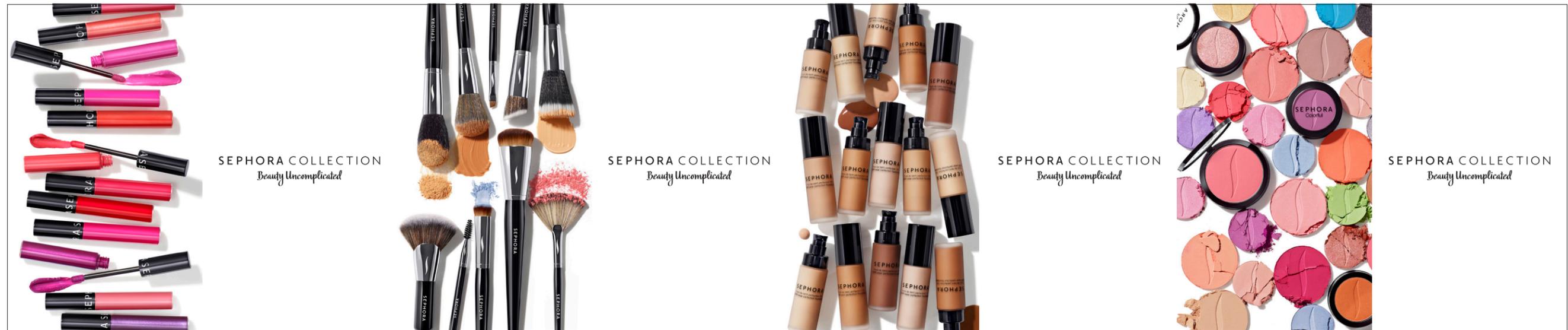
SEPHORA
 COCONUT WATER

SEPHORA
 ROSE

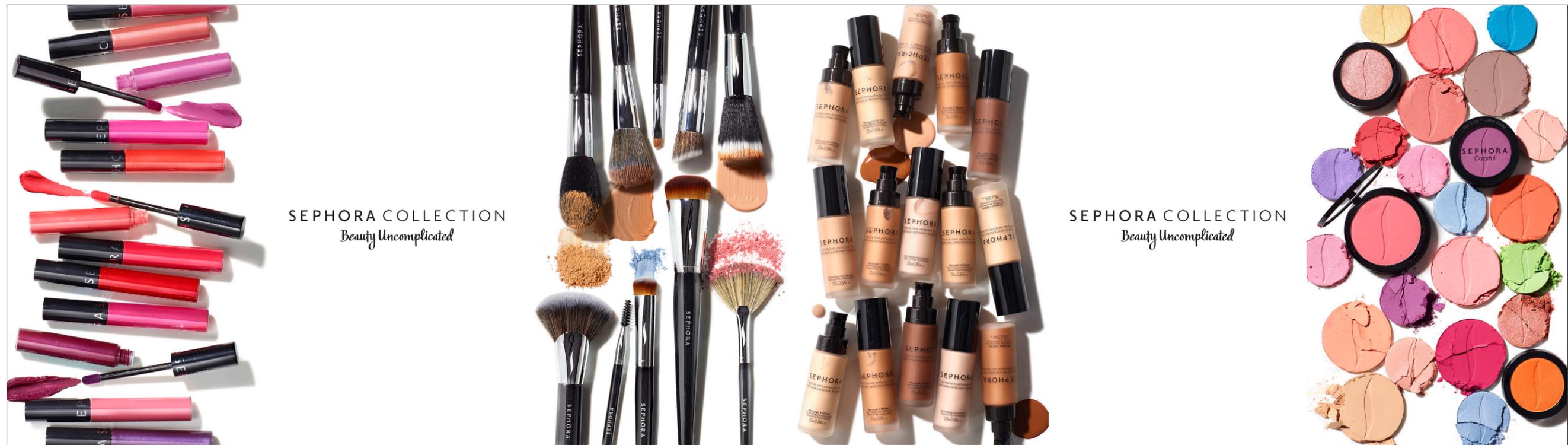
SEPHORA
 LOTUS

LINEAR LAYOUT - COLOR

8 BAY



6 BAY



LINEAR LAYOUT - ACCESSORIES

5 BAY ACCESSORIES



SOTF ACCESSORIES

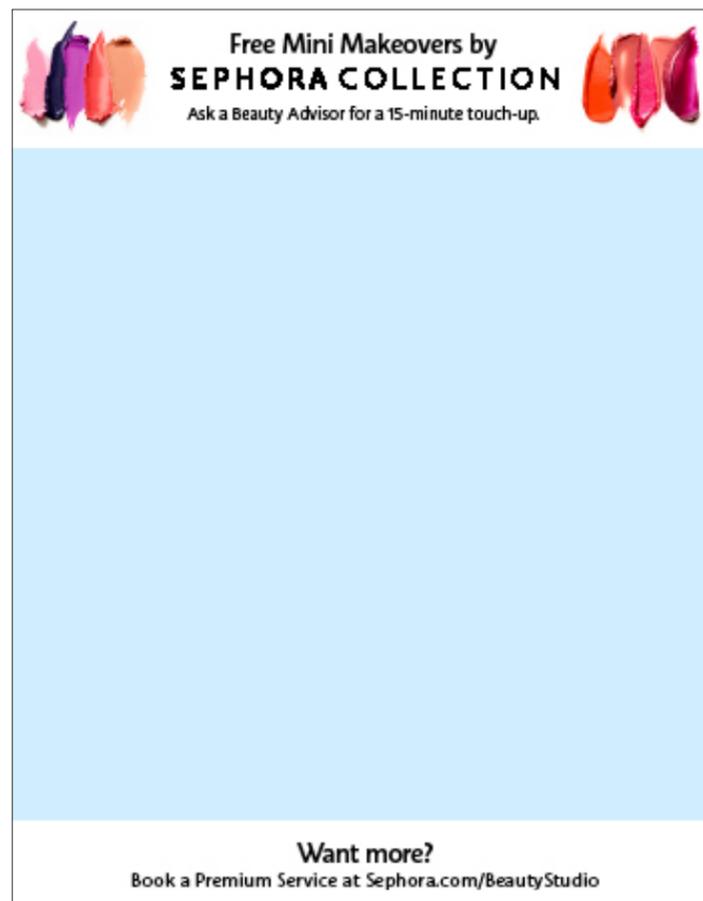


MIRROR CLINGS

ROSEVILLE



SMALL



LARGE



EXTRA LARGE





MY FAVORITE THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

I want
 a matte lip that feels
sooo silky and has
AM to PM staying power

Lightweight texture | Cream-to-powder | Lasts all day

Cream Lip Stain
\$14

Matte lip stain with long-lasting color
 that stays on for up to 12 hours



MY FAVORITE THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

I want
 a foundation that
feels like nothing and
perfects, like, everything

Buildable coverage | Hybrid powder-cream | 25 shades

**Matte Perfection
 Powder Foundation**
\$20

Get the foundation you want at Sephora.com/Collection
 Join our Instagram party @SephoraCollection

INFLUENCER KIT



BEST OF ENDCAP



COLOR GONDOLA - MAIN FOCUS UNITS

I want
a foundation that feels like nothing and perfects everything

Photo-ready finish | FlexMatte Technology
Comes in shades for days

NEW
Matte Perfection
Powder Foundation
\$20

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

Get the foundation you want at Sephora.com/collection
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I want
the VIP of mascaras that does both length and volume

Innovative two-sided brush
Never, ever clumps | Removes easily

NEW
LashCraft™
Length & Volume Mascara
\$12

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

Get the mascara you want at Sephora.com/collection
Join our Instagram party @SephoraCollection

I want
a metallic liner that will give my blink some bling

Waterproof | Gel formula | Long-lasting

NEW BRUSHED METAL SHADES
Contour Matte Gel Eyeliner
\$14

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

Get the eyeliner you want at Sephora.com/collection
Join our Instagram party @SephoraCollection

I want
a lipstick that's one part color, one million parts comfy

Richly pigmented | Trending matte finish | Won't dry out lips

NEW
Rouge Matte Lipstick
\$12⁵⁰

INTRODUCING THE NEW
SEPHORA COLLECTION
Beauty Uncomplicated

Get the lipstick you want at Sephora.com/collection
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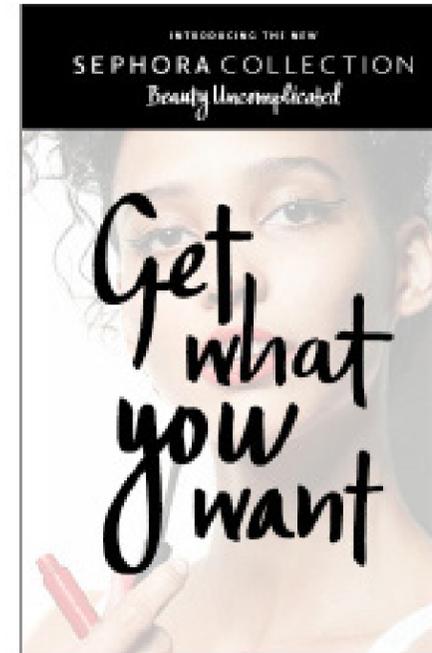
DIGITAL ADVERTISING - MOBEXT OPTION 1



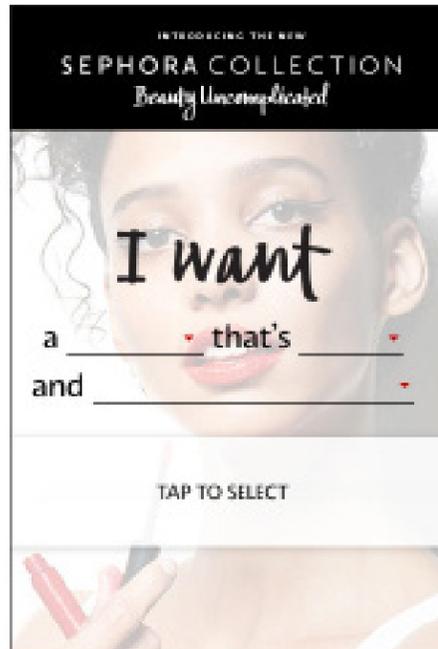
F1: INTRO ANIMATION



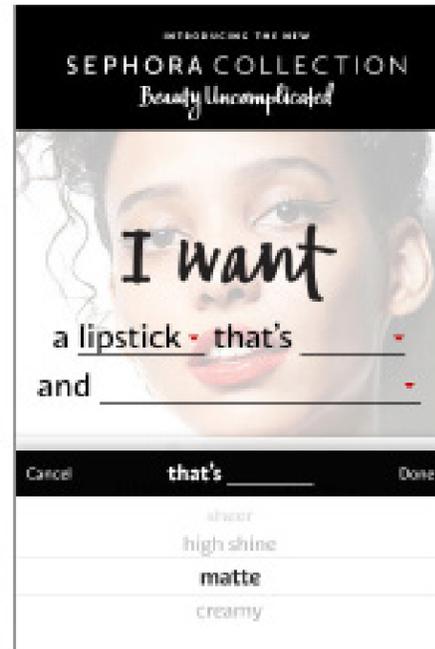
F2: INTRO ANIMATION
Dialogue animates down from below "I want". Copy rapidly cycles through all the prompts available, i.e. lipstick, gloss, matte, creamy, high shine, etc.



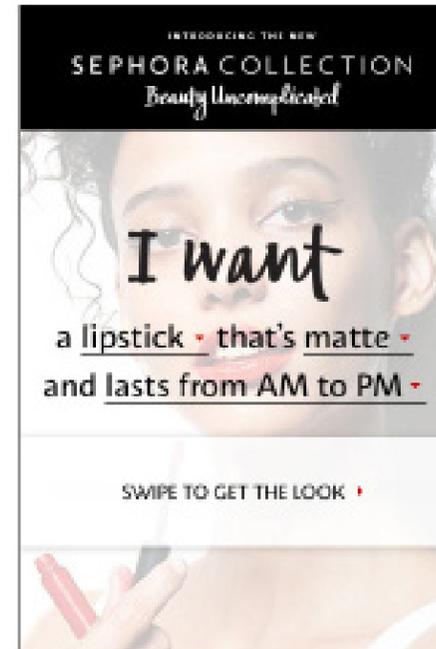
F3: INTRO ANIMATION
Previous copy fades off with "Get what you want" script type fading in



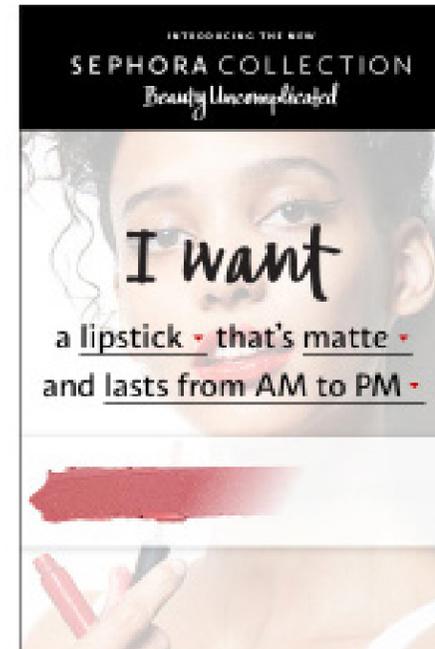
F4
Previous frame fades off with Madlib type appearing



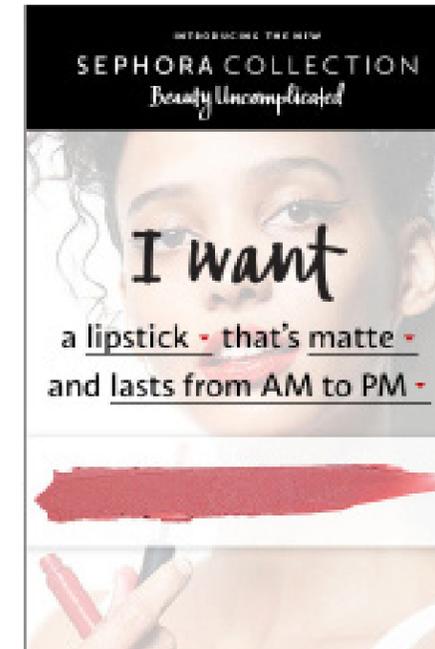
F5
User selects options for each Madlib blank



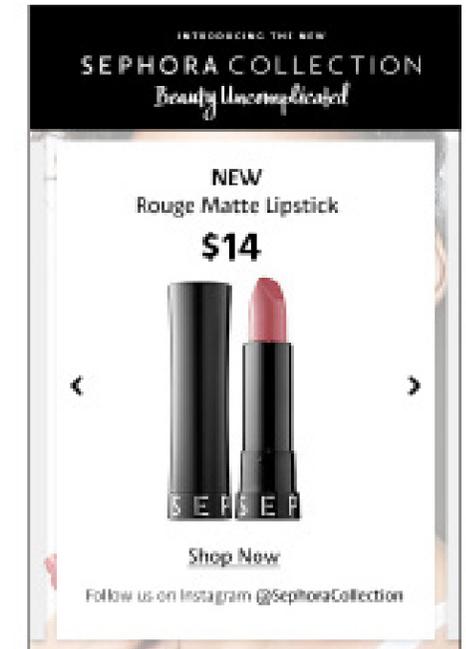
F6
Once all fields are completed, swipe prompt appears



F6
User taps and swipes, which reveals individualized makeup smear as a transition similar to how she will unlock her phone



F7
Full smear revealed

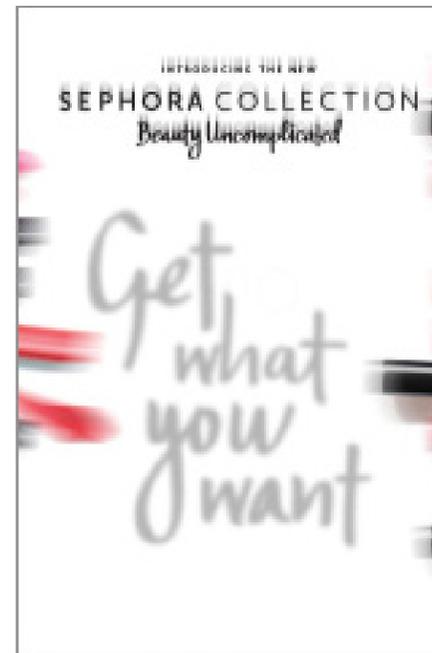


FF
Resolve on product page with option to shop now or browse left and right through product
* Please note: Mobext recommends no more than 5 products in carousel per ad unit*

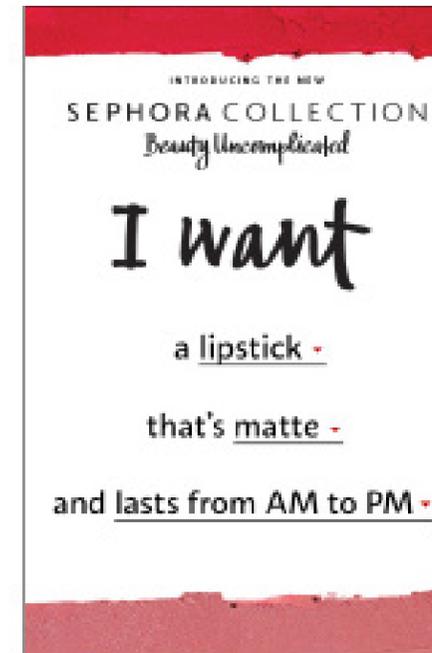
DIGITAL ADVERTISING - MOBEXT OPTION 2



F1: INTRO ANIMATION
"Get what you want" script writes in alongside Sephora Collection's lip assortment at sides of frame



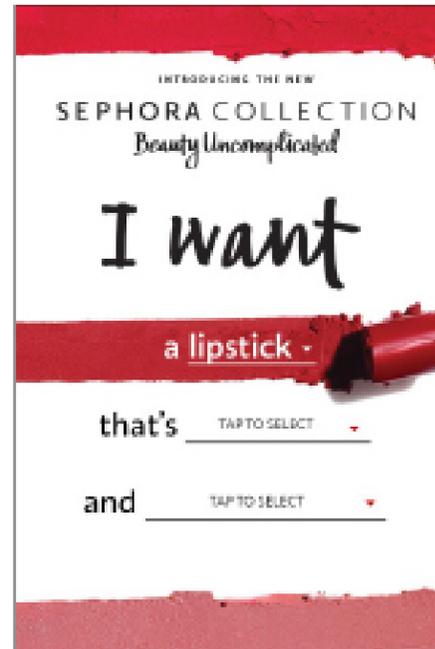
F2: INTRO ANIMATION
"Get what you want" fades off, product slides off-frame



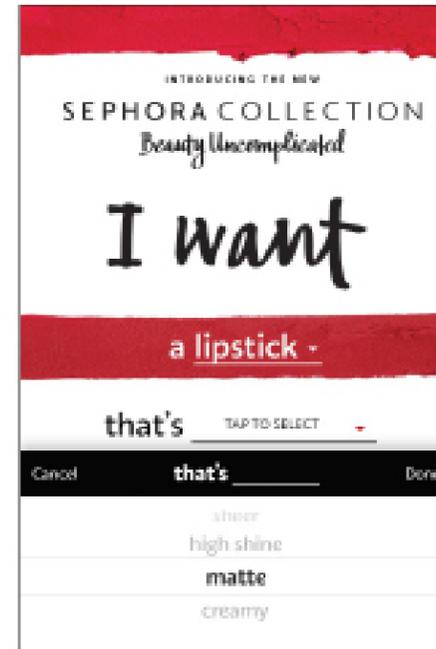
F3: INTRO ANIMATION
Lipstick borders wipe in, revealing an example phrase/ "I want" statement



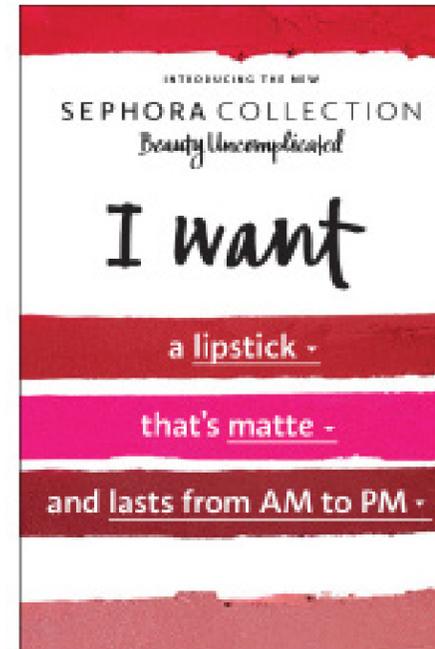
F4: INTRO ANIMATION
Example phrase fades off to reveal prompts



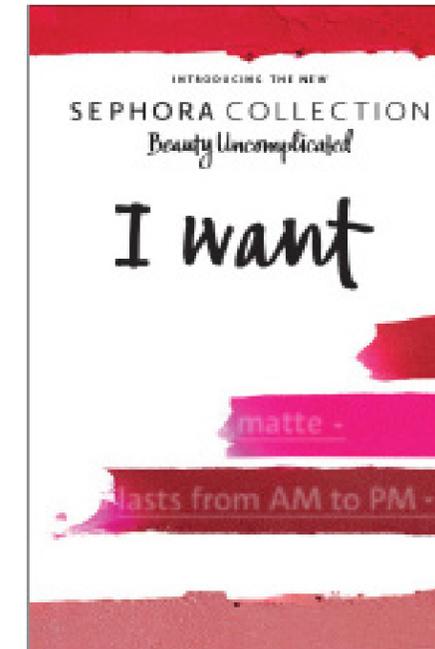
F5
Upon selection, lipstick wipes in to "lock in" answer



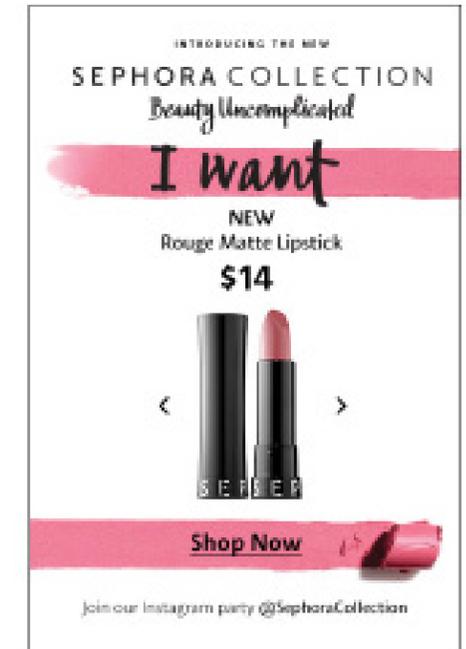
F6
Users selects Madlib choices one by one through a simple dialogue which mirrors common mobile OS dialogues with a Sephora flair



F7
Once all choices are locked in, each choice is highlighted in a lipstick smear



F8
Lipstick smear wipes offscreen and product page/carousel fades in



FF
Resolve on product page featuring lipstick smears corresponding to product. User flips through different products to reveal different textures.
*** Please note: Mobext recommends no more than 5 products in carousel per ad unit***