

Cosmetics: Music

Using Music to Target Teens who Purchase Cosmetics

Procter & Gamble's Cover Girl brand is using music to drive cosmetic sales at Target Stores in a three-way fall promotion with Teen People. The bait to lure teen shoppers: white-hot musical quartet 98 Degrees. The Fall In Love With 98 Degrees sweeps will give teens a chance to appear in an upcoming video by the recording artists.

The October Teen People features a two-page spread announcing the sweeps that includes coupons for products from Hunt Valley, MD-based Cover Girl's Fall In Love Collection redeemable at Target. Entry forms will also be available at displays in the cosmetic departments of 859 Target's nationwide. Minneapolis-based Target supports the program with Cover Girl end-aisle displays featuring the October issue, giving the magazine additional distribution. Magazine rack talkers at checkout will spotlight the promo to drive people to the cosmetics section. Fall In Love packaging and the group's latest CD will bear stickers with promotional tags.

Radio spots featuring the band and direct mail targeting more than 700,000 teenage girls caps off the effort. One grand-prize winner gets an all-expenses trip to the video session, with 120 first-prize winners

receiving \$100 gift
certificates for Target stores. Second-prize winners get
coupons for free
Cover Girl products at Target.
(Source: http://promomagazine.com/mag/marketing_back_biting/)