



ESSENCE Girl

Challenge

Introduce ESSENCE Girl to teens. Create a fun and interactive event.

Solution

The "ESSENCE Girl: What's Cool?" Mall Event was created. It included a live runway show, a panel discussion featuring industry experts, and an autograph signing with Columbia recording artist Solange Knowles.

Results

Over 500 people attended the event. Attendees were treated to gift bags full of freebies from sponsors, which included Johnson & Johnson, Sally Hansen, and Maybelline. In addition to sampling, we also surveyed teen girls and compiled the results in a research report that was given back to the sponsors.