

# BUZZADOR BEAUTY BOARD PROJECT



Qbuzzador®

## Welcome!

Thank you very much for joining this campaign. Here you will find more information about your mission.

Please read it carefully and get in touch if you have any questions.

**Have fun!**

## FESTIVE LOOK

You just received the Festive look box. With these products:



Multi-Tasker Setting Spray



Wonder'Volume Thrill Seeker Mascara



Thrillseeker Glassy Gloss



Lasting Finish Lip Liner

*\*The shades and types of products are illustrative and may differ according to your country. If you have any questions, contact us.*



## HASHTAGS

#Rimmellondon #LiveYourLondonLook #FestiveMakeUp #buzzadorxfestive



## CAMPAIGN OBJECTIVES

- Share **at least 1 video** per received box on Instagram and/or TikTok.
- Create a look with all the products
- Create one video each time you receive a package.



**FOR CONTENT INSPIRATION CHECK THE NEXT PAGE!**



## REQUIRED INFO

Mention the collaboration according to your country

*In collaboration with:*

**Denmark:** @rimmellondon, @rimmellondondenmark, retailer tag @matasdk

# INSPIRATION PAGE



Qbuzzador®

We want to highlight some of our great creators! Please use some inspiration from the following video's, maybe we are gonna highlight your video the next time!

## FESTIVE MAKEUP LOOK INSPO

- Shiny Christmas Makeup
- NYE Glam Tutorial
- Rose Gold Glam for the Holidays

## DO'S

- Close up recording
- Application shots
- Before and After



Flawless makeup look



Isprobavam  
MAX FACTOR X



Miracle Pure Skin Reset 2 in 1 Serum Foundation  
shade medium

TikTok  
@juliakoistinen



@TATYANAPAMUKCHIEVA

@VANJALANDRIPET

@JULIAKOISTINEN

@JOHANNELLOUISE

## LOOKS YOU CAN CREATE



## DON'TS

- Do NOT use excessive filters or special effects
- Do NOT show the paper box during unboxing
- Do NOT post the video if you don't show the products

We are looking for the perfect match, if you receive a video with the above mentioned DON'TS things, we might delete you from the campaign.

You're the expert here, but we always find it helpful to revisit some **key best practices** that we truly value.

## ABOUT THE PRODUCT/ BRAND

- Make sure the product is not mirrored
- Always speak/write the brand + product in full
- Show the front of the product (the label should be visible)
- Don't mention/use of other brands

## ABOUT THE VIDEO

- Show the front of the product (the label should be visible)
- Video should be entertaining and no longer than 60 seconds
- Show the product in the beginning of the video
- Product, product application and result should be the focus of the video
- Good lighting and high quality video
- Make sure not to use violent filters or editing the video
- Attention to blurry, low quality, grainy, poor lighting

## ABOUT THE CONTENT

- Make sure the likes and comments are on public (i.e. not shielded)
- Make sure to use all hashtags and disclosure in the caption
- Content should not contain violence, alcohol, drugs or sex
- Avoid content that shows nudity

## ABOUT YOU

- Check out the details. Make sure your skin, hair and nails are clean and beautiful