

## Challenge

After the success of their first Brickfish campaign which promoted their Very Irresistible fragrance, Givenchy again partnered with Brickfish to drive increased awareness of their Prisme Foundation among females, ages 18-34.

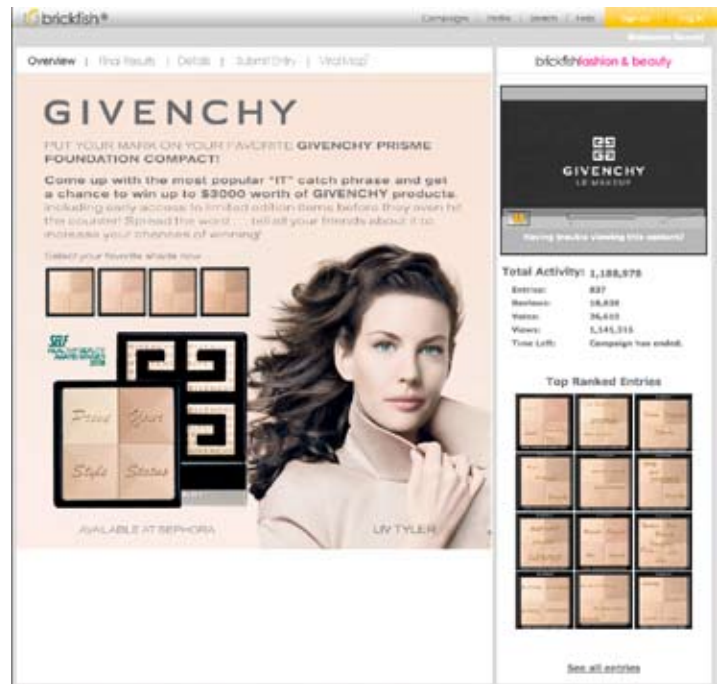
## Solution

Brickfish developed the “Create Your Own Prisme Foundation” campaign to engage consumers in selecting their favorite foundation shade, customized with their own personal phrase or tagline. The campaign was promoted on the Brickfish.com® site and supported with launch and PR efforts by both Brickfish and Givenchy, including affiliate advertising on fashion sites such as popsugar.com and TotalBeauty.com.

## Results

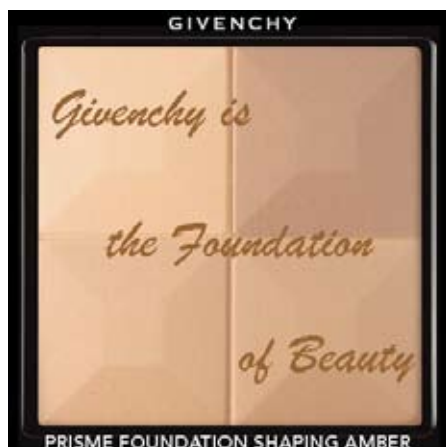
The Givenchy “Create Your Own Prisme Foundation” campaign generated over 800 entries and was virally shared on more than 9,700 URLs, including MySpace, hi5, Tagged, myYearbook, Xanga, Facebook, LiveJournal and Yahoo 360, generating 1.1 million+ consumer engagements.

The PR efforts resulted in significant pick up on a variety of fashion and beauty blogs including Fashionista, Temptalia, TotalBeauty.com, SkinCare&BeautyBlog.com, and dozens more.



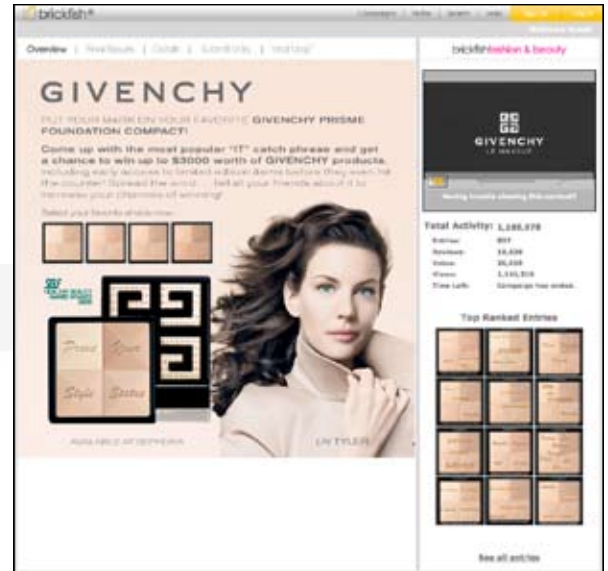
“Makeup is a distinct and personal form of expression, and we created this campaign to give consumers a new way to personalize their makeup like never before.”

- Linda Maiocco  
Vice President of Marketing, Parfums Givenchy  
SkinCare&BeautyBlog.com, May 2008



# Campaign in Action

Campaign is launched on Brickfish.com® and advertised on fashion sites such as popsugar.com and TotalBeauty.com.



PR outreach gets campaign featured on leading fashion and beauty blogs across the Internet.



Campaign generated over 800 entries in just 45 days.



Through viral sharing, the campaign reached over 9,700 URLs, resulting in over 1.1 million consumer engagements.

