

PARFUMS  
**GIVENCHY**



**For Immediate Release**

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**Givenchy Launches Online Campaign to Create a  
Customized Makeup Compact with Brickfish™**

*User Generated Content Campaign Invites Beauty Mavens to Create a Savvy  
Slogan for its Coveted Prisme Foundation Compact*

SAN DIEGO, CA (May 6, 2008) – Givenchy, the luxury fashion and beauty brand, and Brickfish™, the social media advertising platform, today announced the “Prisme Foundation” campaign located at [www.brickfish.com/pr\\_givenchy](http://www.brickfish.com/pr_givenchy). This campaign invites beauty enthusiasts to create a sassy slogan for Givenchy’s iconic Prisme Foundation Compact, a bestseller from their luxurious Le Makeup collection. Created slogans will be imprinted in the powder online, giving a true-to-life look at what the finished product will look like. The grand prize winner, chosen by Givenchy’s expert panel, will receive a production piece of his or her customized Prisme Foundation compact, ten extras to share with friends, and a year’s supply of Givenchy products, worth \$3,000, including early access to new collections.

“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,” said Linda Maiocco, vice president of marketing, Parfums Givenchy. “We are thrilled for the opportunity to see how consumers interpret Givenchy’s Le Make Up collection, and look forward to learning how many consumers create, promote and share the variety of slogan concepts.”

The grand prize winner, as well as the five highest scoring participants and the five top influencers whose creations become the most viral, will win \$500 worth of Givenchy products.

Brands and agencies use Brickfish’s patent-pending platform to launch online advertising and marketing campaigns that spark the creation of brand-focused user generated content (UGC), such as blogs, images, video and audio. Brickfish’s content sharing tools enable anyone to view and review submissions, vote on their favorites, and share them with friends and peers through email, Instant Message and by posting on social networking sites, creating a powerful viral conversation that spans the Internet.

“UGC enables consumers to demonstrate their individuality in a highly inspired way not unlike the artful use of makeup, which makes this campaign such a perfect way for Givenchy to connect with consumers,” said Hyder Rabbani, vice president of sales and business development of Brickfish. “We are pleased to help the Givenchy brand engage with consumers by asking them to

get creative with the brand. Because of the prestige of the Givenchy name and the quality of their products we expect eye-catching concepts and a highly viral campaign.”

This campaign follows Parfums Givenchy’s wildly popular Fall 2007 campaign, in which participants created slogans for a new ad campaign featuring Liv Tyler, spokesperson for the brand’s Very Irrésistible Givenchy fragrance. It received over 240,000 engagements and almost 800 entries.

The “Prisme Foundation” campaign ends June 16. For more information about Brickfish, visit [www.Brickfish.com](http://www.Brickfish.com).

#### About Givenchy

Givenchy, one of the leading purveyors of contemporary luxury, has been part of the LVMH group since 1987. Its business is based on two activities: Fashion and Fragrances-Cosmetics. In keeping with the personality of its founder, Hubert de Givenchy, a couturier famed for his extremely refined designs enlivened with a touch of fantasy, Givenchy is known as the ultimate in chic everywhere in the world, with its aristocratic French style nourished by culture, savoir-vivre and opulence.

#### About Brickfish

Brickfish™ is a social media advertising platform that taps into the power of consumer driven marketing on the Internet. Our patent-pending technologies provide brands and agencies with a single source solution to leverage the power of social media sites and user generated content for truly effective online marketing efforts that drive awareness, analytics and action. Clients use the Brickfish platform to launch online advertising and marketing campaigns that spark the creation of brand-focused UGC, such as blogs, images, video and audio. This content is virally shared from consumer to consumer via hundreds of social media sites, blogs, email, IM and more. Campaign participants generate meaningful brand dialogue by creating, reviewing, sharing, voting upon, and watching brand-relevant content. These interactions are tracked with our Viral Map™ technology, which then provides detailed analytics on campaign reach, performance and demographics. This viral, consumer driven marketing approach results in relevant and authentic brand interactions and has proven to be 5 to 10 times more effective than existing online advertising methods such as display ads and search marketing. Scores of brands have hosted successful campaigns on the Brickfish platform, including Kodak, Intuit, Samsung, Qualcomm, ELLE, Universal, Givenchy, Proctor & Gamble, and more.

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