



JABOT COSMETICS LAUNCH: Bringing a Brand from Fiction to Reality

CLIENT: FUSION BEAUTY: JABOT

CHALLENGE: Jabot has long existed as the fictional brand on CBS's #1 rated, Emmy Award winning daytime drama *The Young and the Restless*. Integral to the story's plotline for over 20 years, and boasting 6 million daily loyal viewers, for the first time Jabot Cosmetics is ready to step off-screen. Entering the marketplace as a new brand in the highly competitive prestige category, Jabot would require a dynamic and exceptionally impactful launch in order to make a splash in the beauty world.

INSIGHT: Heighten brand awareness by leveraging *The Young and the Restless*' core fan-base and communicating the brand's point of difference as the inside access to Hollywood glamour. Simultaneously, it is crucial to position Jabot as a high-performance beauty brand that delivers clinically-proven results through its innovative formulas and product range.

BRAND EXPERIENCE: Lippe Taylor created an unparalleled launch event to reflect the luxury of Hollywood sophistication and glamour at New York City's Essex House Hotel. The experience brought together industry executives, journalists and insiders from *The Young and the Restless*, Jabot Cosmetics and national beauty and entertainment media publications to orchestrate the legendary brand's transition from fiction to reality. Guests were invited to walk the red carpet and enjoy an interactive setting before being led into the Grand Salon. Here the drama and power of Jabot Cosmetics was unveiled to the audience with product launch videos and sizzle reels, presentations from key guests including Tracey E. Bergman, brand spokeswoman and actress on *The Young and the Restless*; Maria Bell, Executive Writer & Producer of *The Young and the Restless*; and Caroline Pieper-Vogt, CEO of Fusion Brands, Inc. The event concluded with guests enjoying Jabot products and services at branded celebrity makeup artist stations.

SUCCESS:

- Generated a large amount of buzz for the brand's launch by driving over 160 Million media impressions including placements in *Women's Wear Daily*, *Allure*, *Star*, *Forbes.com*, and *Adage.com*.
- Successfully positioned Jabot as a unique and notable brand in the beauty category.



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