



***All Ages***

***All Races***

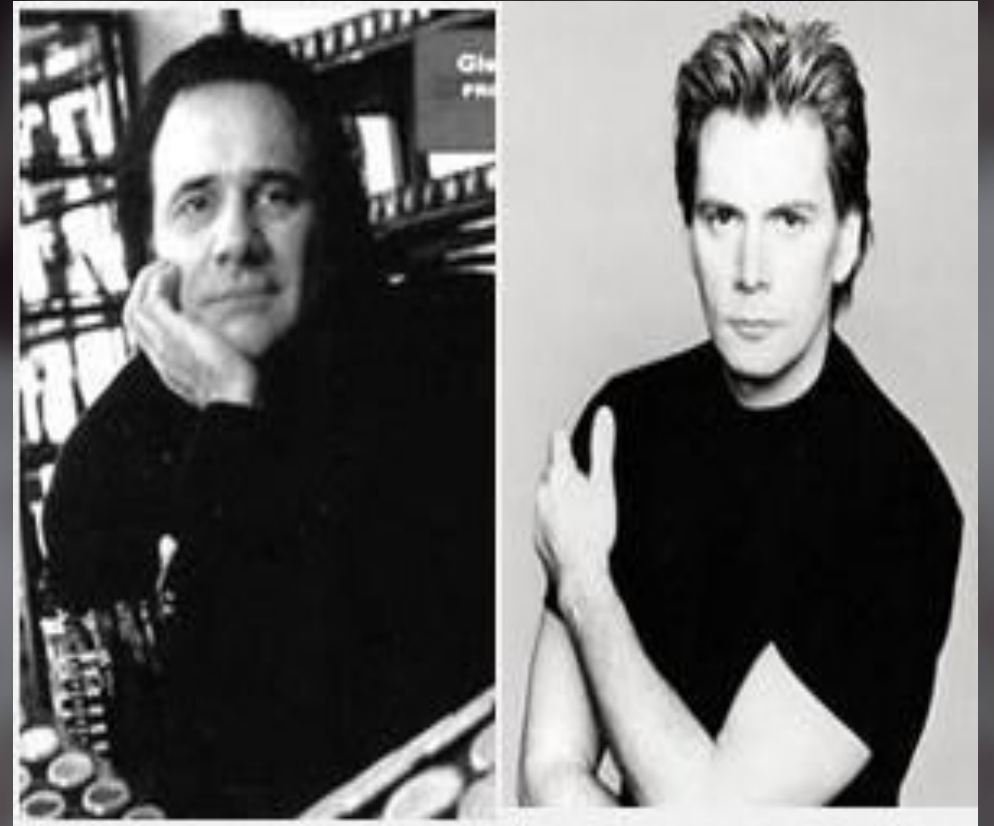
***All Sexes***

# *Who we are?*

We are the Freelance Marketing Agency joined together with M·A·C Cosmetics to help women and/or men around the world to find their individual appreciation, artistry and self expression through makeup. We choose to join with MAC Cosmetics because we believe in celebrating diversity and individuality.

# *Background*

Make-Up Art Cosmetics or MAC Cosmetics founded in Toronto, Canada in 1984, by Makeup artist and photographer Frank Toskan, and salon owner Frank Angelo. At first, they made the cosmetics in their kitchen and sold them straight from the salon to fellow makeup artists, as well as models and photographers. Soon, stylists and fashion editors got in on the action. As the magazine credits racked up and word-of-mouth popularity grew, the duo launched MAC in March 1984 from a counter in a Toronto department store.





# *Corporate Social Responsibility*

MAC cosmetics is cruelty free and guaranteed that no animal testing was performed by themselves or their suppliers. Today, MAC Cosmetics is one of the top three global makeup brands, with an annual revenue over \$1 billion and 500 independent stores, with over thirty stores in France. MAC also created a fundraising campaign call VIVA GLAM, where celebrities are featured in the ads to raise money with 100 percent of the proceeds of every VIVA GLAM product going directly for people who are affected by HIV/AIDS.

# *Creative theme*

We choose to use “Intensify your look and feel beautiful” as our creative theme because we want men and women to express their inner talent and feel confident, to whatever that makes them happy. Everyone has their own style and trend that they like to follow, when it comes to makeup. Some like funky makeup looks, while others settle down for simple glam to match their individuality and personality that makes them feel comfortable.

# *Target Consumers*

MAC cosmetics company still uses demographic information as a source to target their market within the ages of 18-49 because it helps them meet the needs of their consumers of age, gender, income, ethnic background and family cycle. However, according to the survey that Freelance Marketing Agency took, our target market for both men and women falls between the ages of 16-22.

# *Budget*

Magazine Advertisement	\$11,871,684	Talents	\$6,600,000
Television Advertisement	\$41,167,824	Sales Promotion	\$10,000,000
Newspaper Advertisement	\$8,671,212	Contingency Funds	\$3,359,338
Billboard Advertisement	\$7,889,856		
Production Cost 15%	\$10,440,086		

**Total=\$100,000,000**