

# **SEPHORA COLLECTION 2016 ANIMATION**

INTRODUCING THE NEW

SEPHORA COLLECTION

*Beauty Uncomplicated*





FLEET WINDOWS  
OUTSIDE BANNERS







I want  
beauty,  
uncomplicated

INTRODUCING THE NEW  
SEPHORA COLLECTION  
*Beauty Uncomplicated*



I want  
a foundation that  
feels like nothing and  
perfects, like, everything

Matte Perfection Powder Foundation  
**\$20**

INTRODUCING THE NEW  
SEPHORA COLLECTION  
*Beauty Uncomplicated*



FLEET WINDOWS  
INSIDE BANNERS







**I want**  
a foundation that  
feels like nothing and  
perfects, like, everything

Matte Perfection Powder Foundation  
**\$20**

INTRODUCING THE NEW  
SEPHORA COLLECTION

DURATRAN



**I want**  
beauty,  
uncomplicated

INTRODUCING THE NEW  
SEPHORA COLLECTION  
*Beauty Uncomplicated*



**I want**  
matte lips that  
feel sooo silky  
from AM to PM

Cream Lip Stain  
**\$14**

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SEPHORA COLLECTION  
*Beauty Uncomplicated*

RIGHT WINDOW



## FOU WINDOWS



SHN TAKEOVER

CREAM LIP STAIN



PRO AIRBRUSH #55



MATTE PERFECTION FOUNDATION



24 HR LIQUID EYELINER



BEAUTY AMPLIFIER SPRAY



GEL SERUM CONCEALER





INTRODUCING THE NEW

SEPHORA COLLECTION

Beauty Uncomplicated

Face Masks

Packed with skin-loving ingredients to give your complexion a boost in an instant

\$6

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Green tea face mask

SEPHORA

GREEN TEA

15

Introducing the new

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Beauty Uncomplicated

Algae face mask

SEPHORA

ALGAE

15

Introducing the new

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Beauty Uncomplicated

Orchid face mask

SEPHORA

ORCHID

15

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Pomegranate face mask

SEPHORA

POMEGRANATE

15

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Beauty Uncomplicated

Lotus face mask

SEPHORA

LOTUS

15

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Avocado face mask

SEPHORA

AVOCADO

15

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Rose face mask

SEPHORA

ROSE

15

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Pearl face mask

SEPHORA

PEARL

15

INTRODUCING THE NEW

SEPHORA COLLECTION

Beauty Uncomplicated

Cleansing & Exfoliating Wipes

Infused with ingredients to take your skincare routine to a whole new level of easy and delightful

\$7<sup>50</sup>

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Green tea face mask

SEPHORA

GREEN TEA

15

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Charcoal face mask

SEPHORA

CHARCOAL

15

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Coconut water face mask

SEPHORA

COCONUT WATER

15

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Rose face mask

SEPHORA

ROSE

15

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Yuzu face mask

SEPHORA

YUZU

15

Introducing the new

SEPHORA COLLECTION

Beauty Uncomplicated

Pearl face mask

SEPHORA

PEARL

15



LINEAR LAYOUT - COLOR

8 BAY



6 BAY





LINEAR LAYOUT - ACCESSORIES

5 BAY ACCESSORIES



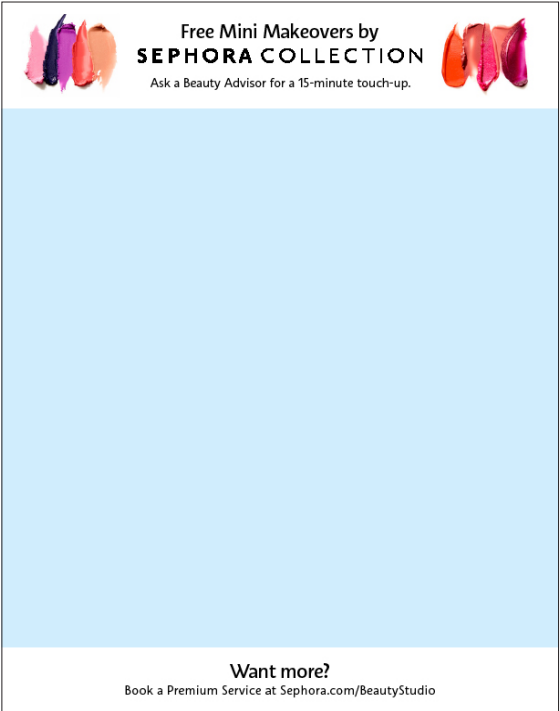
SOTF ACCESSORIES



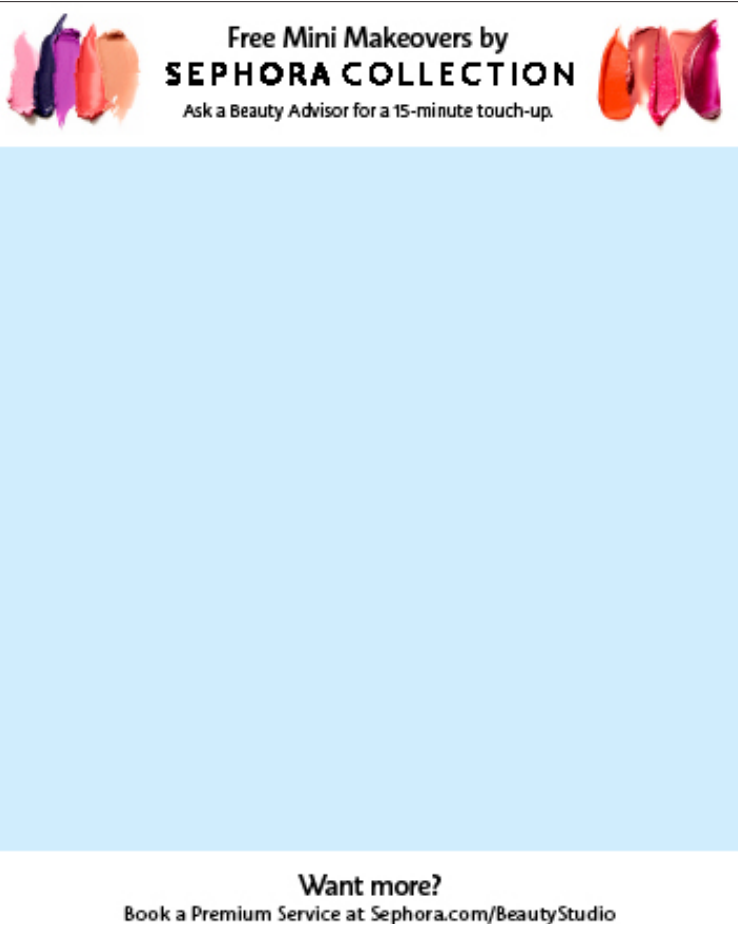


MIRROR CLINGS

ROSEVILLE



SMALL



LARGE



EXTRA LARGE







MY FAVORITE IN THE LINE  
**SEPHORA COLLECTION**  
*Beauty Uncomplicated*

**I want**  
a matte lip that feels  
sooo silky and has  
AM to PM staying power

Lightweight texture | Creamy application | Lasts all day

**Cream Lip Stain**  
**\$14**

Matte lipstick, perfect for the day or night.  
Please see Sephora.com for more information.





MY FAVORITE IN THE LINE  
**SEPHORA COLLECTION**  
*Beauty Uncomplicated*

**I want**  
a foundation that  
feels like nothing and  
perfects, like, everything

Buildable coverage | Hybrid powder-cream | 25 shades

**Matte Perfection  
Powder Foundation**  
**\$20**

Get the foundation you want at Sephora.com/buildit  
Join our Instagram party @SephoraCollection





INFLUENCER KIT





BEST OF ENDCAP





COLOR GONDOLA - MAIN FOCUS UNITS



**I want**  
a foundation that  
feels like nothing and  
perfects everything

Photo-ready finish | FlexMatte Technology  
Comes in shades for days

**NEW**  
Matte Perfection  
Powder Foundation  
**\$20**

INTRODUCING THE NEW  
SEPHORA COLLECTION  
*Beauty Uncomplicated*

Get the foundation you want at [Sephora.com/collection](#)  
Join our Instagram party @SephoraCollection





**I want**  
the VIP of mascaras  
that does both  
length and volume

Innovative two-sided brush  
Never, ever clumps | Removes easily

**NEW**  
LashCraft™  
Length & Volume Mascara  
**\$12**

INTRODUCING THE NEW  
SEPHORA COLLECTION  
*Beauty Uncomplicated*

Get the mascara you want at [Sephora.com/collection](#)  
Join our Instagram party @SephoraCollection





**I want**  
a metallic liner that will  
give my blink some bling

Waterproof | Gel formula | Long-lasting

**NEW BRUSHED METAL SHADES**  
Contour Matte Gel Eyeliner  
**\$14**

INTRODUCING THE NEW  
SEPHORA COLLECTION  
*Beauty Uncomplicated*

Get the eyeliner you want at [Sephora.com/collection](#)  
Join our Instagram party @SephoraCollection



**I want**  
a lipstick that's one part color,  
one million parts comfy

Richly pigmented | Trending matte finish | Won't dry out lips

**NEW**  
Rouge Matte Lipstick  
**\$12<sup>50</sup>**

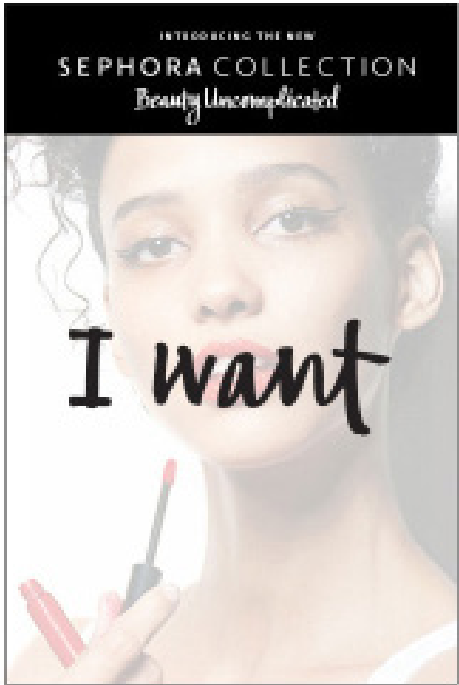
INTRODUCING THE NEW  
SEPHORA COLLECTION  
*Beauty Uncomplicated*

Get the lipstick you want at [Sephora.com/collection](#)  
Join our Instagram party @SephoraCollection

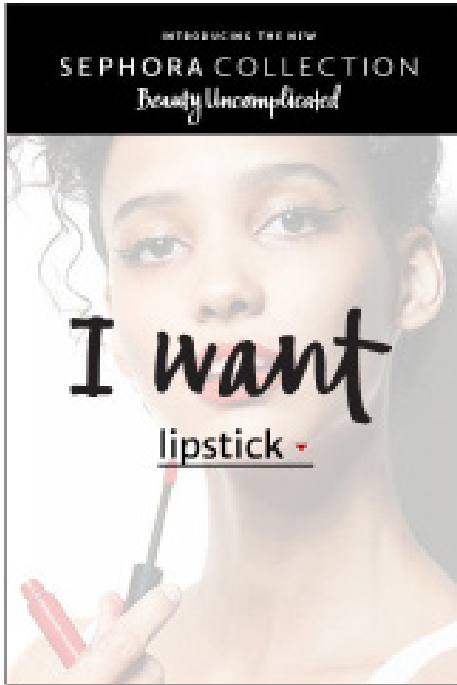




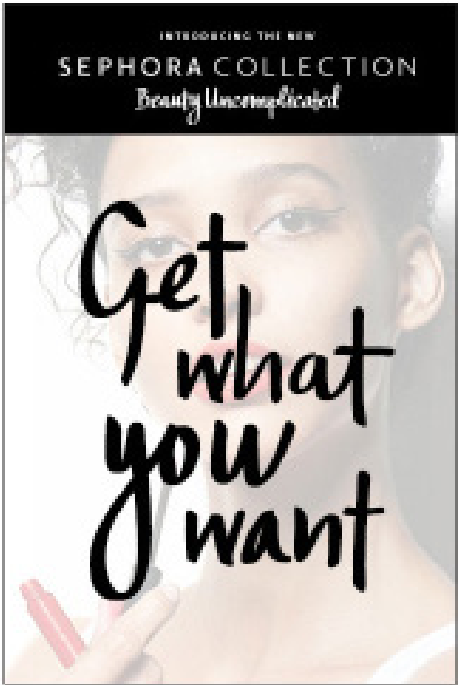
DIGITAL ADVERTISING - MOBEXT OPTION 1



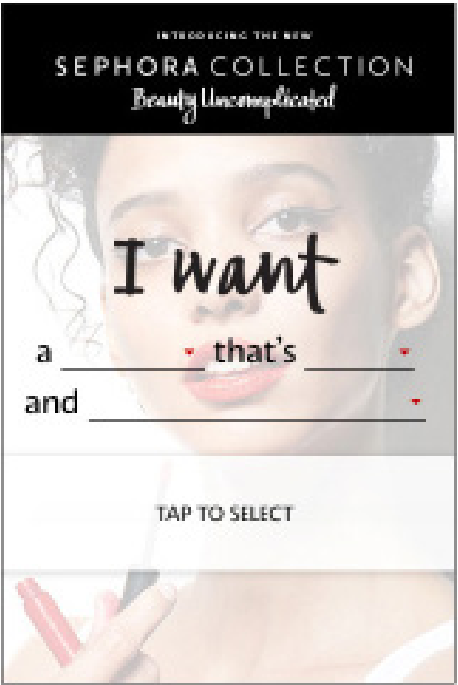
F1: INTRO ANIMATION



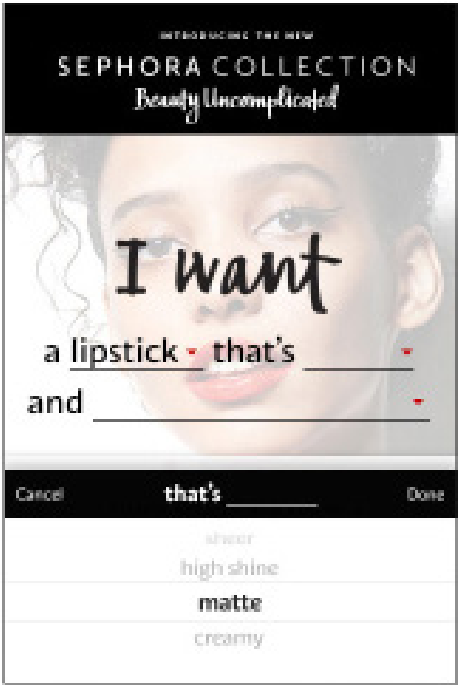
F2: INTRO ANIMATION  
Dialogue animates down from below "I want".  
Copy rapidly cycles through all the prompts available, i.e. lipstick, gloss, matte, creamy, high shine, etc.



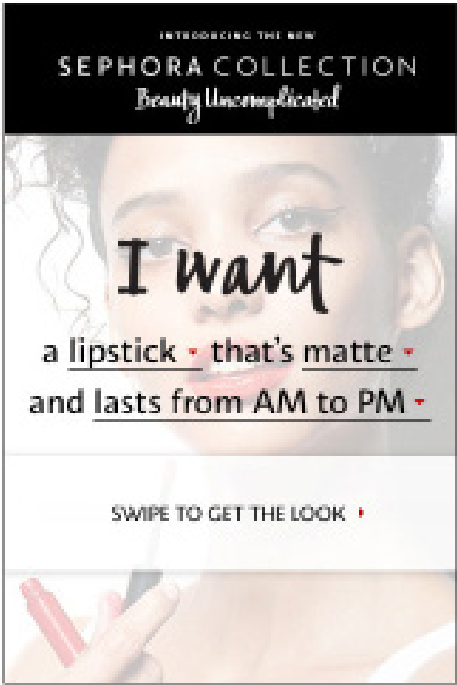
F3: INTRO ANIMATION  
Previous copy fades off with "Get what you want" script type fading in



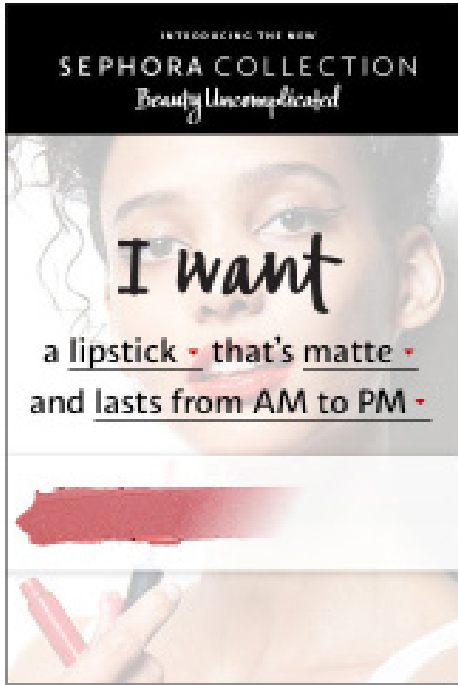
F4  
Previous frame fades off with Madlib type appearing



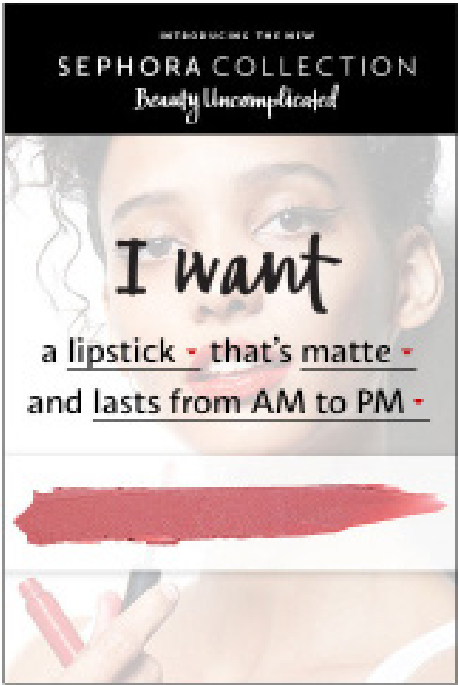
F5  
User selects options for each Madlib blank



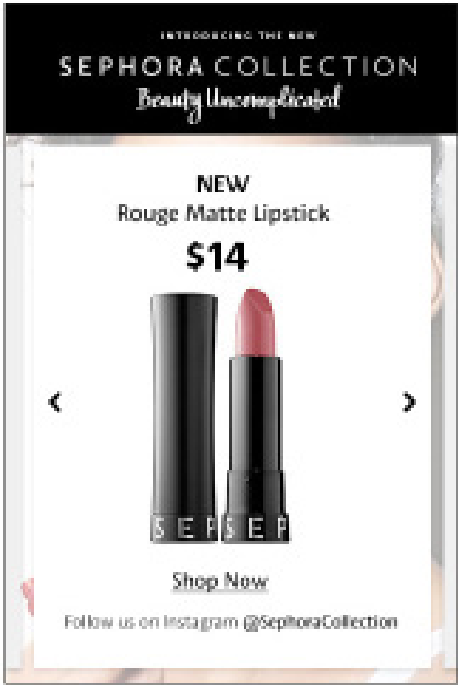
F6  
Once all fields are completed, swipe prompt appears



F6  
User taps and swipes, which reveals individualized makeup smear as a transition similar to how she will unlock her phone



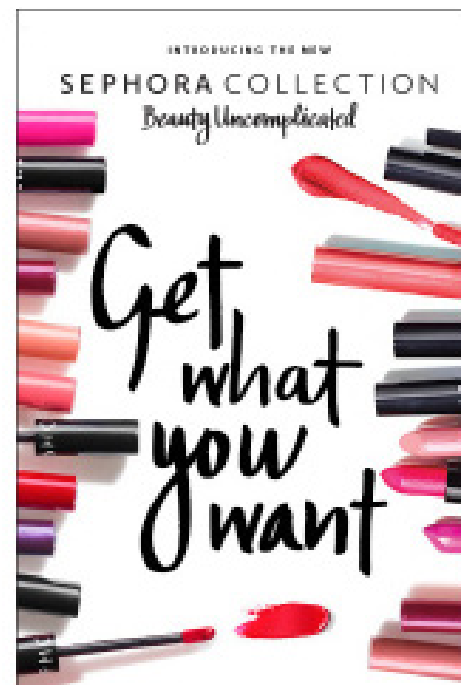
F7  
Full smear revealed



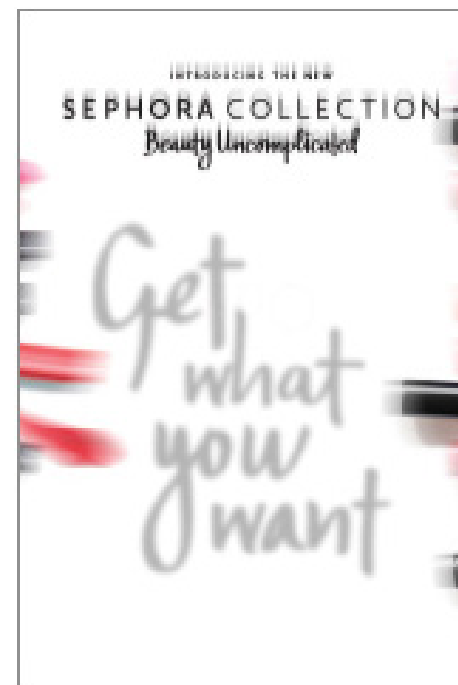
FF  
Resolve on product page with option to shop now or browse left and right through product  
\* Please note: Mobext recommends no more than 5 products in carousel per ad unit\*



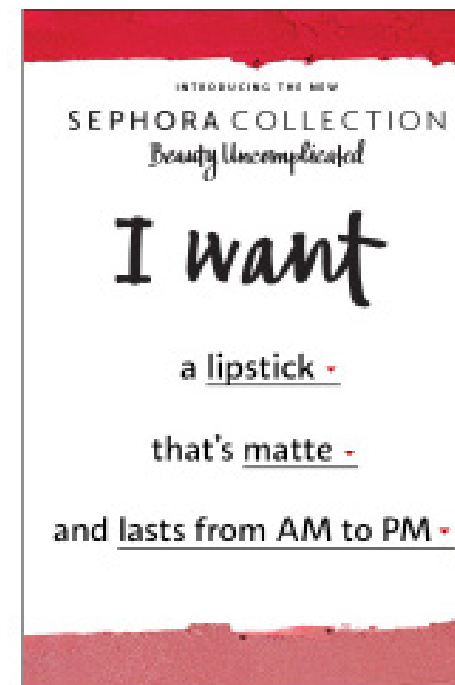
## DIGITAL ADVERTISING - MOBEXT OPTION 2



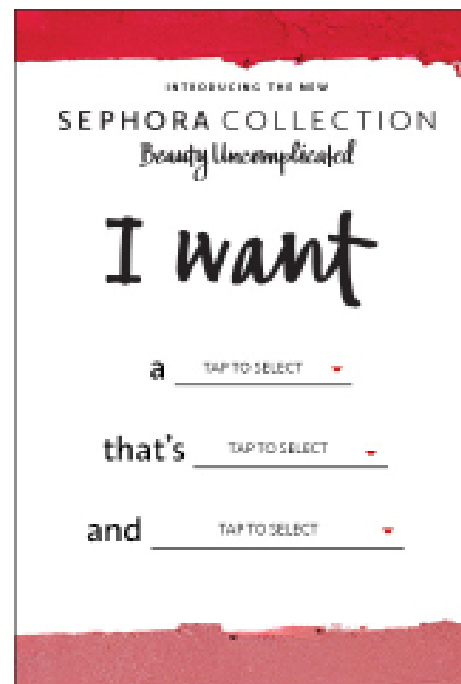
**F1: INTRO ANIMATION**  
"Get what you want" script writes in alongside Sephora Collection's lip assortment at sides of frame



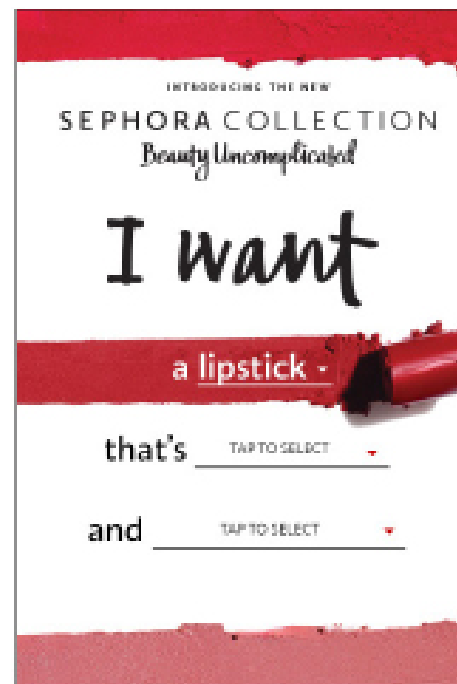
**F2: INTRO ANIMATION**  
"Get what you want" fades off, product slides off-frame



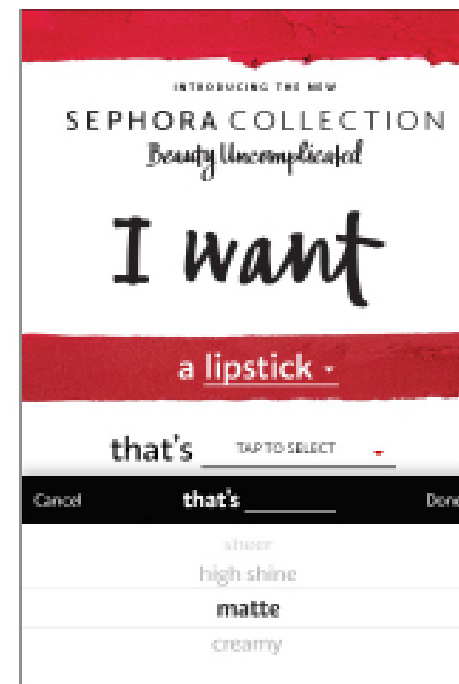
**F3: INTRO ANIMATION**  
Lipstick borders wipe in, revealing an example phrase/ "I want" statement



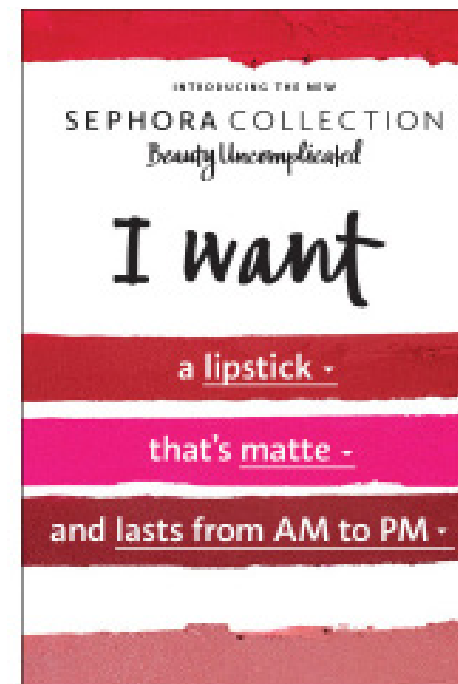
**F4: INTRO ANIMATION**  
Example phrase fades off to reveal prompts



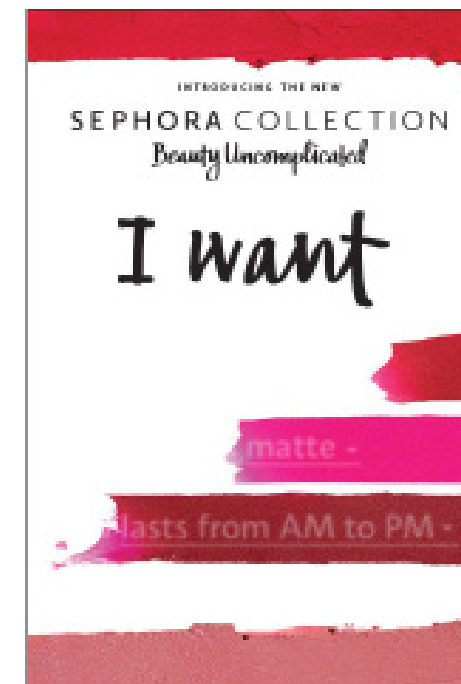
**F5**  
Upon selection, lipstick wipes in to "lock in" answer



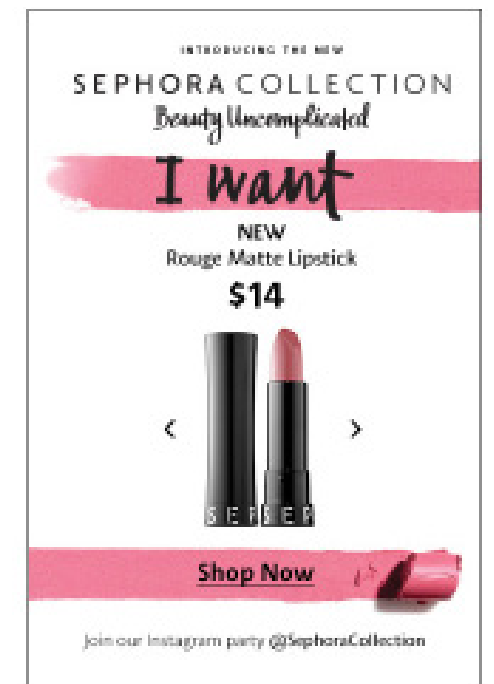
**F6**  
Users selects Madlib choices one by one through a simple dialogue which mirrors common mobile OS dialogues with a Sephora flair



**F7**  
Once all choices are locked in, each choice is highlighted in a lipstick smear



**F8**  
Lipstick smear wipes offscreen and product page/carousel fades in



**FF**  
Resolve on product page featuring lipstick smears corresponding to product. User flips through different products to reveal different textures.  
**\* Please note: Mobext recommends no more than 5 products in carousel per ad unit\***