



PUT YOUR BEST FACE FORWARD

POPSUGAR x SEPHORA



Final Treatment Deck

4/20/2022

OVERVIEW

Two beauty influencers use note cards to prompt each other in a casual conversation about how foundation gives them confidence and allows them to be their true selves.

- In partnership with Sephora, these two custom videos will touch on a variety of topics, including the basics of foundation application, how to match foundation to your skin tone, being your true self, and how the right foundation can provide that extra boost in confidence to get through the day. Whether you're going to the beach, a big event, or filming your own TikTok, our influencers will show you how to get the perfect base for any look as they highlight 12 different brands of foundation.
- The set-up will have our two influencers seated next to each other and mix in b-roll with custom product shots.

PRETTY UNFILTERED with LILLY SINGH



[WATCH SAMPLE
VIDEO HERE](#)

Deliverables

Summary of Deliverables:

- 2x Hero Video for FB/Pinterest (2-2.5 min, 1x1; pinterest 2:3)
- 2x Cutdowns for FB/IG/TW (1 min, 1x1)
- “Paid For By Sephora” title card and logo

Video Concept

Log Line:

Two beauty influencers have an intimate conversation about how foundation gives them the confidence to be themselves as they share tips on finding the right foundation for any skin type and any situation people may find themselves in.

Summary of Visuals:

Our two charming influencers will sit down together and ask each other a series of rapid fire questions about foundation application, shade matching, finding the right formula for your skin type and how the right foundation gives them the confidence to be their most authentic self. From sharing their biggest foundation fails and how they recovered, to discussing their favorite foundation tips and hacks, we will get an exclusive look into the best ways to get foundation to work for you. As they answer questions, both influencers will share 3 foundations and talk through how each product was beneficial to them in helping with their confidence. We will see b-roll of the influencers handling the foundation as well as custom foundation packaging shots.

CONCEPT OVERVIEW

Brand Integration

Visuals on screen:

- Influencers speaking to each foundation with product in hand
- Influencers swatching product on their hands to show texture
- Broll/beauty shots of foundation and packaging

Text on screen/Verbal mentions:

- Product names
- Influencer IDs
- Each influencer will speak to their favorite products and mention their positive attributes.
- Each will say how these products have given them confidence in their day to day lives.



Video Themes

Topics:

- Having something that makes you confident makes tackling your days easier.
- Confidence gives you the ability to be the best version of yourself.
- The basics of foundation application (“Always put foundation on in good lighting.”)
- Picking the right foundation for your skin type
- Simple tips and hacks to applying foundation to add to its versatility

Sample Soundbites:

Amina: “I think ultimately foundation can really compliment your skin and bring out the glowyness and make everything look fresh. My fave for that look is Rare Beauty’s Positive Light Tinted Moisturizer Broad Spectrum SPF 20 Sunscreen.”

Nikki: “Make sure you really take into account your skin's texture, whether you're oily or dry, and the finish of the foundation. If you're oily you want to look for 24 hour wear, HD, things that have that oil control and longevity. I love Make Up Forever’s HD Undetectable Longwear Foundation.”

Malvika: “I got all glammed up for my mom’s 50th birthday party but when the pictures came back, my foundation looked terrible! I just looked the wrong color. Since then I make sure to have good lighting when I’m applying foundation to make sure it looks right.”

Leslie: “My main tip is don't match your face, match your neck. Always do your makeup in good lighting.”

Interview Questions - Per 4/25 Feedback

Intro/ Talent Backgrounds

- Tell us about yourself - who you are and what you do
- What prompted you to get into the beauty space
- How does it feel to expose your authentic self to your audience how does your audience respond to that?
- What's one beauty tip you wish you learned early on?
- What makes you feel your most confident?
- Tell us about your aesthetic? What's your daily go-to when it comes to glam?
- What's your favorite thing about working with makeup?
- How do you express yourself with makeup?
- What are three beauty related questions that you get asked the most about?
- What's your favorite thing about working with makeup?

- (For Nikki) What's your favorite thing about working with clients?

Interview Questions - Per 4/25 Feedback

Foundation 101: Finding the Right Shade

- What do you usually look for in a foundation/complexion product?
- How do you figure out your foundation shade?
- What's the best way to find your undertones?
- Any tricks/tools to finding your shade in-store?
- ...And what is your favorite thing about Sephora's online shade matching tools?
- Any tricks/tools to finding your shade online/at-home? Tell us your process.
- When do you recommend going in to a store for shade matching?
- ...And what do you love about Sephora's in person shade matching tools?

Interview Questions - Per 4/25 Feedback

Foundation 102: Formulation/Finishes

- What's your go-to everyday look?
- What kind of foundation do you put on when you have to run annoying errands all day?
- What kind of foundation do you go to when you're going straight from a work project to a night out?
- What are your favorite foundation tips and hacks?
- What 3 complexion products are you loving right now? (Brand integration) Tell us about them!

Foundation 102: Application Tips/ Etc.

- What are your favorite foundation tips and hacks?
- What are some of your tips for applying foundation?
- Favorite tools?

Thank you!