

Glam Media Case Study -

MAX FACTOR

“Glam is fantastic to work with. Their integrated approach to building out each campaign with distinct offerings and initiatives is what makes us come back to Glam time and time again.”

- Jackie Maron, Media Planner, MediaVest

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Client: MAX Factor

Campaigns: Maxwear, Lipfinity, Volume Couture, Exotic, Maxalicious, LA Fashion Show

Objectives: Max Factor has renewed with Glam for multiple campaigns including:

- Product launches/trial
- Branding
- Supporting mobile and offline promotions
- Driving participation in contests
- Promoting offline events
- Leveraging celebrity spokeswomen and stylists
- Elevating brand through Fashion Week Sponsorship ad and other integrations



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MAX Factor Sponsorship of Fashion Week

Sponsorship included:

- Editorial mentions across network
- Direct Marketing
- Editorial coverage of client event
- Integration with more than 20 runway slideshows/multiple celebrity slideshows
- Sponsorship of offline Fashion Week giveaway

