



TITLE: LHH ATL + Covergirl

VERSION: V1 5.26.20

GFX/VIDEO	VO/AUDIO
CLIP TBD: LHH Atlanta S9.	Cold Open TBD BITE: (Ex: "Lookin' good, Mama!")
Opening GFX Lockup: Covergirl + Viacom Velocity (or ViacomCBS).	AUDIO: Upbeat Hip Hop music (beat only or female artist).
Hot Mix: CLIPS from S9 showing big dramatic moments and glamorous outfits and makeup.	VO: Love & Hip Hop Atlanta serves up the realest moments and the hottest looks.
GFX STATS: <ul style="list-style-type: none"> - #1 RATED CABLE ENT FOR WOMEN 18-49 ON MONDAY NIGHTS - #1 MOST STREAMED VH1 FRANCHISE ACROSS O&O IN 2019 	VO: So it's no surprise—fans are here for it.
CLIP TBD: LHH ATL S9.	TBD BITE: (Ex: "That's right! You do you.")
<p>CLIPS from LHH ATL S9 and/or In-show Integrations and/or Tutorials.</p> <p>CLIP from Tutorial #1 with Rasheeda.</p>	<p>VO: And when Covergirl was looking to reach chic, multicultural online shoppers—we knew Love & Hip Hop would be the perfect partner.</p> <p>Together, we served up more bold looks, then showed fans how to re-create them—right at home.</p> <p>BITE (4:17): "Mhm. She cute!"</p>
<p>CLIP from In-show Integration #1, showing Rasheeda getting ready with COVERGIRL products.</p> <p>CLIP from In-show Integration #1, showing Rasheeda's date night.</p>	<p>VO: First, stars got ready with Covergirl makeup before their big moments for two easy, breezy Season 9 Integrations.</p> <p>From Rasheeda's classy date night look...</p> <p>BITE (4:10): "Baby, you so sweet. I love you. (laughs)"</p>

<p>CLIP from In-show Integration #2, showing getting ready with Bachelorette Party crew.</p> <p>CLIP Sierra doing Mimi’s COVERGIRL eyeshadow.</p>	<p>VO: ...to Mimi’s glammed-up girl’s night out.</p> <p>BITE (1:24): <i>“Mimi, you look good, girl.”</i></p>
<p>CLIPS from Tutorials.</p> <p>GFX STATS:</p> <ul style="list-style-type: none"> - Rasheeda’s YouTube video: - Over 17% Completion Rate - Mimi’s YouTube video: - Drove engagement rate up to 56% <p>CLIP from Tutorial #1 with Rasheeda.</p>	<p>VO: Then, the ladies took to YouTube for beauty tutorials that showed fans exactly how to “Get The Covergirl Looks” for themselves.</p> <p>The response was outrageous.</p> <p>BITE (6:55): <i>“Ooo—yes, honey! I did that.”</i></p>
<p>IMAGES: captured screenshots/comments from social.</p> <p>GFX STATS:</p> <ul style="list-style-type: none"> - Facebook: - 2.7M Impressions - 1M+ Views & Engagements - Instagram (feed & dark): - 3.6M Impressions - 1M Views & Engagements <p>CLIP from Tutorial #1 with Rasheeda.</p>	<p>VO: Fans were buzzing on social.</p> <p>BITE (7:03): <i>“That look was easy and breezy. Lookin’ like a true Covergirl.”</i></p>
<p>VIDEO demonstrating the process from the social media post to the MikMak page.</p> <p>CLIP from end of Tutorial calling out Rasheeda.vh1.com.</p> <p>Continue VIDEO demonstration through to eCommerce sites where the COVERGIRL products are displayed.</p>	<p>VO: And the radiant results didn’t stop there.</p> <p>We drove point-of-purchase right on social via eCommerce platform MikMak.</p> <p>Gorgeous calls-to-action pushed fans directly to vanity URLs to snag the exact Covergirl products.</p> <p>Fans simply swiped, clicked, and bagged right from Amazon or Walmart.</p>

<p>GFX STATS:</p> <ul style="list-style-type: none"> - Rasheeda's MikMak page: - 61% Add to Cart Rate (in first 24hrs) - Instagram Dark Posts: - Drove combined 4K+ click-outs 	<p>VO: And easy finds, equal voluminous shopping carts.</p>
<p>CLIP from Tutorial #1 with Rasheeda.</p>	<p>BITE: <i>"Love it!"</i></p>
<p>GFX STATS:</p> <ul style="list-style-type: none"> - 8M Total Impressions - 3M Total Video Views + Engagement - 33%+ Average Video View Rate 	<p>VO: All in all, the campaign was a glowing success.</p>
<p>Final Clips/Mix</p>	<p>VO: Showing Love and Hip Hop fans that getting a beautiful Covergirl look is only one easy, breezy click away.</p>
<p>GFX Lockup. END.</p>	