

LAKME Beauty bond



A beautiful gift for her



Emotional Trigger

- Research shows Advertisements that trigger an emotional response can grab an audience by the heart, hold their attention, and leave them with a warm and cozy feeling about the company, product or service.
- This route uses emotions to pull TA to LAKME counters
- A mailer will be sent to Male partners of the TA
- It will highlight the importance of her in their lives and will talk about a diamond chance to complement female partners with a gift of love i.e. a Diamond Ring to say she is very precious.



Why this offer

- Males find it difficult to express their feelings about their female partners
- An expensive gift is often used for this expression
- This offer gives males a chance to gift a precious diamond ring without spending any money
- The probability of females coming to avail this offer is high as it is gifted from their male partners as a gift to express love
- The females wearing such expensive jewelry spend on beauty enhancement products to improve their looks

A diamond for your love





Surprise her with a gift card
to win a diamond ring





Letter to a male partner of our TA

Dear Mr. __

Have a beautiful day!

Have you noticed; when you say 'beauty' you couldn't help rejoice recalling everything that's beautiful to you. It may be those careless lovely gossips with the next door kids, those lazy Sunday afternoons, those college canteen pranks, those cricket stadium chants, those wedding banquets, those long drives, all the beautiful memories that we take with us after years have flown, which are like no others. And of course, the beautiful bond with that someone special!

How we realize day by day that all we have really, is love. And how seldom could we remember to take a notice, stop for a while, smile, and say those three magic words... And wouldn't it be wonderful not missing a chance? So, have you told Her lately that you love Her? And was it with a memento? Want to make it even more beautiful - maybe 'perfect' this time? Great!

The best expression is the expression of love and the best complement, that of beauty. At Lakme, we say why not just help you complement and express the beauty and love that you treasure. How? With nothing but only the 'Best'! After love itself, wouldn't a happy lifetime together be the perfect gift of love? We wish you both...

And then of course, like every woman's dream. Her ever coveted 'Diamond Ring', from the apple of her eye! Guess why 'Diamond Ring'? Because Diamonds are forever. And the ring is round - signifying 'No Ending'!

Yes, that's exactly what we could offer you. Just find a perfect moment and tell Her how much you love Her. And while you gift the Love Greeting, ask Her to visit the nearest Lakme counter with Her Diamond Card!

We are sure what you've awaited forever, awaits you now!

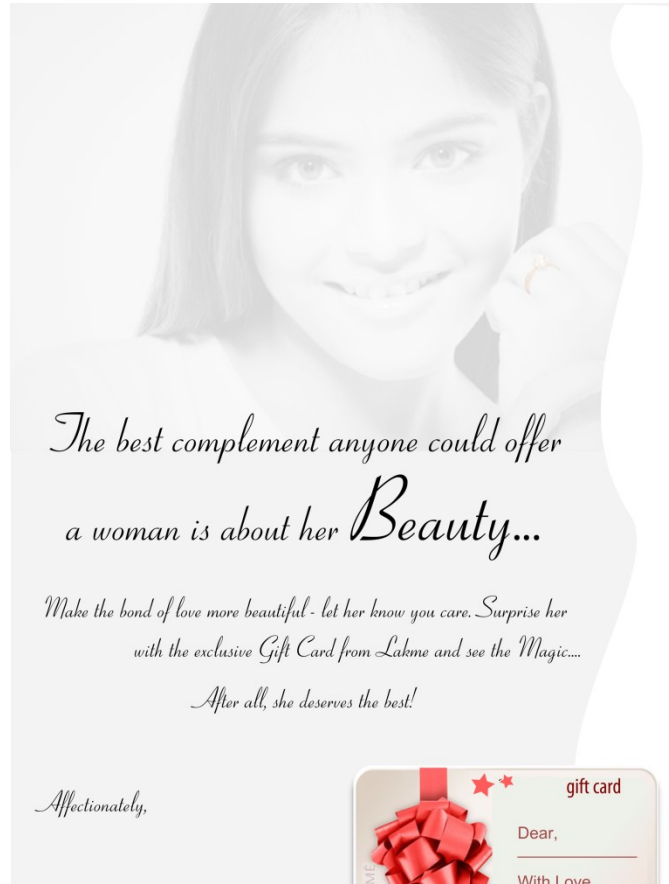
Love

Lakme





Greeting with a gift card



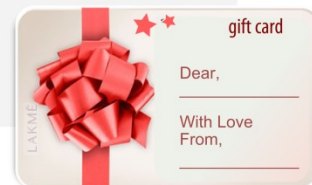
*The best complement anyone could offer
a woman is about her Beauty...*

*Make the bond of love more beautiful - let her know you care. Surprise her
with the exclusive Gift Card from Lakmé and see the Magic...*

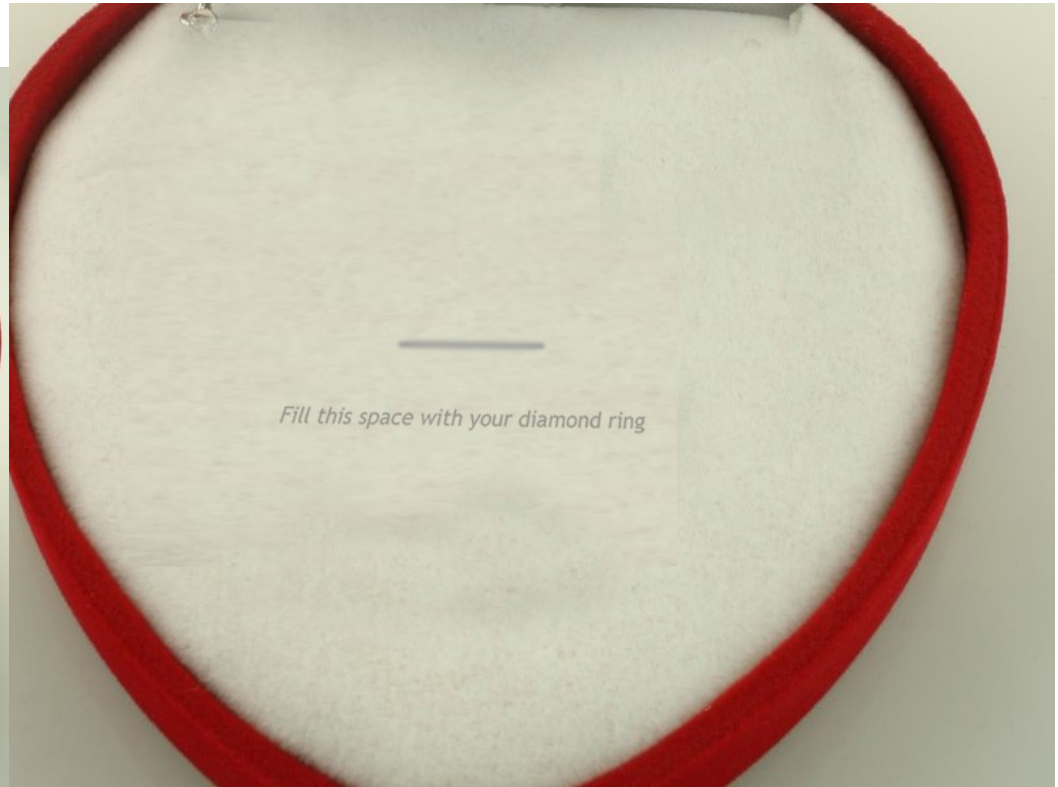
After all, she deserves the best!

Affectionately,

LAKMÉ



Mail box design





Gift Card

NAME

ADDRESS

DATE

PHONE

MOBILE



FRONT



BACK



Suggestions for offer

- Rather than giving a diamond ring to single lucky winner We have to offer 3 - 5 such rings (3 - 5 winners) so that females interested in this offer are encouraged by the winning probability.
- We can also frame it for first 200 visitors so that prospects rush to the LAKME counter as soon as they get the offer
- We should not put any conditions on this offer just visit the counter and register for this offer by showing the gift card



Loyalty Program

- A loyalty program with offers and discounts will be structured as per the response of this communication. Offers for loyalty program-
 1. Get a book of beauty secrets on purchase of.....
 2. Use new LAKME products and get a chance to do modeling for beauty tips booklets
 3. Discount on LAKME beauty care center's membership
 4. Free make up kit for LAKME make up collection