

Omorovicza.

— BUDAPEST —



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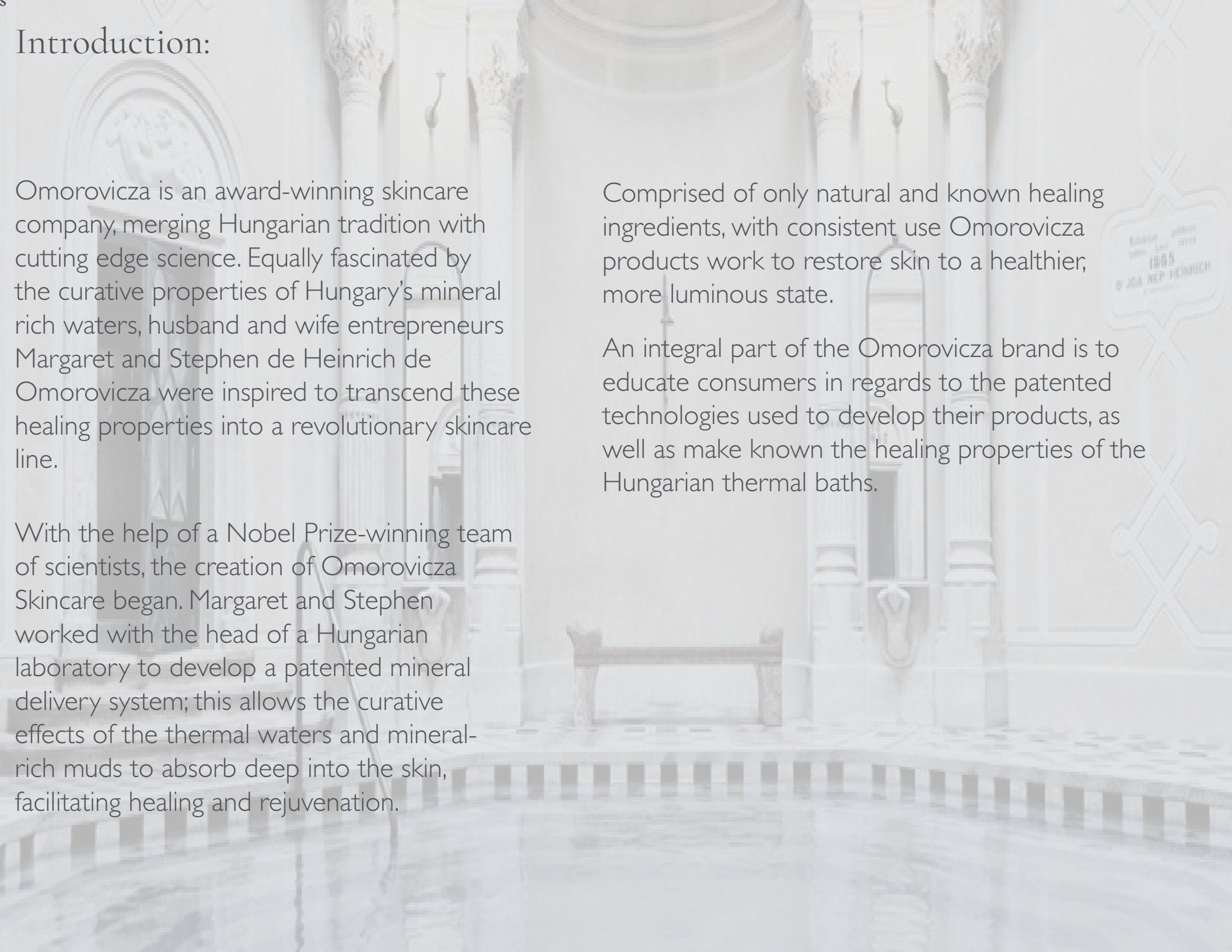
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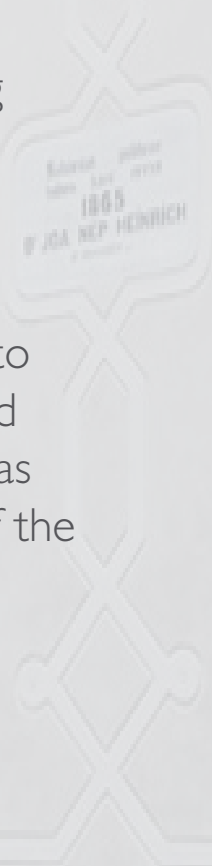
Introduction:

Omorovicza is an award-winning skincare company, merging Hungarian tradition with cutting edge science. Equally fascinated by the curative properties of Hungary's mineral rich waters, husband and wife entrepreneurs Margaret and Stephen de Heinrich de Omorovicza were inspired to transcend these healing properties into a revolutionary skincare line.

With the help of a Nobel Prize-winning team of scientists, the creation of Omorovicza Skincare began. Margaret and Stephen worked with the head of a Hungarian laboratory to develop a patented mineral delivery system; this allows the curative effects of the thermal waters and mineral-rich muds to absorb deep into the skin, facilitating healing and rejuvenation.

Comprised of only natural and known healing ingredients, with consistent use Omorovicza products work to restore skin to a healthier, more luminous state.

An integral part of the Omorovicza brand is to educate consumers in regards to the patented technologies used to develop their products, as well as make known the healing properties of the Hungarian thermal baths.



History

Over 2000 years ago, the healing properties of the Hungarian thermal waters were first discovered, with the first baths built in the sixteenth century in Budapest by the occupying Ottoman Turks. They built hundreds of Ottoman Hamman baths along sites of the healing springs.



Founders and owners, Margaret and Stephen Omorovicza

Omorovicza's history is rooted in Hungarian tradition and family values. In the nineteenth century, the Omorovicza family worked with Miklos Ybl, a celebrated architect, to build their first spa on the site of a medieval healing spring. Years later, Stephen and former United States diplomat, Margaret sought to translate their passion for the healing baths into a modern-day global skincare line. In 2006, Stephen and Margaret officially launched Omorovicza Cosmetics with a storefront in Budapest.

Current Situation

Since 2006, Omorovicza has produced award-winning skincare with fifty products comprising four collections. Omorovicza products are used globally at the *Four Seasons Hotel Spas*, as well as select *Park Hyatt Hotels*. Their products are also sold globally in-store and online with luxury retailers, including *Neiman Marcus* and *Saks Fifth Ave*. Recently, Omorovicza secured a contract with *Sephora*, broadening their consumer scope. Omorovicza's website is a globally-distributed e commerce platform and features an educational skincare blog.

Omorovicza also partners internationally with brands on pop-ups and collaborations. With a current focus on the Canadian market, Omorovicza has partnered with Canadian brand *Pink Tartan* on a number of in-store events, has a partnership as the sole amenities provider at *SoulCycle Toronto*, and curated a Christmas Cocktail at *Bar Reyna* in Yorkville. Each of these partnerships have garnered Omorovicza an opportunity to reach a new customer base by way of introducing products and spa treatments.

Currently, Omorovicza uses social media to perpetuate its brand online, but Omorovicza products have been featured in several publications (print or otherwise) including: *The National Post*, *The New York Times*, *Brides Magazine* and *Vogue India*.



Current Situation

The following chart highlights Omorovicza's social media follower-counts. Although this is not synonymous with the company's overall success, it does emphasize the consumer's knowledge, or lack thereof, for the brand.

Platform	Name/Handle	# Of Posts	Followers	Likes	Following	Active Since
Twitter	<u>Omorovicza</u>	5125	3,430	N/A	743	January 2010
Facebook	<u>Omorovicza</u>	N/A	21,900	22, 217	N/A	2010
Instagram	<u>Omorovicza</u>	781	24,000	N/A	272	January 2015
<u>Youtube</u>	<u>Omorovicza</u>	123	669	N/A	N/A	October 2010
Blog	<u>Omorovicza</u> Cosmetics	365	N/A	N/A	N/A	July 2017
LinkedIn	<u>Omorovicza</u> Cosmetics	N/a	3,151	N/A	N/A	N/A



Current Situation

Omorovicza understands the changing ideology in skincare and beauty. The NDP Group reports that nearly half of American women are conscious of the ingredients in their skincare routine, and are purchasing products with natural and organic ingredients. Luxury skincare brands saw a massive growth in sales in the United States, and a 14% growth in Canada.

Additionally, the rise of interest overall (both consumer- and industry-side) in natural ingredients has benefited conscious-consumers. Stephen believes, *“Competition is actually a very, very good thing...The more people out there who are interested in the ingredient, the better it ultimately is for us.”*

This presents the ideal opportunity for Omorovicza to thoroughly embed itself in the Canadian market via brand awareness, consumer-oriented education and increasing sales.



Company Objectives

With the current market landscape in mind, Omorovicza is pursuing the following company objectives:

1. *Increase Canadian sales.*

With a focus on *Montreal, Toronto and Vancouver*. Omorovicza's target audience resides primarily in urban, fashionable centers. With key partnerships and promotions tethered to pop-up shops and spas in each city, and targeting Omorovicza's intended demographic, the company is thus in the position to place itself permanently in the market. By including Omorovicza's loyalty rewards program in the physical stores, too, the company will draw loyal shoppers to its ecommerce site.

2. *Increase in skincare education.*

Demystifying luxury skincare by highlighting the nutritional, natural and wellness benefits to Omorovicza's products is a vital company objective. Omorovicza takes great care in crafting their products and desires neither the history nor the science that is poured into every product to be lost to the consumer. A series of brand-awareness and educational campaigns will share the company's legacy and the products' science to set Omorovicza as a true innovator in luxury skincare.

3. *Expand Pengo Points System.*

The Pengo Points (named after Hungary's former currency) is a rewards program used on their website. There are three ways in which members may gain points, and the Pengos are redeemable on purchases. Omorovicza will be expanding Pengo Points to be used in-person in pop-up shops and spas, as well as in partnership ventures. Using Pengo Points to draw customers in removes the necessity of middlemen retailers, and brings in loyal customers to Omorovicza alone.



Communication Objectives

Omorovicza cherishes three communications objectives, to which both the Company Objectives and Channels may be visibly traced.

1. *Brand Awareness*

Omorovicza will launch several small campaigns to place itself in the Canadian mindset and market of prestige skincare. Considering the recent contract with Sephora, Omorovicza must bring itself to the fore of prestige skincare to attract the large consumer base shopping at Sephora. Despite being a premiere brand used and touted by celebrities, or in luxury spas and hotels, Omorovicza desires to tap into the general public.

2. *Education & Heritage*

Education and Heritage. Although similar to the company objective, Omorovicza's communications goals for the campaigns' durations is to share the history of Omorovicza and the company's strong belief in educating consumers. Omorovicza's uniqueness in history and ingredients falls in line with the current market trends.

3. *Increase Press Coverage*

Increase Omorovicza's press coverage. Over the last 11 years, Omorovicza has gained traction in the media for its unique products, featured in several articles and lists; however, there is a stark lack in press coverage of events and launches. With press coverage of Omorovicza's events and seasonal launches from iconic magazines, including and especially Canadian issues The Kit and Elle Canada, the company will reach a wider audience and a wider consumer base.



Target Audience

Omorovicza will be targeting affluent 25-30+ year old women in urban centers across Canada, primarily in Montreal, Toronto and Vancouver.

Market research indicates that women in particular are willing to budget accordingly to afford luxury skincare. However, we will launch a few campaigns that will target all consumers interested in luxury skincare--particularly the education and media partnership campaigns.

This will follow for two reasons:

1. General, web-based campaigns do not need a physical presence to partake, so geography becomes limitless.
2. Omorovicza is sold at several retailers--online and in-store--and so targeting a general audience will ensure sales from a wider consumer-base.



Channels:

Pop-Up Shops and Spas

The pop-ups are tied to specific cities (Vancouver, Toronto, and Montreal) and events, in partnerships with brands that mirror the Omorovicza aesthetic and principles. These pop-ups will run for approximately one week inside the host partner. Gift cards to [omorovicza.com](https://www.omorovicza.com) will be given to customers at the host partner and can only be redeemed in the pop-up.

Omorovicza will use extensive social media campaigns to share news of the events in the respective cities. Afterward, press releases and blog posts will be shared, recounting the events, to spark media coverage, thus broadening Omorovicza's reach.



Margaret de Heinrich de Omorovicza will appear at the launch of each of these pop-ups and participate in events with invited guests and media coverage. She will discuss the company, the products and her favourite items from Omorovicza's line. Margaret will also participate in events at the host-partnership.

Channels:

Pop-Up Shops and Spas

Vancouver

Vancouver will have a pop-in shop in *Nordstrom*. This will be a summer event to coincide with seasonal product launches.

The event will be two tiered: the first is a public event offering Nordstrom shoppers to opportunity to visit an Omorovicza Spa. Shoppers can select a variety of mini-treatments or chat with and learn about the products from Margaret. Shoppers who book a mini-treatment will leave with a gift bag.

The second tier of this event is a private press breakfast for select short-lead media. Select publications, influencers and media personnel will partake in an intimate gathering with Margaret.

A presentation, followed by a light breakfast, and walk-through of the new products will be conducted. Margaret will chat with guests and answer questions. Media will receive gift bags of all new products, as well as be given the opportunity to pre-book a one-on-one interview with Margaret.

Channels:

Pop-Up Shops and Spas

Montreal

Omorovicza will partner with Montreal-based boutique candle and perfumer *Ruby Brown*, to be hosted near Christmas. Margaret will attend the first day of the launch. This is a two-part event. Attendees will make small, holiday-themed sample perfumes, led by Ruby Brown staff. Margaret will lead a skin-care analysis and mini-facial treatment.

Attendees will receive small gift sets with samples from Ruby Brown and Omorovicza, along with a \$25 gift card to be redeemed at the Omorovicza pop-up shop and another \$25 gift card to be redeemed at Ruby Brown. It is \$100 dollars to participate. This is a long lead event. Traditional ads in local publications will be issues in advance to generate hype.

Toronto

Toronto will see a return in partnership with *Pink Tartan*. Previously, customers could book short facials at an advantageous price through Pink Tartan. Afterward, customers would receive a gift card redeemable on Omorovicza products sold in the Pink Tartan boutique.

This new partnership will reveal a small giftset full of deluxe minis of Omorovicza, and a small makeup bag designed especially for the collaboration. The giftset will be sold for a week during Toronto Spring Fashion Week 2019. Margaret will attend the event and share the process of designing the bag with Pink Tartan and which items to include. Customers will receive a \$50 gift card to be redeemed at the pop-up shop Pink Tartan will host. The Pink Tartan and Omorovicza event is a long lead event. Pink Tartan and Omorovicza will use email blasts along advertisements in fashion magazines to garner interest.

Channels:

Pop-Up Shops and Spas

Spring Fling Media Lunch

Tying into the Spring Fashion Week, Omorovicza will host a Spring Fling in the Park with on-location brunch. This is an explicitly long lead, media-only event for the launch of the collaboration hosted at the Pink Tartan boutique. Journalists and influencers will meet with Margaret. Pink Tartan will cohost the event as an extension of their partnership.

Poolside-Spa Summer Series

On select weekends, Omorovicza will set up a spa at the *Lavelle* rooftop pool in Toronto. Members will be able to order spa treatments to their cabanas, and will be gifted afterward with a set of three miniature products. If members sign up for a *Pengo Card*, they will get an additional 25 Pengos.

This communications channel functions to increase brand awareness, Pengo membership and increase in sales. The spa treatments are not complimentary, but will be offered at a lower rate given the unique location. This will serve to share Omorovicza's unparalleled products and spa treatments.

Channels

History Meets Science: Educational Campaign

This channel serves two purposes:

1. Share the company's traditional and familial heritage. From Stephen and Margaret's first date, to the inception of the company, to Omorovicza's current status. The company takes no small amount of pride in their Hungarian roots, especially as one of the oldest spas in Europe. Additionally, the precision and science—and, yes, tradition—that is shared in every product fits Omorovicza's image and branding. The company uses the finest ingredients and production methods so that every Omorovicza product is sold with pride and confidence. Omorovicza proudly wishes to share their legacy with their clientele.
 2. Bolster Omorovicza's online content, especially it's YouTube videos, while also directing traffic back to Omorovicza's website and e-commerce site. Creating consistent, unique content will help grow a consistent fan base.
- Along with posting educational video content, we will create footage behind the scenes of our global initiatives. For example, film our work at New York Fashion Week and with the New York City Ballet, each of which are popular international campaigns shedding light on the Omorovicza global brand.

Channels

History Meets Science: Education Campaign

This education campaign will work to demystify luxury skincare. Omorovicza, which has thermal waters as both their “niche” but staple ingredient, will use their scientific process to dispel any myths or stigma surrounding their products.

Their long-term partnership with a Nobel Prize winning lab strengthens their position as a natural and wellness oriented company founded on concrete practices and products rather than whimsy.

The luxury skincare market has undeniably seen an uptick in niche ingredients; Omorovicza has existed and thrived before this trend, but will use it to reach a new, wider audience.



Channels

History Meets Science: Education Campaign

A series of blogposts and YouTube videos will be produced to highlight the makings of four different products, as well as two videos about the history of the de Omorovicza family, leading up to Stephen and Margaret starting the company. Short clips of the videos, and blog posts will be included on social media.

Omorovicza-produced videos by topic:

1. History of the de Omorovicza family up to Stephen and Margaret.	Interviews and co-produced videos with influential Canadian fashion magazines, including <i>The Kit</i> and <i>Elle Canada</i> will reach a large and engaging consumer base. Videos co-produced with fashion publications will focus only in-part on Omorovicza; rather, they will also work to explain and showcase luxury skincare overall, using Omorovicza as a prime example.
2. Equal parts familial and company-based, the second video reveals the couple's story and the beginning of Omorovicza.	
3. Queen of Hungary Mist. This product suits market trends of facial oils and setting sprays.	
4. Thermal Cleansing Balm. Award winning makeup remover and purifying balm.	
5. Ultramoor Mud Mask. Anti-aging mask with mud from Hungarian moors. A recent study suggests that "millennials" are uninterested in anti-aging products. This video would do well to be shown on Facebook and YouTube, to blend the traditionally older users on that platform.	Reaching this audience with beneficial and educational material is integral in gaining access to new markets. Interviews with Stephen and Margaret serves to humanize the brand, and recreates the intimate setting not unlike that found in the pop-up shops and picnic brunch.
6. Miracle Facial Oil. This product ties into the facial oils facial oils.	

Channels

Omorovicza x Etihad Airways and Four Seasons Budapest

This partnership revolves around a contest run by Omorovicza. Online shoppers who spend over \$300 will be entered into the contest. Shoppers may spend 30 Pengos to enter twice. Members who sign up with their first Pengo reward card will also be entered into the contest twice.

The contest winner will fly with Etihad Airways to Budapest and stay at the Four Seasons. The highlight of the trip are visits to the thermal waters at the Omorovicza spa.

This is a natural partnership given that both Etihad Airways and the Four Seasons exclusively use Omorovicza products for their guests. The three brands work seamlessly together promoting the same luxurious, decadent, and wellness-oriented products and services.

The winner will be immersed in the Omorovicza history experiencing the thermal baths and rejuvenating spa treatments straight from the source! A luxurious stay at the Four Seasons paired with days dedicated to the healing baths will afford the winner an unparalleled experience.



Channels

*Media Trip: Omorovicza x
Conde Nast Traveler & Etihad
Airways*

This unique, yet natural partnership is designed to offer members of the media a one of a kind travel experience. Etihad Airways and Omorovicza will be sponsoring a tour, hosted on the Conde Traveler site, of Budapest. The journalists will be hosted at the Four Seasons and be offered a varied daily schedule based on their journalistic preferences.

Their schedule will include meals, daily Omorovicza spa treatments, and guided tours of Budapest. Journalists will be expected to write personal pieces for the Conde Nast Traveler site based off of their individualized experiences travelling with Etihad Airways, staying at the Four Seasons, and experiencing the Omorovicza spa in the city of Budapest.

Key Messages

Natural Wellness, Family, Heritage, Science, Prestige

1. Natural Wellness. Omorovicza predicates much of its business practices and manufacturing on natural and/or organic material that is meant to promote healthy skin and an overall balanced health in the user. Indeed, beginning as a spa with healing thermal waters has given Omorovicza a singular and unique perspective on wellness and health.

2. Family. Before Omorovicza was a family-owned skincare business, it was a family-owned spa—and before that, a family. The close-knit de Omorovicza family must not be downplayed in messages pertaining to the personal aspects of the company; neither the family's legacy and heritage nor Stephen and Margaret.

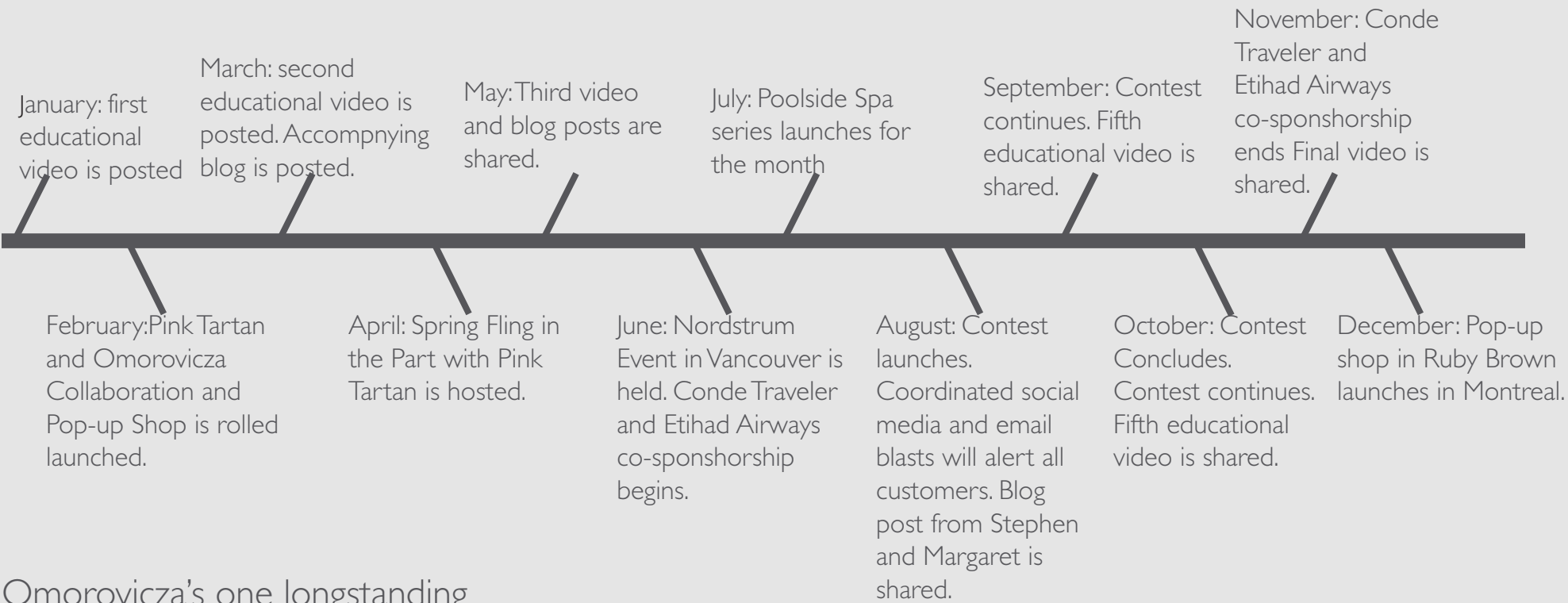
3. Heritage. Omorovicza deeply cherishes its Hungarian roots. Operating out of the ancestral spa was a deliberate move to honour the company's heritage. Omorovicza does not shy away from the legacy, but embraces it and shares its glories with pride. The de Omorovicza family founded one of Europe's first spas and later donated it to the Hungarian people. This is an enormous source of pride, and in part was a driving desire to replicate the effects of the healing waters their spa uses, to share it with the rest of the world.

4. Science & Education. Omorovicza and the Nobel Prize winning chemistry lab developed two integral processes from which all products are derived. The first is the patented Healing Concentrate™, which system delivers the minerals from the waters deep into the skin for true rejuvenation.

5. Prestige. Omorovicza is a decadent luxury that promotes healing and wellness in the user. There is prestige associated with the brand, and this must be subtly maintained in all communications. We achieve this by maintaining the utmost professional tone in our copy and a refined aesthetic in our imagery.



Timeline



Omorovicza’s one longstanding campaign, the education and heritage campaign, is paced throughout the year with its videos. Corresponding and complementary blog posts will be posted each month. Blog posts and videos will be confidently shared on all social media platforms.

There will be sufficient social media notice and email blasts to alert Omorovicza’s customers of the pop-up shops. Our PR team will reach out to media to assist with spreading the news. Additionally, articles and highlights from the events shared on social media ensures that the maximum number of consumers are reached.

Content Calendar: July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Twitter Facebook	3	4	5 Twitter Facebook	6	7
8	9 Instagram	10	11	12 Twitter Facebook	13 Twitter	14
15	16 Instagram	17 Facebook	18 YouTube Facebook Twitter	19 Twitter	20	21 Instagram (Story)
22	23	24 Facebook Twitter	25	26 Twitter	27 Facebook	28
29	30 Instagram Twitter	31				

Instagram posts in July will feature photographs taken at the Lavelles Poolside Spa Summer Series. 21 July 2018 Instagram Story of the events that day.

Twitter and Facebook should be limited to one or two posts per day, excluding posts addressing customers' questions and concerns.

18 July 2018 YouTube post includes a video from the ongoing History Meets Science Education Campaign. Link to the video should be shared on all social media channels.

Twitter and Facebook posts at the end of June and the first week of July will share news of the Poolside Spa Summer Series.

Budget

Omorovicza has fulltime social media coordinators in-house for writing needs.

Pop-up-Shops and Poolside Summer Series

Staff of 4 for 5 days at \$20/hr; 8 hours a day: \$3200 per location.
Total: \$12,800

Spring Fling Media Lunch

\$8000 for the event (half of which is shared with Pink Tartan)
Total: \$4000

History Meets Science Education Campaign

Scripts: \$125 per hour, 6 hours: \$750 per script
Subtotal: \$4500
Video Production: \$2500 per video
Subtotal: \$15,000
Total: \$19,500

Omorovicza x Etihad Airways and Four Seasons Budapest

Winner's Tours Around Budapest: \$6000 (shared in part with Contest partners)
Spa Treatment: \$3000 (including labour)
Total: \$2000

Media Trip: Omorovicza x Conde Nast Traveler & Etihad Airways

\$6000 to be shared with Co-Sponsors
Total: \$2000



Evaluating Success

1. Increased Sales

The company aims for a 15% increase in sales. Considering the thorough pop-up shops in Montreal, Vancouver and Toronto, alongside the spa treatments at Lavelle and the drive to expand the Pengo points system ensures that the company will sales growth in the Canadian market directly through Omorovicza.

The increase in press coverage—of events and products—reaches a larger audience already immersed in the beauty market, but are more willing to shop through places like Sephora. There, another growth in sales will be seen because of consumers hearing of Omorovicza through the media alongside customers coming across Omorovicza on Sephora's website. This is easily trackable with the gift cards attendees at the events will receive.

2. Brand Awareness and Education

The company is investing resources into short-lived but profitable physical campaigns that emphasizes Omorovicza's investment in skincare and skin health. These partnerships and campaigns run alongside and adjacent to the enduring blog and YouTube educational series, that details the company's heritage and unique scientific process. This company objective coincides with an increase in brand awareness. This is measurable by an increase of 20% in social media followers.

3. Expand Pengo

Pengo currently exists on the Omorovicza ecommerce site and at the Flagship store in Budapest. Expanding the loyalty rewards program to the physical events draws in more customers who are more likely to buy Omorovicza products from the Omorovicza website than other retailers. Additionally, the contest run in partnership with Etihad Airways and Four Seasons Budapest uses Pengos as an opportunity to enter the contest twice. Omorovicza aims for a 15% increase in Pengo members. This is measurable in two ways:

A. Pengo members who sign up at a pop-up shop are given an account number beginning with a different four-digit series than online shoppers.

B. First-time online shoppers who qualify for Pengo throughout the duration of the contest may be entered twice for signing up with a new Pengo. The contest's appeal will entice more non-members to sign up.

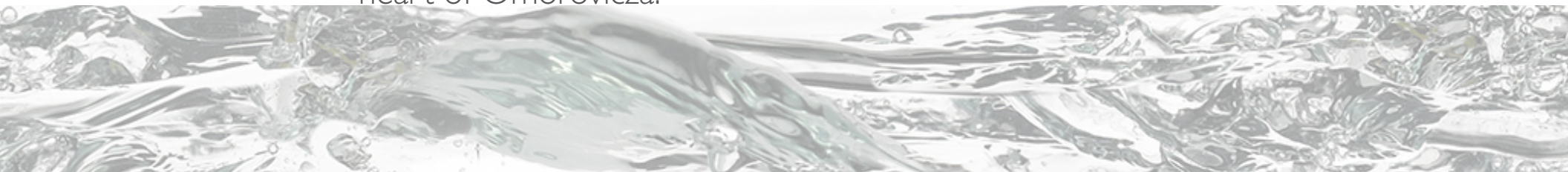


Main Takeaways

Continuing to build our brand with integrity for our history and values remains a priority. While we strive to maintain a forward-thinking philosophy in terms of growth, it's important for us to remain true to our founding principles.

Our initiatives should focus on fostering relationships, not only with media and journalists, but with our clientele. Our history and familial heritage is sacred to our brand and our business strategies must always reflect this; treating our clientele and members of the press as an extension of the Omorovicza family.

These principles along with the science behind our products, the quality, and unparalleled natural ingredients make us a unique company and we must work to communicate these aspects of our brand. Our initiatives evoke warmth, professionalism, and are designed in a way to speak from the heart of Omorovicza.





Omorovicza,

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