

*Statement above video:*

Welcome back FACE users! Tune into *FACEVision* for the latest update from YouTube's top beauty gurus: Lauren Luke, Michelle Phan, Emily Eddington, Jessica Harlow, and Leina Novicio.

[*Video starts*]

[*graphics*]      **THIS IS A FACEVISION PUBLIC SERVICE ANNOUNCEMENT**

**Phan:** My name is Michelle Phan, and I am here to announce how you can bring back the “Show Us” campaign.

**Novicio:** Sharing a piece of yourself on the Internet for thousands, even millions, to see is a scary thought for even the most confident girl.

**Eddington:** FACE wants you to be confident and to show off your idea of beauty. Help us bring back the “Show Us” campaign, which is a platform for every girl to share her individuality using FACE products.

**Harlow:** Here's how we can bring “Show Us” back. FACE is starting a new campaign called *Cross Your Heart*, asking its users to pledge their respect to other girls who are being brave and showing off their beauty in the “Show Us” campaign. Their courage allows millions of FACE users to see and learn from each other.

**Luke:** We must respect each other if we're all to grow and share. Click the link below this video [*Split screen and show mouse clicking on the website up to the directions page*] and cross your heart following the directions on the website. Help us bring back “Show Us” to the Facebook wall. FACE is looking for 10,000 users to cross their hearts before reopening the full features of the Facebook page.

**Novicio:** By crossing your heart you will receive a small token of appreciation with a *Cross Your Heart* bracelet, lip-gloss, and coupon for FACE products. [*Hold up each item as mentioned*]

**Harlow:** Respecting others is important to us, and that's why...

**Eddington:** We are asking...

**Novicio:** Our subscribers and FACE users...

**Luke:** To pledge respect to others....

**Phan:** And bring back the “Show Us” campaign. I crossed my heart, now it's your turn.

[*fade out and slowly fade into screen*]

**FACE representative:** FACE is dedicated to protecting the beauty of every individual. When the “Show Us” campaign returns, all negative or derogatory comments will be immediately deleted. Thank you for your cooperation and support. Hope to see your beautiful faces soon!

[*graphics*]      **FACE Fear. Be Confident.**

[*Video Ends*]

*Statement below:* FACE Fear. Be Confident.      [Cross Your Heart](#) (link)

To: [jay.rowan@FACE.org](mailto:jay.rowan@FACE.org)  
From: [nina.delvalle@FACE.org](mailto:nina.delvalle@FACE.org)  
Subject: Completed Welcome Page Statement Approval

Dear Mr. Rowan,

I request your approval of the welcome video before going public. Attached is the “Welcome Page” statement script for FACE’s re-launch of the Facebook page and “Show Us” campaign. The link to the actual video can be found [here](#).

Our strategy addresses the two concerns you had in regards to the return of the “Show Us” campaign:

- 1) All girls who were negatively impacted by the “Show Us” campaign were contacted directly and sent a gift package. All the parents have responded positively to this gesture and thanked us for our personal concern.
- 2) We will enable the comments again on the FACEBOOK page, because commenting is a key interactive part of the “Show Us” campaign. We will strictly monitor these comments, and we will delete all negative comments. In addition, we’ll send a message explaining that the user posting these negative comments will be blocked.

In our new video message, we included FACE’s philosophy, purpose, and encouragement in the video message, **and** we also took our message further by proposing the *Cross Your Heart* campaign, which encourages our consumers to pledge their respect for others. Our graphic designers created the *Cross Your Heart* website, and we have ordered small gifts of bracelets and lip-glosses the first 10,000 users.

Using the power of interactive social media and video, the “Welcome Page” statement will be displayed as an embedded video on the Facebook page as well FACE’s YouTube channel *FACEVision*. Several YouTube beauty experts volunteered to help us with our statement and the *Cross Your Heart* campaign. These five young women are some of the most watched beauty tutorial channels on YouTube with millions of subscribers according to a recent online article by [Parade](#) in 2012. The women also agreed to post the video on their channels as well, further promoting our brand and mission. The five women average 201,197 views per video on their channels, which creates the possibility to further expand our market. In addition, these women are young, relatable, and normal girls, which will have a larger impact on our target audience.

This use of blogging video as it is called is increasingly popular; in fact, the *New York Times* recently posted an [article](#), “Blogging With Video, Hoping to Go Viral,” about the increasing popularity of YouTube blogging and its far reaching impact. This further confirms our choice of this medium for the “Welcome Page” statement and the women who are delivering our message.

Finally, we created a positive slogan using our brand name “FACE fear. Be Confident” to discourage the use of our brand name in other more derogatory ways. This change also requires your approval. We felt that this new slogan would represent our company as being strong and purposeful, while encouraging our consumers to be the same.

Thank you.

Best,  
Nina del Valle  
Director of Marketing and Communication



*Cross Your Heart*