

A close-up photograph of a woman's face, focusing on her eyes and nose. She has light blue eyes and dark hair. The text "Brighten up" is overlaid in a large, pink, serif font. The background is a plain, light color.

Brighten up

The logo for "Powered" is located at the bottom of the image. It features a white grid icon consisting of three rows and three columns of dots. To the right of the grid, the word "Powered" is written in a bold, white, sans-serif font. The entire logo is set against a dark blue background and has a bright pink neon glow around it.

Powered

Isolating at home has changed the way we live, and restrictions around what we're able to do outside has created a need to do things differently at home.

Whilst women aren't able to go to physical beauty salons, they still want to care for themselves. There is an increased appetite for informative and engaging DIY beauty content, and that's where Nine can help.

Introducing **Brighten Up – Powered by Nine.**



With more and more stores closing their doors in recent weeks, shoppers have turned to online shopping to get their weekly dose of retail therapy. As customers settle into new housebound routines, some products are proving more popular than others.

Recent spending on beauty products, especially skincare, has jumped 200 per cent compared to the same period last year.

MYER spokesperson

STRATEGIC WAYS IN FOR BRANDS



DISRUPTION TO BEAUTY ROUTINES

Social distancing has disrupted many aspects of our lives – including our beauty routines. With salons and therapists closing doors, we are seeing a return to at-home self-maintenance.



SEEKING INSPIRATION

Rather than feel intimidated, we want our audiences to feel inspired about the beauty changes to embrace during quarantine, about upgrading their skills and about feeling good on the inside and out.



DIY BEAUTY SOLUTIONS

In order to address the changing beauty landscape, Nine will create an integrated cross-platform campaign titled “**Brighten Up**” to inspire and inform our audience with at-home self-care beauty solutions, providing a scalable content platform for brand partners.

HOW IT COMES TO LIFE ACROSS NINE



TELEVISION



BVOD



PUBLISHING



DIGITAL



RADIO

SCALE

AMPLIFICATION

HIGH IMPACT

IMMERSIVE

ENGAGEMENT

"Brighten Up" TVC

Harnessing the mass scale of Nine's linear TV platforms, "Brighten Up" will form part of a vignette TVC campaign, showcasing beauty tips demonstrated by a cast model and voiceover, tailored to fit a partner's target demographic.

9Now

The TVC will be amplified across Nine's broadcast video on demand platform, 9Now, with targeted short-form pre-roll and high-impact sponsorships using 9Tribes data.

Sunday Life

High-impact creative across Sunday Life magazine will engage millions of weekend readers, alongside beauty content inspiring readers to try their favourite treatments at home.

9Honey

Nine's leading digital women's network will provide an immersive backdrop for advertorial content dedicated to best self-isolation beauty buys, native video content like quarantine beauty hacks with Rachael Brook, and expert-led written articles such as 5 ways to be your own hairdresser.

Audio Vignette Series

Australia's leading news-talk radio network will provide close to 2 million weekly listeners with simple and practical self-care beauty tips and tricks to try at home through branded vignettes, driving listeners to point of sale online, or deeper engagement through online promotions.



 **Nine**

nineforbrands.com.au