

Driving Category Leadership by Building Awareness

Case Study: B2B Beauty Industry

COSMOPROF
NORTH AMERICA LAS VEGAS

Business Goal:

Deliver shareholder value by maximizing industry awareness for the largest B2B beauty trade show

Achievements:

Top-tier editor & influencer attendance resulting in a media impressions increase of **107%**

ROI of 11+ for influencer programs

Record-setting participation by exhibitors in top-tier brand building moments

Created memorable **elevated** industry eventing moments

2+ year holistic digital program collaboration

Significant growth led to expansion of NA shows



How we did it

NEWBEAUTY®

The 11 Most Exciting Brands We Met at Cosmoprof North America



Media Relations

Ongoing media relations and strategically-timed press releases.

Invited top editors from leading national beauty publications to provide brands a unique opportunity for media exposure.



Influencer Relations

Utilized the voices of influencers (Makeup Artists, Skin Experts, Beauty Experts and Educators) to create data-driven content to amplify Cosmoprof messaging and brand values.



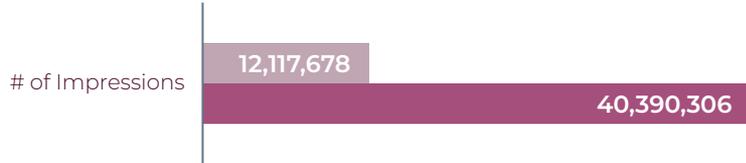
Eventing

Coordinated and executed an experience to drive leadership storytelling, social media and editorial impressions and highlight key innovations of the show.

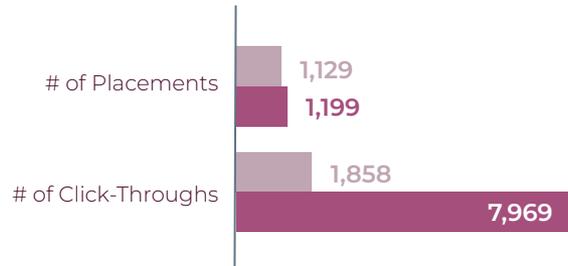
Pre- and Post-Show



Pre- and Post-Show event coverage:



PR Newswire



● 2022 ● 2023

Earned Media Results

2022 vs. 2023

Top-Tier Media Participants

- New Beauty
- Elle
- Cosmopolitan
- Good Housekeeping
- Prevention
- Woman's Day
- Real Simple
- WWD

Results

- **Garnered 63 media placements** across trade & consumer publications, with a total reach of **40,390,306 impressions**.
- Key placements include trade outlets like **WWD/Beauty Inc., BeautyMatter,** and **Cosmetics Design** as well as consumer outlets like **Elle** and **NewBeauty**.



Cosmoprof North America achieves 20% increase in attendance over last year

Cosmoprof North America announced a “huge success” of their 20th-anniversary edition at the Las Vegas Convention Center from July 11-13, 2023, registering 20% growth in attendance over last year. According to the organizers, the three-day B2B exhibition brought together more than 1,100 exhibitors and thousands of retailers, distributors, investors, and media from 108 countries.

Attendance at **Cosmoprof North America** grew by 20% this year compared to 2022, when the main beauty event in the region registered about 32,000 visitors.

The event had an unprecedented number of US and international retailers, buyers, distributors, and brands such as Walmart, Nordstrom, Costco, Neiman Marcus, Macy's, Target, The Detox Market, Belk, Thirteen Lune, Sally Beauty, Unilever, Estée Companies, E.L.F. Beauty, Too Faced, Revlon, L'Oréal.

“This year’s Cosmoprof was the busiest we have been in many years. Not only was our domestic sales team overbooked with appointments, but our teams in Canada, Europe, Asia, Middle East and Latin America were very busy and held amazing meetings with our brands exhibiting,” stated **Harlan Kirschner, CEO of the Kirschner Group, Inc.** *“Every brand was pleased with the success of the show and the quality of customers who attended.”*

NEWBEAUTY
The 11 Most Exciting Brands We
Met at Cosmoprof North
America



ELLE Escapes:
Ibiza
Beauty Picks



ELROEL PANG PANG Big Sun UV
Shield Cushion

\$38 at Amazon

While Ibiza is all sun and fun, ensure you protect your skin from those UV rays. This product is a cushion that allows you to apply SPF 50 easily over your makeup by pressing it in. It's a win-win situation—your makeup stays intact and you are protected from the summer sun.

High-Profile Influencer Participants

- Jasmine Nguyen
- Monica Ravichandran
- Ian Michael Crumm
- Dominique Baker
- Camila Bravo
- Lara Eurdolian

Results

Total Influencer Investment	Total EMV	ROI for IG & TT
\$8k	\$89,106	11.13



Elevated Eventing Moments

Wynn Hotel & Las Vegas Convention Center

- VIP Breakfast, Jardin
- Industry Dinner, La Cave
- Exhibit Floor “Press Zone” Management, 2-day program
- All VIP itinerary & white-glove coordination & travel planning



MONDAY, JULY 10	
5:45pm - 6:00pm	Shuttle from Encore to Allé Lounge
6:00pm - 8:00pm	VIP Welcome Cocktail Reception at Allé Lounge on 66 3000 S Las Vegas Blvd (drop-off at Conrad Porte Cochere entrance)
TUESDAY, JULY 11	
8:00am - 9:30am	Welcome Breakfast at Jardin at Wynn/Encore (Encore Main Valet Entrance)
9:00am - 10:30am	Continental Breakfast at Press Office at 235, Level 2, West Hall
9:30am - 9:40am	Shuttle from Encore to the Las Vegas Convention Center (Encore Main Valet Entrance)
9:40am - 9:50am	Welcome / Convention Center Tour led by CPNA + BBGA at Las Vegas Convention Center (West Hall Entrance) 3150 Paradise Rd
10:00am - 6:00pm	Cosmoprof Show Hours at Las Vegas Convention Center (West Hall Entrance) 3150 Paradise Rd
10:30am - 1:30pm	Press Zone (Influencers) - Booth #3242 > Buyer Lounge on the show floor
	Press Zone (Editors) - Booth #3242 > Buyer Lounge on the show floor
	Press Zone (Influencer Marketing) - Booth #3242 > Buyer Lounge on the show floor
	Press Zone (Press & Buyers Dinner) - Booth #3242 > Buyer Lounge on the show floor
8:00pm-10:00pm	Press & Buyers Dinner at La Cave at Wynn/Encore (Wynn Main Valet Entrance)
WEDNESDAY, JULY 12	
9:00am - 10:30am	Continental Breakfast at Press Office at 235, Level 2, West Hall
9:45am - 9:55am	Shuttle from Encore to the Las Vegas Convention Center (Encore Main Valet Entrance)
10:00am - 6:00pm	Cosmoprof Show Hours at Las Vegas Convention Center (West Hall Entrance) 3150 Paradise Rd
10:30am - 1:30pm	Press Zone (Influencers) at Press Zone - Booth #3242 (adjacent to the Buyer Lounge on the show floor)
12:30pm - 2:30pm	Lunch Hours at Press Office at 235, Level 2, West Hall
2:00pm - 5:00pm	Press Zone (Editors) at Press Zone - Booth #3242 (adjacent to the Buyer Lounge on the show floor)
THURSDAY, JULY 13	
9:00am - 10:30am	Continental Breakfast at Press Office at 235, Level 2, West Hall
10:00am - 3:00pm	Cosmoprof Show Hours at Las Vegas Convention Center (West Hall Entrance) 3150 Paradise Rd
12:00pm - 2:00pm	Lunch Hours at Press Office at 235, Level 2, West Hall

COSMOPROF
NORTH AMERICA LAS VEGAS

CPNA ITINERARY
2023

* Please note that return shuttles will not be available post-events *

@COSMOPROFNA #COSMOPROFNA