

1.

CONCEPT

INTRODUCTION

The **digital revolution** has radically changed the tools and methods of **communication** and **marketing**. These changes have affected manufacturers of fast-moving consumer goods and their current and potential customers.

Opportunities are constantly evolving; bringing new products to market requires tremendous **innovation** and **creativity**.

The challenge is to capture the attention fo the younger generation, especially “the natives digital”.

Allmazing was created to fulfill this need in the world of fashion, beauty and design.

GLOSSARY

Companies: Brands and retailers who publicize a comprehensive brief for the desired product.

Designers: Creatives, whether by profession or hobby, who design the products detailed in the briefs who wish to participate in the competition.

Brief: A detailed description of the project, in terms of creativity, technical and economic requirements. It's the product specification.

Contest: A competition whose goal is to bring forth creative talent and the most suitable design proposal which, at the buyer's discretion, will be launched onto the market.



ALLMAZING'S TWO FEATURES:

Allmazing.com is an online platform that connects our **companies** and **designers** by organizing **contest** on innovative projects. Each contest will be run as a web marketing event through to the involvement of a community of followers attracted by the blog and able to generate **buzz**. The aim will be to increase the visibility, popularity and attractiveness to the customer.

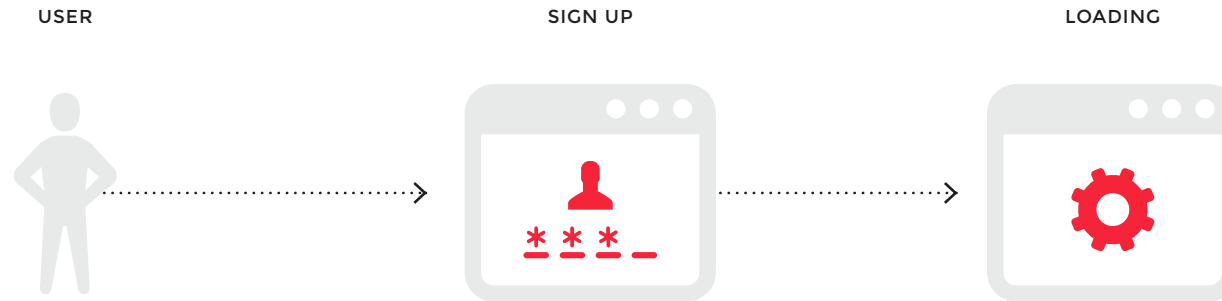
2.

CONTEST



This is where the briefs agreed with client companies will be published.
Designers will compete with each other and create a leverage effect in the process.
 Proposals will be evaluated through the following methods:

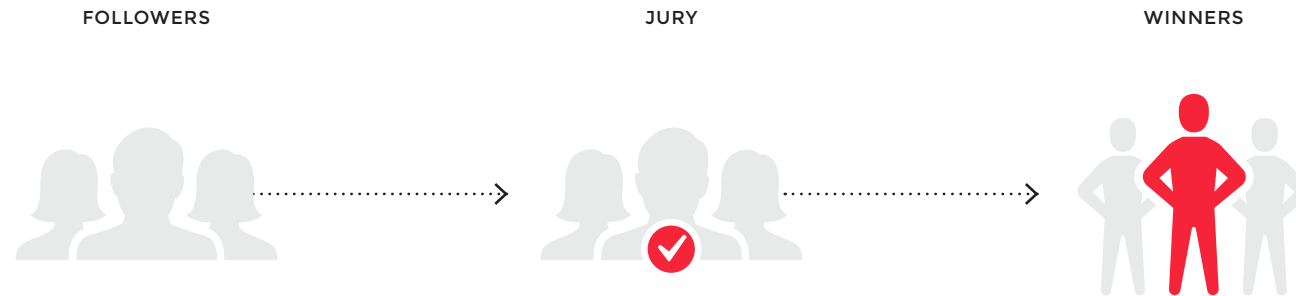
- ¹ An internal evaluation of the design proposal's **conformity**, carried out by the team.
- ² Engaging **followers** by allowing them to vote on each product design.
- ³ A final selection carried out by a qualified jury including a company representative and an Allmazing representative.



HOW TO PARTECIPATE

In order to participate, designers must create a **personal account**.
There, they can upload their design proposal before the **due date**.
Only designs conforming to the specifications will be visible on the platform.

In each contest, Allmazing seeks to single out the most feasible and **amazing** design proposal from a **production** and **business** point of view.



SELECTING THE WINNERS

The jury chooses its winners according to the following criteria: **originality, creativity, innovation and feasibility**. The jury will be formed by one company and one Allmazing representative in addition to the pre-selected experts, and will take into account the followers' votes as an indication of **audience enthusiasm**.

THE JURY OF EXPERTS



COMPANY

+



ALLMAZING

+



DESIGN EXPERT

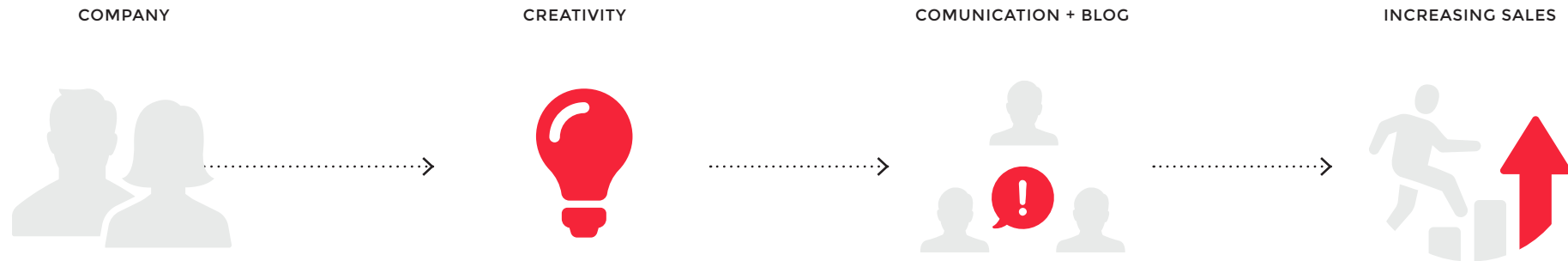
+



BEAUTY FASHION OR DESIGN
EDITOR

3.

PLUS - ADVANTAGES



COMPANIES: THE ADVANTAGES

A process that increases the **creative offer**.
 Increased **loyalty and support** of the brand's followers through their involvement.
 Acquisition of new followers, particularly social media enthusiasts, as potential customers.

Allmazing oversees the **creation** of the winning product design at the company's discretion. The **Allmazing network promotes** the image of the product and brand on the media,

CONTEST WINNER



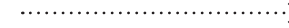
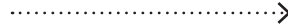
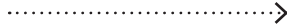
PRIZE : MONETARY OR OTHER REWARD



MARKETING



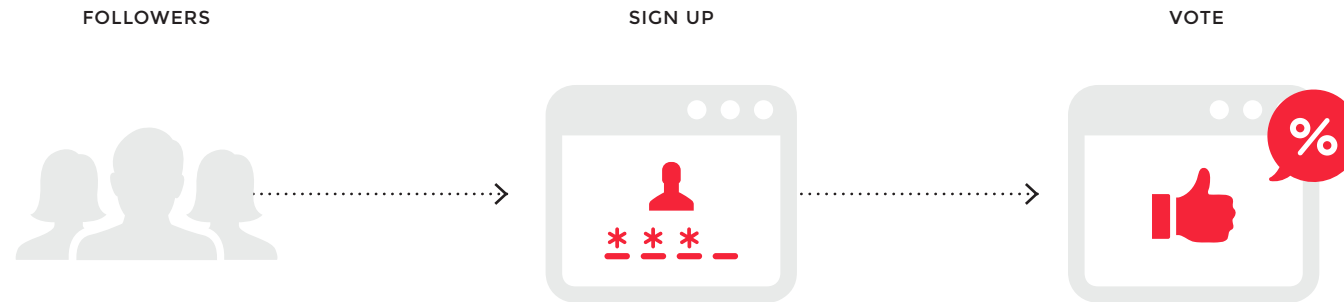
VIEWS



CONTEST WINNER: THE ADVANTAGES

Allmazing guarantees the winner a pre-established **monetary (or other prize)** to be accepted by the customer.

The Allmazing network ultimately ensures the designer an increase in **visibility**.



THE ROLE OF THE FOLLOWERS

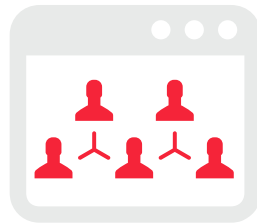
The community of followers will :

- Discover amazing news and **interact** through the blog
- Upon registration be able to vote by **expressing** their **preferences** towards one of the short list products and, according to predetermined conditions, will be offered either discounts or coupons to spend on products.

4.

BLOG & PROMOTION

EDITORIAL/BLOG SECTION



FOLLOWERS



EDITORIAL /BLOG SECTION

New information about **products and trends**
in the field of **fashion, beauty and design** are published on the blog through:

- ¹ Constant oversight,
- ² The engagement of a network of designers,
- ³ The involvement of fashion bloggers.

The aim is to **attract followers**, in particular social media enthusiasts, and engage them in the process of selecting talent to create an **online cycle of viral marketing and follower loyalty**.



THE SOCIAL NETWORK

Allmazing is active on Facebook, Twitter, Instagram, Pinterest, G +, Snapchat and LinkedIn using **institutional profiles**. Followers are able to interact directly through **chats and discussion** forums with fashion and beauty enthusiasts.

These social networks act as a showcase for companies interested in initiating **partnerships**.

The **promotion**, both for contests and projects, follows these main **online business** channels: DEM (direct email marketing), newsletters, advertising banners, major social networks (Facebook, Instagram, Pinterest, G +, Snapchat, LinkedIn, etc.).

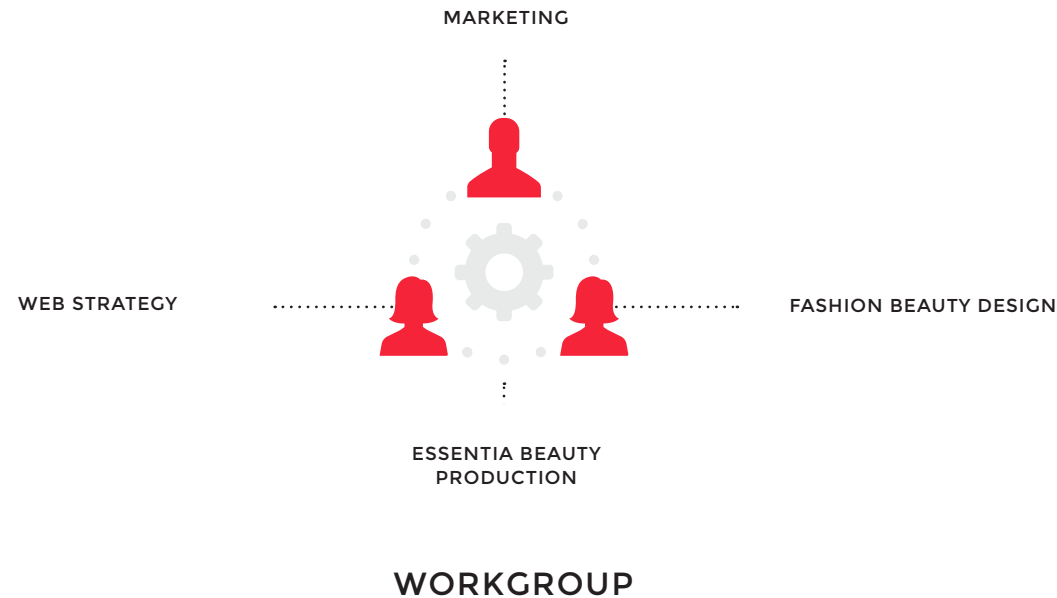
The relationships with both **followers** and **participants** are managed through these channels.

Several **leading figures** and institutions will also be **involved**, such as: Art and Design schools and universities, Influential designers, journalists, trendsetters.

Allmazing works with a press office and a public relations firm. In the long run, **followers** will be the main **promoters** of products, generating traffic and views.

6.

TEAM & COMMITMENT



The Allmazing team is composed of a **complementary group of experts** in the fields of fashion/accessories editors, web strategy, and marketing.

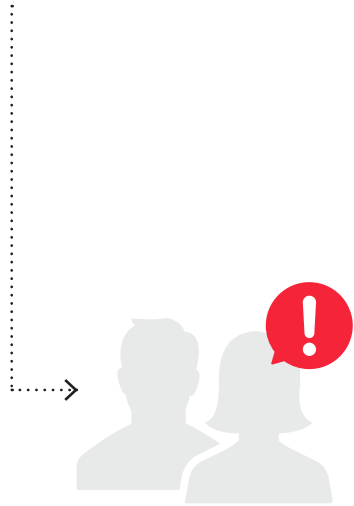
The team will be sponsored by **Essentia Beauty**, a company specializing in the creation, development, and production of pap accessories, costume jewelry, cosmetics and perfumes.

Essentia Beauty has been successful for 20 years and is a door to a worldwide network of **selected manufacturers** able to guarantee the **production** of Allmazing products.

7.

ALLMAZING IN BRIEF

How the contest works
and the value it creates.

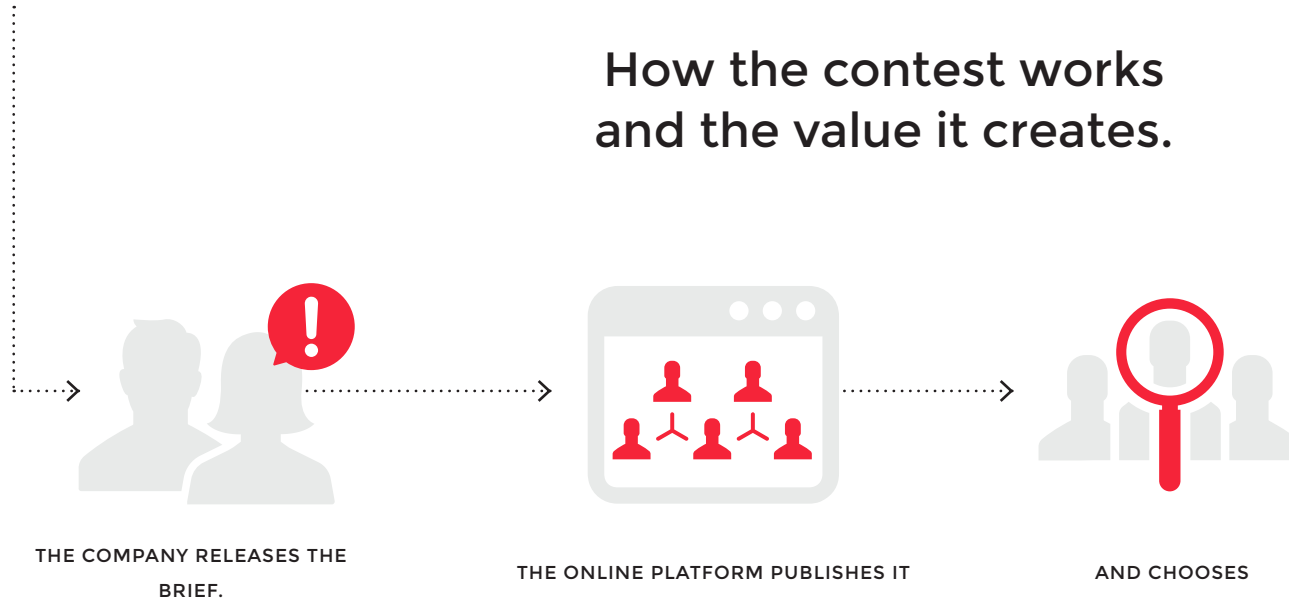


THE COMPANY RELEASES THE
BRIEF.

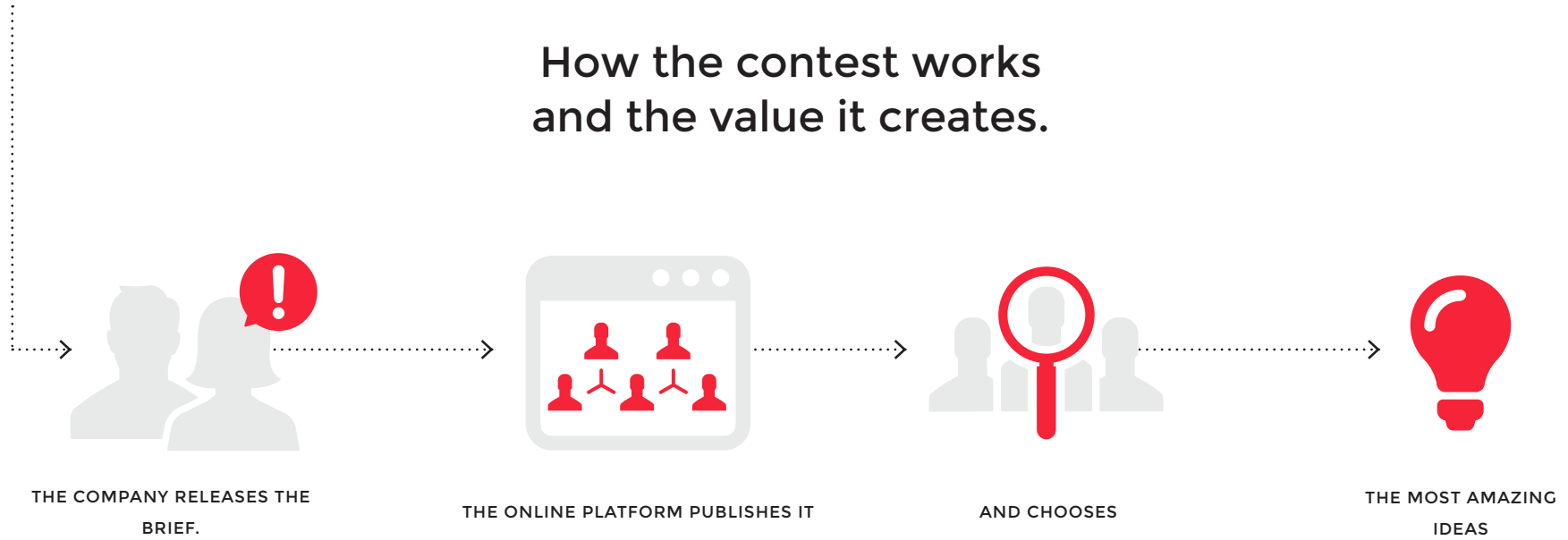
How the contest works and the value it creates.



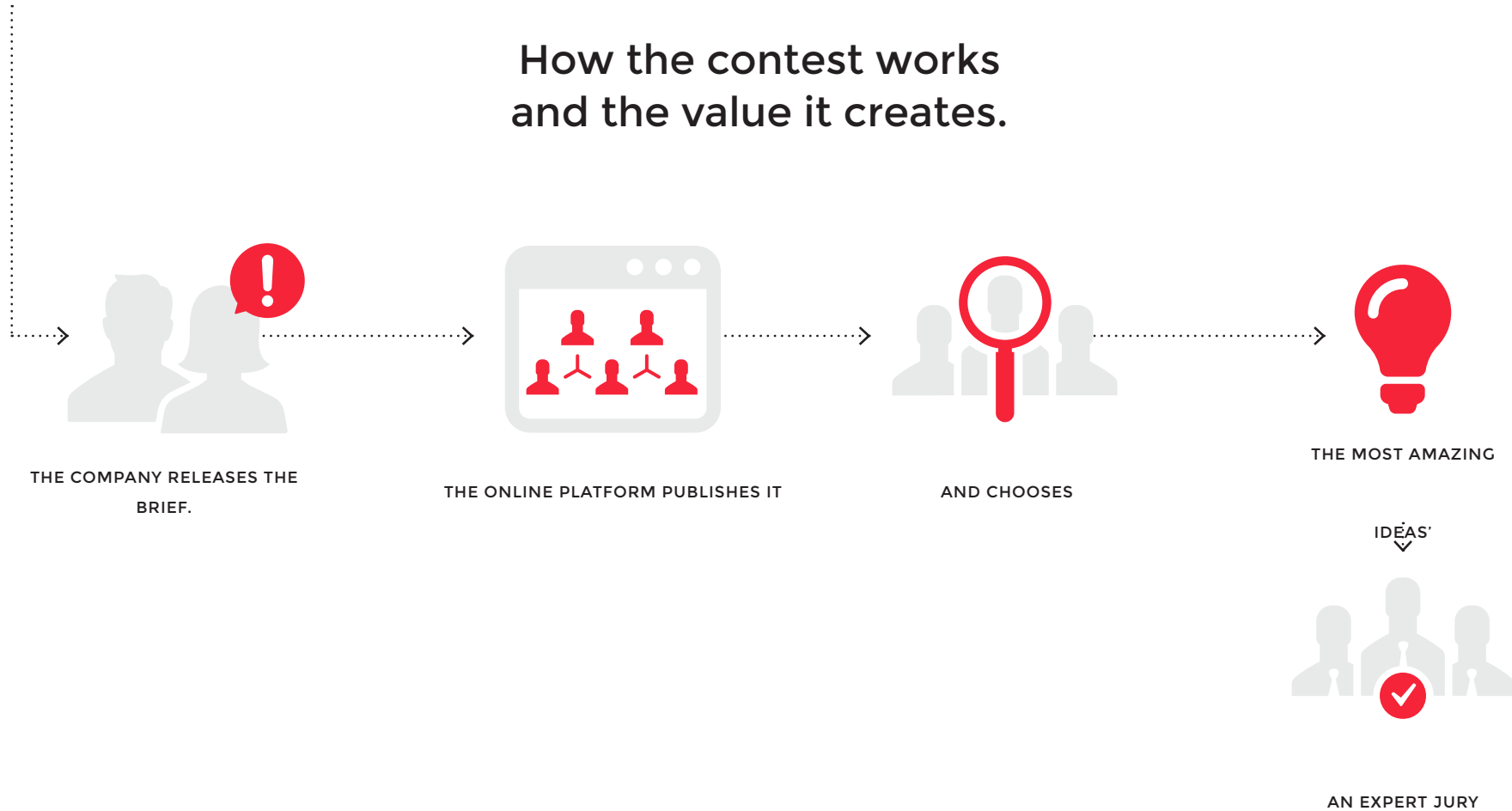
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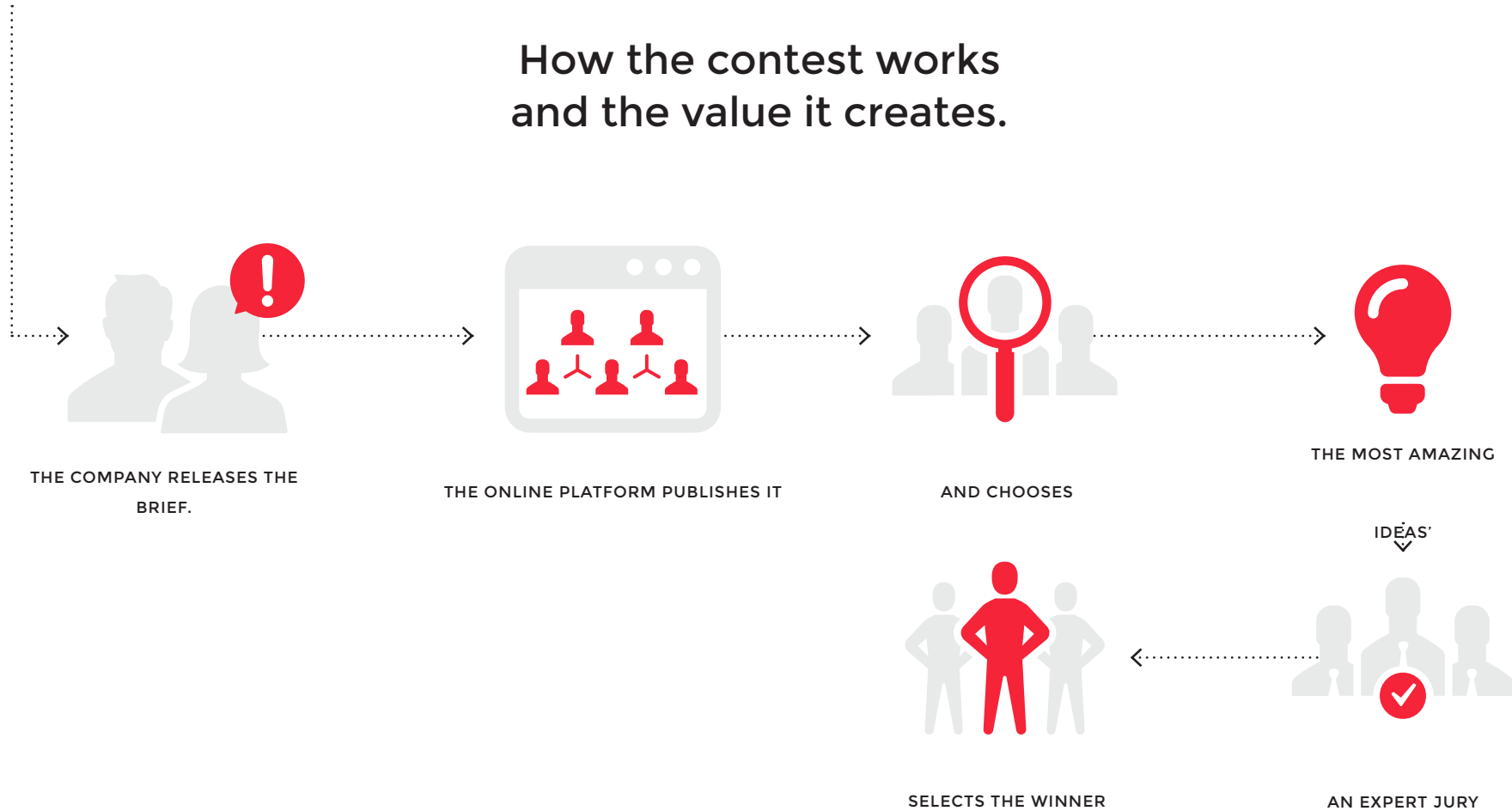
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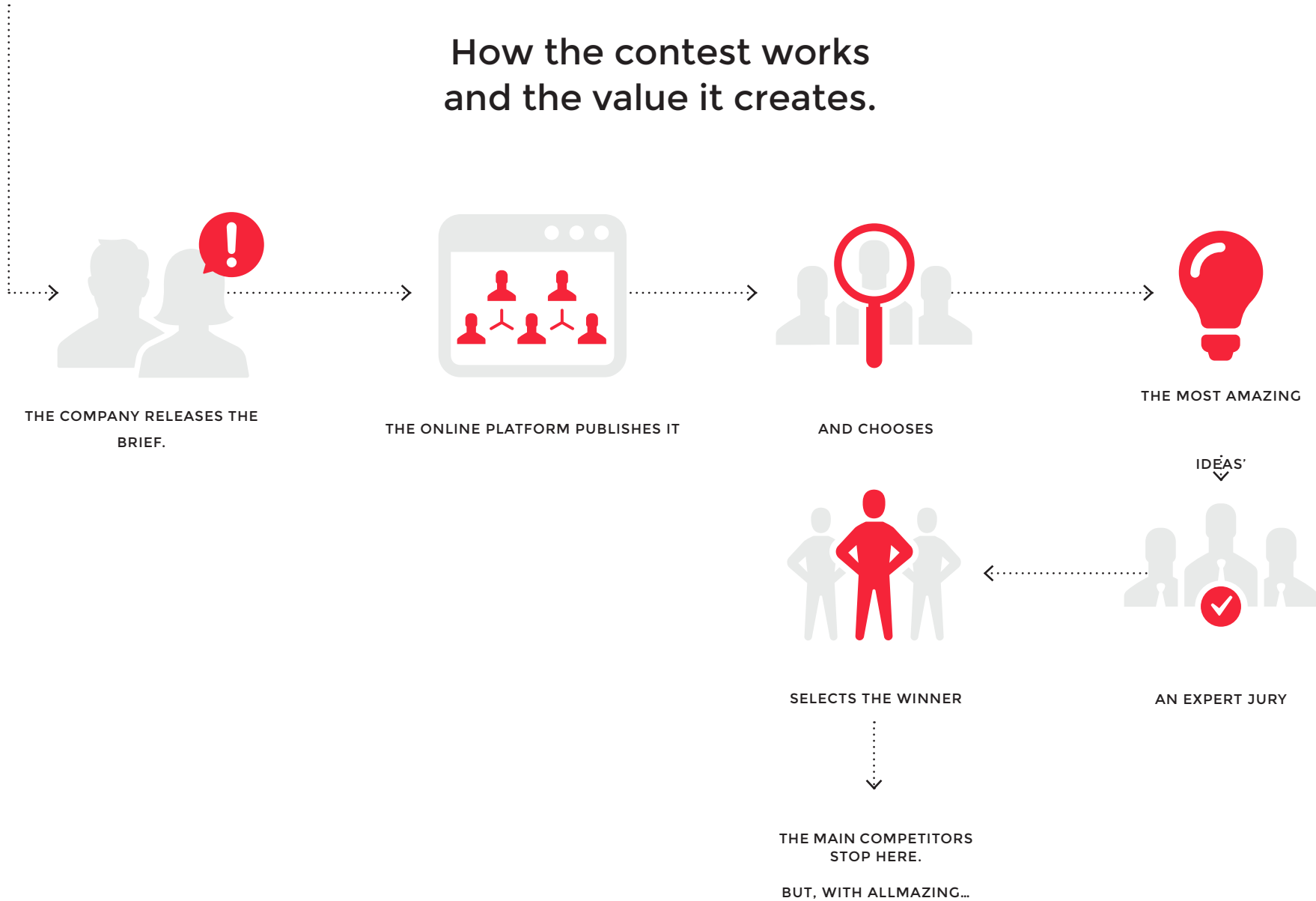
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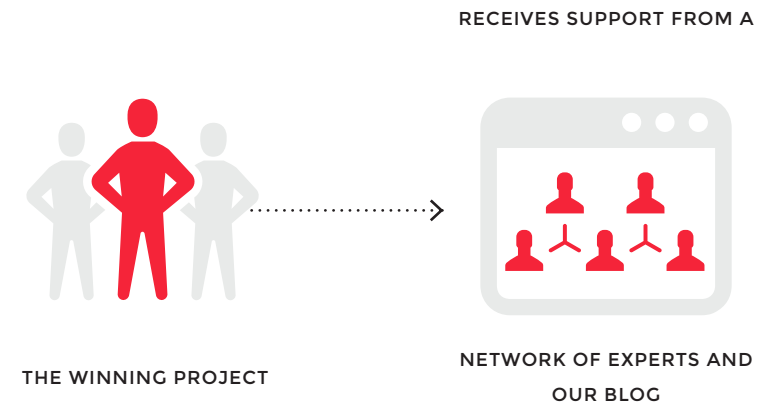


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THE WINNING PROJECT

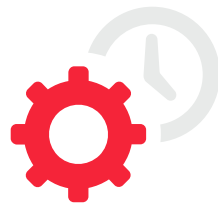
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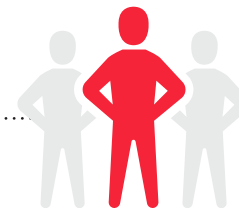
How the contest works and the value it creates.

IF THE COMPANY IS INTERESTED...

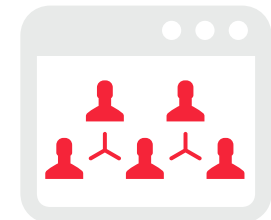
RECEIVES SUPPORT FROM A



THE DESIGN PROPOSAL
WILL BE PRODUCED



THE WINNING PROJECT



NETWORK OF EXPERTS AND
OUR BLOG

How the contest works and the value it creates.

IF THE COMPANY IS INTERESTED...

RECEIVES SUPPORT FROM A



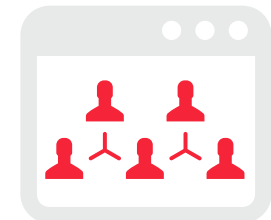
THE DESIGN PROPOSAL
WILL BE PRODUCED



AND MARKETED

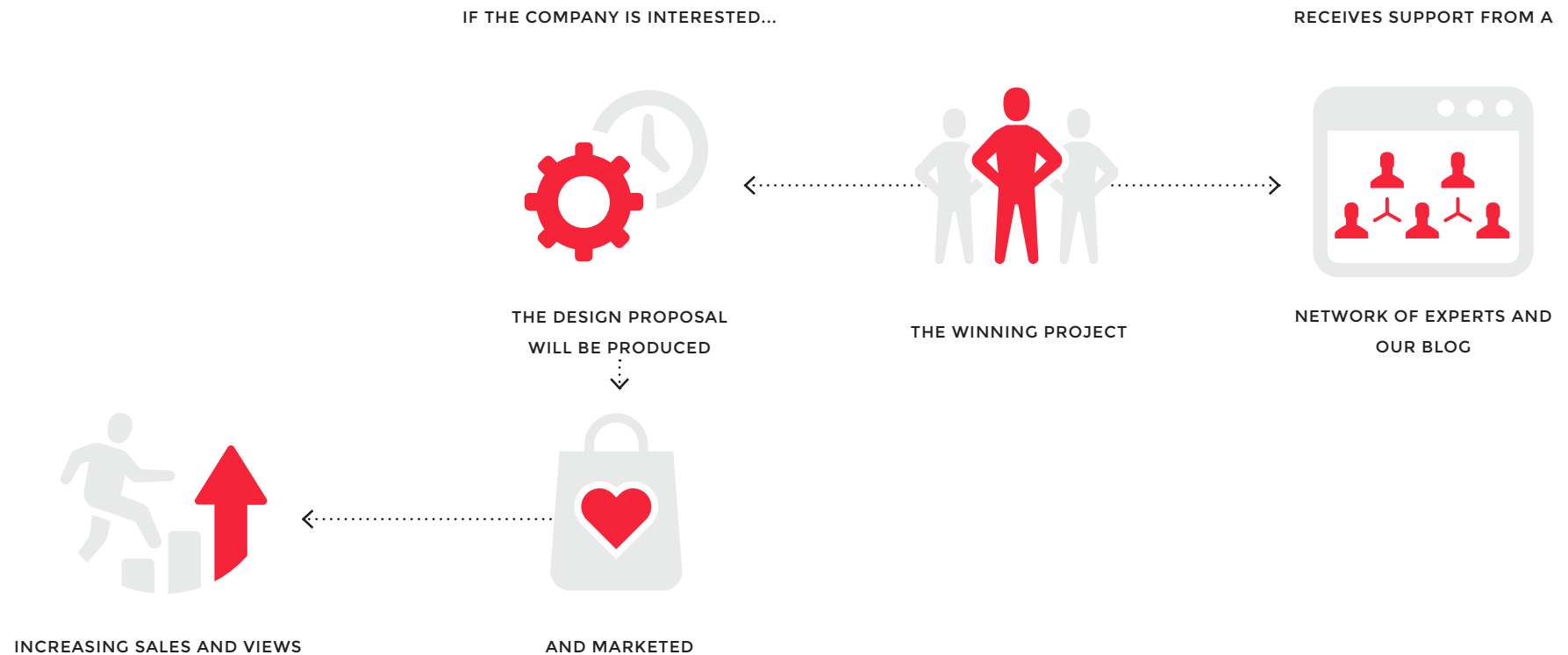


THE WINNING PROJECT

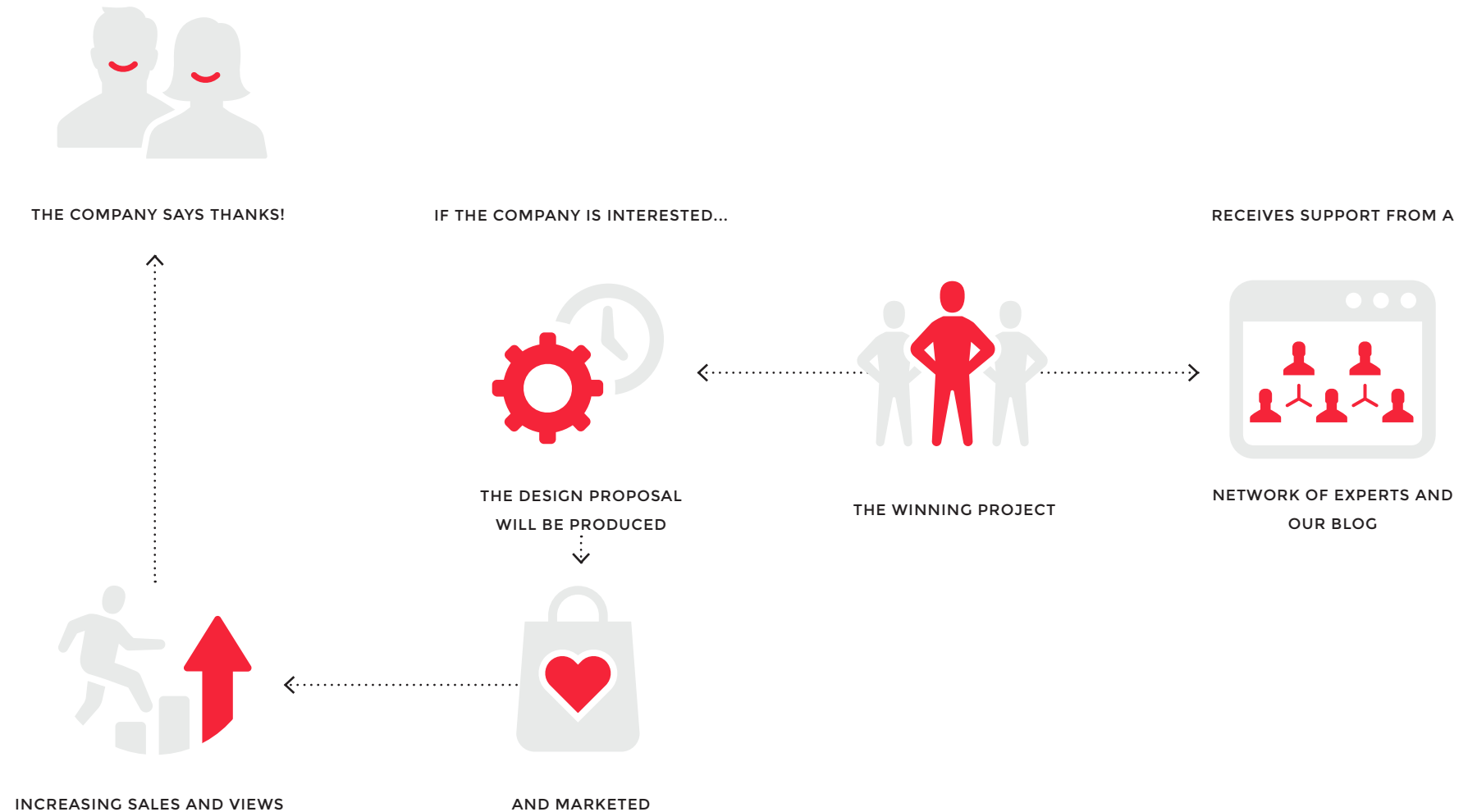


NETWORK OF EXPERTS AND
OUR BLOG

How the contest works and the value it creates.



How the contest works and the value it creates.



FOR INFO
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