



**marie claire**

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## A MEDIA BRAND WITH PURPOSE

A truly international brand in **31** countries, read by more than **13 million** women worldwide, Marie Claire reaches over **35 million** monthly **uniques** and more than **29 million** followers on social media.

With innovation and engagement part of our DNA, we strive to ensure content across all platforms not only reflects the mind set of today's woman, but helps shape it. After years as one of the most power brands in women's media leader, our credentials speak for themselves.



# marie claire MANIFESTO

Since launching more than 60 years ago, Marie Claire has always been innovative, daring, different. Putting women at the center of its concerns, Marie Claire carved out a strong and enduring reputation for hard-hitting, relevant coverage of every issue that **matters to women** around the world: feminism, women's rights, family, career, the next season fashion trends and brand new beauty treatments. Marie Claire is committed to celebrating the richness and scope of every aspect of women's lives.

While its content has evolved over the decades, Marie Claire has stayed true to its DNA becoming THE global women's empowerment media brand connecting confident, influential, successful women and mentoring others.

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## DELIVERS TRUSTED, COMPELLING EDITORIAL CONTENT AND REAL JOURNALISM





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## A PASSIONATE AGITATOR A CATALYST FOR CHANGE

In a world where generation #Metoo want to be heard, Marie Claire is the most influential women's media brand in the world.

For more than 60 years, Marie Claire has championed and powered change and the women driving it. We have chronicled their stories, their causes, their trials, and their triumphs.





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## HOW FASHION FITS WITH OUR VALUES

Marie Claire's fashion is closer to women's every day lives, and their reality. The Marie Claire women owns fashion, makes it hers... by interpreting it. Fashion is more thoughtful, **more real, more simple**. We talk to real, educated, independent women who know themselves, know their style but who also want to be inspired and want to know where fashion comes from and how it was made...



CONSIDERED PURCHASING  
DECISIONS



LIFESTYLE & IDENTITY



WHAT TO BUY & HOW  
TO WEAR IT



SOCIAL MEDIA WITH  
MEANING



FASHION EVERYWHERE

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## HOW BEAUTY FITS WITH OUR VALUES



INSPIRATIONAL BEAUTY



EXPERT BEAUTY ADVICE  
EDITORS APPROVED



SOCIAL MEDIA WITH  
MEANING



TUTORIALS VIDEOS, TRENDS



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## DIGITAL EDITORIAL STRATEGY



LEAD THE FASHION  
CONVERSATION



SHOPPING PAGES & TRENDS



BEAUTY ADVICE



EDITOR APPROVED



NEWSWORTHY JOURNALISM /  
FEATURES / EMPOWERMENT

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## THE CONTENT CREATORS / TALENT



**HOLLY RAINS**  
**UK**



**SALLY HOLMES**  
**USA**



**CLARENCE EDGARD-ROSA**  
**FRANCE**



**BONNIE YANG**  
**TAIWAN**



**LAURA ANCONA**  
**BRAZIL**



**ALEX SUN**  
**CHINA**

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## AN ENGAGING, TRUSTED, BRAND SAFE ECOSYSTEM

Marie Claire's unique ecosystem encompassing web, social, video, e-commerce, experiential and print puts our audience at the core, we harness the power of conversations alongside the most important currency, relevant and engaging content.





### Zapatos blancos: aprende a llevarlos con el 'street style'

De estilo masculino, tipo babucha o en clave 'sporty', así se llevan los zapatos blancos esta temporada. Qué...



### Los mejores diseños de Mercedes Benz Fashion Week Madrid

Mercedes Benz Fashion Week Madrid llega un año más trayendo la capital de moda. La antigua Princesa Catalina presenta...



### Tenemos la camiseta con mensaje de Sara Carbonero

Y otras 9 opciones para todos los gustos



### 10 Tendencias de moda para esta primavera verano 2019

Descubre las tendencias más destacadas e increíbles que entraron de las pasarelas de las expuestas punto por p...

# marie claire DIGITAL

MARIE CLAIRE REACHES

# 35,000,000

CURIOUS, CONFIDENT WOMEN EVERY MONTH  
(UNIQUE USERS)







**MARIE  
CLAIRE**  
MARCA **TENDENCIA**  
Y CUENTA GRANDES  
HISTORIAS



**marie claire**  
A RAPIDLY GROWING  
SOCIAL FOOTPRINT  
**29,000,000**

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## TALKS TO FASHION CONSCIOUS WOMEN WITH PURPOSE & SPENDING POWER



A FASHION PASSIONATE WOMAN THAT IS ALSO CONSCIOUS OF THE WORLD THAT SURROUNDS HER,  
COMMITTED, MODERN, ENGAGED, WHO ENJOYS LIFE



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## PLATFORMS & LIVE EXPERIENCES



@WORK EVENTS



STAND UP / THINK TANKS



THE POWERTRIP

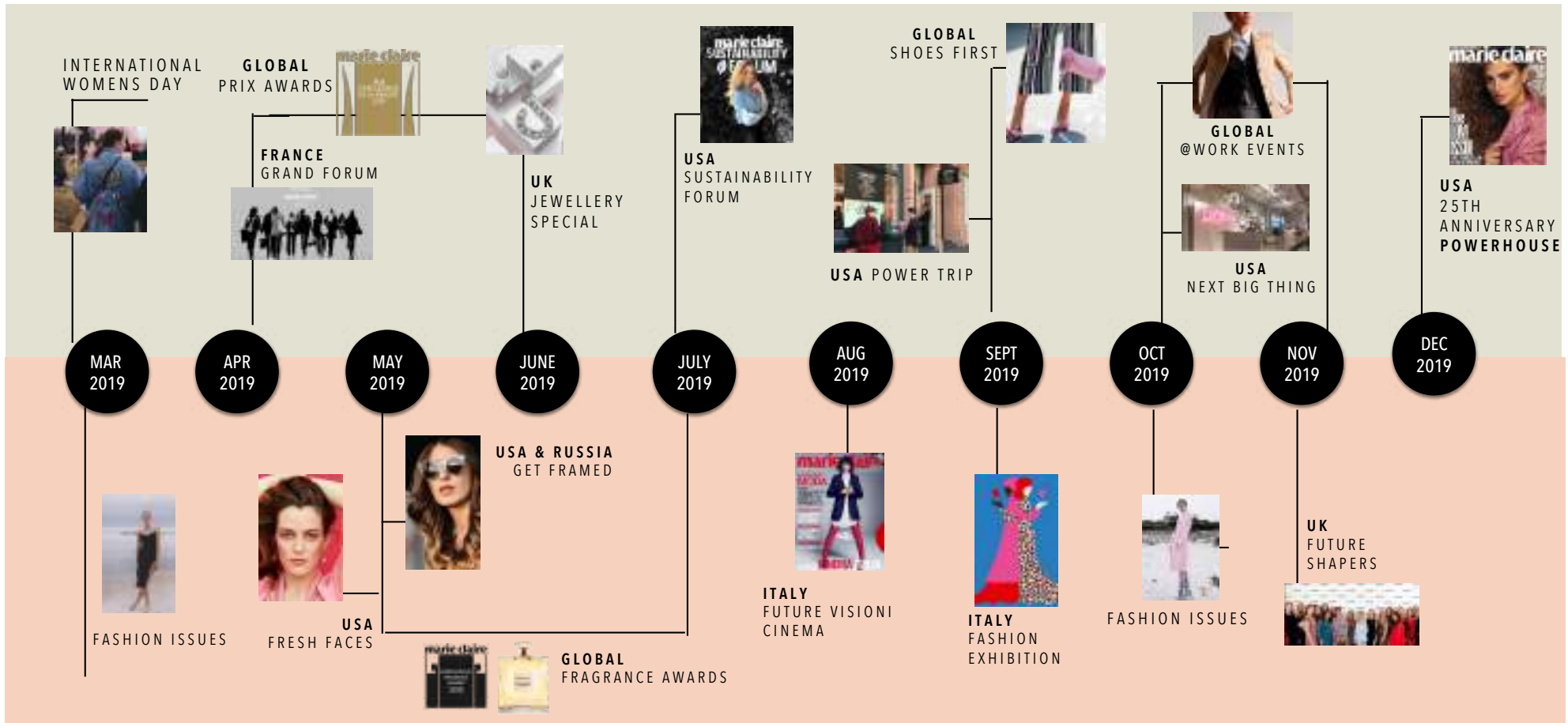


NEXT BIG THING / POWERHOUSE



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## THE YEAR AHEAD 2019





**marie claire**  
**SUCCESSFUL**  
**CASE STUDIES**

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## HOW WE DELIVER ON YOUR BRAND OBJECTIVES



IMPACTFUL FORMATS



STORY TELLING  
NATIVE CONTENT  
VIDEO MOMENTS &  
LONG FORM



E-COMMERCE + DATA



ENGAGING PRINT  
CONTENT / LONG FORM



DRIVING COMMUNITY  
VIA EXPERIENCES



INFLUENCERS



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## 360° CREATIVE PROPOSALS

Marie Claire develops authentic custom contents for client brands integrated into editorial flow. Our 360° advertising campaigns include print, experiences, digital & social networks, video content, database, influencers productions and native content.

Contents will be boosted on Marie Claire's websites with a media strategy plan: self promotion formats, social media and newsletter. Visualization and traffic commitment: guaranteed engagement with desired target, ages and video views, branding...

### WE TAKE CARE OF EVERYTHING



SCRIPT



COORDINATION



PRODUCTION



DYNAMIZATION



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## TELLING BRAND STORIES VIA NATIVE

LA PRAIRIE PARTNERED WITH MARIE CLAIRE ITALY TO LAUNCH NEW SKINCARE & MAKEUP COLLECTION



<https://www.marieclaire.com/it/bellezza/viso-corpo/a2546594/come-proteggere-pelle-dal-freddo/>

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GUCCI / TELLING BRAND STORIES VIA NATIVE



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## TELLING BRAND STORIES VIA NATIVE

### GUERLAIN'S THIERRY WASSER EXPLORES TAIWAN WITH MARIE CLAIRE

**OVERVIEW:** Like the four generations of Guerlain perfumers before him, Thierry Wasser travels the world to uncover exclusive ingredients of exceptional and unchanging quality.

**CAMPAIGN:** To showcase the poetry and rarity of Guerlain's exceptional fragrances, Marie Claire Taiwan created a dedicated video series featuring Thierry Wasser exploring the historic streets of Taipei, where he experienced the evocative fragrance of Chinese medicines, a Taiwanese tea tasting and a visit to his exclusive fragrance room.

The dedicated video series for Guerlain was promoted on Marie Claire Taiwan's website and amplified on social media.



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## IMPACTFUL, INNOVATIVE, CREATIVE FORMATS

Award-winning rich media takeovers, skins and mobile, which house unique e-com functionality and can be created bespoke to carry any assets that the client wishes to showcase, such as video or static imagery.





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## L O N G C H A M P L A U N C H / E V E N T

**OVERVIEW** : MC Netherlands and Longchamp collaborated for the launch of the new Longchamp Mademoiselle bag. To create awareness around the new Bag and importantly generate sales, Marie Claire and Longchamp organized a private fashion event especially for Marie Claire readers, fashion influencers and Longchamp lovers.

**CAMPAIGN**: This event was promoted via Marieclaire.nl, social media all generating strong exposure for Longchamp.

**RESULT**: the special evening event generated brand exposure of over 558,000 for Longchamp. The event resulted in driving sales of the Mademoiselle bag and Longchamp accessories.



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## CHANEL / ENGAGING SOCIAL VIDEOS - DISCOVER

Marie Claire Korea partnered with Chanel to discover the Chanel fine Jewelry.  
Creation of an engaging and premium short instagram video post featuring the Actress Jung In-chaе. The video gives us a glimpse of the Chanel Fine Jewelry Collection



# **marie claire** INFLUENCER OPPORTUNITIES

UNRIVALLED TRUST & EDITORIAL KUDOS + INFLUENCERS = BRAND PERCEPTION UPLIFT + MAXIMUM REACH



PRINT/DIGITAL ADVERTORIALS, SOCIAL CAMPAIGNS, NATIVE CONTENT, EVENTS

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CENTRALISED UNIT  
FOR INTERNATIONAL





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INTERNATIONAL  
#MomentsThatMatter

