

FALL '24

Advanced Night Repair & Supreme+ Night

ESTÉE LAUDER NIGHT SKIN SCIENCE CENTER
GLOBAL RETAIL ACTIVATION PLAYBOOK
GLOBAL RETAIL EXPERIENCE & VM

ALL IMAGES ARE FPO

EVENT NAMES ARE FINALIZED & LEGALLY APPROVED.

NEW! POP-UP EXPERIENCE

For the Fall 2024 season, our mission is to transform the Estée Lauder pop-up experience with elevated, disruptive, detailed and scalable design and experiences to drive EMV-first storytelling in consumer-centric destinations.

ELEVATE



Elevate design to create a competitive edge in the marketplace for each outpost we bring to life.

DISRUPT



Wow consumers with disruptive EMV moment and exciting experiences to remember.

DETAIL



Detailed guidance on engaging activities, copy, and collaterals to facilitate execution excellence.

SCALE

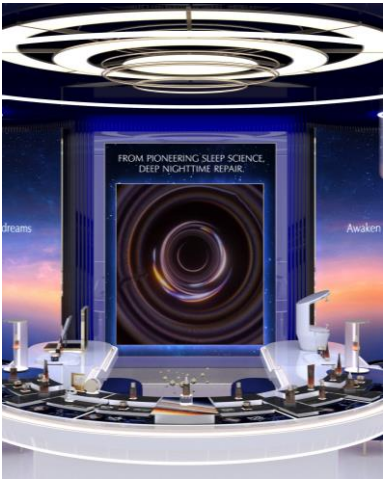


Scalable design package with kit of parts to empower various tiers of execution across regions.

Calendar Year 2024 POP-UP OVERVIEW

SPRING 2024
Released

NIGHT SKIN SCIENCE CENTER



POWER STUDIO



SKIN LONGEVITY INSTITUTE



LEGACY COLLECTION (Full Year)



FALL 2024

NIGHT SKIN SCIENCE CENTER 2.0
Released



MY SHADE MY STORY CAFÉ
Released



SKIN LONGEVITY INSTITUTE 2.0
Released



HOLIDAY MAGIC SHOW (W/N)
Released



About the Playbook

The Estée Lauder Night Skin Science Center Global Retail Activation Playbook is a comprehensive guideline of Event Concept & Strategy, Visual Merchandising, and Retail Experience for Night platform in Fall 24. This playbook is intended to serve internal stakeholders at the regional level to align RDDC, Retail Experience, Education, and Sales teams to strategize local adaptation and helps teams collaborate to execute retail animation & pop ups with excellence.

HOW TO USE THE PLAYBOOK

WHAT IS IN THIS PLAYBOOK?

- Pop up concept
- Detailed consumer journey
- Scalable design with kit of parts and material guideline
- Collateral guidelines
- Asset library
- Essential, legally approved copy per region
- Cross-channel activation guideline

WHAT REGIONS WILL HAVE TO DRIVE?

- Leverage kit of parts to design the actual space
- Adapt product lineup to local commercial priorities while following global building blocks priority
- Programming of space to maximize EMV
- Locally source vendors for Sleep Pods
- Design collaterals locally leveraging global guidelines and asset library
- Vet copy by regional legal team
- Communications with the global team for recaps & approvals

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1. Event Concept

Event Concept Introduction:

Night Skin Science Center (APAC Only)
Night Skin Science Zone (Global ex-APAC)

The night transforms everything.
What will you do with yours?

APAC/EMEA/LATAM

Welcome to the Estée Lauder Night Skin Science **Center/Zone**.

An immersive journey through the beauty of night.

Where 40 years of pioneering sleep science empowers deep **repair** through our legendary night regimen. Innovative skin diagnostics reveal individual nightly needs. And industry-leading beauty advisors curate bespoke night regimens. Indulge in instant beauty sleep in our exclusive Recharge Pod, to relax, rejuvenate and reawaken dream skin. At the **Night Skin Science Center/Zone**, the night has never looked more beautiful.

NOAM/UK

Welcome to the Estée Lauder Night Skin Science **Zone**.

An immersive journey through the beauty of night.

Where 40 years of pioneering sleep science empowers deep **renewal** through our legendary night regimen. Innovative skin diagnostics reveal individual nightly needs. And industry-leading beauty advisors curate bespoke night regimens. Indulge in instant beauty sleep in our exclusive Recharge Pod, to relax, rejuvenate and reawaken dream skin. At the **Night Skin Science Zone**, the night has never looked more beautiful.

Core Pop Up Products

Primary



Advanced Night Repair
Serum



Advanced Night Repair Eye
Supercharged Gel-Creme



SUPREME+ Night
Power Bounce Creme



Advanced Night Repair
Overnight Treatment

Secondary



Advanced Night Repair
Cleansers



Micro Essence
Treatment



Advanced Night Repair
Rescue Solution

Overview

Event Strategy

Create an enticing Night event to highlight our Night Leadership – feature Advanced Night Repair as a cohesive franchise and uplift Supreme+ Night Bounce Creme as essential additions to our consumers' Night Regimen.

1

Recruit and excite new and existing Advanced Night Repair and Supreme+ users with disruptive VM outpost that communicate our Night Expertise.

2

Educate consumers on the technology behind Night Science and our Nighttime Regimen.

3

Facilitate a custom skin analysis to recommend the Night products right for their skin.

4

Promote trial through demonstration and service; link to Supreme+ Night Bounce Power Creme and Advanced Night Repair Overnight Treatment to build their nighttime regimen.

Night Skin Science Center



Consumer Journey

PHASE

RECRUIT / ATTRACT
(GREET)CONNECT / EDUCATE
(MEET)CONVINCE / CONVERT
(TREAT)DISCOVER/RETAIN
(COMPLETE)

SOCIAL

VM

COLLATERAL

TECHNOLOGY

STORYTELLING

TECHNOLOGY

DEMO

SERVICE

SOCIAL

SAMPLING

LOYALTY



EXPERIENCE



SOCIAL & DIGITAL RECRUITMENT

- Feed & Stories
- 1: MANY Livestream
- 1:1 Virtual Consultations
- Email

NEW DISRUPTIVE VM

LEASE-LINE SKIN DIAGNOSTIC TECHNOLOGY

- IN-STORE ANIMATION
- NEW Asset Library



NIGHT-THEMED SERVICES & ESTÉE AT YOUR SERVICE MENU

- FREE SAMPLE OFFER

CONSULTATION STORYTELLING TOOLS:

- In-Store Experience App
 - NEW Advanced Night Repair page featuring ANR Overnight Treatment with content focused on benefits, ingredients and application
- Digital Trend Report

NIGHT SCIENCE STORYTELLING FOR NEW CUSTOMERS



SKIN DIAGNOSTIC TECHNOLOGY

- iMatch™ Virtual Skin Analysis
- iMatch™ Skin Analysis Plus
- iMatch™ Skin Analysis Pro



CONSULTATION

- Services Menu

POWER DEMOS



SERVICES

- "Beauty Sleep" Glow
- Estée At Your Service Beauty Services

SOCIAL SHARING / FOLLOWING

- Selfie Station / Content Studio
- Invitation to follow Beauty Advisor and @esteelauder
- Use #AdvancedNightRepair and #EsteeLauder where necessary

SAMPLING

PERSONALIZATION

- Gifting

2ND VISIT RECRUITMENT

- Virtual Consultations / Masterclass Invitation
- In-store Services

E-LIST LOYALTY

Overview

Outpost Consumer Journey



1. INVITE & ATTRACT:

DISRUPTIVE VM WILL ATTRACT CONSUMERS IN-STORE. REGIONS CAN CREATE SOCIAL AND ONLINE TO RECRUIT WITH FREE SAMPLE



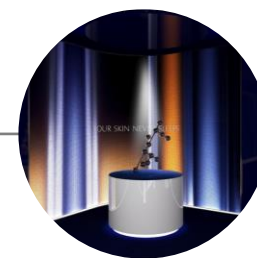
2.1 EDUCATE: TRUE/FALSE INTERACTIVE DISPLAY

LEARN ABOUT THE SCIENCE OF SLEEP THROUGH AN INTERACTIVE TRUE/FALSE ACTIVITY



2.2 EDUCATE: REGIMEN

UNCOVER OUR NIGHT SCIENCE HEROS THROUGH A TECH-ENABLED INTERACTIVE WALL



2.3 EDUCATE: 6 THINGS

DISCOVER SIX KEY FACTS ABOUT THE SCIENCE OF YOUR SKIN THROUGH AN INTERACTIVE DISPLAY



3.1 EDUCATE: TIMELINE WALL

LEARN ABOUT OUR 40 YEARS' RESEARCH ON NIGHT



3.2 EDUCATE: DID YOU KNOW?

LEARN ABOUT THE FACTS OF SKIN RENEWAL AT NIGHT



4. DISCOVER:

PRODUCT DISCOVERY
EXPLORE AND EXPERIMENT WITH A DISPLAY OF OUR NIGHT SKIN HEROES TO FIND YOUR PERFECT REGIMEN



5. CONSULT: TRIPLE PHASE FAST FACIALS + SKIN ANALYSIS

CHOOSE ONE OF THREE TRIPLE PHASE FAST FACIALS AND ENGAGE IN iMATCH™ SKIN ANALYSIS TO DIAGNOSE YOUR SKINCARE NEEDS



6. EXPERIENCE: RECHARGE POD

INDULGE IN AN IMMERSIVE EXPERIENCE OF INSTANT BEAUTY SLEEP AND RELAXATION TO RECHARGE YOUR MIND AND REVITALIZE YOUR SKIN.



7. DELIGHT:

GIFTING AND SAMPLING
SHARE THE GIFT OF NIGHT SKIN SCIENCE & RECEIVE SAMPLES TO TRY AT HOME

Overview
Online Activation Journey

1. DISCOVERY:
PAID MEDIA,
PAID SOCIAL, ORGANIC/PAID
TRAFFIC/SEARCH (SEO) DRIVING
TO NEW SHOPPABLE NIGHT
HUB AND NIGHT PLATFORM
INNOVATION: ANR OVERNIGHT
TREATMENT AND SUPREME
BOUNCE CREME



2A. ENGAGE:
BRAND.COM WITH KEYWORD RICH
NIGHT HUB AND NEW NIGHT PLP,
DISCOVER CONTENT AROUND SLEEP
SCIENCE, INGREDINETS, AND
REGIMEN STORYTELLING TO
EDUCATE & ENGAGE ABOUT OUR
NIGHT PLATFORM



2B. ENGAGE:
PULSED CONTENT VIA DISCOVER
THROUGHOUT THE SEASON TO
CONTINUE TO DRIVE ORGANIC TRAFFIC
AND AWARENESS TO THE NIGHT HUB

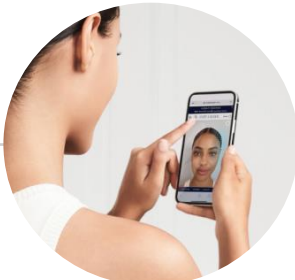


3. CONVERT/HI-TOUCH SERVICES

VIRTUAL CONSULTATIONS AND LIVE CHAT TO MATCH
CUSTOMERS WITH THEIR PERFECT NIGHTTIME
SKINCARE ROUTINE



TOUTING SKINCARE ROUTINE FINDER,
VIRTUAL SKIN ANALYSIS, AND
MOISTURIZER QUIZ



OFFER PAID AND DELUXE SAMPLING OFFERS WITH
BOUNCE BACK OFFERS

4. PERSONALIZATION:
TOUT GIFT WRAPTHROUGH NEW
EVERYDAY GIFTING PROGRAM, GIFT
GUIDE, AND EGIFT CARDS WITH AN
EMPHASIS ON KEY SHOPPING
MOMENTS



5A. RETAIN:
RETARGET AND CROSS-SELL
NIGHT REGIMEN,
BOUNCEBACK OFFER



5B. RE-ENGAGE:
ENCOURAGE RATINGS & REVIEWS

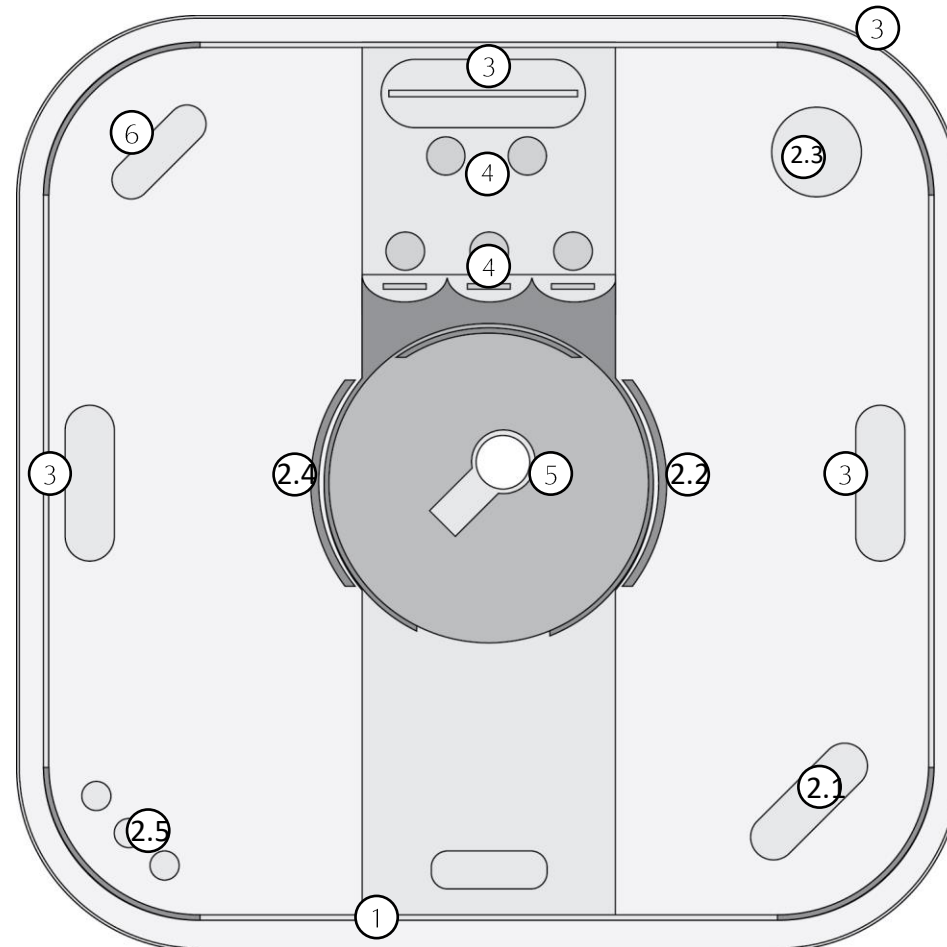


NOTE: For full activation details, please contact the Global Online Team.

Overview

ZONING: Large Scale Retail

- 1 **INVITE & ATTRACT**
Disruptive VM will attract consumers in-store.
Regions can create social and online to recruit with free sample
- 2.1 **EDUCATE: TRUE-FALSE INTERACTIVE DISPLAY**
Learn about the science of sleep and meet our repair heroes through activities and displays
- 2.2 **EDUCATE: REGIMEN**
Uncover our night science heroes through a tech-enabled interactive wall
- 2.3 **EDUCATE: 6 THINGS**
Discover six key facts about the science of your skin through an interactive display
- 2.4 **EDUCATE: TIMELINE WALL**
Learn about our 40 years' research on Night



- 2.5 **EDUCATE: DID YOU KNOW?**
Learn about the facts of skin renewal at night
- 3 **PRODUCT DISCOVERY**
Explore and experiment with a display of our night skin heroes to find your perfect regimen
- 4 **CONSULT: TRIPLE PHASE FAST FACIALS + iMATCH™ SKIN ANALYSIS**
Choose one of three Triple Phase Fast Facials and engage in iMatch™ skin analysis to diagnose your skincare needs
- 5 **EXPERIENCE: RECHARGE POD**
Indulge in an immersive experience of instant beauty sleep and relaxation to recharge your mind and revitalize your skin
- 6 **DELIGHT: SAMPLING & GIFTING**
Share the gift of Night Skin Science & receive samples to try at home

1. INVITE & ATTRACT

Disruptive design will attract consumers in-store. Regions can create social and online to recruit with free sample

1. Gold Frame with Soft Downlight
2. Navy Wall with Soft Light Detail
3. Gold Framed Lightbox or Digital Screen
4. Mirrored Floor Treatment
5. Dark Reflective Floor
6. Illuminated Logo on Navy Pelmet
7. Fiber Optic Starry Ceiling
8. Night Skin Science Center Illuminated Logo*
9. Recharge Pod Experience*
10. Discovery Table*

*See Kit-of-Parts for Additional Information



NOTE: Reference slide #8 for legally approved event name for each region

Please ensure sufficient branding from side entrances

1. INVITE & ATTRACT

Disruptive design will attract consumers in-store. Regions can create social and online to recruit with free sample

1. Gold Frame with Soft Downlight
2. Navy Wall with Soft Light Detail
3. Gold Framed Lightbox or Digital Screen
4. Mirrored Floor Treatment
5. Dark Reflective Floor
6. Illuminated Logo on Navy Pelmet
7. True-False Table*
8. Timeline Wall*
9. Product Discovery Table*
10. 6 Things Table with Ceiling Dropdown*

*See Kit-of-Parts for Additional Information



1. INVITE & ATTRACT

Disruptive design will attract consumers in-store. Regions can create social and online to recruit with free sample

1. Gold Frame with Soft Downlight
2. Navy Wall with Soft Light Detail
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4. Mirrored Floor Treatment
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6. Illuminated Logo on Navy Pelmet
7. Fiber Optic Starry Ceiling
8. Night Skin Science Center Illuminated Logo*
9. Recharge Pod Experience*
10. Discovery Table*

*See Kit-of-Parts for Additional Information



2.1 EDUCATE: TRUE-FALSE INTERACTIVE DISPLAY

Learn about the science of sleep through an interactive true/false activity

1. Gold Frame with Soft Downlight
2. Fiber Optic Starry Ceiling
3. Navy Pelmet with Downlight
4. True-False Wall Display with Science Props
5. High Polish Chrome Illuminated Table
6. Illuminated True-False Interactive Display*
7. Suspended Science Props*
8. Product Discovery Table on Lease line
9. Timeline Wall Wall*

*See Kit-of-Parts for Additional Information



2.2 EDUCATE: REGIMEN

Uncover our night science heroes through a tech-enabled interactive wall

1. Gold Frame with Soft Downlight
2. Fiber Optic Starry Ceiling
3. Navy Pelmet with Downlight
4. Gifting Wall and Table*
5. Product Discovery on Lease line
6. Regimen Wall*
7. Did You Know? Wall Distortion*
8. Gold Framed Lightbox or Digital Screen

*See Kit-of-Parts for Additional Information



2.3 EDUCATE: 6 THINGS

Discover six key facts about the science of your skin through an interactive display

1. Gold Frame with Soft Downlight
2. Fiber Optic Starry Ceiling
3. 6 Things Interactive Discovery Table with Ceiling Drop Down*
4. FA24 3D Gold Tri-Peptide 32 Prop*
5. Low Consultation Table
6. Scalloped High-Chair Consultation Section with backlit Illuminated Mirror*

*See Kit-of-Parts for Additional Information



2.4 EDUCATE: DID YOU KNOW?

Learn about the facts of skin renewal at night

1. Gold Frame with Soft Downlight
2. Fiber Optic Starry Ceiling
3. Did You Know? Digital Screen
4. Did You Know? Illuminated Tube
5. Gold Framed Navy Disc with Key Hero Product and Ingredient Prop

**See Kit-of-Parts for Additional Information*



4. CONSULT: TRIPLE PHASE FAST FACIALS + iMATCH™ SKIN ANALYSIS

Choose one of three triple phase fast facials and engage in iMatch™ skin analysis to diagnose your skincare needs.

1. Gold Frame with Soft Downlight
2. Soft White Ceiling Treatment over consultation area
3. Timeline Wall
4. Scalloped High-Chair Consultation Section Estee Lauder Hashtag
5. Testable Product on White Marble Tray
6. Service Menu
7. High Consultation Chair with Estee Lauder Logo
8. Storage
9. Product Discovery on Lease line

*See Kit-of-Parts for Additional Information



NOTE: Reference Kit of Parts for details on service menu

5. EXPERIENCE: RECHARGE POD

Indulge in an immersive experience of instant beauty sleep and relaxation to recharge your mind and revitalize your skin.

1. Printed Night Sky Graphic
2. Navy Illuminated Product Discs
3. Illuminated Logo Lock-up
4. White Sleep Pod with Printed Estee Lauder Logo*
5. Dark Reflective Floor
6. Night Sky Ceiling Projection

*See Kit-of-Parts for Additional Information



6. DELIGHT: SAMPLING AND GIFTING

Share the gift of Night Skin Science & receive samples to try at home

1. Gold Frame with Soft Downlight
2. Fiber Optic Starry Ceiling
3. Illuminated Gift Shelves*
4. Gift Bags
5. Illuminated Logo Wall*
6. Illuminated Gifting Table with White Marble Product Display Trays*

*See Kit-of-Parts for Additional Information



2. Kit of Parts

How to Use Guide

How to use the Kit of Parts

The VM Outpost is the main source of inspiration for execution.

When it is not possible to execute the larger scale design, regions should combine individual elements to accommodate their local constraints.

In this section we present the following Designs & Assets:

- VM Elements
 - Walls
 - Tables
 - Experience
 - Podiums & Lightboxes
- VM Execution Examples
- Assets

1

Definition of Event & KPIs

Define location, budget, space constraints, KPIs, consumer-journey, target consumer, and all necessary

2

Selection of Parts

When location & budget are established, markets can select the scale and execution style that best fits the space and activation KPIs.

3

Execution of Event

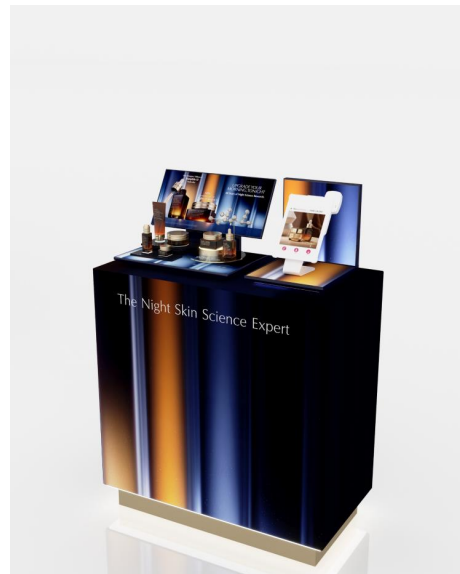
Markets should follow global design direction when possible. Some elements have DTOs available upon request. Please contact your regional counterparts for details.

How to Use Guide

How to use the Kit of Parts

1. Select the elements needed
2. Combine to create the full execution design
3. Fabricate

Podium



Lightbox



+

=

Full HPP Execution

*Global suggests to use sleep pods in HPP whenever possible



Kit of Parts Menu

Walls



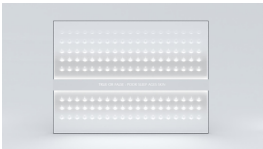
Entry Tunnel



Logo Wall



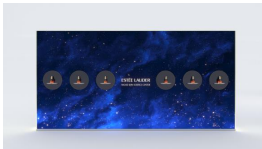
Did You Know? Wall



True-False



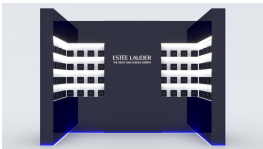
Timeline



Regimen



Lightbox



Gifting

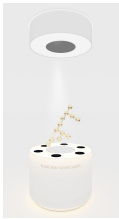
Tables



True-False



6-Things



6-Things



Consultation



Consultation



Consultation

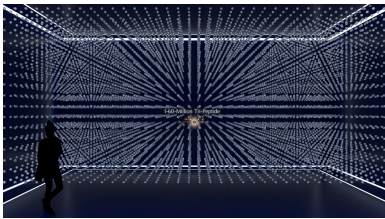


Gifting

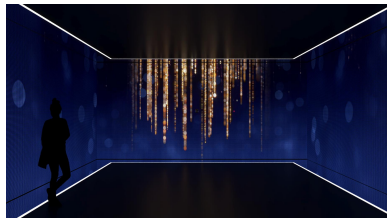
Experience



Sleep Pod



1-60-Million

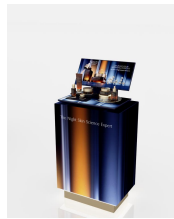


Digital Room

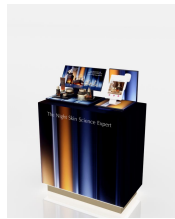
VM Units,
Podiums,
Lightboxes



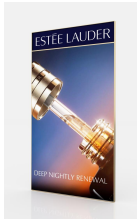
Angled Distortion Unit (ADU)



Podium



Podium



Digital Screen



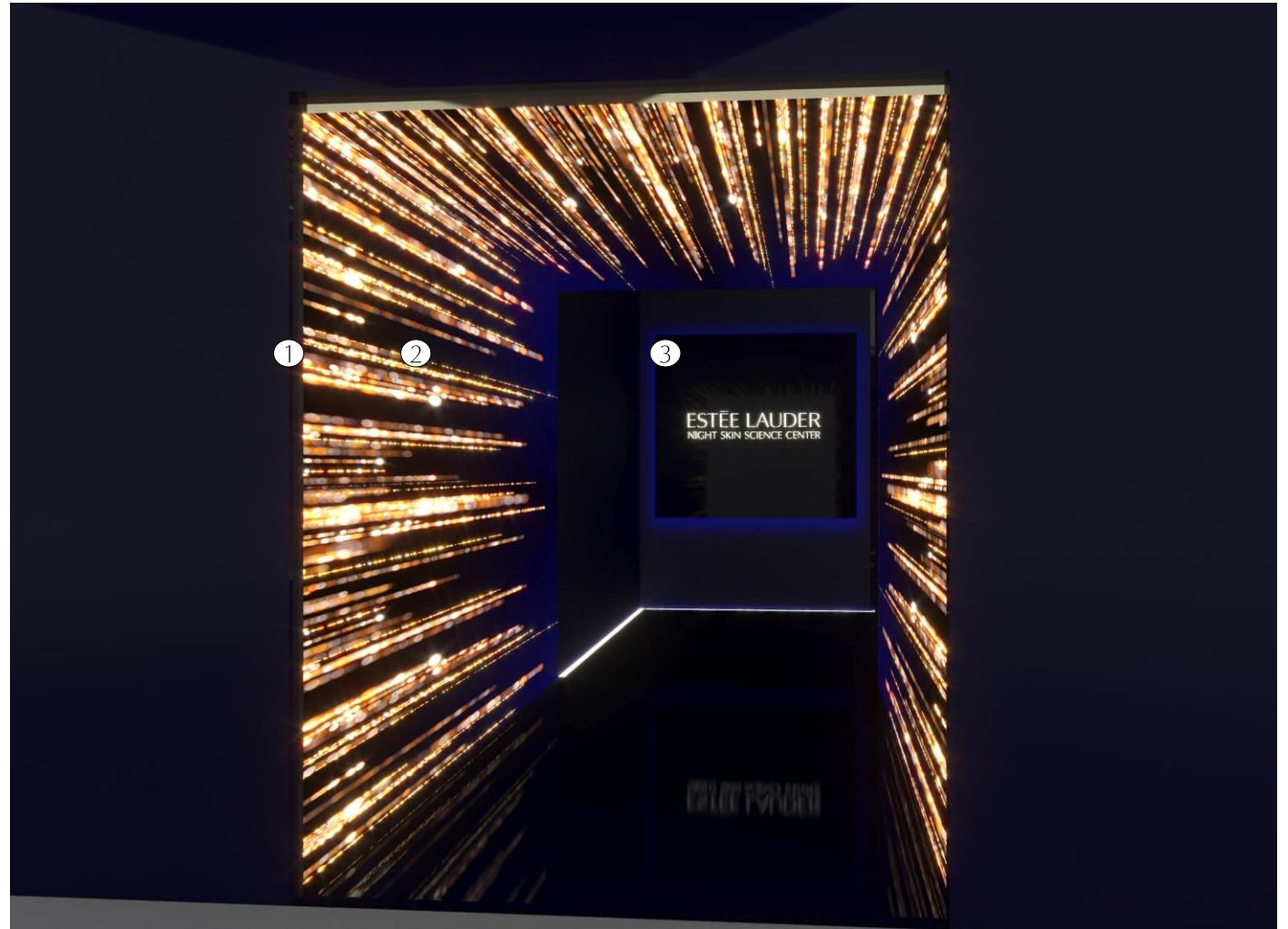
Lightbox

WALL

Optional Entry Tunnel

*(if being used local design **must** have additional open entrances so traffic flow is not restricted)*

1. Thin Gold Frame
2. Raining Peptides Digital Tunnel
3. Illuminated Night Skin Science Center Wall



WALL

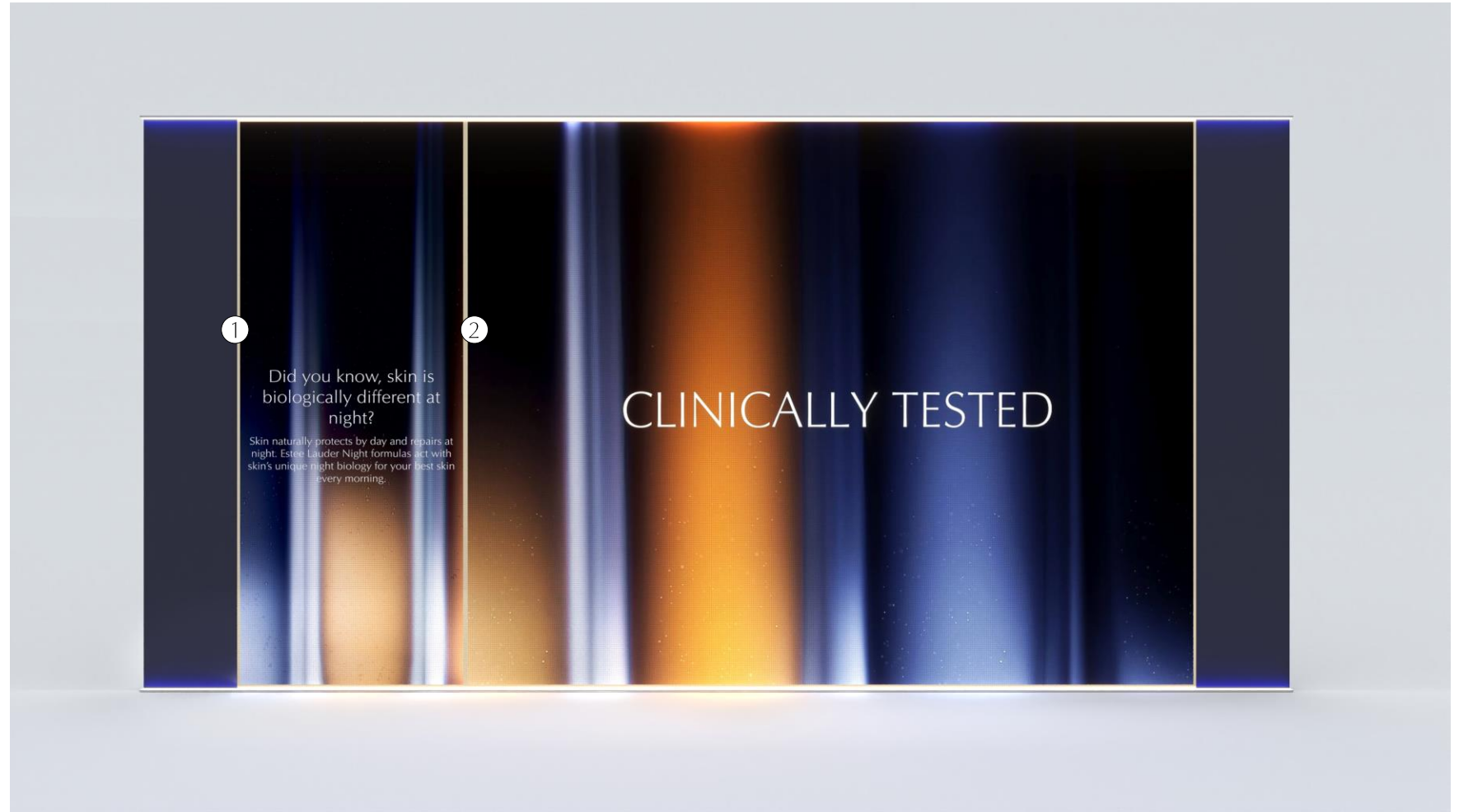
Did You Know?
Full expression

1. Did You Know? Illuminated Printed Graphic
2. Did You Know? Digital Screen
3. Did You Know? Illuminated Tube
4. Gold Framed Navy Disc with Key Hero Product and Ingredient Prop



WALL

Did You Know?
Digital Screen Only



1. Did You Know? Illuminated Printed Graphic
2. Did You Know? Digital Screen

WALL

Did You Know?

Full expression - Copy

NOAM (Approved) / UK:

Did You Know, Skin is Biologically Different at Night?

Skin naturally protects by day and renews at night.

Estée Lauder night formulas act with skin's unique night biology for your best skin every morning.

APAC / EMEA / LATAM:

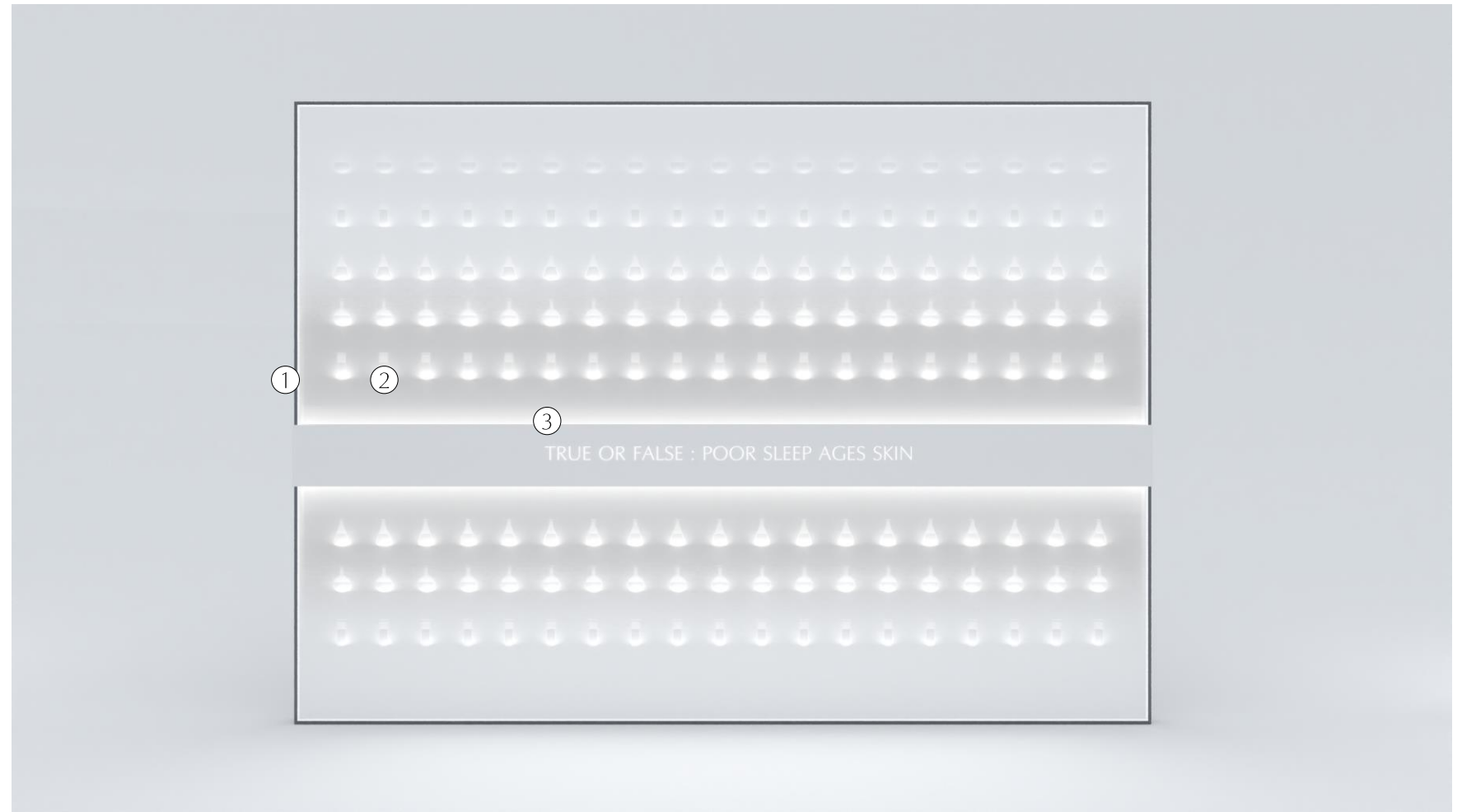
Did You Know, Skin is Biologically Different at Night?

Skin naturally protects by day and **repairs** at night.

Estée Lauder night formulas act with skin's unique night biology for your best skin every morning.

WALL

True-False



1. Thin Chrome Edge
2. Illuminated Science Props
3. Illuminated Copy on Chrome Panel

WALL

True-False – Copy (NOAM/UK)

	Written Question	Answer
1	True or False: Poor Sleep Ages Skin	True: Estee Lauder's pioneering clinical study with Case Western Reserve revealed: Poor Sleep = 2x Signs of Aging Footnote: In a clinical study on 60 women with University Hospitals Case medical Center and Case Western Reserve University School of Medicine. Chronic poor sleepers had 2x more signs of fine lines, laxity, and uneven skin tone, compared with good sleepers.
2	True or False: Collagen Production Peaks at night	True: Skin naturally produces more collagen at night.
3	True or False: Skin Barrier Is Strongest At Night	False: The skin barrier is at its thinnest, most fragile state at night.
4	True or False: Your Skin Sleeps While You Sleep	False: Your skin never sleeps. It renews . (NOAM/UK)
5	True or False: Skin Is Biologically Different At Night	True: Skin naturally protects by day and renews at night. (NOAM/UK)

WALL

True-False – Copy (APAC/EMEA/LATAM)

	Written Question	Answer
1	True or False: Poor Sleep Ages Skin	True: Estee Lauder's pioneering clinical study with Case Western Reserve revealed: Poor Sleep = 2x Signs of Aging Footnote: In a clinical study on 60 women with University Hospitals Case medical Center and Case Western Reserve University School of Medicine. Chronic poor sleepers had 2x more signs of fine lines, laxity, and uneven skin tone, compared with good sleepers.
2	True or False: Collagen Production Peaks at night	True: Skin naturally produces more collagen at night.
3	True or False: Skin Barrier Function Is Strongest At Night	False: The skin barrier is at its thinnest, most fragile state at night.
4	True or False: Your Skin Cells Sleep While You Sleep	False: Your skin cells never sleep. They repair . (EMEA/LATAM/APAC)
5	True or False: Skin Is Biologically Different At Night	True: Skin naturally protects by day and repairs at night. (EMEA/LATAM/APAC)

WALL

Timeline with Digital Screen



- 1. Gold Framed Digital Screen
- 2. Gold Framed Illuminated Timeline Wall Graphic

WALL

Timeline with Digital
Screen - Copy

1982	WORLD’S FIRST NIGHT REPAIR SERUM
1991	PROPRIETARY ANTI-OXIDANT TECHNOLOGIES
2009	PATENTED NIGHT PEPTIDE (NOAM) PATENTED TRIPEPTIDE-32 (EMEA/LATAM/UK/APAC)
2013	ESTÉE LAUDER X CASE WESTERN RESERVE SLEEP STUDY
2017	SOCIETY OF INVESTIGATIVE DERMATOLOGY <i>MELATONIN RECEPTORS + AUTOPHAGY</i>
2018	INTERNATIONAL INVESTIGATIVE DERMATOLOGY <i>IMPACT OF BLUELIGHT ON CIRCADIAN RHYTHM</i>
2019	WORLD CONGRESS OF DERMATOLOGY <i>METABOLOMICS BREAKTHROUGH</i>
2020	DR. PAOLO SASSONE-CORSI RESEARCH COLLABORATION <i>EPIGENETICS AND SKIN</i>
2021	SOCIETY OF INVESTIGATIVE DERMATOLOGY <i>CIRCADIAN RHYTHM AND IMPACT ON COLLAGEN</i>
2024	SOCIETY OF INVESTIGATIVE DERMATOLOGY <i>THE SCIENCE OF NIGHT</i>

NOTE: All copy is legally approved, regions to use the relevant language where noted

WALL

Regimen Discovery



Analog Panels Rotate to Reveal Copy

1. Night Sky Graphic
2. Product Panel with Copy on Opposite Face
3. Illuminated Copy



WALL Regimen Discovery – Copy

	HOOK COPY (to be placed on the <i>front</i> of each panel alongside key product)	PRODUCT CLAIMS (to be placed on the <i>back</i> of each panel)
ADVANCED NIGHT REPAIR SERUM	NOAM: Discover Our Exclusive Night Peptide APAC/EMEA/LATAM/UK: Discover Our Exclusive Tripeptide-32	NOAM: A 1-in-60 Million Discovery. EMEA/LATAM/APAC ONLY: Trillions of Tripeptide-32 Molecules in Every Dropper.
	GLOBAL: The Night Skincare Icon: Advanced Night Repair Serum	GLOBAL: 40+ Years of Night Skin Science in Every Bottle
	GLOBAL: In Just One Night...	GLOBAL: Wake up to Unfiltered Morning Radiance NOAM/EMEA/LATAM: +128% Moisture Glow ¹ +10% Elasticity ² -14% Fine Lines ² <small>Clinical testing on 148 women after 1 product application. ²Clinical testing on 26 women after 1 product application overnight.</small> APAC: +26% Radiance ¹ +10% Elasticity ² -14% Fine Lines ³ <small>APAC ex-China: ¹Clinical testing conducted on 53 Asian women, 12 hours after a single nighttime product application. ²Clinical testing conducted on 26 Asian women, with 1 product application at night, measured after 12 hours. ³Clinical testing conducted on 26 Asian women, with 1 product application at night, measured after 12 hours. China: ¹Clinical testing conducted by Estée Lauder on 53 Chinese women, ages 20-38, 12 hours after a single nighttime product application. Effect varies by individual. ²Clinical testing conducted by third party on 26 Chinese women, ages 33-59, with 1 product application at night, measured after 12 hours. Effect varies by individual. ³Clinical testing conducted by third party on 26 Chinese women, ages 33-59, with 1 product application at night, measured after 12 hours. Effect varies by individual.</small> UK: +128% Moisture Glow ¹ <small>Clinical testing on 148 women after 1 product application.</small>
SUPREME NIGHT	GLOBAL: The Power of CollaNight-8™	CollaNight-8™ features Hibiscus Morning Bloom Extract & Acetyl-Hexapeptide-8 NOAM/UK: 92% Said Skin Bounce Improved* <small>Consumer testing on 165 women, after using product for 3 weeks.</small> APAC: Bounce Back in Just 4 Hours* <small>APAC ex-China: ¹Clinical testing on 28 Asian women after one product application. China: ¹Clinical testing conducted by a third party on 28 Chinese women, ages 27-59, with one application. Effect varies by individual.</small> EMEA: Skin Bounces Back in Just 4 hours* <small>¹Clinical testing on 28 women after 1 product application</small>
	GLOBAL: Introducing A Pillow-Proof Night Creme	GLOBAL: Bouncy, Bi-Layer Texture Melts from Dense to Weightless
OVERNIGHT TREATMENT	GLOBAL: New Advanced Night Repair Overnight Treatment	GLOBAL: TRIPLE-ACTION RECOVERY NOAM/EMEA/LATAM/UK: MOISTURE +58% ¹ BARRIER +40% ² VISIBLE ENERGY +28% ³ <small>Clinical testing on 26 women, after 1 product application. ²Clinical testing on 32 women, 2 hours after application. ³Clinical testing on 33 women, after 1 product application at night, measured after 12 hours.</small> APAC: MOISTURE +40% ¹ BARRIER +40% ² VISIBLE ENERGY +28% ¹ <small>APAC ex-China: ¹Clinical testing on 33 Asian women after 1 product application at night, measured after 12 hours. ²Clinical testing on 32 Asian women 2 hours after application. Effect varies by individual. China: ¹Clinical testing conducted by third party on 33 Chinese women, ages 32-55, after 1 product application at night, measured after 12 hours. Effect varies by individual. ²Clinical testing conducted by third party on 32 Chinese women, ages 28-54, after 1 product application, measured after 2 hours. Effect varies by individual</small>
	GLOBAL: A Carefully Crafted Texture Masterpiece	Cocooning Second-Skin Texture Melts and Molds, Sealing in Your Nighttime Regimen

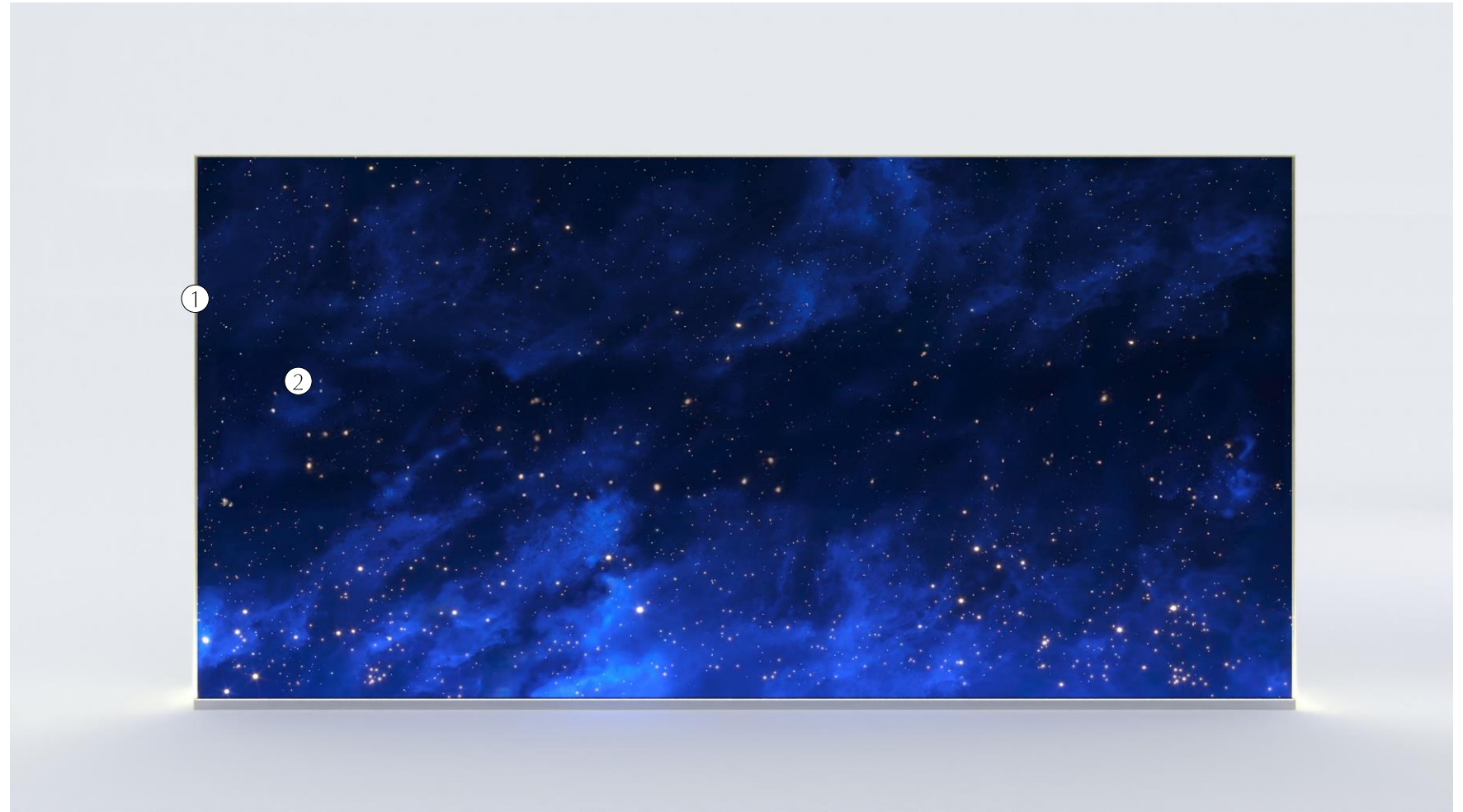
NOTE: All copy is legally approved, regions to use the relevant language where noted

WALL

Interactive Digital Screen

1. Thin Gold Frame
2. Interactive Digital Screen*

*Regions to Produce and Adapt from
Guideline.



WALL

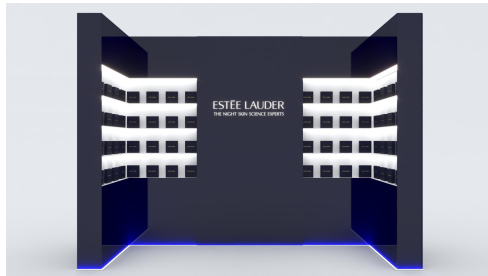
Sampling & Gifting



1. Illuminated Gift Shelves
2. Gift Bags
3. Illuminated Logo Wall

WALL

Sampling & Gifting



COPY :

ESTÉE LAUDER
THE NIGHT SKIN SCIENCE EXPERTS

ESTÉE LAUDER
THE NIGHT SKIN SCIENCE EXPERTS

WALL

Illuminated Logo

NOTE: Refer to slide #5 for approved event name for each region

1. Backlit Navy Panel
2. Illuminated White Copy



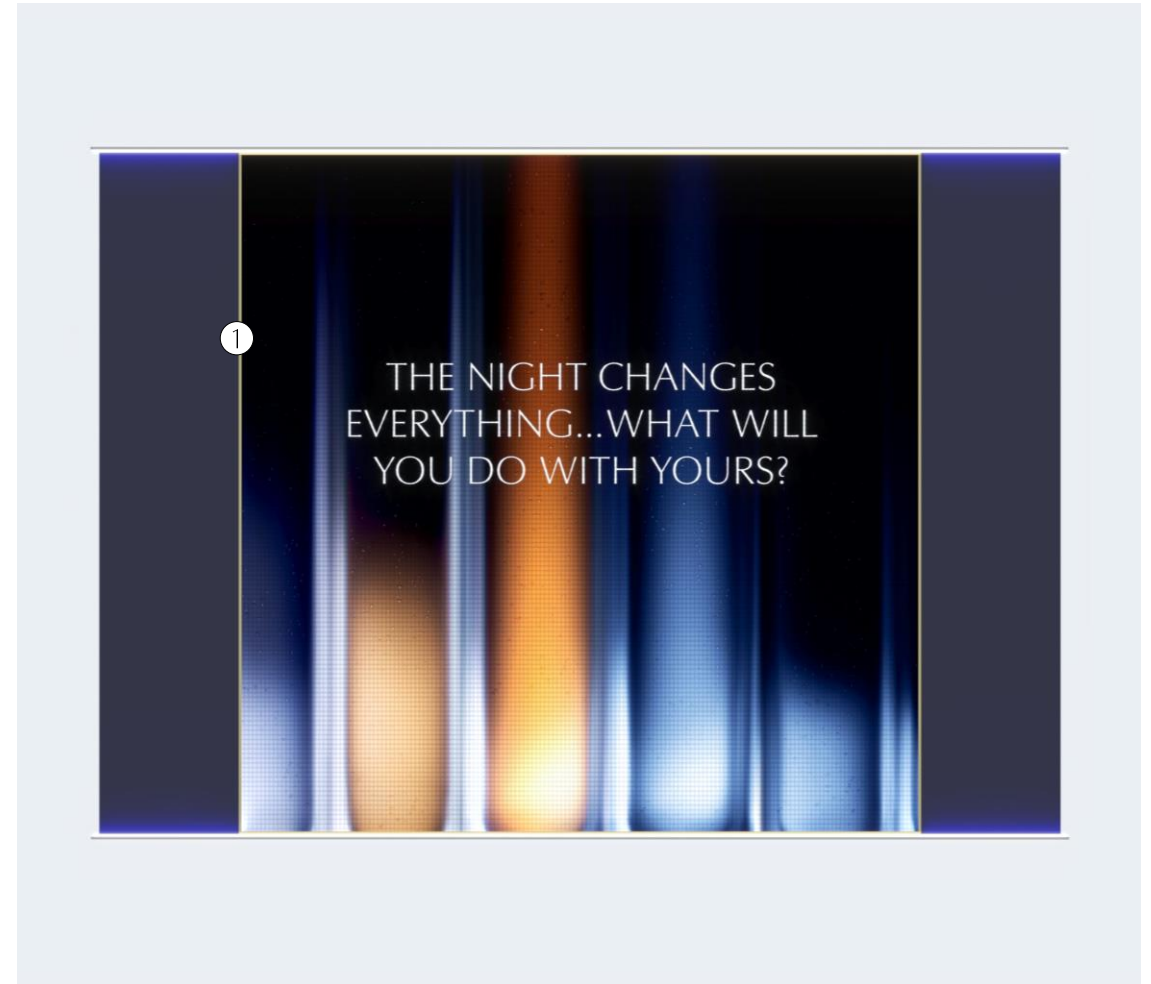
WALL

Illuminated Lightbox

1. Gold Framed Illuminated Printed Wall Graphic

COPY:

The Night Changes Everything...What Will
You Do With Yours?

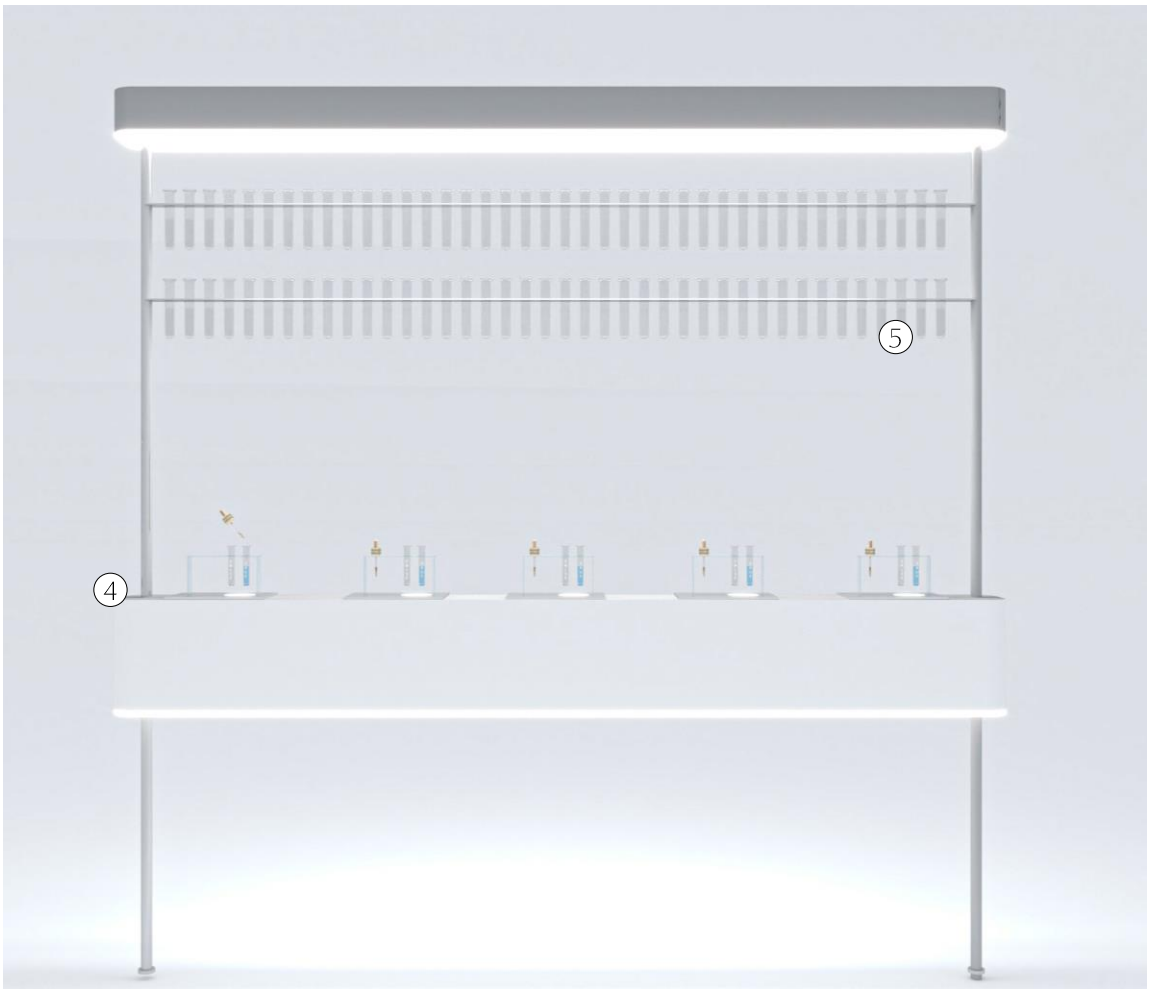
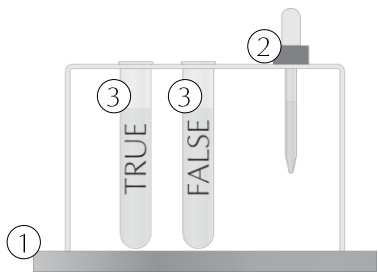
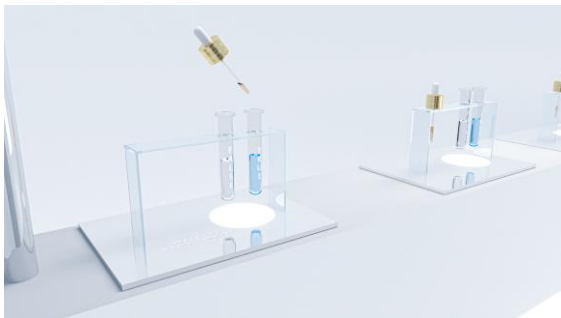
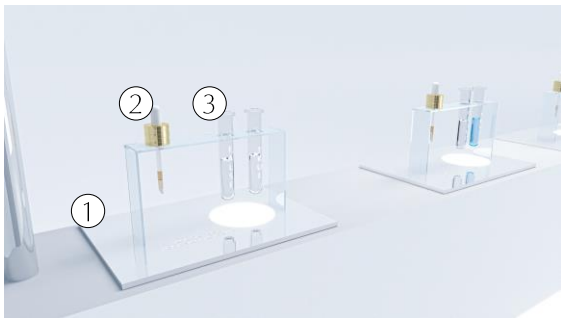


Table

True-False
Interactive Experience

- 1. Illuminated Chrome Tester Base with Printed Question Copy
- 2. Gold Pipette with Activator Chemical
- 3. Clear Test Tube with True and False Copy
- 4. Illuminated Chrome Counter Surface
- 5. Suspended Science Props

**see following Slides for Additional Information



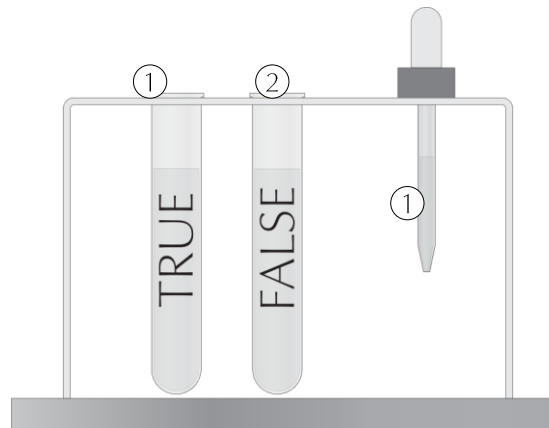
True-False

Tester Set-up

NOTE: Tester Liquids should be clear at start of experience.

NOTE: Regions to use locally available user safe reactive chemicals for testers

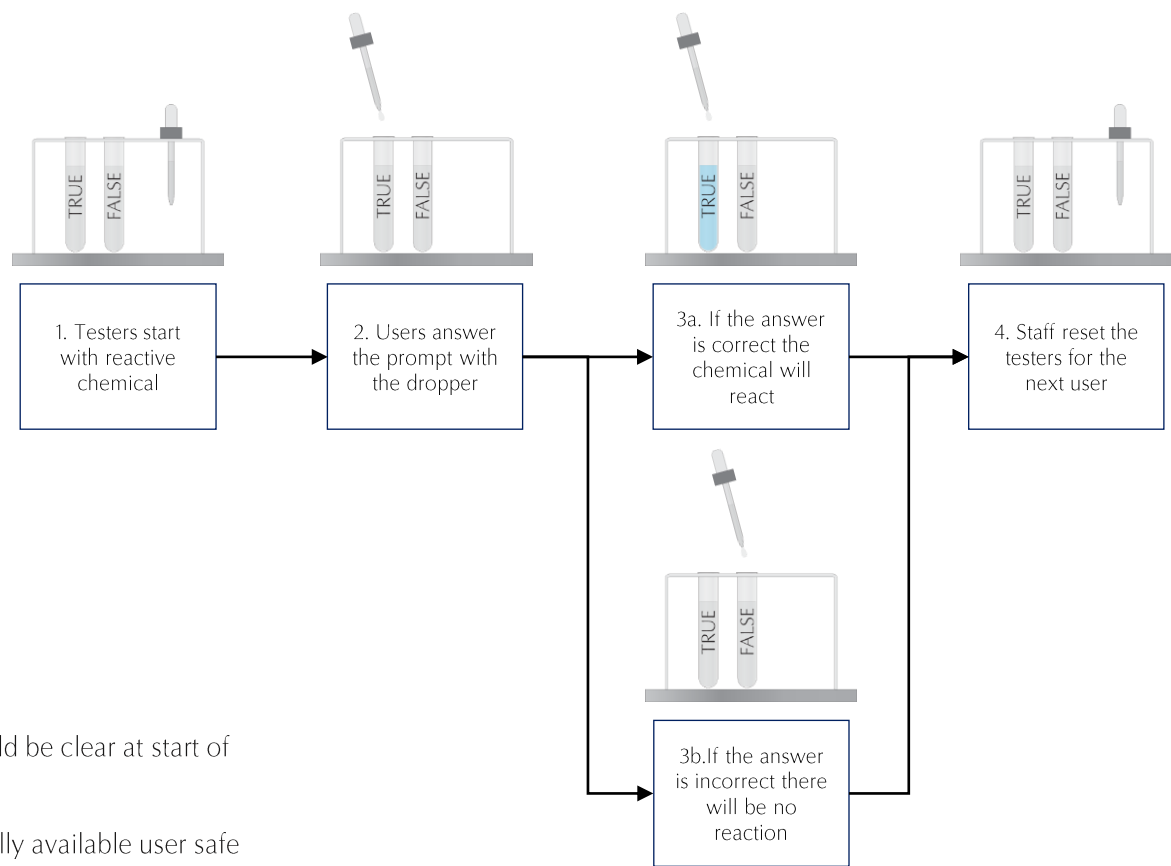
1. Neutral Chemical : Table Vinegar
2. Reactive Chemical : Phenolphthalein pH Indicator 1% Solution



Reference Photo From SID – Dallas Event

True-False

User Experience



NOTE: Tester Liquids should be clear at start of experience.

NOTE: Regions to use locally available user safe reactive chemicals for testers



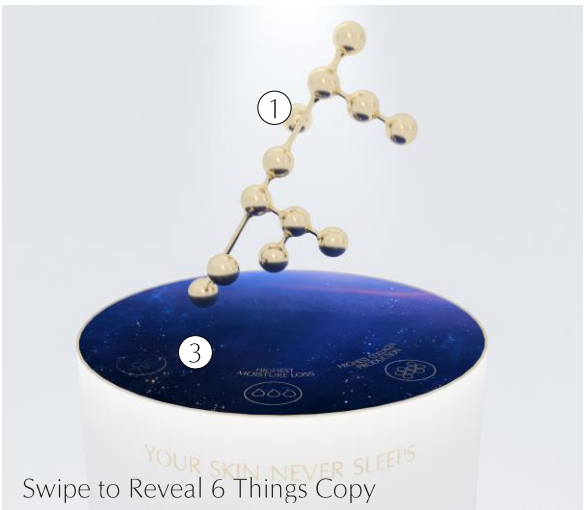
CORRECT ANSWER : Reference Photo From SID – Dallas Event

Table
6-Things
Interactive Digital Surface

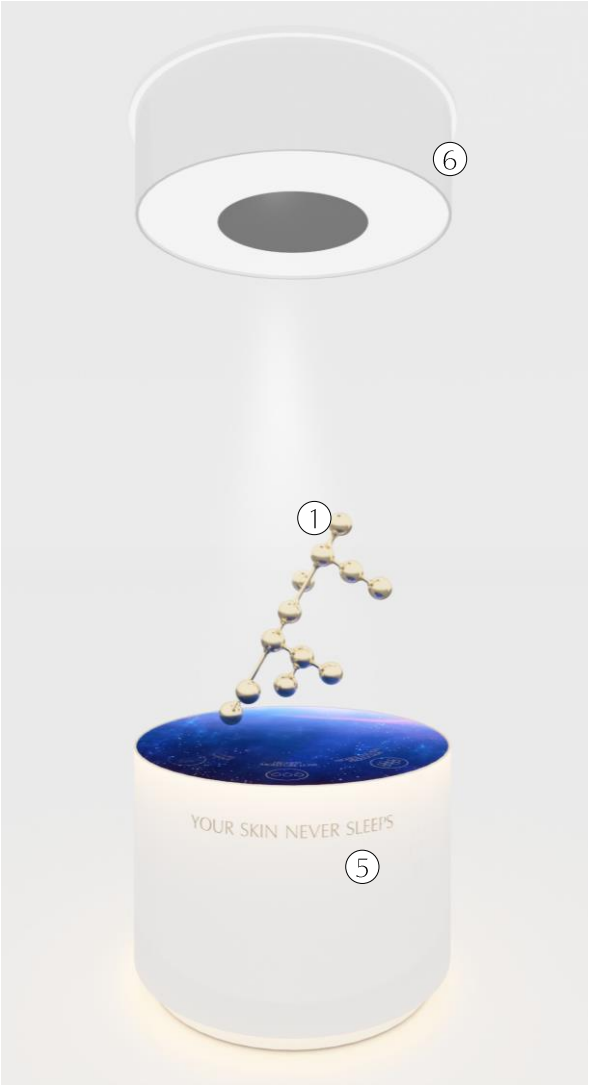
- 1. FA24 3D Gold Tri-Peptide 32 Prop
- 2. Reactive Digital Screen with Call-to-Action Copy
- 3. 6 Things Copy with Infographic
- 4. Gold Copy
- 5. Gloss White Table
- 6. Gloss White Drop Down Light



Interactive Swipe Action Reference



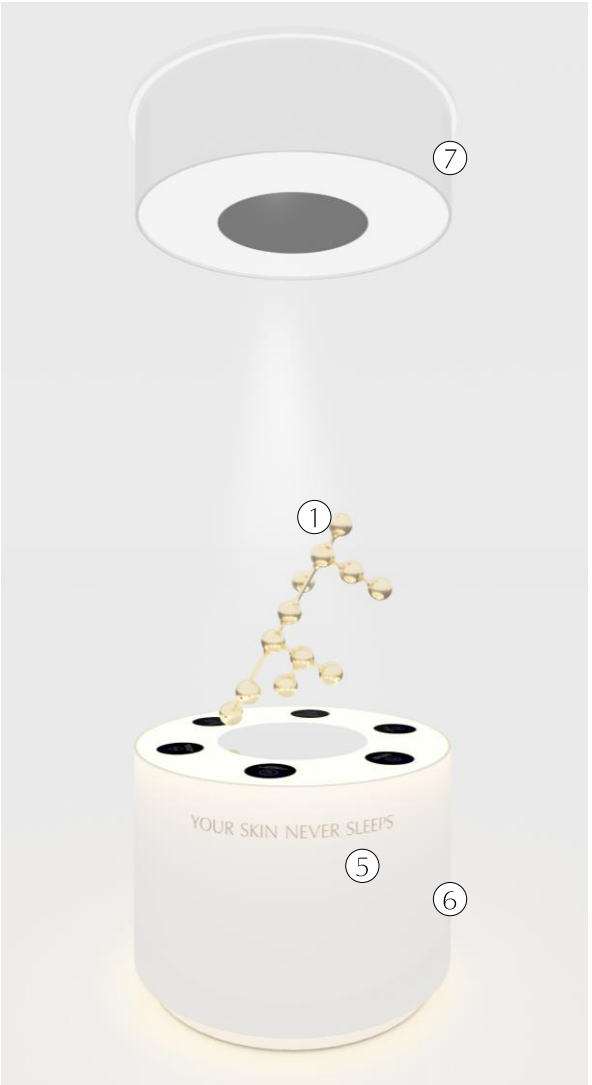
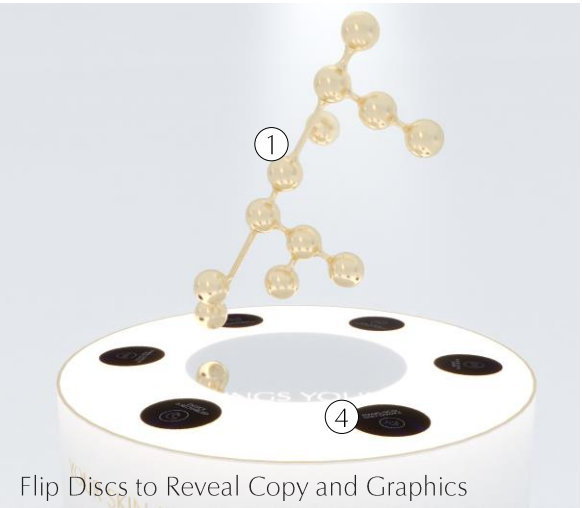
Swipe to Reveal 6 Things Copy



Table

6-Things
Analog Interactive Elements

- 1. FA24 3D Gold Tri-Peptide 32 Prop
- 2. Mirrored Panel
- 3. 6 Things Copy on Top of Discs
- 4. 6 Things Copy with Infographic on Back of Discs
- 5. Gold Copy
- 6. Gloss White Table
- 7. Gloss White Drop Down Light



Table

6-Things - Copy

	Headline & Table Copy
1	6 Things Your Skin Is Naturally Doing Overnight
2	6 Things: Repairs from daily damage. (EMEA/LATAM/APAC) Renews from daily damage. (NOAM/UK) Highest moisture loss. Highest collagen production. Highest filaggrin production. Thinner, more fragile barriers.



NOTE: All copy is legally approved, regions to use the relevant language where noted

Table Service & Consultation

1. Backlit Illuminated Mirror
2. Estee Lauder Hashtag
3. Testable Product on White Marble Tray
4. Service Menu
5. High Consultation Chair with Estee Lauder Logo
6. Storage

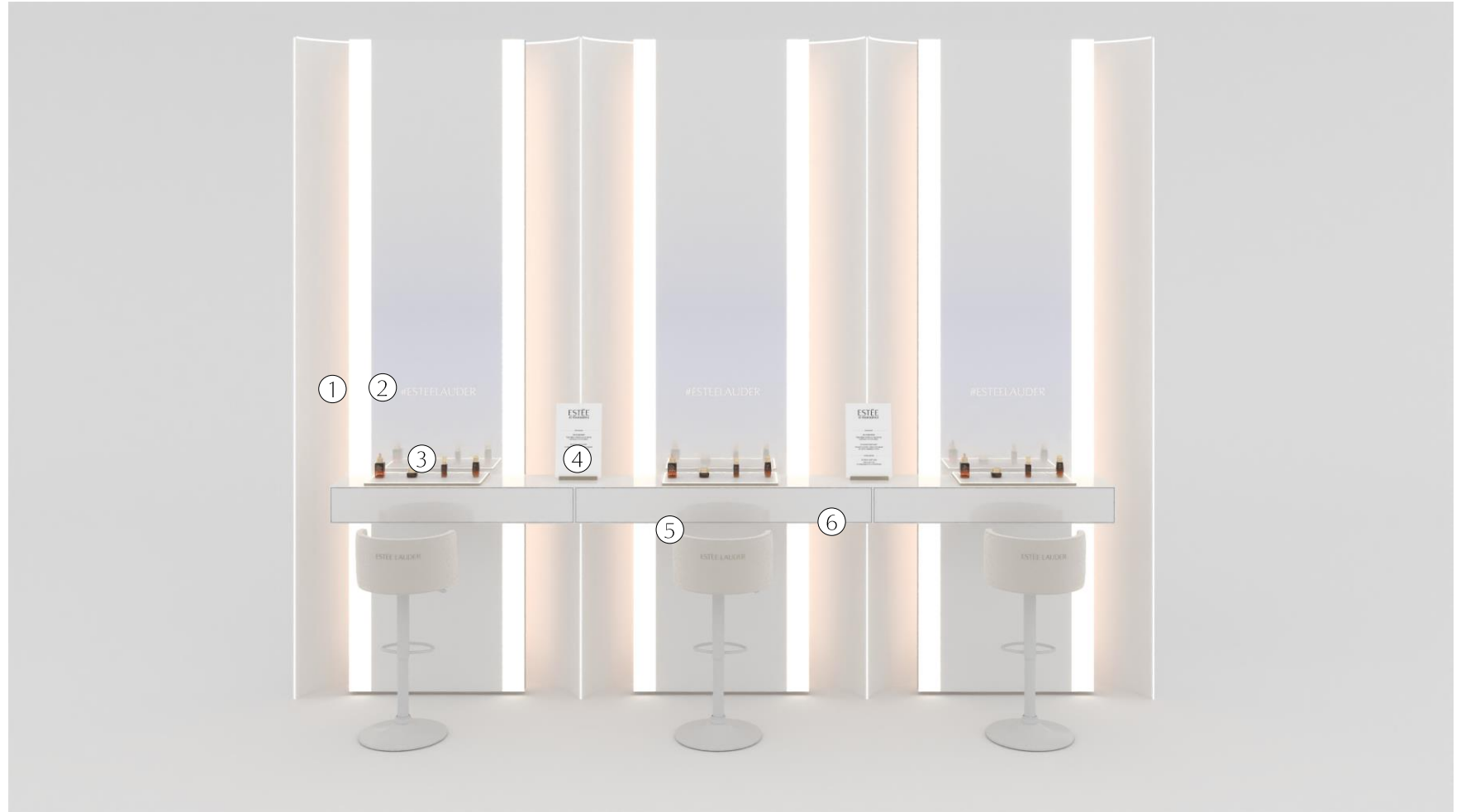


Table Service & Consultation Table

1. Illuminated Mirror
2. Estee Lauder Hashtag
3. Testable Product on White Marble Tray
4. Service Menu
5. High Consultation Chair with Estee Lauder Logo
6. iMatch™ Skin Analysis

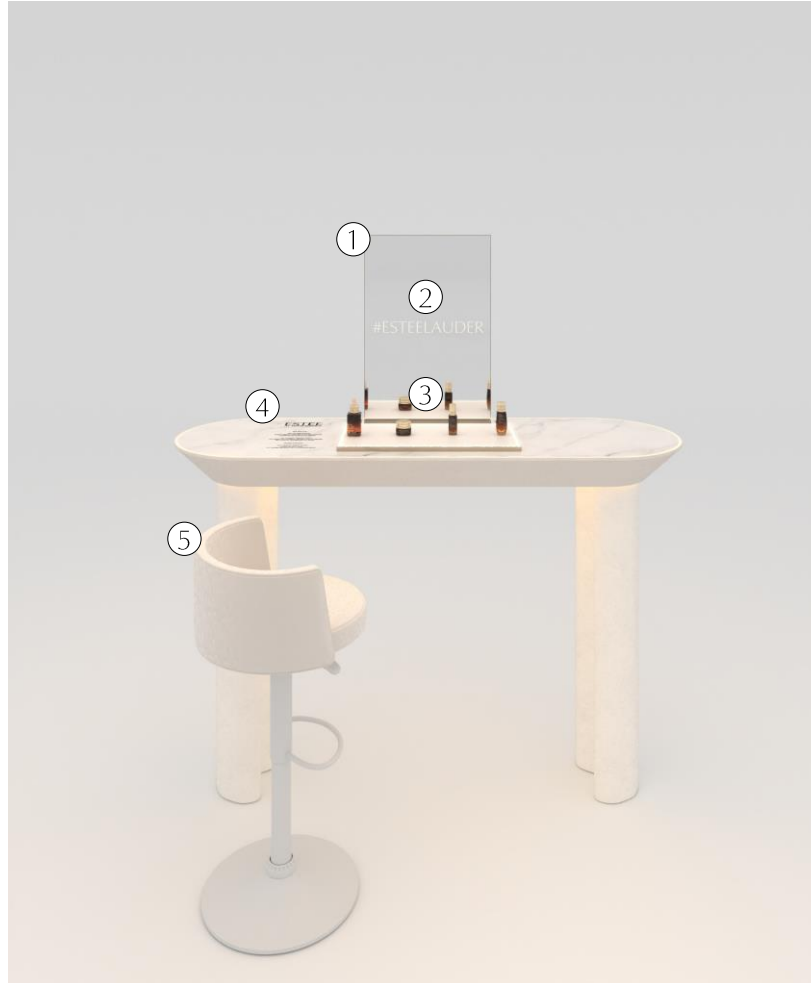


Table
Service & Consultation Table -
Service Menu

<div><div>ESTÉE</div><div>AT YOUR SERVICE</div></div>
<div><div>FIVE MINUTES</div><div><div>THE EYE BRIGHTENER</div><div>Fatigue fighter. Experience an eye-opening combination to lift and brighten.</div></div><div><div>THE INSTANT “BEAUTY SLEEP”</div><div>No sleep? No problem. Awaken and invigorate skin with an energizing mini facial.</div></div></div>
<div><div>FIFTEEN MINUTES</div><div><div>THE “BEAUTY SLEEP” GLOW</div><div>Wake up your skin. An energizing facial for a revitalized glow.</div></div></div>

Table Product Discovery

1. Illuminated Mirror
2. Program Hero Prop
3. Testable Product on Illuminated Gold Framed Riser
4. Hero Panel with Digital Screen
5. Gloss White Table
6. Gold Kicker

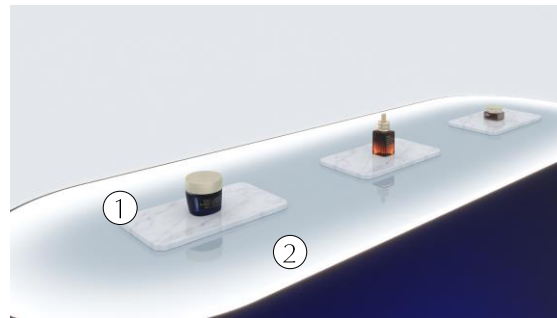
*See FA24 Night Distortion Table For additional Details



Table

Sampling & Gifting

1. White Marble Tray with Hero Products
2. Frosted White Illuminated Table Surface
3. Navy Table
4. Illuminated Chrome Kicker

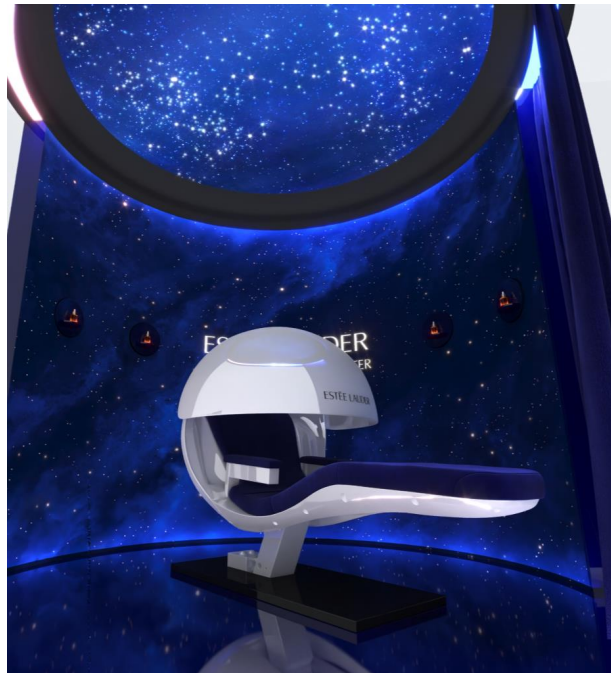
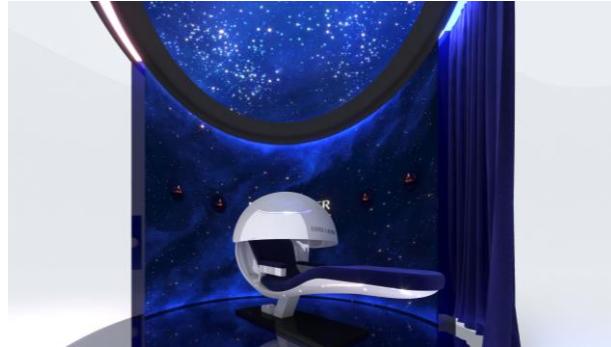


Experience
Sleep Pod

1. Printed Night Sky Graphic
2. Navy Illuminated Product Discs
3. Illuminated Logo Lock-up
4. White Sleep Pod with Printed Estee Lauder Logo*
5. Dark Reflective Floor
6. Night Sky Ceiling Projection



Experience Sleep Pod



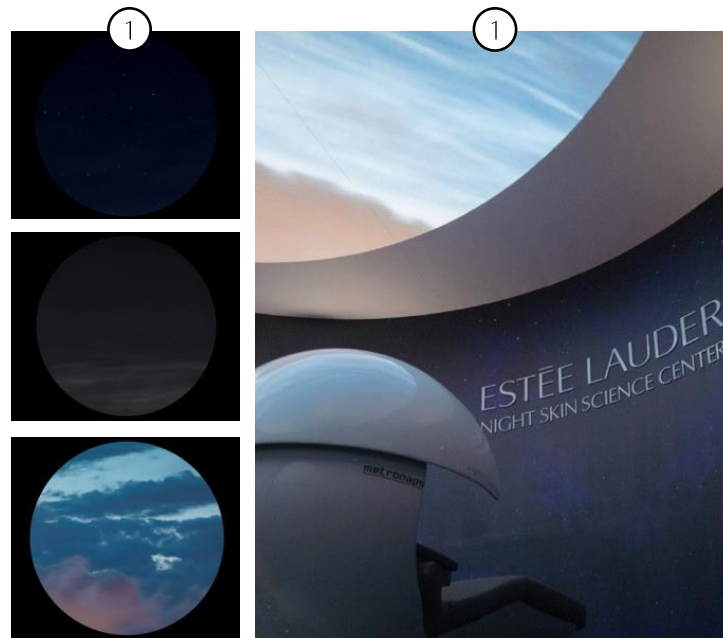
1. Printed Night Sky Graphic
2. Navy Illuminated Product Discs
3. Illuminated Logo Lock-up
4. White Sleep Pod with Printed Estee Lauder Logo*
5. Dark Reflective Floor
6. Night Sky Ceiling Projection



Experience

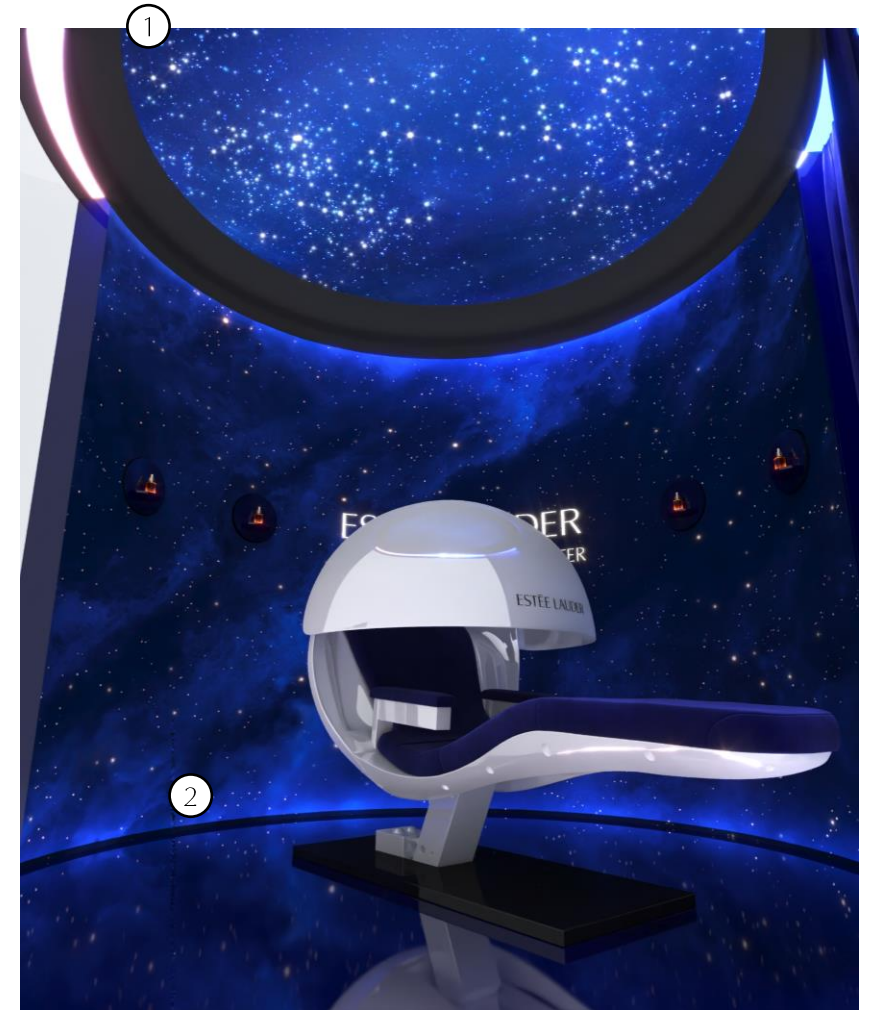
Sleep Pod - Projection Mapped Screen

NOTE : Submit All Video Content to
Global Teams for Approval.



SID_DaytoNight_Circle_01.mp4

1. Night Sky Projection
2. Illuminated Reactive Wall Lighting

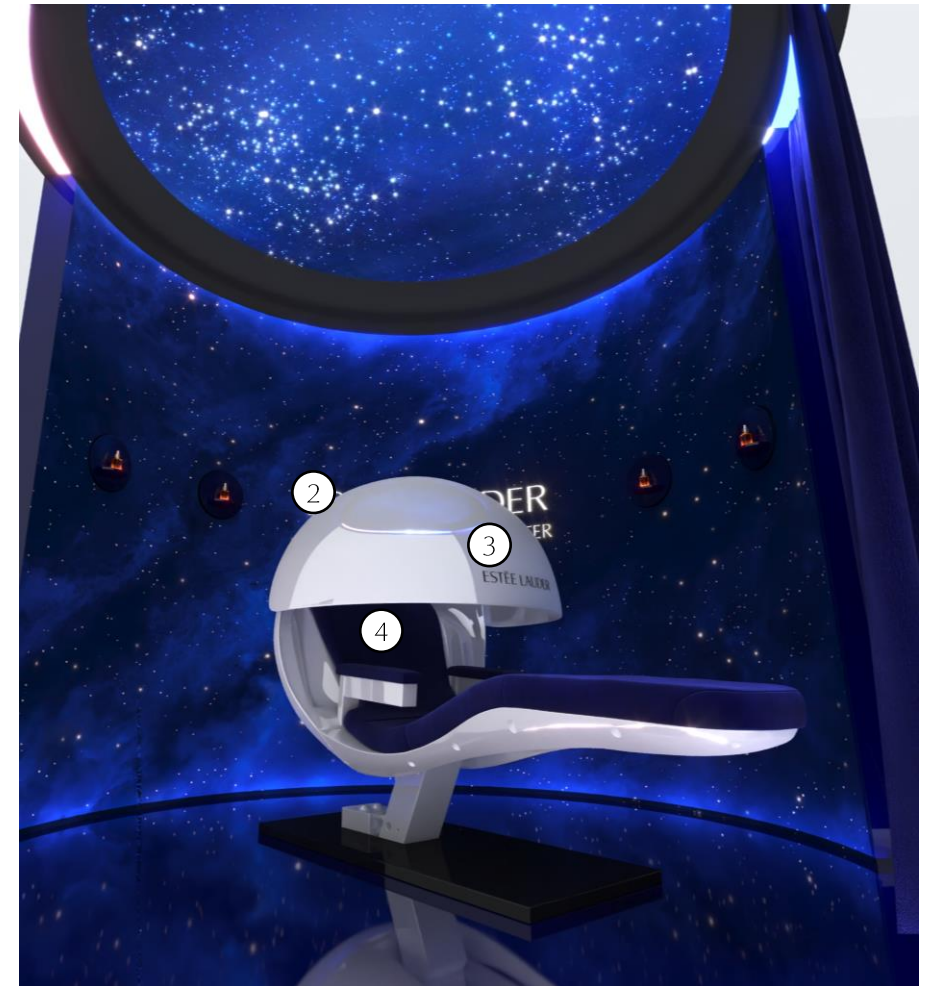


Experience

Sleep Pod Devices *(should be staffed 100% of time for high touch experience – use EL audio not device audio)*

NOTE: Regions to Submit Proposals
for any adjusts to Global Direction

1. High Quality Headphones with Estee Lauder Cartouche (Suggest apple over ear headphones)
2. Sleep Pod Device*
3. Estee Lauder Logo
4. Pre-Recorded Audio (suggest to have on iPad)**

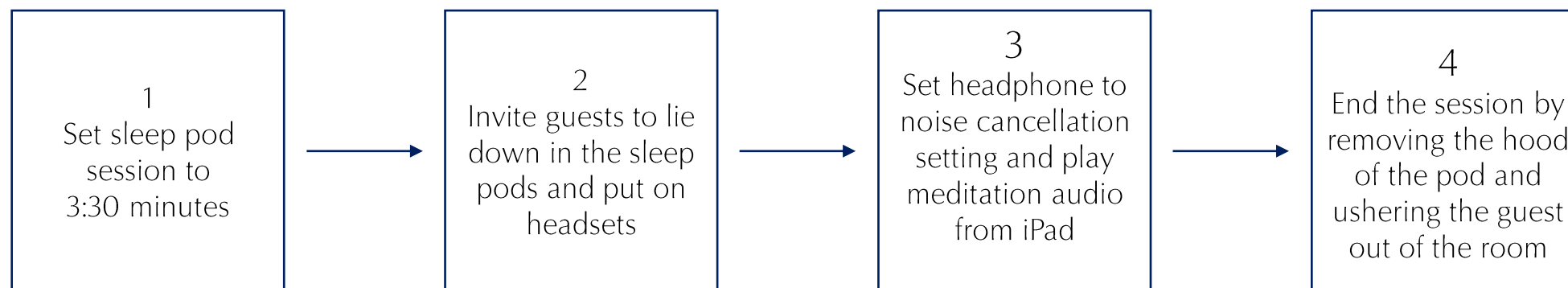


*Regions to Source Pods Locally

**3 Minute Audio Track Available here: [Meditation Audio](#)

Experience

Sleep Pod Consumer Journey Guideline



Guideline Details:

Global suggested vendor for sleep pod linked here: [Sleep Pod Vendor Information](#)

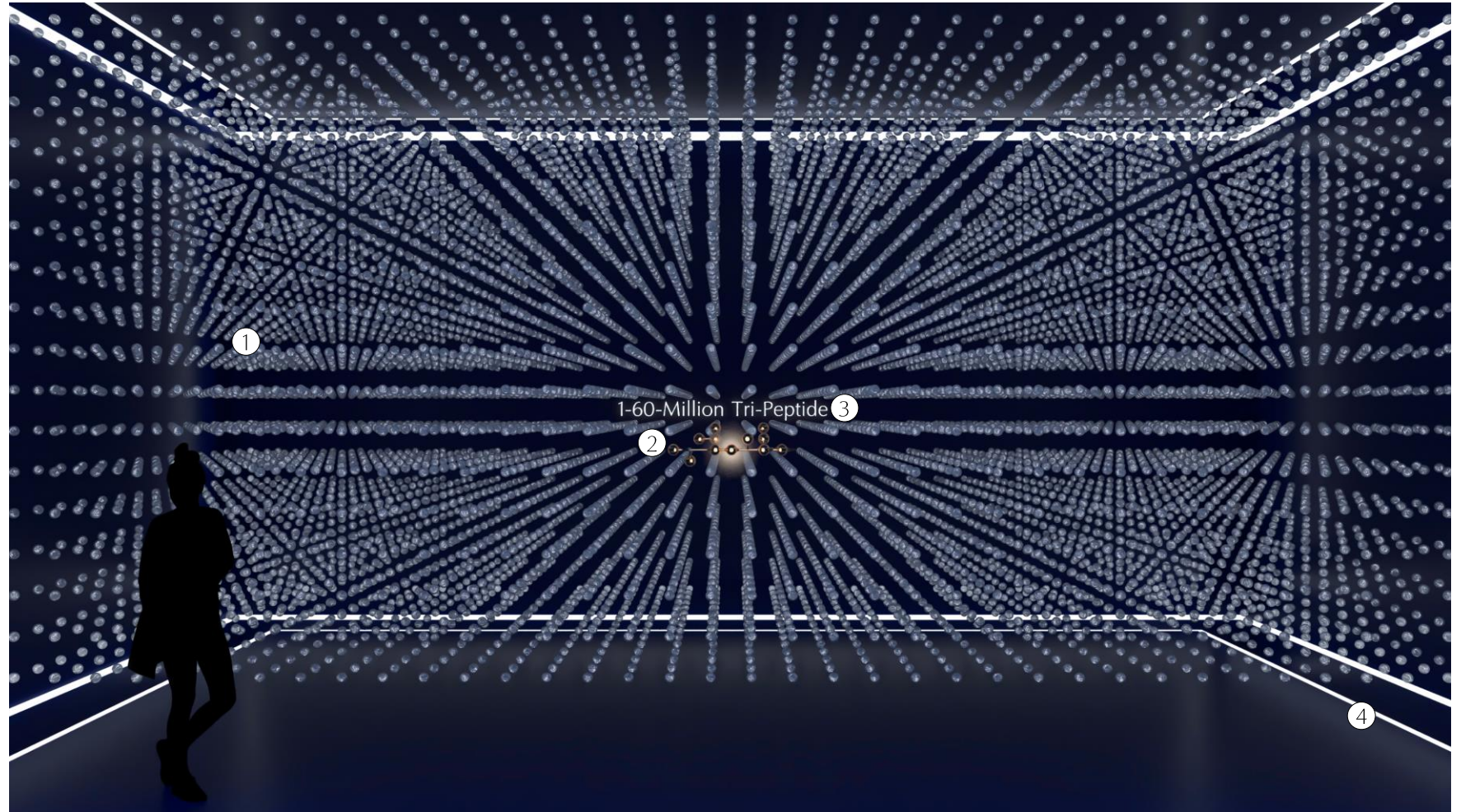
*Regions can source closest alternatives locally

Experience

1-60-Million Tri-Peptide Room

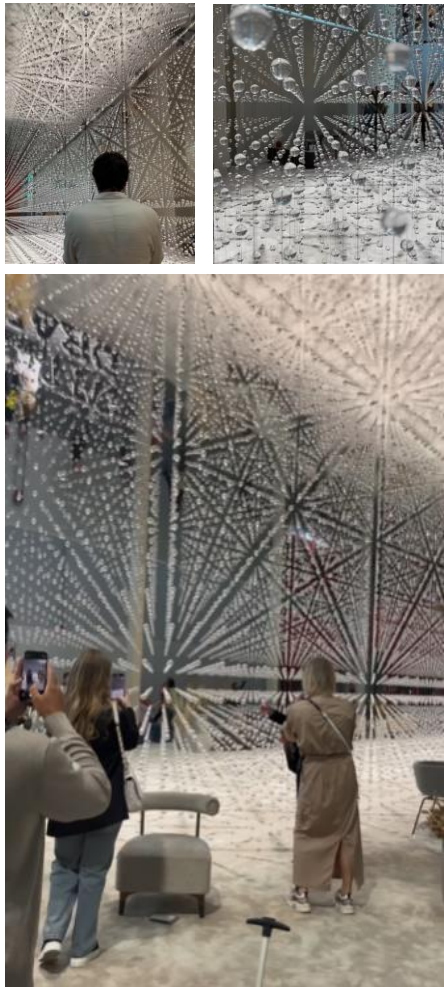
See Following Slide For Additional Information

1. Suspended Clear Glass Orbs
2. Illuminated FA24 Tri-Peptide 32 Gold Prop
3. Illuminated Copy on Back Wall
4. Dark Navy Illuminated Walls & Ceiling



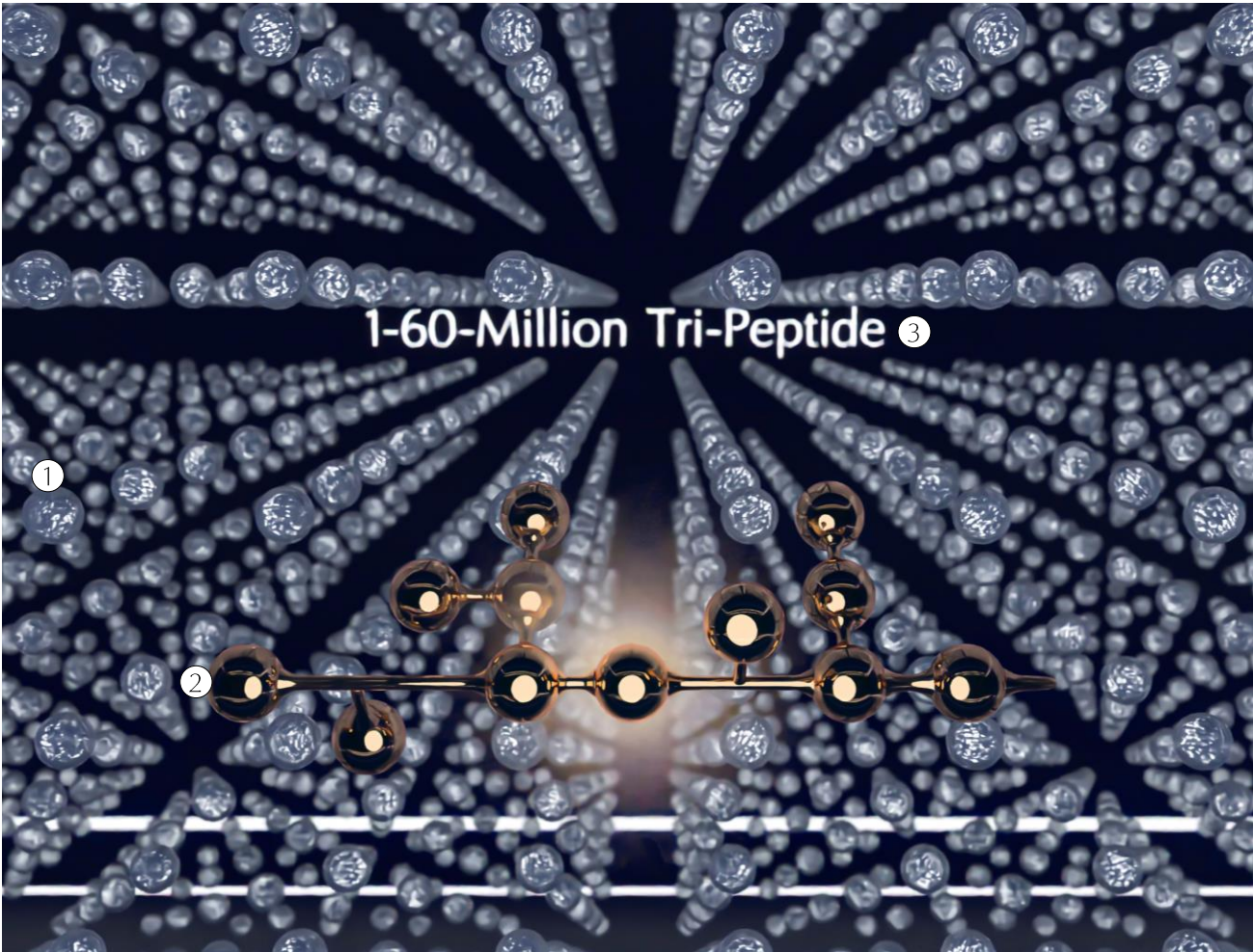
Experience

1-60-Million Tri-Peptide Room



- 1. Suspended Clear Glass Orbs
- 2. Illuminated FA24 Tri-Peptide 32 Gold Prop
- 3. Illuminated Copy on Back Wall

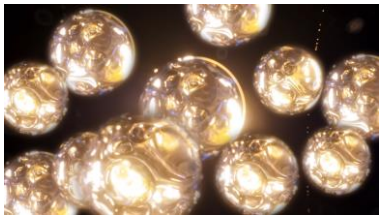
Construction Reference



Experience

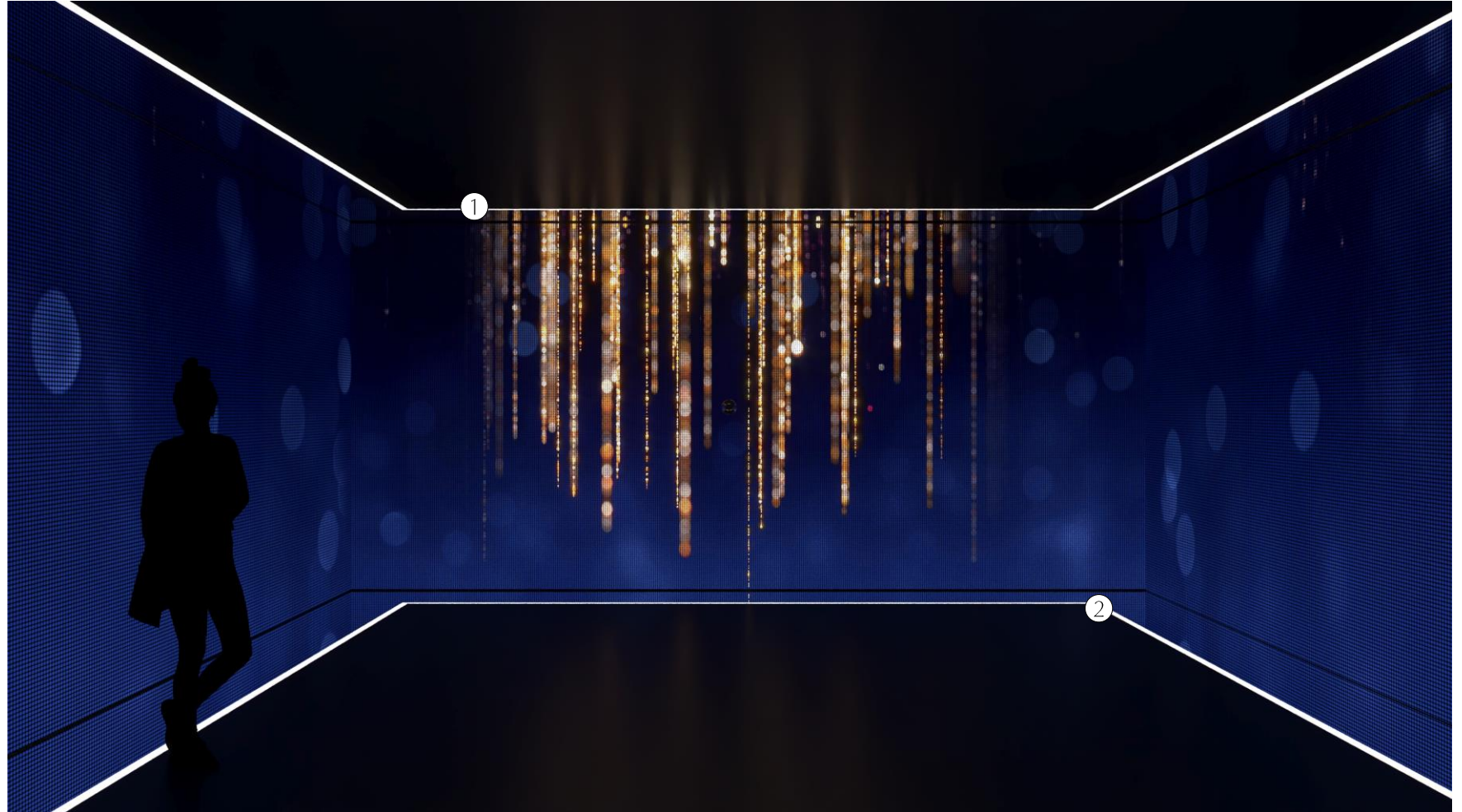
Night Peptide Room

Full Digital Screen Projection.
Displaying 360 raining tri-peptides that pulses out at different speeds, that morphs into the blue of supreme night, so you get the day to night feeling.
Orbs can appear and then fade away as consumers interact with them.



1. Digital Screen
2. Mirrored Dark Navy Floor

NOTE : Regional Teams to work with Local Vendors for Execution. Please submit all proposals to Global Teams for Approval



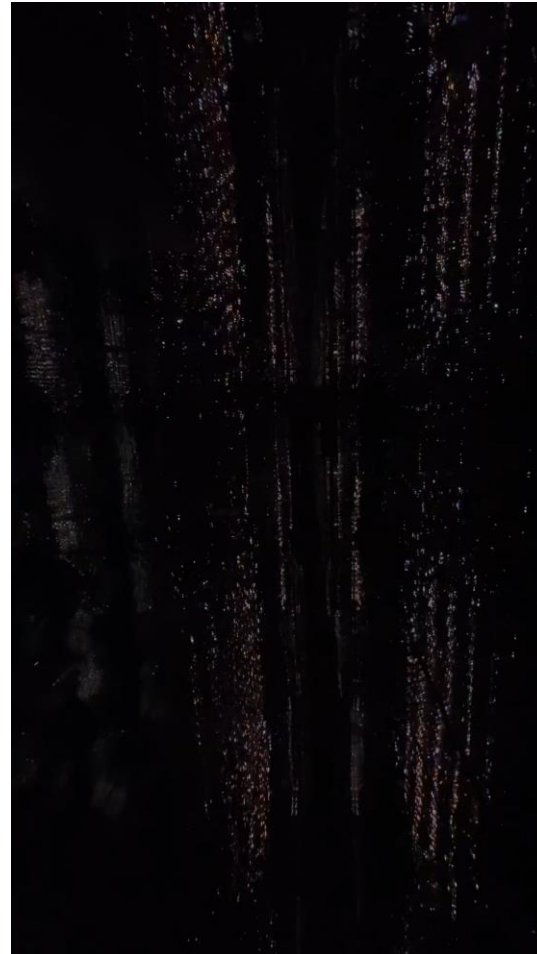
Experience

Night Peptide Room

Full Digital Screen Projection.



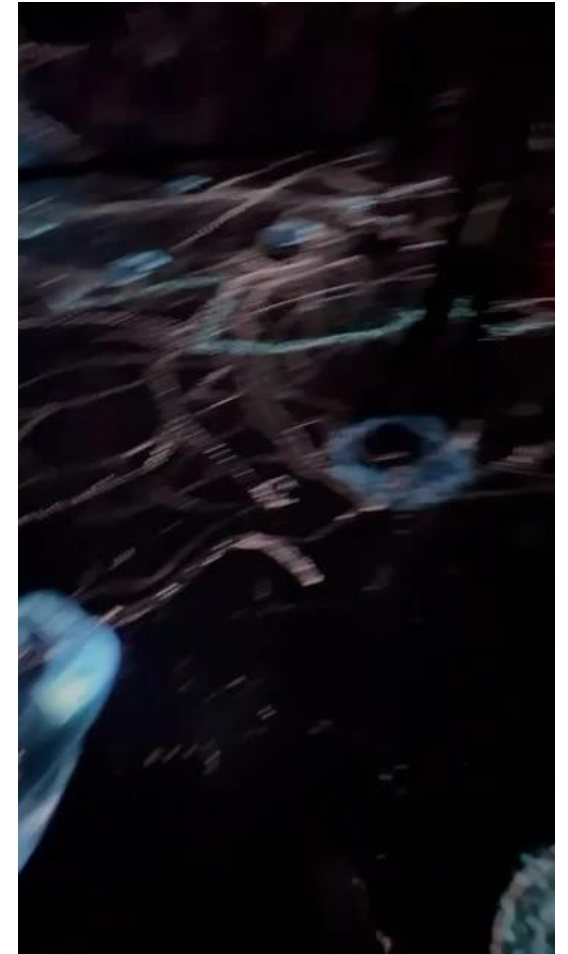
NOTE : Regional Teams to work with Local Vendors for Execution. Please submit all proposals to Global Teams for Approval



Raining tripeptides from the science film pulse out at varying speeds, while the color shifts from amber to blue



The raining peptides can continue onto the floor



Orbs appear within the peptides that interact with consumer.

VM Units, Podiums, Lightboxes Angled Distortion Unit

NOTE: See FA24 Global ADU DTO
For Additional Information

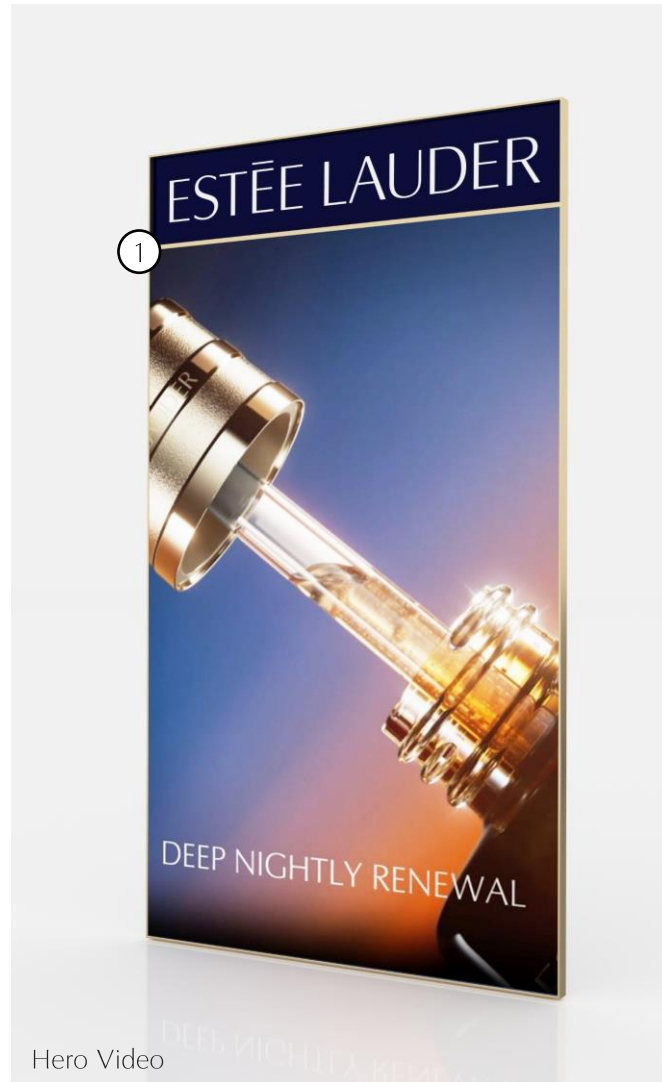
1. Product Riser
2. Hero Product Riser
3. FA24 TriPeptide-32 Prop*



VM Units, Podiums, Lightboxes

Lightbox Wall

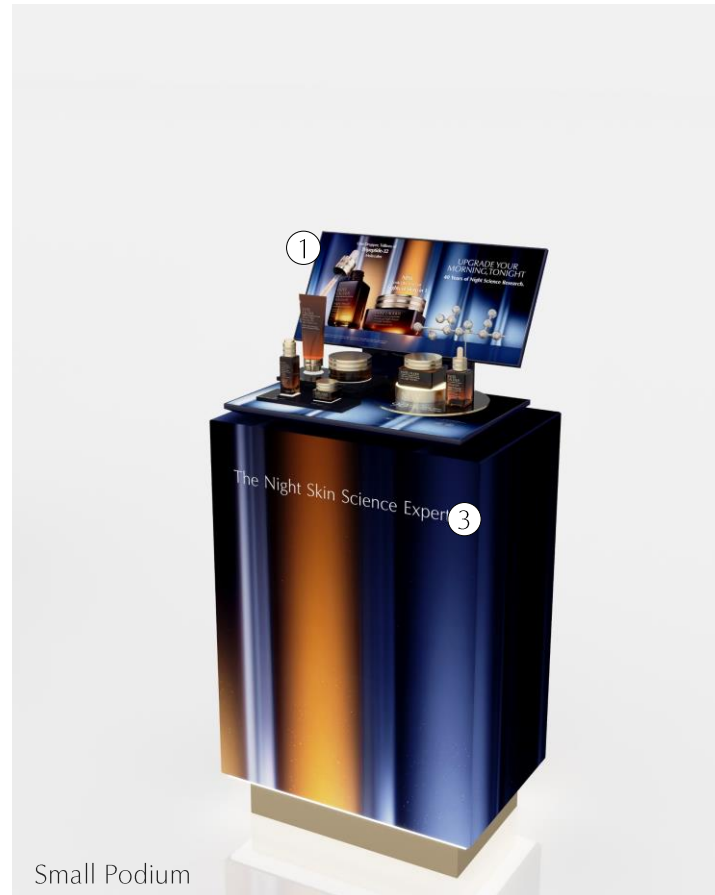
- 1 Gold Framed Digital Screen
- 2 Gold Framed Illuminated Printed Graphic



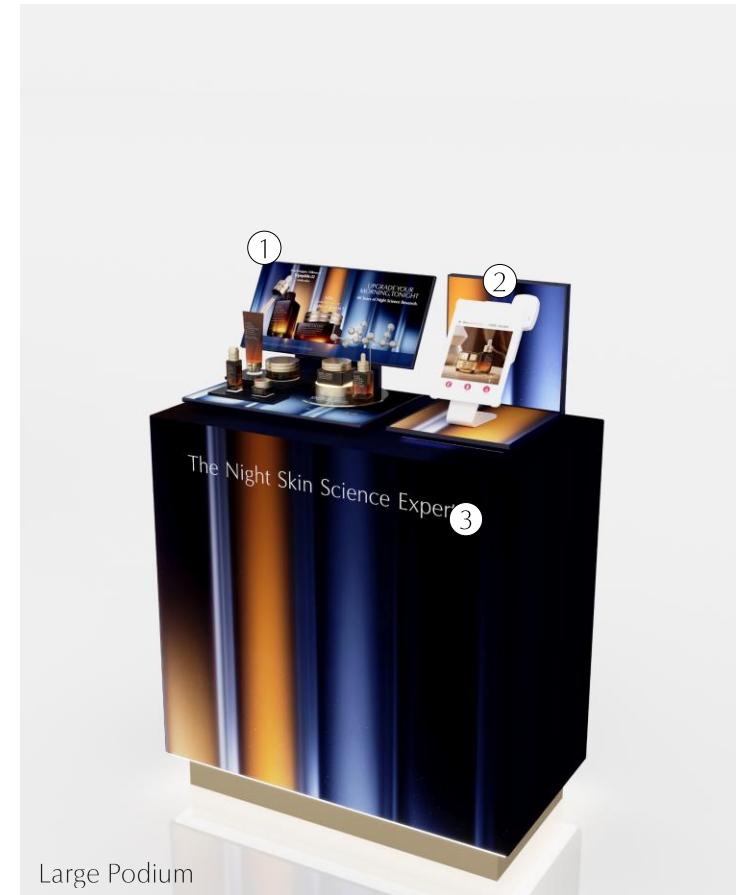
VM Units, Podiums, Lightboxes Podiums

The Small podium is for ADU only,
the larger one is for ADU + Looks
Unit

- 1 ANR Launch ADU
- 2 Looks Unit with iMatch™ Skin Analysis Plus
- 3 Launch Graphic with Copy



Small Podium



Large Podium

Ambient Music Guidelines

NOTE: Please Leverage Music
Provided in LINK



FILE : [SHAREPOINT LINK](#)

Color, Pattern & Material Palette

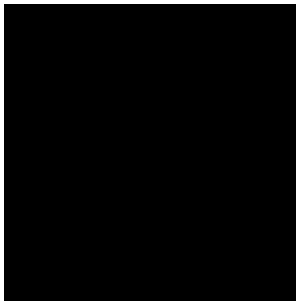
NOTE : Please Refer to ELX Store Design Material Guide for complete usage of materials



PT-1
Navy to Match PMS 533c in High Gloss



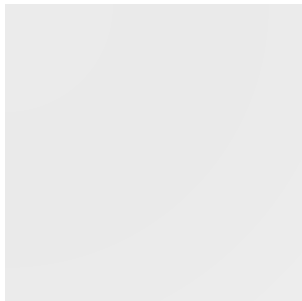
N/A
Dark Navy to Match PMS 7547c in High Gloss



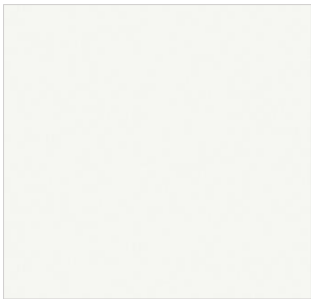
N/A
Black to Match Pantone Black C



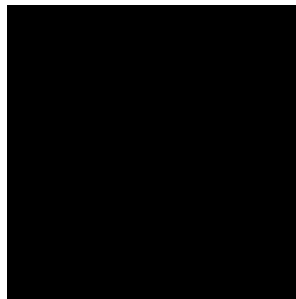
N/A
Gold to Match Pantone PMA 873



AC-3
Milk White Acrylic



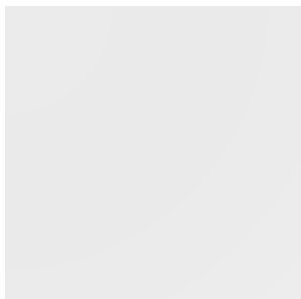
PT-3
Benjamin Moore
Affinity Chantilly Lace (OC-65) on satin finish



PT-5
Benjamin Moore
Black Lacquer in High Gloss Finish



MT-2x - Metal
Champagne metal finish
Stylemark 9804 Moon Gold



GL-3
Clear Mirror

Event Collateral Guidelines

Execution Best Practices

DO:

- Follow global gifting guidelines for direction on how to prop and merchandize area
- Consult with global before editing or making any additions to events
- Source sustainable materials and best practices
- Display program products in prominent areas
- Use materials shown in the render
- Use local agencies for digital experiences
- Leverage true-false experience
- Leverage FA24 ANR tri-peptide 3d prop
- Ensure consultation menu is elevated in appearance
- Use locally sourced sleep pods
- Use core products for gifting

DON'T:

- Use alternative materials from guidelines and tech pack
- Use alternative graphics from programs
- Edit copy provided
- Display products from other programs
- Use alternative video content
- Generate alternative True-False Questions
- Edit the Tripeptide Prop
- Edit the Timeline Wall Copy
- Use alternative Timeline Video Content
- Use florals in areas outside of forum area
- Use other brand's science props
- Alter event title lock-up
- Edit sleep pod audio

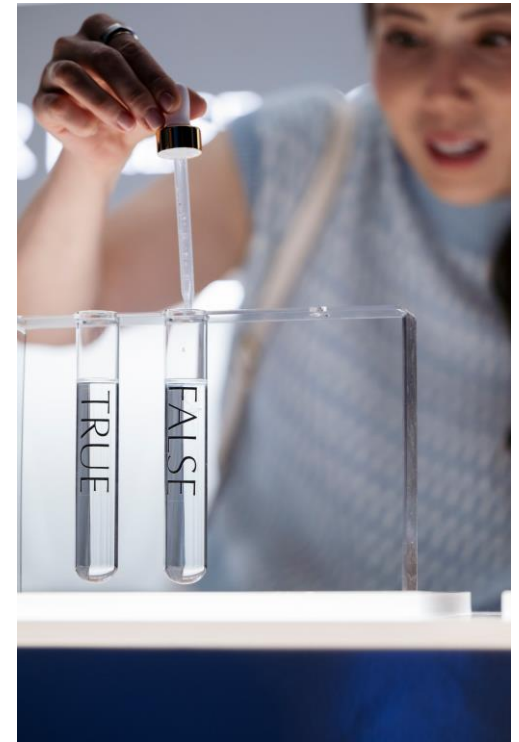
References :

Science Propping

NOTE : Regional Teams to Locally source Science Props.

Please ensure that props have no branding or other visible logos.

Please work Directly with Global PR & VM teams for site specific Styling.

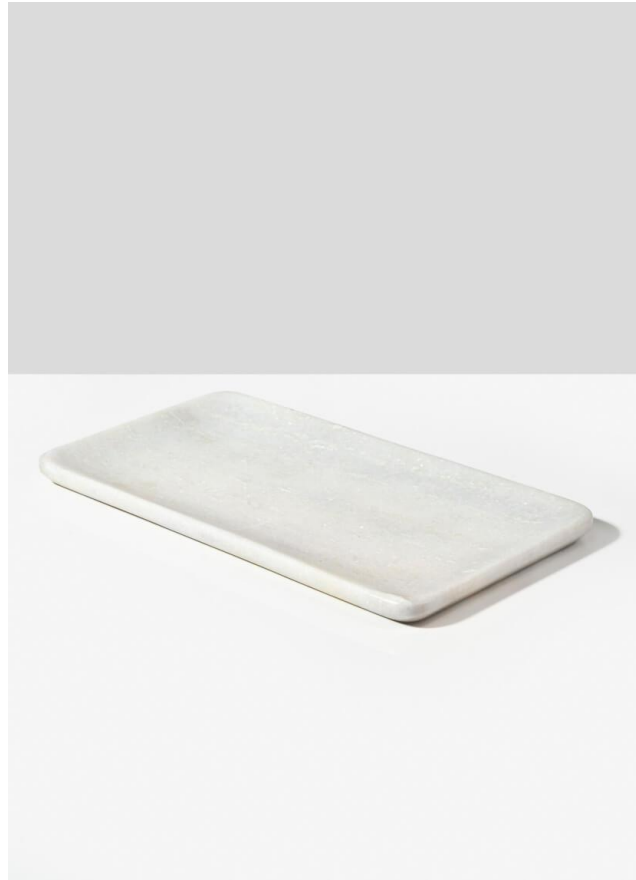


References :

Service Trays

NOTE: Please submit Proposals to Global PR & VM teams for Approval

White Marble, Low Profile Trays



References :

Florals

NOTE: Please submit Proposals to Global PR & VM teams for Approval

White Florals. Minimal Greenery



White Ceramic minimal vases



References :

Attire

NOTE: Please submit Proposals to Global PR & VM teams for Approval

No visible Logos

Shirt - long-sleeved button-down (COS, Uniqlo or similar)

Pants - Black no jeans or logos (COS or Uniqlo)

Shoes - all White no logo (common projects or similar)

Socks - Black or no show



References :

PR Event ONLY

NOTE: Please submit Proposals to Global PR & VM teams for Approval



HIGH TOP TABLE WITH FLORALS



PANEL CHAIR



LOW TABLE



AUDIENCE CHAIR

Event Collateral Guidelines

Menu of Event Journey/Flyer - Inspiration

NOTE: Regions to Submit Proposals for Global Approval

Please Leverage high quality materials for production such as heavy weight paper and embossed copy.

Follow Brand Guidelines for additional layout information.



ESTÉE FPO AT YOUR SERVICE

FIVE MINUTES

THE EYE BRIGHTENER

Fatigue fighter. Experience an eye-opening combination to lift and brighten.

THE INSTANT "BEAUTY SLEEP"

No sleep? No problem. Awaken and invigorate skin with an energizing mini facial.

FIFTEEN MINUTES

THE "BEAUTY SLEEP" GLOW

Wake up your skin.
An energizing facial for a revitalized glow.

Event Collateral Guidelines

Menu of Event Journey/Flyer - Copy

NOTE: All copy is legally approved for global usage.

Event Subline: (legally approved)

THE NIGHT TRANSFORMS EVERYTHING.
WHAT WILL YOU DO WITH YOURS?

Event Intro/Blurb: (legally approved)

Embark on an immersive journey into the magic of night.
Where 40+ years of pioneering sleep science empower a future of beauty for all.
Skin's transformation begins tonight...

Event Collateral Guidelines

Menu of Event Journey/Flyer - Copy

NOTE: All copy pending legal approval. To be approved 6/30.

Zone Name in Playbook	Zone Headline Copy	Zone Description Copy
Educate - True or False Interactive Experience	The Truth Test	Put your knowledge of night to the test
Educate – Regimen Wall	The Night Regimen	Discover your perfect night regimen
Educate – 6 Things	Skin’s Night Shift	See what skin does while you sleep
Educate – Timeline Wall	40+ Years of Night Science Expertise	Look back on our major milestones
Educate – Did You Know?	The Circadian Secret	Discover the difference between day skin & night skin
Discover – Product Discovery	The Discovery Station	Get to know our nighttime heroes
Consult – Consultation Room ft. Triple Phase Fast Facials + iMatch™ Skin Analysis	The Night Radiance Room	Receive a personalized facial and unlock your nighttime radiance regimen
Experience – Recharge Pod	The Sleep Sanctuary	Indulge in instant beauty sleep. Recharge your mind. Revitalize your skin.
Delight – Sampling and Gifting	The Gift of Night	Take home the magic of night

Event Collateral Guidelines

Night Skin Quiz

NOTE:

The Night Skin Quiz is designed for global usage at counter & during pop ups.

Utilize this quiz as a hook at the entrance of the event to engage consumers in their Night Skin habits. Usher them in to uncover their unfiltered morning radiance through the high-performance power of Estée Lauder's nighttime regimen.

Layout and Copy Available on DAM

[AEM Link](#)

[ASC Link](#)



HOW YOU WIND DOWN

- 1 HOW DO YOU END THE DAY?**
 - a. My skincare routine, then a little reading.
 - b. I stretch or exercise.
 - c. Either TV or socials, in bed.
- 2 WHAT DISRUPTS YOUR SLEEP?**
 - a. Screens.
 - b. My brain. To-do lists, work stress, I can't turn it off!
 - c. Other factors like noise, kids, or jetlag.
- 3 WHEN DO YOU TURN OFF ELECTRONICS EACH NIGHT?**
 - a. An hour before bed. No exceptions, ever.
 - b. Depends on the night.
 - c. I doze off to TV or social media videos often.

HOW YOU SLEEP

- 4 ON AVERAGE, HOW MANY HOURS OF SLEEP DO YOU GET?**
 - a. 8 or more.
 - b. 6 to 7.
 - c. 5 or less.
- 5 HOW OFTEN DO YOU HAVE TROUBLE FALLING OR STAYING ASLEEP?**
 - a. Almost every night.
 - b. Occasionally.
 - c. Almost never.

HOW YOU WAKE UP

- 6 WHAT'S YOUR WAKE-UP STYLE?**
 - a. I bounce out of bed easily.
 - b. It depends on the sleep I had.
 - c. The snooze button and I are friends.
- 7 HOW DOES YOUR SKIN LOOK IN THE MORNING?**
 - a. Glowing.
 - b. Could be better.
 - c. Dry and dull.

FLIP OVER FOR RESULTS!



Event Digital Assets

Leverage the library below to recruit, facilitate consultation and services, and create basic animation at counter. Links below include assets for small, medium, and large pop up usage.

Asset Category	Links
FL24 Night Event SID Motion Assets	ASC Link
FL24 Night Event SID Still Assets	ASC Link
FL24 Night Event Video Assets	ASC Link

NOTE: For any questions or further requests on assets, please contact Sophie Tavare, Creative Operations, stavare@estee.com

Execution Examples

The following section has examples of the elements in the Kit of Parts combined. The idea is to show scalability and flexibility of the system.

These are only some examples and should be used as reference for regional execution, but many more combinations can be done using the same elements.

Please contact the [Global Retail Experience and VM team](#) if you are planning on using any new combinations of elements, to ensure timely approval.

Execution Examples

How to Use Guide

The examples in this section are only some of the many combinations possible, using the elements in the Kit of Parts.

Please note these elements are interchangeable and can be combined in multiple ways.

These examples show a range of execution scales and budgets. Please reach out to the Global VM team if you have any questions on these designs.



Execution Example
Large Scale Event Suggested Kit of Parts

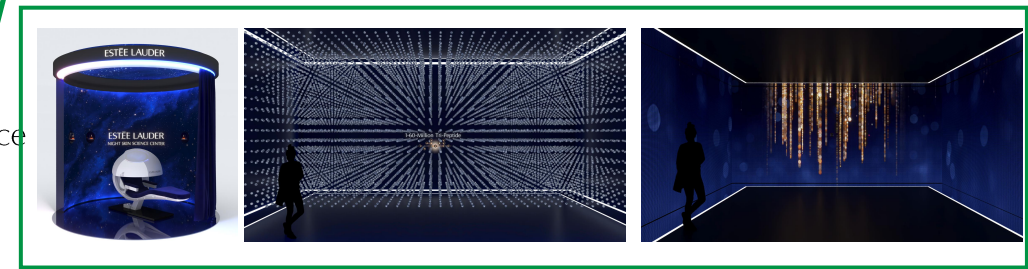
Walls



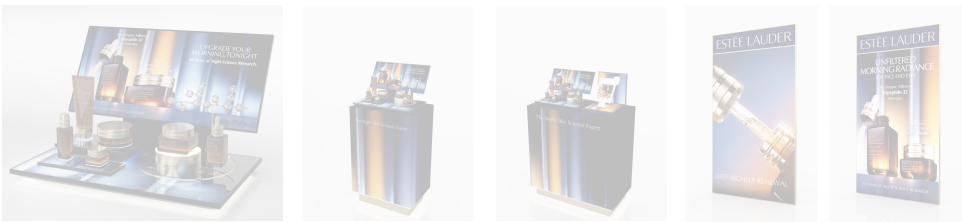
Tables



Experience



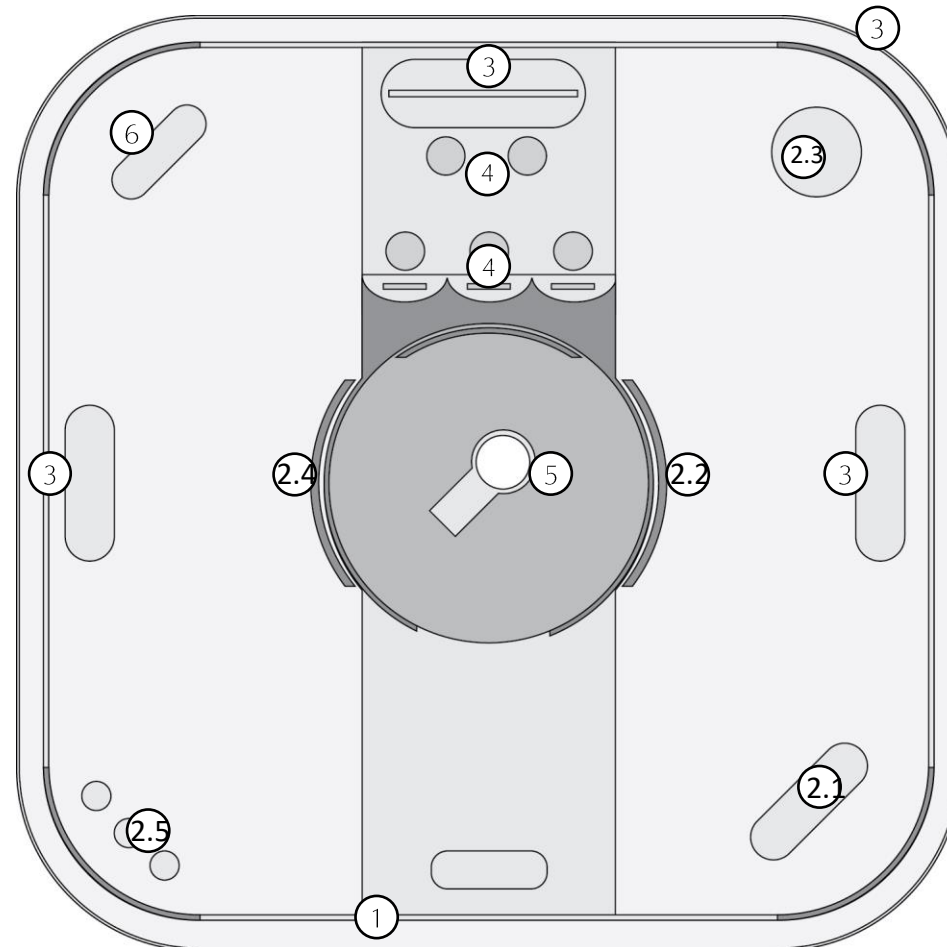
VM Units,
Podiums,
Lightbox



Overview

ZONING: Large Scale Retail

- 1 **INVITE & ATTRACT**
Disruptive VM will attract consumers in-store.
Regions can create social and online to recruit with free sample
- 2.1 **EDUCATE: TRUE-FALSE INTERACTIVE DISPLAY**
Learn about the science of sleep and meet our repair heroes through activities and displays
- 2.2 **EDUCATE: REGIMEN**
Uncover our night science heroes through a tech-enabled interactive wall
- 2.3 **EDUCATE: 6 THINGS**
Discover six key facts about the science of your skin through an interactive display
- 2.4 **EDUCATE: TIMELINE WALL**
Learn about our 40 years' research on Night



- 2.5 **EDUCATE: DID YOU KNOW?**
Learn about the facts of skin renewal at night
- 3 **PRODUCT DISCOVERY**
Explore and experiment with a display of our night skin heroes to find your perfect regimen
- 4 **CONSULT: TRIPLE PHASE FAST FACIALS + iMATCH™ SKIN ANALYSIS**
Choose one of three Triple Phase Fast Facials and engage in iMatch™ skin analysis to diagnose your skincare needs
- 5 **EXPERIENCE: RECHARGE POD**
Indulge in an immersive experience of instant beauty sleep and relaxation to recharge your mind and revitalize your skin
- 6 **DELIGHT: SAMPLING & GIFTING**
Share the gift of Night Skin Science & receive samples to try at home

Execution Example
Large Scale PR Event in US



Execution Example
Medium Scale Event Suggested Kit of Parts

Walls



Tables



Experience

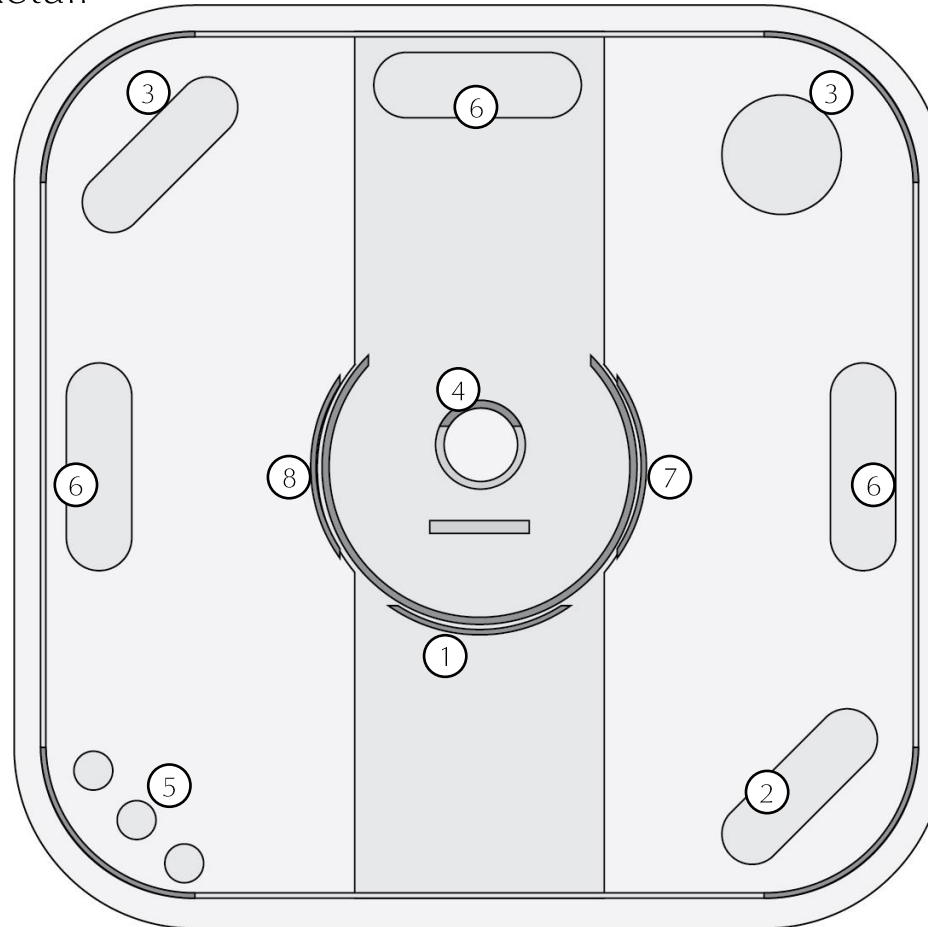


VM Units,
Podiums,
Lightbox

Overview

ZONING: Medium Scale Retail

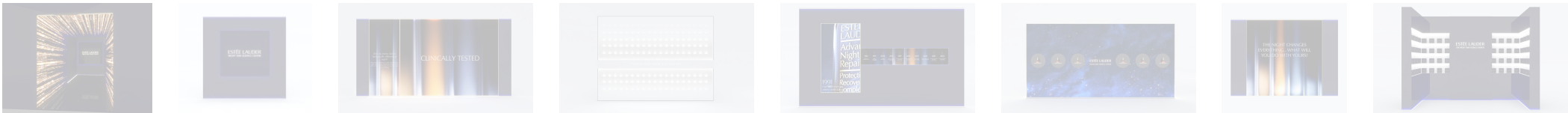
- 1 **INVITE & ATTRACT**
Disruptive VM will attract consumers in-store.
Regions can create social and online to recruit with free sample
- 2 **EXPLORE: NIGHT SKIN SCIENCE CENTER**
Begin the journey of deep repair and discover how the sleep science center can guide you to your perfect nighttime regimen
- 3 **EDUCATE: TRUE-FALSE INTERACTIVE DISPLAY**
Learn about the science of sleep and meet our repair heroes through activities and displays
- 4 **CONSULT: TRIPLE PHASE FAST FACIALS + iMATCH™ SKIN ANALYSIS**
Choose one of three triple phase fast facials and engage in iMatch™ skin analysis to diagnose your skincare needs



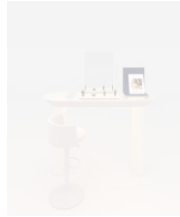
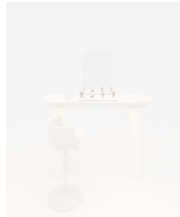
- 5 **DELIGHT: SAMPLING & GIFTING**
Share the gift of Night Skin Science & receive samples to try at home
- 6 **PRODUCT DISCOVERY**
Explore and experiment with a display of our night skin heroes to find your perfect regimen
- 7 **REGIMEN WALL**
Uncover our night science heroes through a tech-enabled interactive wall
- 8 **TIMELINE WALL**
Uncover our night science heroes through a tech-enabled interactive wall
- 9 **DID YOU KNOW?**
Wall Display and Video Screen

Execution Example
HPP

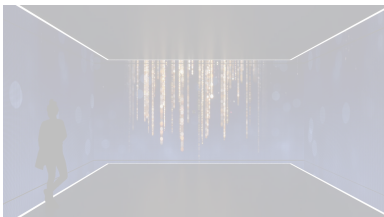
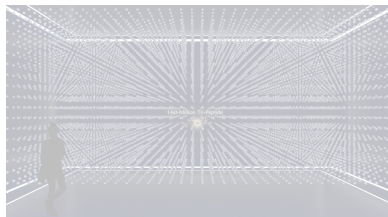
Walls



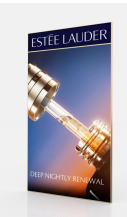
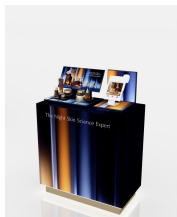
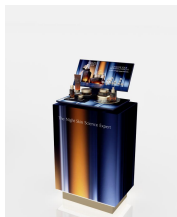
Tables



Experience



VM Units,
Podiums,
Lightbox



Overview

HPP execution

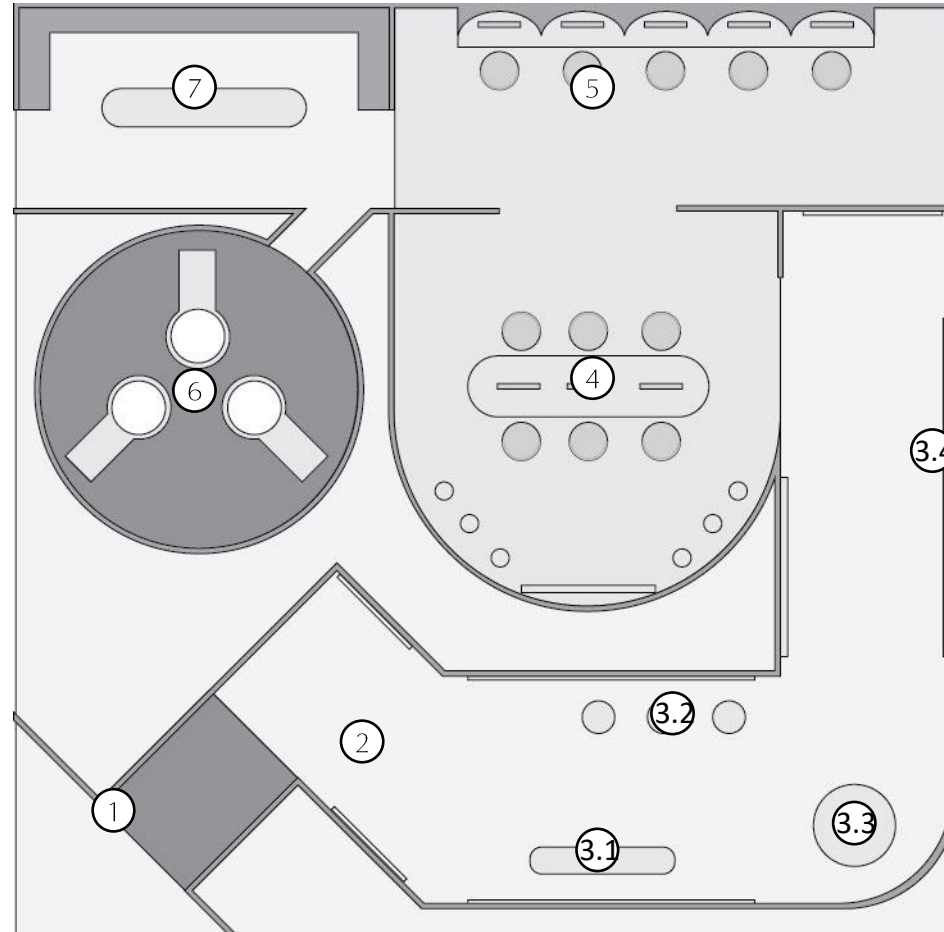


*Global suggests to use sleep pods when possible

Execution Example

PR Event

- 1 INVITE & ATTRACT : RAINING PEPTIDE TUNNEL
Disruptive VM will attract consumers in-store. Regions can create social and online to recruit with free sample
- 2 HOOK : NIGHT SKIN SCIENCE CENTER
Begin the journey of deep repair and discover how the sleep science center can guide you to your perfect nighttime regimen
- 3.1 EDUCATE: TRUE/FALSE INTERACTIVE DISPLAY
Learn about the science of sleep through an interactive true/false activity
- 3.2 EDUCATE: DID YOU KNOW
Learn about the facts of skin renewal at night
- 3.3 EDUCATE: 6 THINGS
Discover six key facts about the science of your skin through an interactive display



- 3.4 EDUCATE: REGIMEN
Uncover our night science heros through a tech-enabled interactive wall
- 4 FORUM: SPEAKER PRESENTATIONS
(PR EVENT ONLY)
Step inside a beautiful forum room designed for speakers and demonstrations with served drinks or hors d'oeuvres
- 5 CONSULT : TRIPLE PHASE FAST FACIALS + iMATCH™ SKIN ANALYSIS
Choose one of three triple phase fast facials and engage in iMatch™ skin analysis to diagnose your skincare needs
- 6 EXPERIENCE : RECHARGE POD
Indulge in an immersive experience of instant beauty sleep and relaxation to recharge your mind and revitalize your skin.
- 7 DELIGHT : SAMPLING & GIFTING
Share the gift of Night Skin Science & receive samples to try at home

Overview

PR Event Consumer Journey



1. INVITE & ATTRACT:
RAINING TRI-PEPTIDE TUNNEL
DISRUPTIVE VM WILL ATTRACT CONSUMERS
IN-STORE. REGIONS CAN CREATE SOCIAL
AND ONLINE TO RECRUIT WITH FREE SAMPLE



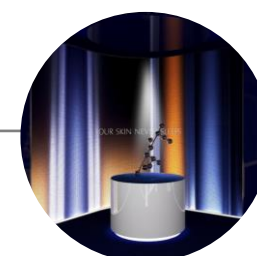
2. HOOK:
NIGHT SKIN SCIENCE CENTER
BEGIN THE JOURNEY OF DEEP REPAIR
AND DISCOVER HOW THE SLEEP
SCIENCE CENTER CAN GUIDE YOU TO
YOUR PERFECT NIGHTTIME REGIMEN



**3.1 EDUCATE: TRUE/FALSE
INTERACTIVE DISPLAY**
LEARN ABOUT THE SCIENCE OF
SLEEP THROUGH AN INTERACTIVE
TRUE/FALSE ACTIVITY



3.2 EDUCATE:
DID YOU KNOW?
LEARN ABOUT THE FACTS OF SKIN
RENEWAL AT NIGHT



3.3 EDUCATE:
6 THINGS
DISCOVER SIX KEY FACTS ABOUT
THE SCIENCE OF YOUR SKIN
THROUGH AN INTERACTIVE DISPLAY



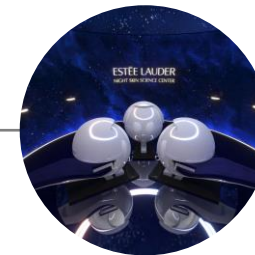
3.4 EDUCATE:
REGIMEN
UNCOVER OUR NIGHT SCIENCE
HEROS THROUGH A TECH-ENABLED
INTERACTIVE WALL



**4. FORUM: SPEAKER
PRESENTATIONS**
STEP INSIDE A BEAUTIFUL
FORUM ROOM DESIGNED FOR
SPEAKERS AND DEMONSTRATIONS
WITH AND SERVED DRINKS OR HORS
D'OEUVRES



**5. CONSULT: TRIPLE PHASE FAST
FACIALS + SKIN ANALYSIS**
CHOOSE ONE OF THREE TRIPLE PHASE
FAST FACIALS AND ENGAGE IN
iMATCH™ SKIN ANALYSIS TO
DIAGNOSE YOUR SKINCARE NEEDS



6. EXPERIENCE:
RECHARGE POD
INDULGE IN AN IMMERSIVE
EXPERIENCE OF INSTANT BEAUTY
SLEEP AND RELAXATION TO
RECHARGE YOUR MIND AND
REVITALIZE YOUR SKIN.



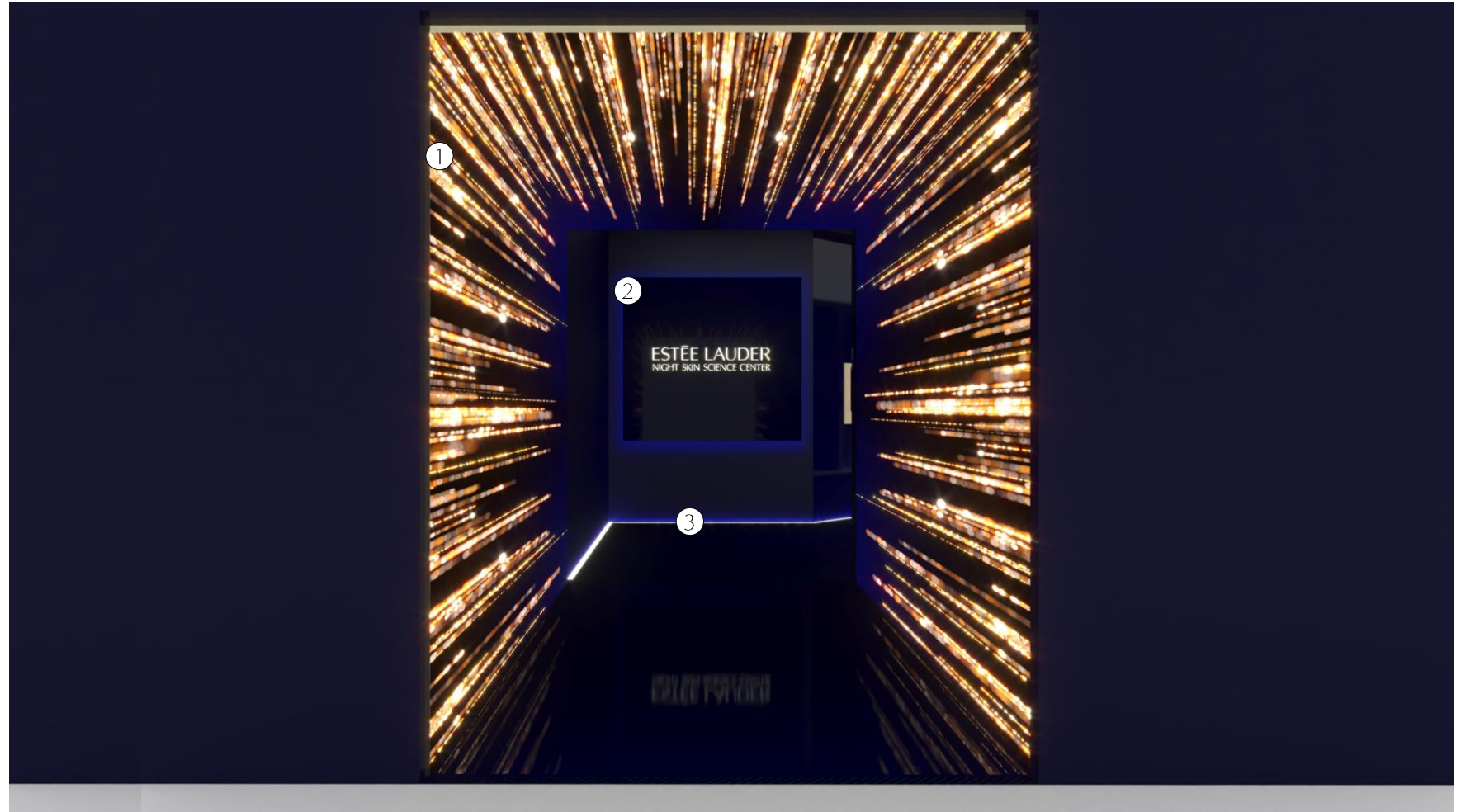
7. DELIGHT:
GIFTING AND SAMPLING
SHARE THE GIFT OF NIGHT SKIN
SCIENCE & RECEIVE SAMPLES TO TRY
AT HOME

Execution Example

PR Event

1. INVITE & ATTRACT: RAINING PEPTIDE TUNNEL

Disruptive design will attract consumers in-store. Regions can create social and online to recruit with free sample



Execution Example

PR Event

2. HOOK: SLEEP SCIENCE CENTER

Begin the journey of deep repair and discover how the sleep science center can guide you to your perfect nighttime regimen

Regions to work with local vendors for execution.

1. Night Skin Science Center Wall
2. Did You Know? Illuminated Printed Graphic
3. Did You Know? Digital Screen
4. Fiber Optic Starry Ceiling
5. 6 Things Table



Execution Example

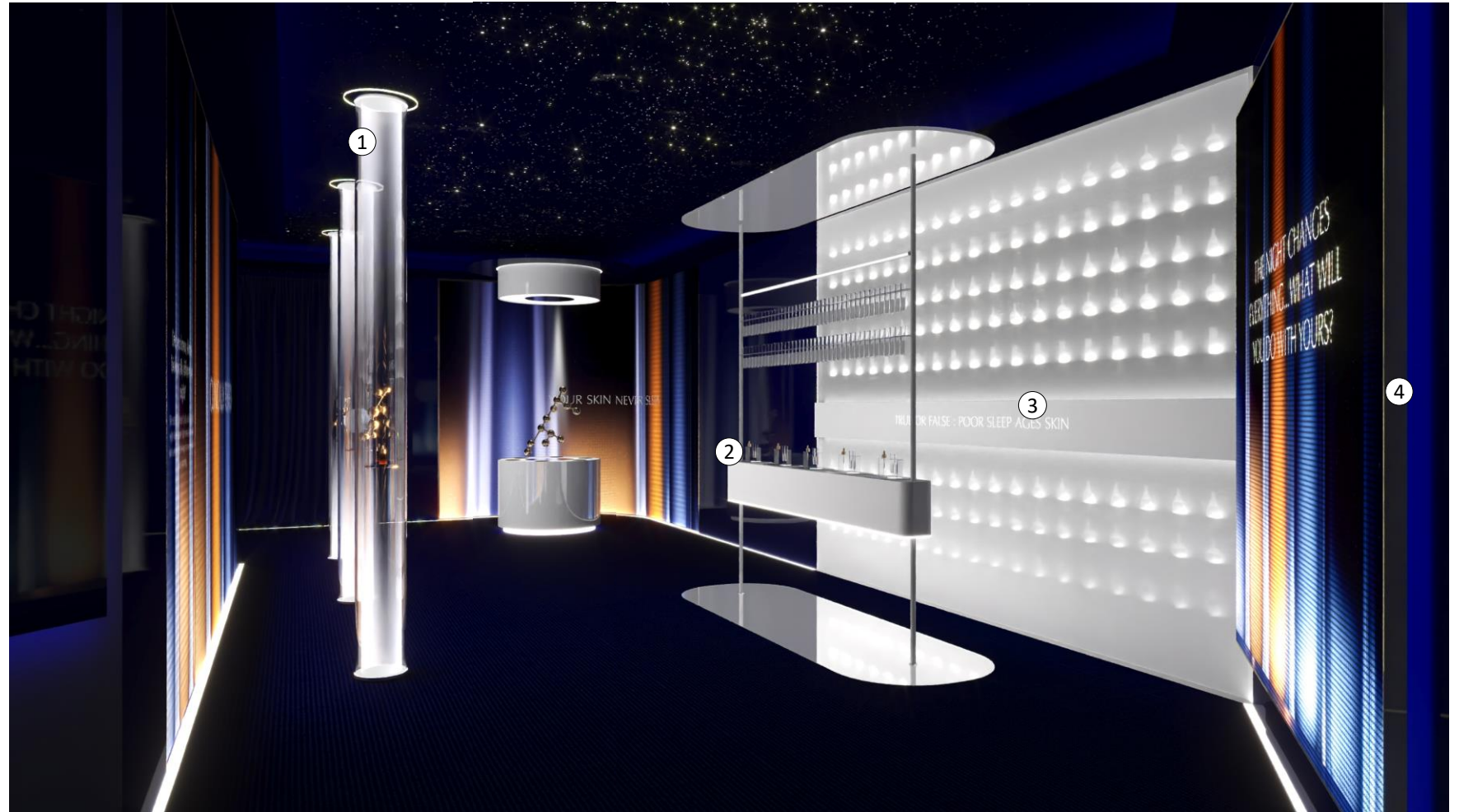
PR Event

3.1 EDUCATE: TRUE-FALSE INTERACTIVE DISPLAY

Learn about the science of sleep and meet our repair heroes through a scientific true/false demonstration

1. Did You Know? Illuminated Tube Distortion
2. True-False Interactive Table
3. True-False Science Props Wall
4. Illuminated Graphic Wall

*See Kit-of-Parts for Additional Information



Execution Example

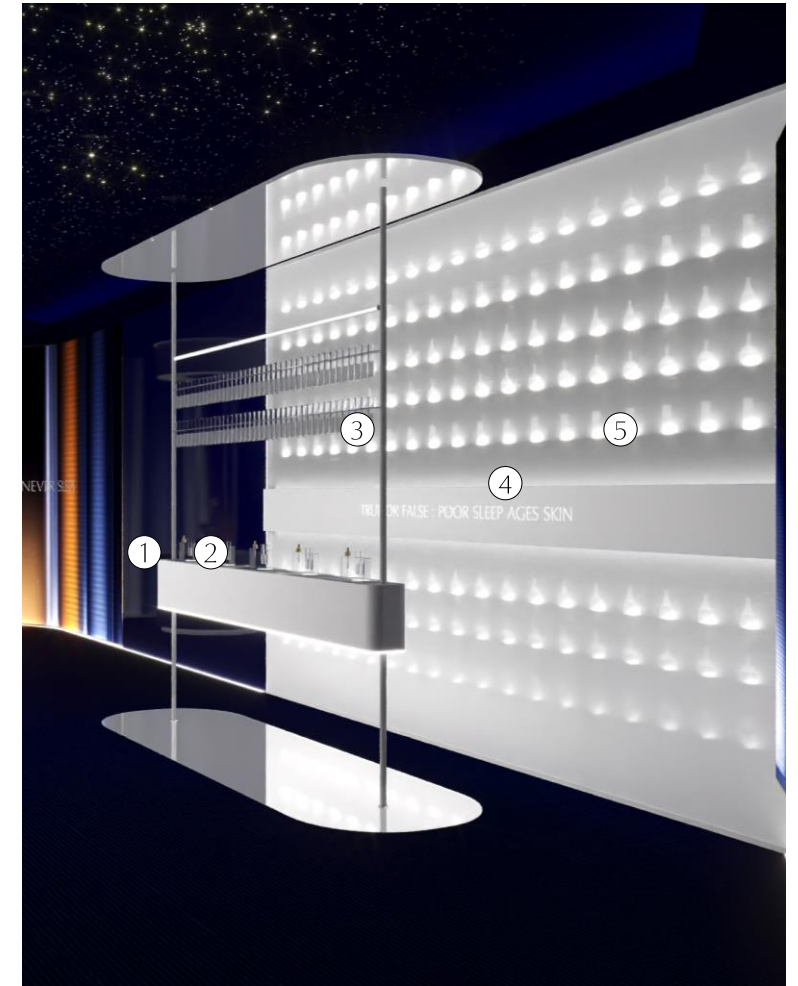
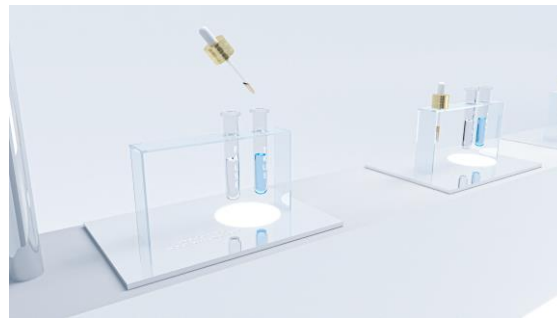
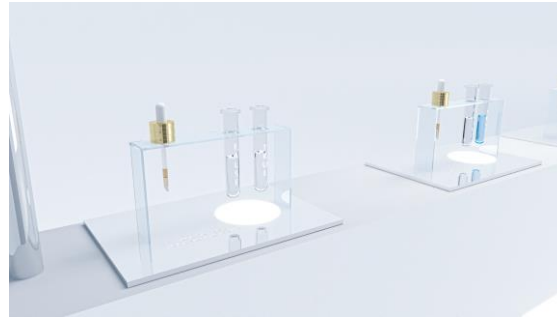
PR Event

3.1 EDUCATE: TRUE-FALSE INTERACTIVE DISPLAY

Learn about the science of sleep
and meet our repair hero's

1. High Polish Chrome Illuminated Table
2. Illuminated True-False Interactive Display*
3. Suspended Test Tube Props
4. Illuminated Copy
5. Suspended Science Props*

*See Kit-of-Parts for Additional Information



Execution Example

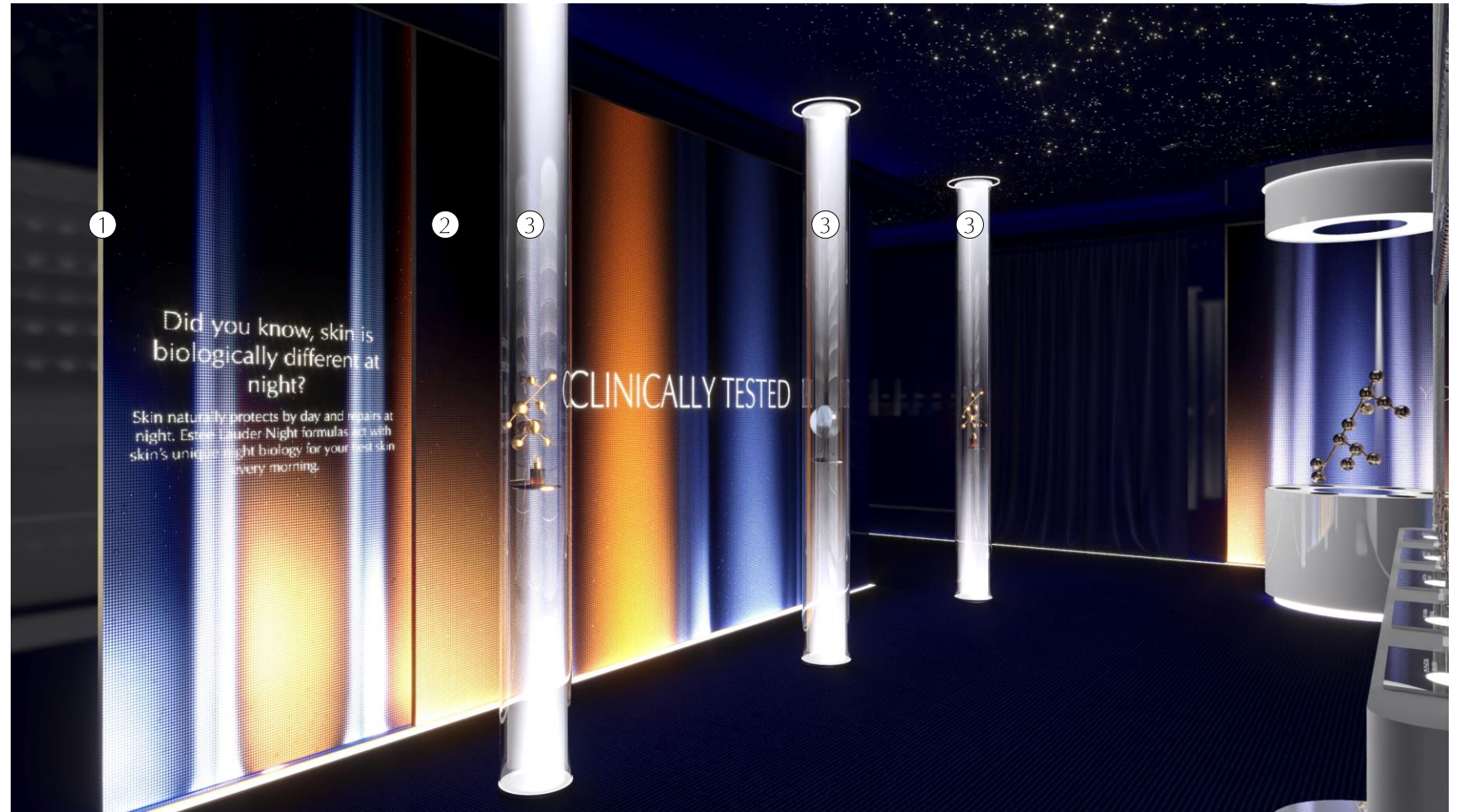
PR Event

3.2 EDUCATE: Did You Know?

Learn about the science of sleep and meet our repair heroes through a digital screen and product distortion

1. Did You Know? Illuminated Printed Graphic
2. Did You Know? Digital Screen
3. Did You Know? Illuminated Tube Distortion*

*See Kit-of-Parts for Additional Information



Execution Example

PR Event

3.3 EDUCATE:

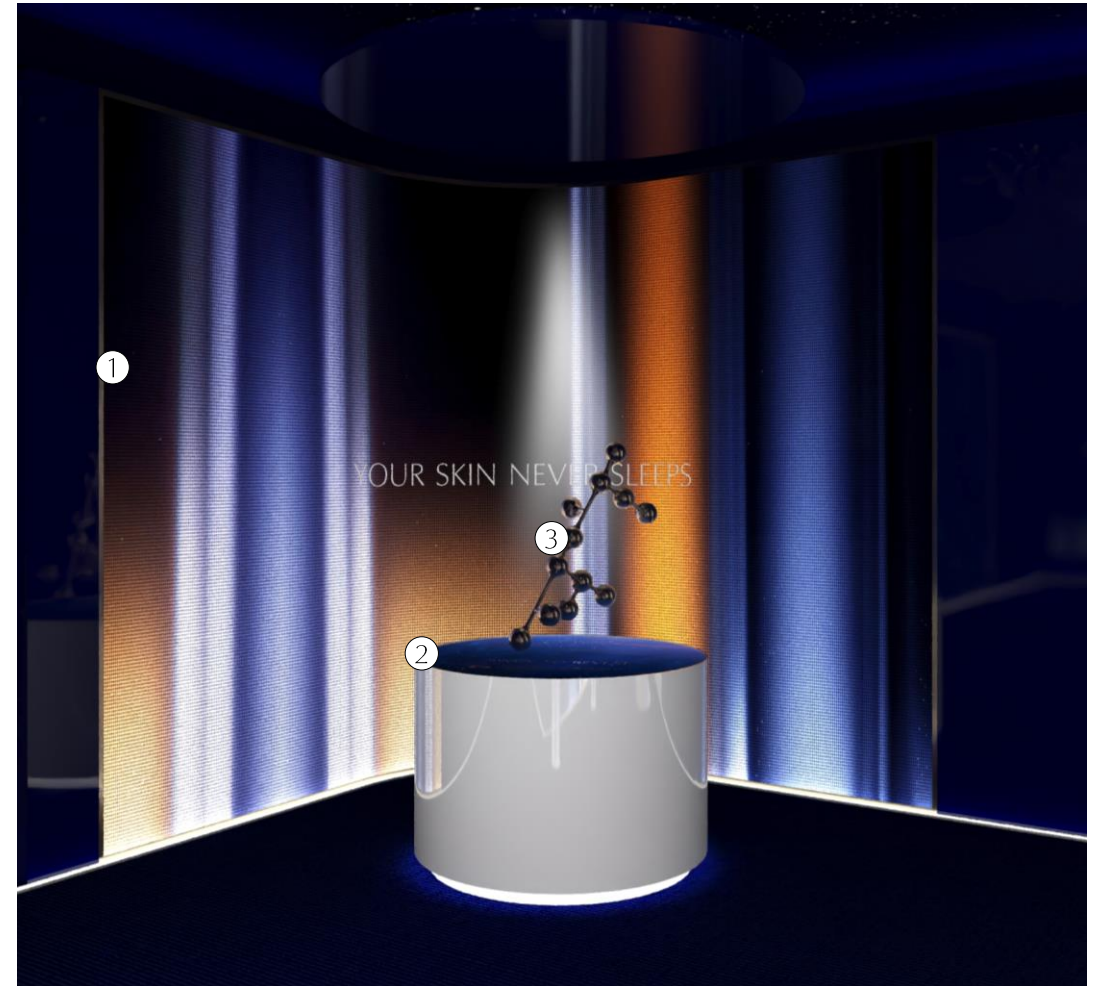
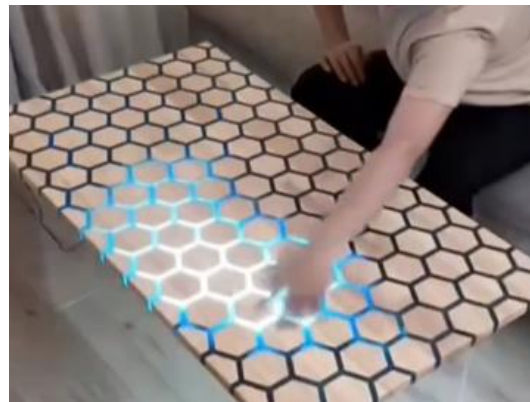
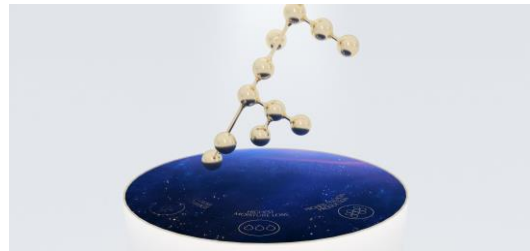
6 THINGS DISPLAY

DIGITAL DISCOVERY
TABLE

Learn about the science of sleep
and meet our repair hero's

1. Illuminated Printed Graphic
2. 6 Things Digital Discovery Table*
3. FA24 3D Gold Tri-Peptide 32 Prop*

*See Kit-of-Parts for Additional Information



Execution Example

PR Event

3.3 EDUCATE:

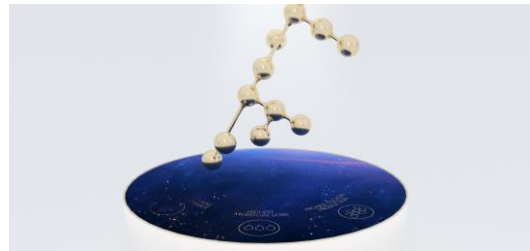
6 THINGS DISPLAY

DIGITAL DISCOVERY
TABLE

Learn about the science of sleep
and meet our repair hero's

1. Illuminated Printed Graphic
2. 6 Things Digital Discovery Table*
3. FA24 3D Gold Tri-Peptide 32 Prop*

*See Kit-of-Parts for Additional Information



Execution Example

PR Event

3.4 EDUCATE: REGIMEN WALL

Learn about the science of sleep
and meet our repair hero's

1. Illuminated Printed Wall
2. Fiber Optic Starry Ceiling
3. Interactive Digital Screen*

*See Kit-of-Parts for Additional Information



Execution Example

PR Event

3.4 EDUCATE:
REGIMEN WALL

Learn about the science of sleep
and meet our repair hero's



Panels Rotate to Reveal Copy

1. Night Sky Graphic
2. Product Panel with Copy on Opposite Face
3. Illuminated Copy



Execution Example

PR Event

4. FORUM ROOM

Step inside a beautiful forum room designed for speakers and demonstrations with served drinks or hors d'oeuvres

NOTE: Please Confirm with Global Teams for Development of this space

1. Illuminated Grid of Hero Products along Wall
2. Illuminated Product Podiums
3. Gold Framed Digital Screen
4. High-Top White Tables



Execution Example

PR Event

5. CONSULT: TRIPLE PHASE FAST FACIALS + iMATCH™ SKIN ANALYSIS

Choose one of three triple phase fast facials and engage in iMatch™ skin analysis to diagnose your skincare needs.

1. Backlit Illuminated Mirror
2. Estee Lauder Hashtag
3. Testable Product on White Marble Tray
4. Service Menu
5. High Consultation Chair with Estee Lauder Logo
6. Storage



Execution Example

PR Event

6. EXPERIENCE: RECHARGE POD

Indulge in an immersive experience of instant beauty sleep and relaxation to recharge your mind and revitalize your skin.

1. Printed Night Sky Graphic
2. Navy Illuminated Product Discs
3. Illuminated Logo Lock-up
4. White Sleep Pod with Printed Estee Lauder Logo*
5. Dark Reflective Floor
6. Night Sky Ceiling Projection

*See Kit-of-Parts for Additional Information



Execution Example

PR Event

7. DELIGHT: SAMPLING AND GIFTING

Share the gift of Night Skin
Science & receive samples to try
at home

1. Illuminated Gift Shelves
2. Gift Bags
3. Illuminated Logo Wall
4. Illuminated Gifting Table
with White Marble Product
Display Trays

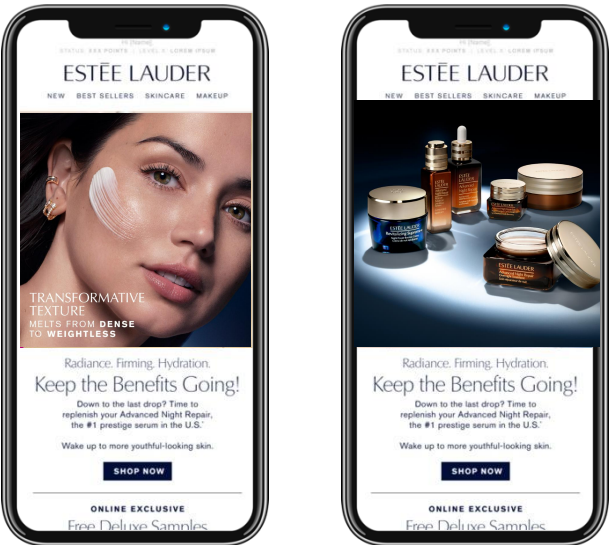


3. Event Experience

Recruitment

Social & Digital Recruitment Overview

*Global Social & Global Education will provide suggested social captions & guidelines.
**Digital elements will be distributed as part of complete Online site experience package



Social Recruitment

- Leverage elevated Beauty Advisor social sharing to recruit customers to the event.
- Example Beauty Advisor caption:
 - *Come discover the transformative power of the night at the Estée Lauder Sleep Science Event (Center for APAC). This experience will reveal what happens to skin at night and invites a deep renewal for all who enter.*
- When relevant, leverage local Brand Handles to drive awareness to the event experience – coordinate with Social Managers & Field Team to highlight content in Instagram Stories.
- When available, BAs should also leverage the iMatch™ Virtual Skin Analysis available on select dotcom sites, which features facial concerns that can be linked to Advanced Night Repair: Lines & Wrinkles, Dark Spots and Texture.
- Example story caption: *Come in-store to try our latest smart tech solution for your skin. Our iMatch™ Skin Analysis will provide you with immediate results and recommendations based on your skin analysis. #EsteeBeautyAdvisor **

Email

- Recruit customers in for a free custom nighttime regimen service with deluxe samples to try at home

Online

- Promote Omni Services Online: Email, HP, PLP, Tout on Services Landing Page
- Communicate Services Menu

Recruitment

Social Amplification

Hashtag Approach



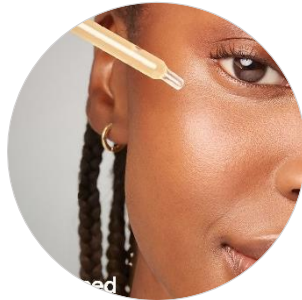
Primary Hashtags

- #AdvancedNightRepair
- #RevitalizingSupreme

Secondary Hashtags

- #SkincareRoutine
- #NighttimeSkincare
- #NightSkincareRoutine

Brand Social Recruitment



- Leverage global brand event assets to drive awareness and buzz on social.
- Channel Activation: Instagram, Facebook, and TikTok
- Drive to Online Consultation Services ongoing

Beauty Advisor Activation



- Follow UGC guidelines for relevant campaigns and leverage event concept storytelling to create content inviting customers to the event
- Encourage live-posting from the event to drive additional traffic and buzz, using appropriate campaign Hashtags & Brand Team Disclosure (#EsteeBeautyAdvisor)
- Channel Activation: Instagram, Facebook, TikTok & WhatsApp (clienteling).

Live Event Content Curation



- Capture content during the live event, showcasing beautiful VM execution, consumers engaging, and event experiences; post to social channels
- Leverage on-site content studio for live event streaming.
- Encourage UGC through photo ops & selfie stations. Encourage participation
- Partner with Local Social Media Managers to create & amplify content of even on brand channels

Recruitment

Social Event Support Best Practices

- Activate on Instagram, Facebook & TikTok
- Consistently leverage the brand hashtags across all posts
- Always utilize your disclosure (#EsteeTeam/ #EsteeBeautyAdvisor)
- On Instagram, utilize feed & stories – incorporating strong CTAs
- For Instagram/Facebook Stories ensure to tap into native engagement tactics (e.g., "Will we see you there" Poll (Yes, Definitely!))

Content Do's:

- Feature product with logo clearly visible
- Set up in a clean, vanity space with bright lighting
- Avoid including consumers in any visuals **unless** having signed consent
- Utilize video & static content to help tell a story of the experience

Content Do Not's:

- Showcase a cluttered space / papers / etc.
- Placing competing products in the same post
- Repost consumer content without their consent
- Utilize imagery of product where it looks smudged/dirty/used
- Include live animals or animal products (print, fur, shearling, etc.)
- Incorporate overtly religious imagery or symbols



Recruitment

Live Event Amplification Posting

Local Social Teams to partner with Local Field / Retail / Education Team to provide further information on activation. For further post direction and examples, please reach out to the Global Social Team.

TEASE & INVITE CONSUMERS TO THE SLEEP SCIENCE CENTER/EVENT TO DRIVE RELEVANCY AND IRL EXPERIENCES

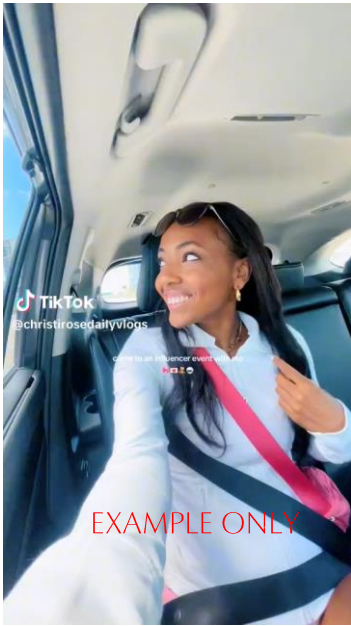
POST POP UP SPECIFIC ASSETS TO BRAND CHANNEL INVITING FOLLOWERS TO EXPERIENCE



EXAMPLE CAPTION:

Discover the transformative power of night at the Estee Lauder Sleep Science Center [location] on [date & time]. #EsteeLauder #AdvancedNightRepair

INVITE CREATORS TO EXPERIENCE POP UP & POST ABOUT IT ON THEIR CHANNELS



EXAMPLE CAPTION: I had the most amazing time at @esteelauder Sleep Science Center! **Check it out at [location] from [date & time].** #AdvancedNightRepair #EsteeLauder #Ad

Recruitment & Online Activation

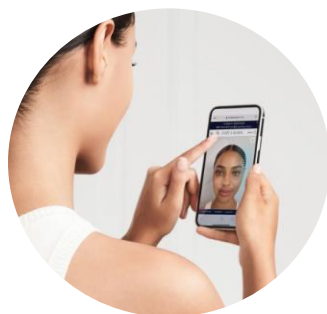
Online Event Support Details

Discovery



- Drive traffic from Paid Media/Ads/Social and Organic/Paid Search to Brand.com including **NEW Night Hub**
- Leverage email & site assets to drive awareness and recruit for the in-store/online event
- Leverage content on the **NEW Night PLP and Night Hub** to educate
- Discover article feat. educational content e.g., how-to, **regimen building**, sleep science, ingredients, driving to in-store events, and event recaps

Convert



- Convince and convert with guided selling on the PDP to support discovery, **texture preference** and **regimen building**
- Position Brand.com as a destination for the **nighttime regimen** through educational touts and immersive **Night Hub**

Hi-Touch Services



- Virtual Consultation/Live Chat
- Online tools: skincare finder & iMatch Virtual Skin analysis
- Themed livestream event: nighttime regimen
- Engraving, Free Gift Wrap, Free-Shipping, 2-Day Shipping

Sampling



- Paid Samples to trial
- During virtual consultations and livestreams offer sample duos & trios
- Free samples at checkout
- Leverage strong sample duos and trios to drive trial and conversion

Retain

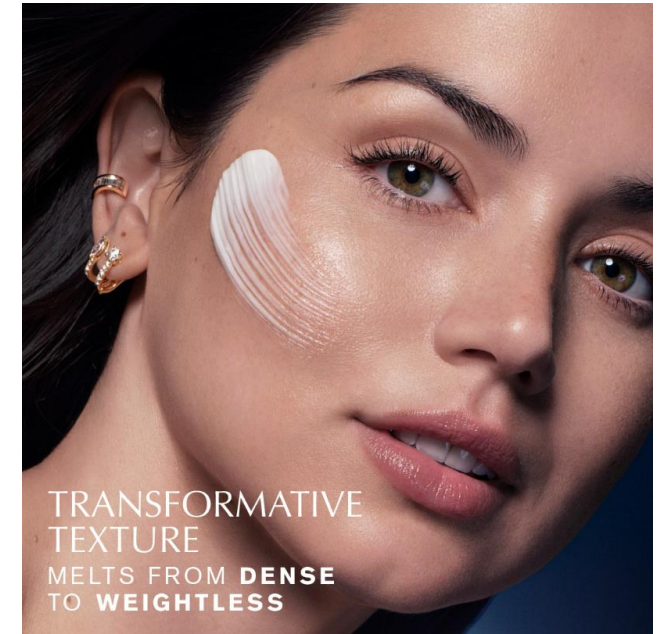


- Cross sell to complete the **nighttime regimen**
- Encourage those who purchased sets to return for full-size with an exclusive offer
- Expose and promote curated Night user generated content on PLPs and PDPs
- Build Your Own Kit: Create your perfect Skincare Regimen

Recruitment & Online Activation

Online Event Support Best Practices

- Leverage email to invite customers to in-store/online events
 - Content can be used in emails -- educational, nighttime regimen messaging to encourage visits in-store
- Promote on omnichannel services page
- Maximize virtual consultation and live chat to support omnichannel events
- Leverage discover platform to educate on upcoming night events driving to the stores and recap post-event



Consultation & Service

Consultation

CONSULTATION OVERVIEW

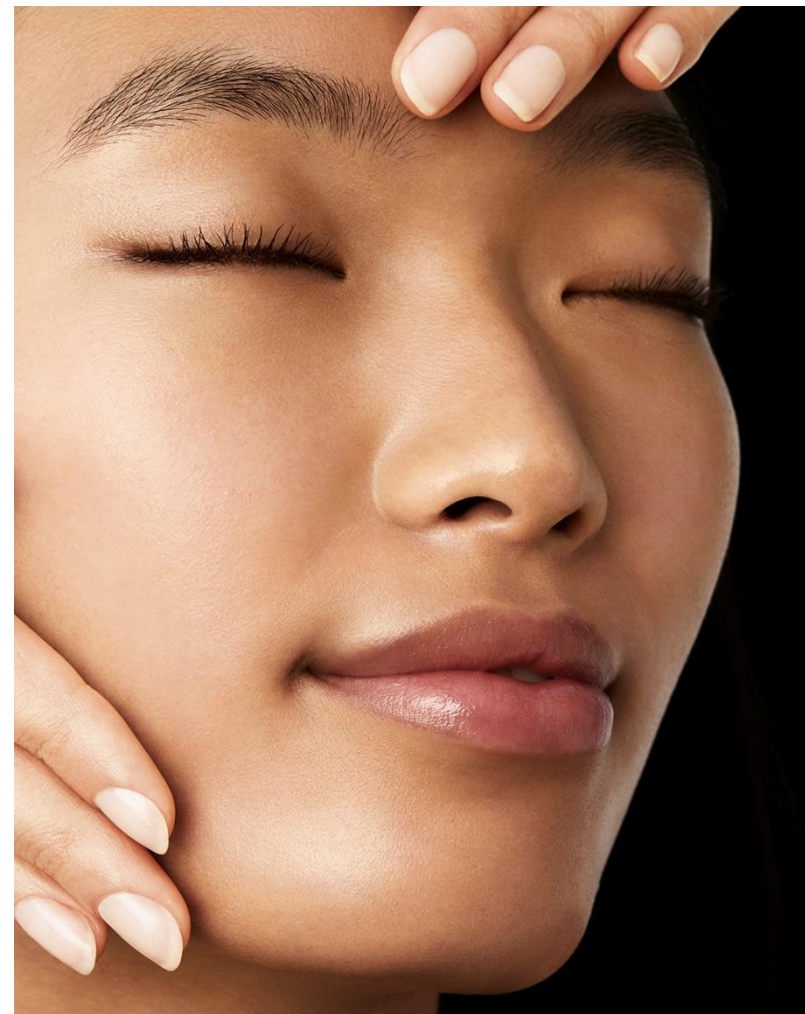
- Conduct a Beautiful Skin Starts Tonight Consultation or a skin diagnostic experience to learn more about each customer's skin's needs. Leverage iMatch™ Skin Analysis Pro (APAC only), iMatch™ Skin Analysis Plus, or iMatch™ Virtual Skin Analysis to drive conversation around their unique skin's needs and the products that are best for their skin.
- Introduce our Night heroes, Advanced Night Repair and Revitalizing Supreme Youth Power formulas, as well as our NEW Supreme+ Night Bounce Crème, then customize the benefits you share based on what you have learned about your customer's skin. Customize our Night Ritual regimen for customer based off of your customer's responses to BSST.
- Leverage the In-Store Experience App as needed for additional product storytelling content highlighting power demos, benefits, ingredients.
- Share the unique application and benefits of Advanced Night Repair using the Heart Ritual and Water Demo.
- Offer our customers the opportunity to experience these products in a skincare routine by offering the "Beauty Sleep" Glow or another one of our Estée At Your Service Beauty Services.

NOTE: Beautiful Skin Starts Tonight will be released in July. Please reach out to Sarah Engert sengert@estee.com with questions

Consultation & Service

Services

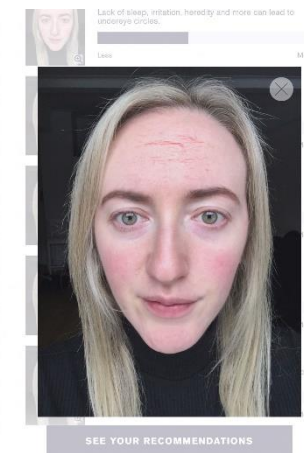
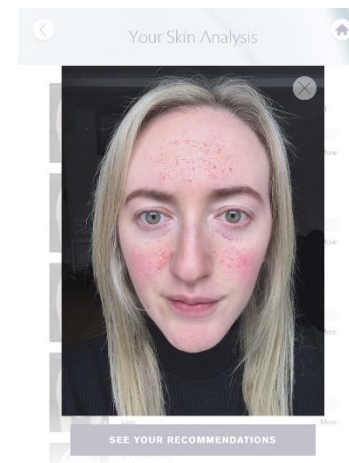
- Offer one of our signature Estée At Your Service Beauty services – Instant Beauty Sleep, Instant Eye Lift, or The “Beauty Sleep” Glow – encouraging the customer to experience the Recharge Pod while the products applied.
- Link to makeup by offering our Eye Brightener service or other makeup services. For customers in a rush offer the instant Makeup Refresh with Advanced Night Repair + Double Wear.
- What it sounds like:
 - *"I'd love for you to experience Advanced Night Repair in a skincare routine as a part of our signature “Beauty Sleep” Glow service.*
 - *"If you are in a rush, we have the “Instant Eye Lift” treatment, to refresh and brighten eyes in just a few minutes."*



Consultation & Service

Beauty Tech

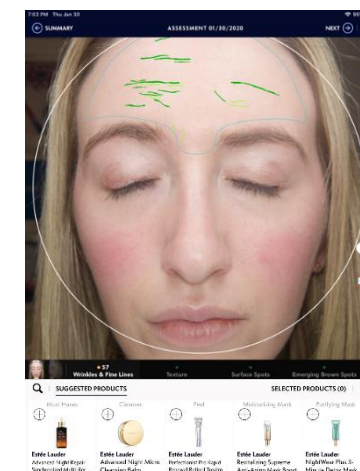
- When using the iMatch™ Virtual Skin Analysis, pay close attention to:
 - Lines & Wrinkles, Uneven Texture and Dark Spots to link to ANR
 - Lines & Wrinkles and Uneven Texture to link to ANR Overnight Treatment
 - Dark Circles and Eye Lines to link to our Eye Experts.
- When using iMatch™ Skin Analysis Plus, pay close attention to:
 - Lines & Wrinkles, Uneven Texture, Pores concerns using the surface image as well as the Dark Spots concern using the subsurface Emerging Brown Spot for ANR
 - Lines & Wrinkles and Uneven Texture concerns using the surface image for ANR Overnight Treatment
 - Dark Circles and Eye Lines using the surface image for ANR Eye Supercharged Gel-Creme and ANR Eye Concentrate Matrix
 - Lines & Wrinkles, Uneven Texture and Pores using the surface image for Supreme Night Bounce
- When using iMatch™ Skin Analysis Pro, pay close attention to:
 - Lines & Wrinkles, Uneven Texture, Pores and Emerging Brown Spots for Advanced Night Repair
 - Lines & Wrinkles and Uneven Texture for ANR Overnight Treatment
 - Lines & Wrinkles for ANR Eye Concentrate Matrix and use any of the images to review the Eye area and link to ANR Eye Supercharged Gel-Creme
 - Lines & Wrinkles, Uneven Texture, Pores for Supreme Night Bounce
- For more details on this experience, please consult pages 14-30 of our [SP24 Beauty Tech Playbook.pptx](#)
- Please reach out to Katrina Sharpe ksharpe@estee.com and Kate Goudy kgoudy@estee.com with questions



IMATCH™ VIRTUAL SKIN ANALYSIS



IMATCH™ SKIN ANALYSIS PLUS



IMATCH™ SKIN ANALYSIS PRO

Sampling & Personalization

CLOSING RITUAL & SAMPLING



Social

- Invite them to take a photo in front of our eye-catching VM and share with the hashtag #NightSkinScienceCenter.

Engraving

- If available, offer to engrave their Advanced Night Repair for a personalized touch.

Sampling

- After service, gift them with a sample of the product that best fits their skin's needs that they did not purchase, or our NEW Supreme+ Night Bounce Crème, and always include a sample of our hero Advanced Night Repair.

Invite / Book Future Appointments

- Invite customer back for future complimentary Estée at Your Service Beauty Services.

4. Localization Guidelines

Localization Guidelines

Global Expectations

The intent of this document is to offer a variety of executions that fit all our regional needs and budgets. In order to ensure a timely process, we ask that you complete these steps before the event. For us to stay updated with regional needs/constraints, we ask that you share with us an event recap.

Lastly, if you are planning any local press and influencer event(s), please refer to the separate Global Communications *Night Event Guidelines Deck*

Pre-Event communication: MARKETING & PR TEAMS

- Share launch dates & planned events 8 weeks prior to event, including: location, date, duration of event, budget, KPIs, etc. with Global Marketing and Global Retail Experience team.

Production: RDDC TEAMS

- Request Assets from Global Ops
- Request DTOs from Global VM (plan for a 2-week delay)
- Approvals by Global Retail Experience and VM team (plan for at least 1 round of approval)
- Please note all graphics are **FPO** and not final. Final assets will be released by the global creative ops team

Post-Event communication: ALL TEAMS

- Send the Global team an Event recap
- Share install photos

Regional Responsibilities

	RDDC	Retail Experience	Education	Sales & Marketing
PRE-EVENT	<ul style="list-style-type: none">Regionalize event execution following color cues, inspiration, and VM guidelines provided.Work with Global VM for approvals as necessary (refer to localization guidelines in section 4).	<ul style="list-style-type: none">Regionalize retail experience strategy and consumer journey.Identify the Retail Tech to support event and cascade strategy to affiliates; ensure deployment.Regionalize collateral as necessary; partner with Education on Beauty Services & Consultation.	<ul style="list-style-type: none">Regionalize event recruitment and BA Social Activation strategy; cascade to Educators & Field.Train the event in seasonal learning lab; regionalize the consultation, as necessary.Ensure field is trained and prepared to support with Retail Tech and Beauty Services.	<ul style="list-style-type: none">Confirm product calendar, priority assortments, and regional campaign messaging that may affect event animation collateralAdapt event execution to local needs, including KOL & Influencer attendance, etc.Define event social amplification strategy & leverage assets online & on social to promote & drive trafficShare regional execution strategy and event plans with retailer partners
POST-EVENT	Once markets have activated the event, please coordinate cross-functionally at the regional level to compile a comprehensive event recap including: VM execution (photos), Retail Experience, Education, and Marketing details so that we can continue to optimize our global offering.			

Key Contacts

Retail Experience

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Thank You