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# INTERACTIVE VISIBILITY FOR THE NEW IMAGE

– The Innovation Company®



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## INTERACTIVE VISIBILITY FOR THE IMAGE

This thesis was made in collaboration with a company called The Innovation Company®, which operates in the industry of cosmetic raw materials. The author was an intern in the company and the contact person was the company's technical director Jaana Printz.

The purpose of this thesis was to create new online marketing channels and to gain visibility for the company and its new image by creating an email marketing campaign, using social media channels and update their marketing material. Another aim was to keep contact with the company's distributors and potential clients between exhibitions and make an easy to use online customer database.

Research was done to explore the marketing channels, which The Innovation Company® already uses and to analyze which of those channels work and which need to be improved. The research concentrated on the marketing methods, which are used in the industry at the moment. An interview was held in a big exhibition in Hamburg, called In-Cosmetics, to gather current information about the marketing channels used in the cosmetic raw material industry. Also the company's goals were evaluated. As a result, new marketing channels were created for the company.

### KEYWORDS:

Business-to-business, marketing, email marketing, social media marketing, communications, visibility, image

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## INTERAKTIIVISTA NÄKYVYYTTÄ UUDELLE IMAGOLLE

Tämä opinnäytetyö tehtiin yhteistyössä yrityksen kanssa nimeltä The Innovation Company®. Yritys valmistaa kosmetiikassa käytettäviä raaka-aineita. Kirjoittaja oli työharjoittelussa yrityksessä. Yhteyshenkilönä toimi yrityksen tekninen johtaja Jaana Printz.

Tämän opinnäytetyön tavoitteena oli yrityksen uuden visuaalisen ilmeen esille tuonti eri markkinointikeinoin sekä luomalla yritykselle uuteen imagoon sopivaa markkinointimateriaalia. Yrityksen toiveena oli markkinointiviestinnän laajentaminen sähköpostimarkkinointiin ja sosiaaliseen mediaan, sekä työntekijöiden ja jälleenmyyjien käytössä olevan intranetin tehostaminen. Kaiken materiaalin ja markkinointikanavien haluttiin olevan yhtenäisiä ja yrityksen uuden tyylin mukaisia.

Liikkeelle lähdettiin tutkimalla yrityksen jo olemassa olevia markkinointikanavia ja niiden kehityskohteita. Hampurissa järjestettävillä In-Cosmetics -messuilla pidetyistä haastatteluista saatiin tietoa alalla käytetyistä sosiaalisen median kanavista osana markkinointia. Näiden tulosten ja yrityksen tarpeiden pohjalta luotiin yritykselle uusia markkinointikeinoja.

ASIASANAT:

Markkinointi, sähköpostimarkkinointi, sosiaalinen media, viestintä, näkyvyys, imago

# CONTENT

<b>LIST OF ABBREVIATIONS</b>	<b>6</b>
<b>1 INTRODUCTION</b>	<b>7</b>
<b>2 STARTING POINT</b>	<b>9</b>
2.1 About the company	9
2.2 Marketing methods used before	10
2.3 In transition	12
<b>3 CREATING VISUAL AND INFORMATIVE MARKETING COMMUNICATION</b>	<b>17</b>
3.1 Intranet	17
3.2 Social Media	20
3.2.1 Vimeo	22
3.2.2 YouTube	24
3.2.3 Facebook	26
<b>4 EMAIL MARKETING</b>	<b>30</b>
4.1 New visual marketing channel for The Innovation Company®	30
4.2 MailChimp	30
4.2.1 Designing the newsletter	31
4.2.2 Creating the campaign	32
<b>5 THOUGHTS</b>	<b>35</b>
<b>REFERENCES</b>	<b>37</b>

## APPENDICES

- Appendix 1. Colour correction (CC Cream) light capture formulation.
- Appendix 2. Welcome to intranet!
- Appendix 3. Spring seminar announcement.
- Appendix 4. Website announcement.
- Appendix 5. Granville colour trends presentation.
- Appendix 6. Seminar program.
- Appendix 7. Vimeo instructions.
- Appendix 8. YouTube instructions.
- Appendix 9. Newsletter sketch.
- Appendix 10. Newsletter in English.
- Appendix 11. Newsletter in French.
- Appendix 12. MailChimp instructions.

## PICTURES

- |   |    |
|---|----|
| Picture 1. The old logo of the company.   | 13 |
| Picture 2. The transition logo with the three divisions.                        | 13 |
| Picture 3. The picture of the current logo.                                     | 14 |
| Picture 4. The formulation page of the old website.                             | 15 |
| Picture 5. The formulation page of the new website.                             | 16 |
| Picture 6. The social media logo.   | 22 |
| Picture 7. Vimeo weekly loads. (Vimeo 2014.)                                    | 23 |
| Picture 8. Video views on YouTube. (YouTube 2014.)                              | 26 |
| Picture 9. Information about the company on the Facebook page. (Facebook 2014.) | 28 |
| Picture 10. Newsletter subscribe field on the company's website.                | 33 |

## FIGURES

- |   |   |
|---|---|
| Figure 1. Organogram of The Innovation Company® | 9 |
|---|---|

## LIST OF ABBREVIATIONS

B2B	business-to-business
B2C	business-to-consumer
CEO	chief executive officer
R&D	research and development
IT	information technology
Intra	intranet of the company
TIC	The Innovation Company®
Tag	keyword
Thumbnail	icon that represents a larger picture
SPF	sun protection factor

# 1 INTRODUCTION

The subject of this thesis is business-to-business (B2B) online marketing using different channels including social media, a newsletter and the company's intranet. The thesis was made for The Innovation Company®, a small B2B company, which manufactures premium raw materials for cosmetic industry.

The Innovation Company® was founded in 1987 by Mr Alain Saintrond. The company is located in France, in the city of Dreux, one hour from Paris. There they have their laboratories, production plants and offices. The Innovation Company® was originally named Créations Couleurs® as it was concentrated especially on colour cosmetics, meaning that it produced colour pigments for cosmetic products. Later the product range grew to emollients, texture modifiers, moisturizers, UV-filters and other raw materials used in skin and sun care products, which led to the creation of the company's three divisions: Créations Couleurs® (Colour Care), Créations Soins® (Skin Care) and Créations Solaires® (Sun Care). In 2012 the company changed its name into The Innovation Company®. The company has 25 employees, but as the owner Mr Saintrond says: "The number of employees does not define the success of the company. It is not the amount of employees but what they can do with the high-end technology equipment the company has invested in."

The company operates globally and has customers on three continents, America, Asia and Europe. Even though the company produces and sells raw materials, it also makes formulations of final cosmetic products to demonstrate how the raw materials actually work in a product. The formulations are a big part of the marketing, as they can directly help the customers in product development and save a lot of their valuable time.

The Innovation Company® is modernizing its look; they have recently updated their name and the company's logo as well. The goal of this thesis was to create new interactive marketing channels and update already existing ones. The purpose was that all the sales promotion material matches with the company's new

image and style. Company's technical director and the contact person of this thesis, Jaana Printz, says that the aim is to get visibility for The Innovation Company's new image, create marketing material in line with the new style and to keep the look consistent in every channel used (Jaana Printz 2014).

## 2 STARTING POINT

### 2.1 About the company

The Innovation Company® operates in Dreux and the facilities consist of administration, marketing, laboratories and production units. The administration offices execute customer service, purchasing and accountancy. The marketing team includes sales people and marketing people. The laboratories take care of R&D, quality control and quality insurance, as well as the formulations of final products. The Innovation Company® has two production units, which are divided into white products and colour products.

The sales network consists of The Innovation Company's sales people, which are divided by territory. In each territory, the company has also a local distributor, The Innovation Company's sales people visit different territories together with local distributors, except in France where customers are visited by the company's own sales person. Below is the organogram of the company (Figure 1).

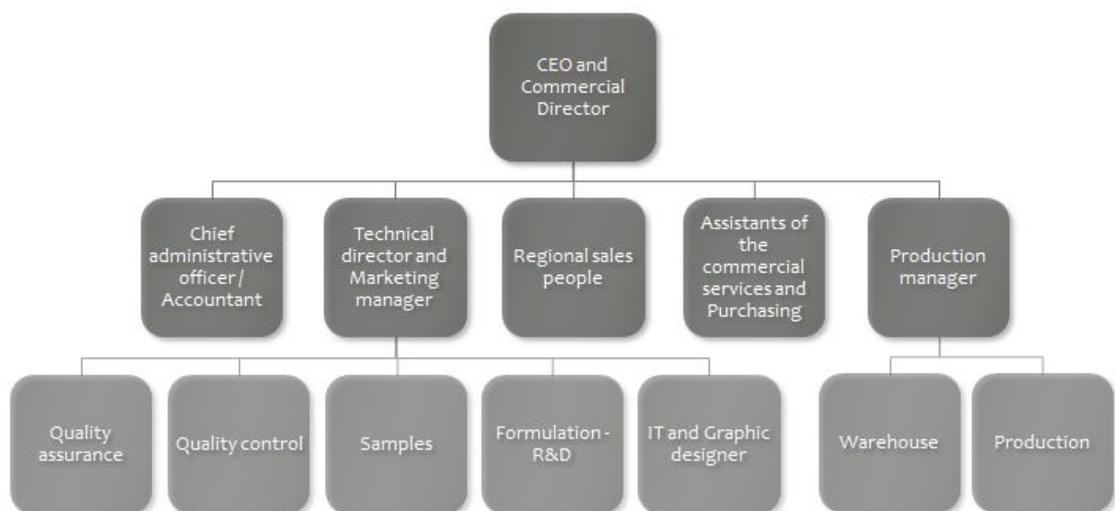


Figure 1. Organogram of The Innovation Company®

## 2.2 Marketing methods used before

The company has three main marketing channels: magazines, exhibitions and a wide range of distributors from all over the world. The company would like their marketing to develop more towards interactive methods and start to do online marketing.

### Magazines

The main marketing channel for The Innovation Company® is magazines. In the most important, the SPC Magazine (Soap, Perfumery and Cosmetics), the company publishes three advertisements per month. The purpose is that each division; colour care, skin care and sun care are promoted equally. The company also advertises in other magazines approximately twice a year. The magazines are different professional magazines and the choice is based on the promoted product or technology. For example, if the company has a new sunscreen formulation that they want to advertise, they would choose a magazine or issue suitable for sun protection products and the division, which is shown in the advertisement, is Créations Solaires.

The downside with magazines is that they are very expensive. Another concern is that they are losing readers and many of them are completely quitting the paper version and going online. Partly because of these changes, The Innovation Company® commissioned this project to create new ways to gain visibility and market their products. As everything and everyone are online, the company wants to be there too.

### Exhibitions

The second, more interactive, marketing channel used in the company is professional exhibitions. The company has participated in exhibitions all over the world for more than 20 years. The main exhibition for the company is called In-

Cosmetics Europe, which is organized once a year. In 2014 it was held in Hamburg and I was able to participate. The company also takes part of other remarkable exhibitions, for example PCHI in Asia and In-Cosmetics in Asia. Those three are the main ones but the total number of exhibitions is five to seven per year. The other exhibitions are chosen like the magazines; what suits for the current need. Exhibitions are places to show the newest formulations, present the latest technologies and innovations. The purpose is also to meet with the distributors, sign contracts with already existing clients and to make contacts with potential new customers. To get contacts, the company has a request form to fill. The stand holders, who often are sales people, write on the forms which formulations or raw materials the potential customer was interested in, the activity of his/her company and all the possible information that can be collected that might be useful later. Rule number one is always to ask for and attach a business card of the potential customer on the form, to be sure about the identity of the person and avoid giving information to competitors or industrial spies. The business cards and the request forms are needed to be in touch concerning their enquiries after the exhibition. Every form is read and the requests and questions are answered accordingly.

The company also gets attention because of the visual appearance of their stand, especially at In-Cosmetics Europe. In-Cosmetics is a very big exhibition and the exhibitors invest a lot of time and money to build up their stand for the show. For The Innovation Company® it is a tradition to build a stand that always stands out from the rest by its unique design. Unlike the other companies, The Innovation Company® does not order their stand ready made, but everything is planned and made by the company's staff. People always compliment their stand and are waiting for how it will be designed next year.

The downsides with exhibitions are that they are time consuming and request a big budget. In addition, the real gain is very difficult to evaluate. The request forms with business cards received from exhibitions are not well organized. After the show, they are divided by country, analysed and handled. Then the company's local distributors get a copy of the request and follow up the lead. In

the end, the request forms are archived in files. That is one of my challenges; how to use the contacts and organize their information in a more effective way.

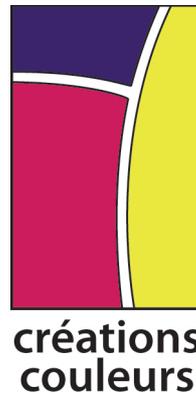
### Distributors and material spread through them

The third marketing channel is the company's distributors and the material spread through them. The company has distributors who promote and sell their products in more than 30 countries. Distributors are using mainly formulations, which are made by the company's formulator to promote the raw materials. The formulations are created in the laboratory from where the formulator sends the formulation written in French to a sales person, who translates it into English and modifies it into a more commercial form. The formulations of the final products are made to demonstrate the raw materials, which the company is selling. In written formulation there is a lot of essential information about the raw materials; usage levels, production, pH level, main characteristics of each material and how they work with other materials used in the product (see appendix 1). Distributors also use other sales promotion material, made by the company's technical service person, for example power point presentations about the products, seasonal trend presentations and raw material application sheets, which help them to indicate the raw materials.

### 2.3 In transition

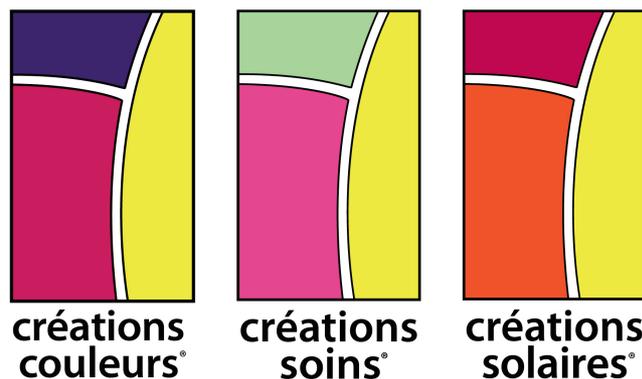
To create a better understandable image, the company changed its name in 2012 to The Innovation Company® and the old name Créations Couleurs® became one of its divisions. After the name change, they also changed their logo and image. The first step was just a little update to visualize and clarify all the three divisions. It can be called a transition logo because it was made for people to understand that the company is also doing skin and sun care raw materials (Picture 2). The company's former logo gave people an impression, that they are still concentrated only on colour cosmetics, which the name Créations

Couleurs® refers to (Picture 1). Now Créations Couleurs is one of the three divisions of The Innovation Company®.



Picture 1. The old logo of the company.

## The Innovation Company®



Picture 2. The transition logo with the three divisions.

In 2013, the company wanted to finalize the visual change of the logo and make it trendier and up to the date with their luxurious products. The logo needed to represent them. They changed the logo into a stylish, clear, easy to understand with classic serif typeface. High-end cosmetic brands, such as Dior and Lancôme, have a similar serif typeface on their logos. The colour is black, which is sophisticated and symbolises elegance. (Precision Intermedia 2014.) Also the text Paris was added under the company's name. Paris represents the cosmetic

industry and is considered as a benchmark for cosmetic industry and fashion. The designer of the Innovation Company® made the artwork.

T H E  
**INNOVATION COMPANY**  
P A R I S

Picture 3. The picture of the current logo.

After the logo was changed, the change of all existing materials and the creation of new started, the first one was the company's website which was followed by all the marketing channels and material: intranet, online newsletter, and social media. This is where my project actually started.

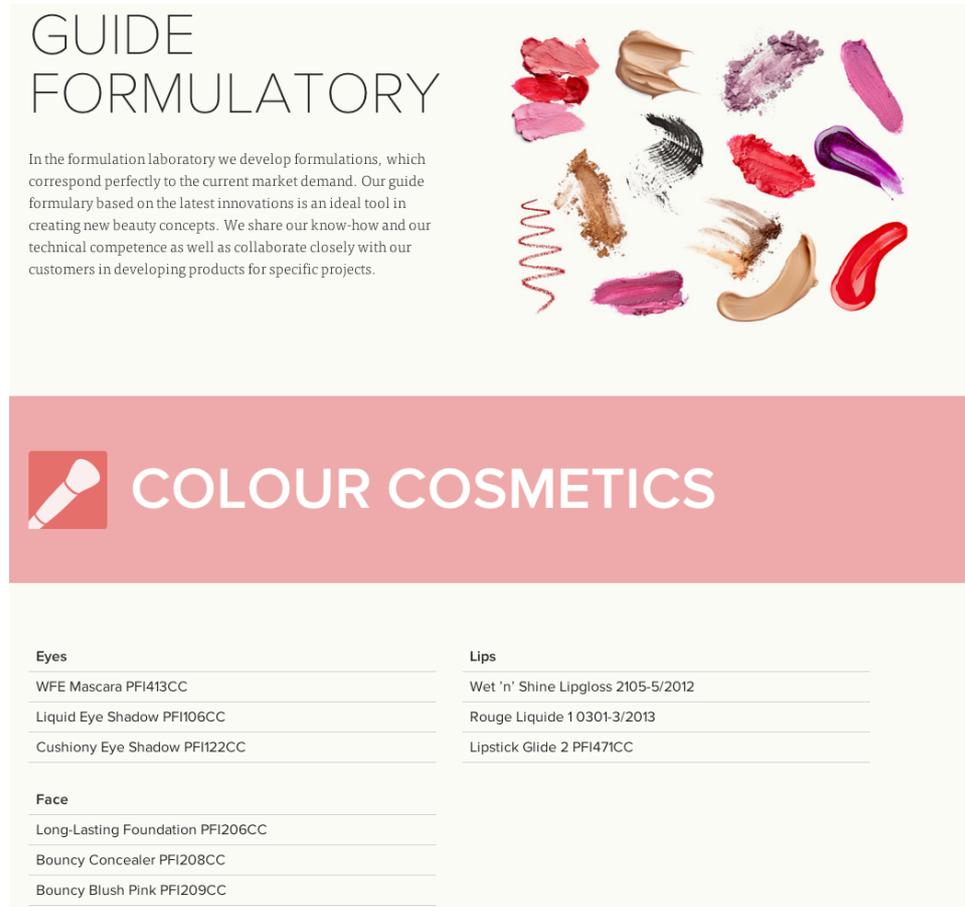
When I started as an intern in the company, the designing of the new website was already in process. From now on I speak about our company, as I am an employee in the company. The company wanted to update the website to match the new image and get visibility for it. The main issue with the old website was that there was only one person, our graphic designer, who could update it due to the technical structure of it. What made it even more challenging, is that he works from a distance. There was expired information and a lot of vital information was incorrect on the old website, for example our distributors' contact information, product formulations and the company's exhibition schedule. The website is a very important part of the company's image, as it is where people can search for information about the company and expired data do not give a good impression. The visual image of the old website was also somewhat out-of-date and needed to be renewed as well (Picture 4).

The new website was launched on the 7<sup>th</sup> of March 2014. Before the launch of the website we changed the layout of the formulations too. We highlighted the SPF (sun protection factor) testing results, removed irrelevant texts and re-

placed it with important information and added the new logo in them. SPF testing is very important to the company, because they make many products with high SPF. With the tests the company proves the SPF factor of the product. I was responsible for the website's formulation page, as I am the person in charge of writing the new formulations. I chose the formulations on the website and organized them there by categories (Picture 5).



Picture 4. The formulation page of the old website.



Picture 5. The formulation page of the new website.

When we have new interesting formulations, I will update them into our website. The new website is easy to modify and can now be done by the company's employees. The purpose of this is to offer current information and refresh the page regularly.

The new website's layout is sophisticated and modern, it is clear, simple and spacious. There is plenty of free space with a lot of white and harmonious colours. It contains big pictures, illustrations and videos to make it lively. The second update of the website is already planned because the company wants to publish their webpage also in French. This update takes place in May 2014.

## 3 CREATING VISUAL AND INFORMATIVE MARKETING COMMUNICATION

### 3.1 Intranet

The company has already had an intranet (intra) for one year, but it did not fill all of its purposes, which is to give current information to our distributors and provide new sales material for them. The distributors found intra useful, but it was not very user friendly, as the information was not categorized. There were not any guidelines how to use the intra and it was not working so well. Because of expired data and too many administrative users, the intra was not so convenient.

#### Benefits of intranet

The benefit of having intranet is that we do not have to send every document separately to our distributors, but they can collect data from the intranet themselves. One big benefit is also that it is confidential and private and requests password from each user. Only people who have the rights to log in can access to intra. (Nibusinessinfo 2014) Regardless of the physical location of the distributors, everyone will get the information at the same time. It is fair and equal towards every user. Using intra lowers travelling costs, because the education of the distributors can be done online. It reduces cost, saves time, and increases collaboration. Unlike paper documents, intranet provides audio, video and interactive applications (Planet Apex 2007).

## Bringing Intra back to life with announcements

It is possible to log in to the intra through our website. On the second update of our new website, there will be “request button” for intranet rights. Through that the potential clients, who visit the page, can ask for access to intra, if they do not have credentials yet, but would like to download restricted information. When they click the button they fill out their information and I will receive the request as an admin by email and will evaluate each case separately together with our technical director. We want to minimize the amount of misuses of our intra and we do not want to give the access for example to our competitors. We are sharing our intra among the distributors and planning to give access to the potential clients as well. We will categorize them and give them different rights. Potential clients are not able to see all the documents, which the distributors have an access to.

I got the administrative right for intranet and started to modify it to fill its actual purpose as a channel to give new information to the distributors and to communicate with them regularly. I started by removing expired information from intra. After cleaning out the old data, I added all new formulations, application sheets of the products and other material on the intranet, and arranged them by category to make them easy to find. I also updated all distributors’ contact information and added new distributors on the list.

On our intranet, it is possible to send announcements to all of our distributors at the same time. We decided to take advantage of the possibility and designed a simple template for the announcements. We used the thin typeface, the same that is used in our promotional material. We also used our new logo and illustrations, similar to the ones on our website. The purpose of the announcements is to remind the distributors of our existence, encourage them to contact us and show support. We would also like to get their feedback. Besides the content, the visual aspect of the announcements is important and represents the company’s new style.

The first announcement was a welcome announcement (see appendix 2) I made to inform that in case of any problems, for example, if you do not find documents, if there is an issue to access the intra or just for questions the distributors can contact me. The purpose of the welcome message was also to show that the administrative person has changed and is here to help. I tried to make the message friendly and casual to make it easy for the distributors to get back to us. I got three password requests immediately after my welcome announcement and two later on during the first week. My second intra announcement (see appendix 3) was an invitation to our spring seminar in Dreux. Distributors were already aware of the seminar but we had not received many confirmations to participate. After the intra announcement we received 12 positive answers, which were 67 percent of the total number of attendees. The third announcement (see appendix 4) was a notification of our new website and at the same time it was a reminder to all our distributors to make sure that their contact information is correct on our website. We received very good feedback of our website and we found out that four out of 34 of our distributors had expired or incorrect contact information.

I have uploaded new formulations and sales material to the intra and distributors can download the information from there. There is a newsfeed on the front page of the intra, which notifies about new documents automatically. In that way, I do not have to send a separate announcement of each new document. It is time-saving and a useful way to share information.

### Marketing material

We organized a spring seminar for our distributors in our seminar facilities in Dreux on the 7<sup>th</sup> and on the 8<sup>th</sup> of April, just after In-Cosmetics in Hamburg. Many of our distributors had a stand there so even distributors from outside Europe could participate in our seminar easily without extra traveling. Usually, the company has prepared a printed training catalogue for the participants. The catalogue has been about 50 pages and has included formulations, application

sheets and other promotional material. This year we decided that instead of the printed catalogue, we put all the material on our intra. The distributors prefer an online version so they can easily print it themselves and share it with their colleagues and clients. We also decided to put all our magazine advertisement there in the future. This year the topics of our spring seminar were colour pigments and fashion trends as well as our new formulations. I made a presentation about our 2016 colour trends (see appendix 5) and wrote the new formulations presented in the seminar. I uploaded all those documents to our intra. The only paper version, which I made, was a seminar program for every attendee with the company's updated style. We use thin typeface in all our documents, which is in line with our new image (see appendix 6).

### 3.2 Social Media

Social media is a very popular channel in marketing these days. It has been like that for a while for business-to-consumer (B2C), but now it has also become a part of B2B marketing. Social media is changing the society and through that also the fashion industry, trends and products. There is more public communication nowadays and The Innovation Company® wants to be part of that. The company has been planning to create social media channels but they were not sure which ones to join and how to manage the channels. This job was given to me as a part of my project.

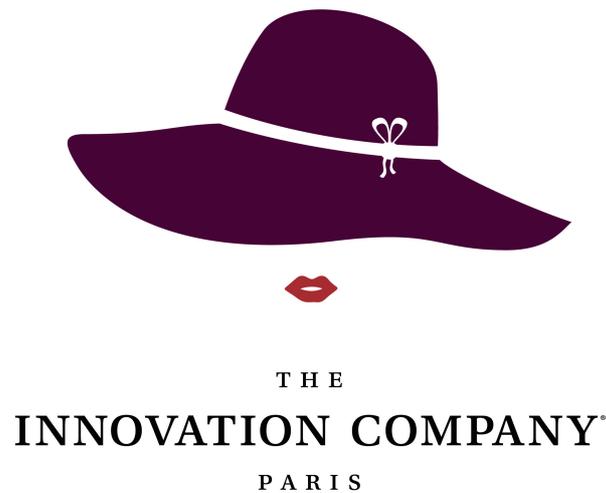
I started to do research about how to use social media, in terms of B2B, by participating in a lecture called "How not to waste time and money on social media" by Richard Stacy. Stacy has been called a social media architect. The lecture was very interesting and provided a lot of useful tips. Stacy says that everyone is using social media, but not everyone is getting the value of it. (Richard Stacy 2014.)

We want to get the value from our social media channels and that is why I have done a lot of research how to get it. I held an interview in Hamburg, In-Cosmetics exhibition, on the 3<sup>rd</sup> of April. I interviewed 20 companies from the

industry about their social media channels. I also used our seminar as an opportunity to discuss with our distributors about the matter, and found out which channels they were using. The distributors like the idea and promised to share our videos and other posts in their social media channels. That kind of collaboration increases the visibility of our social media channels. Our decision, which social media channels to choose, was based on our needs, the information collected from the interviews, and the research about it. We chose Vimeo, YouTube and Facebook.

On the second step of the update of our new website, we are adding the icons of the social media channels used on our page and link them so that visitors of the page can easily navigate from page to page. We are considering also other social media channels, which could be useful to the company, like LinkedIn and Twitter.

As one of our main purposes is to achieve visibility for the company's new image, we designed a special logo for social media channels, which is a logo that is in line with the style (Picture 6). It differs from our company's official logo but it is designed with the same style. We have also used it on our intra profile and in intra announcements. We want to make it recognizable and keep the consistency.



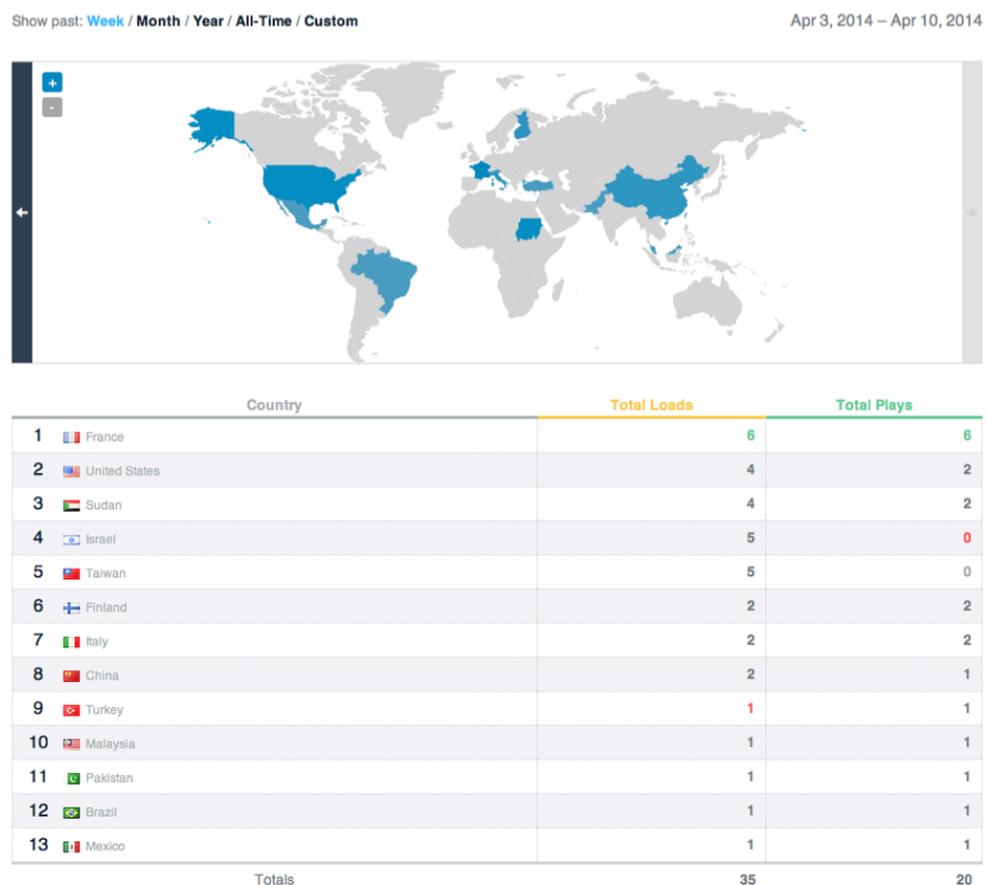
Picture 6. The social media logo.

### 3.2.1 Vimeo

The company makes a lot of different kinds of videos, for example product demonstrations, product testing, make-up tutorials and technical videos about formulating. We have made a lot of new videos and the plan is to make even more. The purpose is to share the videos and gain visibility through them. I created a Vimeo Pro account for the company, which costs 159 euro per year. There are many benefits of having a Vimeo account, for example, it does not promote the other users' videos, like YouTube does (Ignitesocialmedia 2009). Our website videos are linked with Vimeo. The videos from our website lead to our Vimeo when you click them. Vimeo also allows people to share and like the videos, which gives more visibility for the videos. One big privilege of Vimeo is that there are not any commercials on the videos, which makes it suitable for professional use.

On Vimeo there are also statistics, where it is shown how many times our videos have been watched and in which geographic location. We have received international views from all over the world. It is very interesting to see where and how often the videos have been watched. In fact, more interesting and im-

portant is: why people are watching them. There is a great chance that those people are going to visit the company's website, and learn about the company's activities. Companies, which are not using videos as a part of their marketing strategy, are missing a huge market opportunity. (Videobrewery 2014.) To get more views we use tags (keywords) on our videos. Tags are words describing the videos, they also categorize the videos and make them easier to find. The more tags we put, the more likely our videos will be seen. We have standard tags that we use on every video, and on each video we also add individual tags, linked to the subject of the video. Below is a picture of Vimeo statistics (Picture 7) from week views from the 3<sup>rd</sup> – the 10<sup>th</sup> of April (Picture 7).



Picture 7. Vimeo weekly loads. (Vimeo 2014.)

It required a lot of time and research to figure out how to navigate on the Vimeo page and how to manage certain settings. To save time and to be more efficient in the future, I made Vimeo instructions for the company (see appendix 7).

### 3.2.2 YouTube

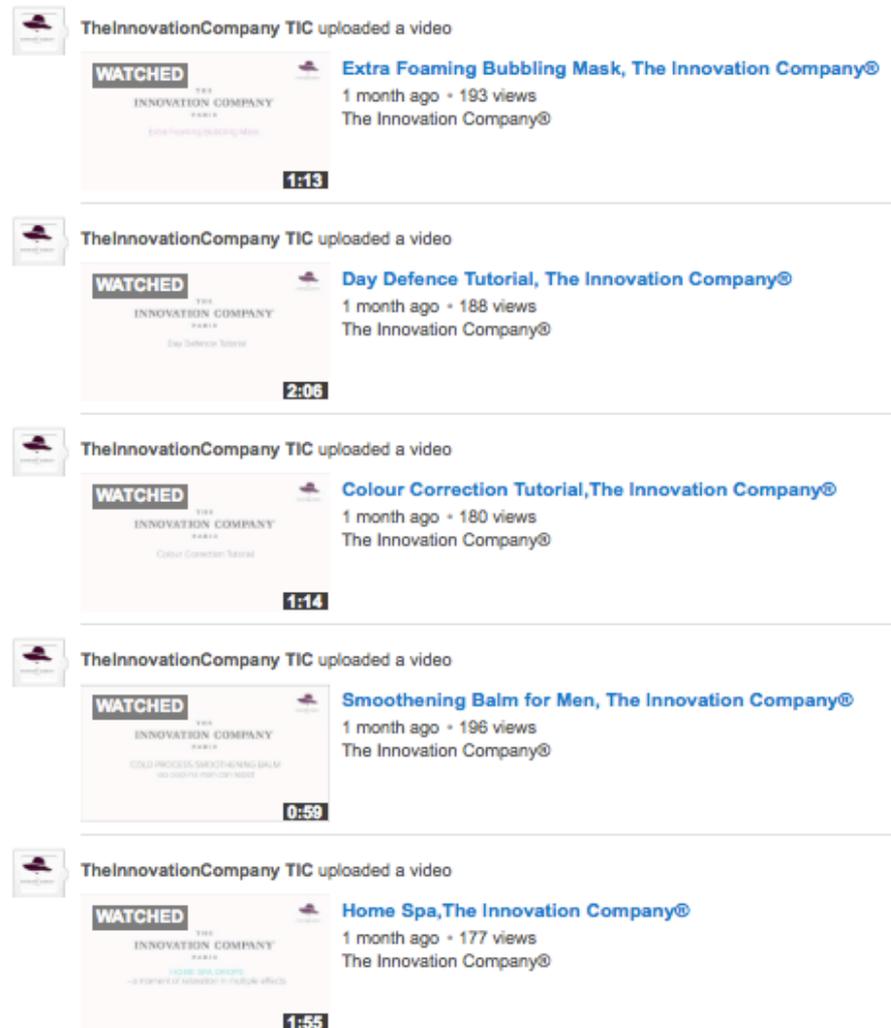
As the company makes a lot of videos, it was obvious for us to create a YouTube channel. It is the third most visited website in the world after Google and Facebook (Alexa 2014). YouTube also belongs to the worlds most used search engine, Google. I had already created a Google account for the company, as we needed to link our website map to Google Maps. We used the same Google account to create our YouTube channel.

On YouTube it is possible to choose the thumbnail pictures for the videos. YouTube gives you four thumbnail choices, which it has randomly selected from your video. If none of those please you, it is possible to customize your own thumbnail. We customized all of our videos thumbnails to make them consistent and fit the company's image. We made customized thumbnail pictures to each video using our social media logo. I also linked our website on the videos. In each of our video there is a box, "Click here to visit our website [www.theinnovationcompany.fr](http://www.theinnovationcompany.fr)", by clicking the box the viewer ends up on the company's website. You can choose the time you want the box to show on the video. We decided to show the box during the whole video, because the viewer can remove the box by clicking the cross on the right hand side corner of it. We wrote the company's address in the box to make it visible, even if they do not click, they will see it.

On YouTube, you can decide if you want to "monetize" your videos. On monetized videos there will be pop up advertisements, which gives you the opportunity to earn money. We chose not to use monetization because the advertisements are disturbing and our purpose is to promote The Innovation Company® not any others.

The company's name is essential to be shown on the videos. People will most likely use the company's name for search information about it. We noticed that even if the channel is named after the company, our videos did not appear on YouTube search with the company's name. After I added the company's name to each of our videos, they appeared on the first page of the search, which is very important. When the videos are easy to find, they get more visibility, and the videos give visibility to the company. We are also using the same tag method as on our Vimeo videos; standard tags that are put on each video, and individual tags according to the subject of the videos. Description of the videos is very important. When the video is well described and there is the company's full web address. In the article "8 Effective Ways to Use YouTube for Business" marketing analyst Vishal Pindoriya states that you should use as much keywords and be as much descriptive as possible (Socialmediatoday 2012). With these tricks, the videos will be found a lot more easily on the search. It is also possible to describe your channel. Channel description can be simple. Our description is about the company: "The designer of the most imaginative raw materials for cosmetics. Made in France with love and dedication. © The Innovation Company 2014." We are using this description in all our marketing materials and on our website.

It was interesting to figure out that YouTube was even more time consuming than Vimeo. I watched many tutorial videos and did a lot of research to manage our YouTube page. To save time and efforts in the future, I made comprehensive YouTube introductions (see appendix 8). Like on Vimeo, on YouTube you can also see how many times people have watched your videos. In one month all of our five videos were watched total more than 1350 times (Picture 8).



Picture 8. Video views on YouTube. (YouTube 2014.)

### 3.2.3 Facebook

If a marketer has to choose only one social media channel, it should be Facebook. Social media scientist and author Dan Zarrella argues that Facebook page works as a brand's face to the social world. (Zarrella 2013, 50.) One of the main purposes of this thesis was to create interactive marketing communication for the company. Facebook is a community, which purpose is collaborative social interaction (Evans & McKee 2010, 31).

I interviewed 20 companies and 16 of them (80 percent) had a Facebook page. Two out of the four, who did not have Facebook, were planning to have them.

Many of the companies are organizing competitions on their Facebook page to increase shares and likes. One of the interviewed companies had something they called “ambassadors”, which is a group of employees who start the conversations on their company’s Facebook page, using their personal accounts. They want to make sure that every post gets attention, and if no one likes or comments on their posts, the ambassadors do. The ambassadors also take part in the conversations on the page and share the pictures and other posts. Most of the interviewed companies were happy with their Facebook pages and said that it is a good way to share all the marketing materials and measure if people like it or not. (Interview 2014.)

Facebook is a good channel to gain visibility, but also to show a human side of the company and communicate with people. Stacy says that Facebook is a useful tool for measuring what people think about your business. The things to focus on are; to listen, to understand, ask questions and be prepared to help. Conversation, contact and communication are very important. (Richard Stacy 2014.) There are many tricks to be done to attract attention on Facebook, for example, to make your page interactive, post questions to encourage people to comment on your post. Although Zarrella’s research shows that status updates with questions got fewer likes and shares. So questions are good to use in part of the overall strategy among other kinds of updates. (Zarrella 2013, 58.)

We are going to use all these methods to make our Facebook page more visible and interactive. Some of our distributors and their companies are using Facebook as well. We are helping each other out, and will share each other posts, pictures, videos and other material, which is good for both parties. We are also sharing tips how to manage the Facebook page.

We launched a Facebook page for the company on the 25<sup>th</sup> of April. To increase the possibility to our page to show when people are searching it, we filled each information field there is to be filled on Facebook. We added our contact information and link to the company’s website (Picture 9).

The Innovation Company About

Liked

**Basic info**

Joined Facebook 25/04/2014

**Products**

The Innovation Company® offers extensive product ranges for Skin Care, Sun Care and Colour Care applications. We have highly equipped R&D, QC and Formulation laboratories to back-up the production and technical service, operating according to ISO9000 standards. We collaborate with our customers and partners sharing our know-how and technical facilities to create modern and functional products for even the most demanding cosmetic consumers.

As a practical guide we offer an Application Sheet concerning each product range. They have been designed to give most essential information about the chemical parameters, benefits, and properties and how to formulate with them.

We also offer a wide library of guide formulations, which are prototypes of fashionable products found in the market place. On top of that, we also create constantly new concepts, which we are happy to share with our customers.

**About**

The designer of the most imaginative raw materials for cosmetics. Made in France with love and dedication.  
© The Innovation Company®

**Description**

The Innovation Company® has developed, manufactured and offered a wide and functional range of innovative cosmetic raw materials for 27 years.

Originally named Créations Couleurs®, we were specialized only in colour cosmetics. Since then the product range has grown also to sun care and skin care, and hence two new divisions along with Créations Couleurs® were developed; Créations Solaires® and Créations Soins®.

Today all three divisions offer constantly new innovative raw materials and operate globally under the brand The Innovation Company®.

Picture 9. Information about the company on the Facebook page. (Facebook 2014.)

Three of the companies' employees were the first ones to like the company's new Facebook page, me included. We will be working like the ambassadors of one of the companies I interviewed. We started by inviting our friends to like our page. The more likes we get, the more we get visibility. In one day we got more than 350 visitors on our Facebook page and more than 50 people liked our page. The more people will like our page, the more our posts, pictures and videos will show to people. As mentioned before, we have some of our distributors and business partners on Facebook, they sometimes have posts related to our company, which we, of course, will like and share. Like that we will be seen on their pages too. Our first picture was the profile picture, which is our social media logo. We also added a background picture, which is a picture taken at In-

Cosmetics Hamburg. Our first post was one of our new product testing video, which we shared our Vimeo video on our Facebook page. In one day, more than 50 people saw our video. (Facebook 2014.)

In addition to the free marketing opportunities, there are also many paid possibilities for marketing your page on Facebook. There are classic advertisements, which include a headline, an image and link to the wanted page. Those advertisements appear on the side of the Facebook newsfeed. You can target your advertisements by age, location, education and personal interests. Another paid way to gain visibility is to promote your posts. This tool increases your chances to be seen on the news feed of the people who have liked your page and their friends. You can choose a budget, which will set the duration of your post promotion and the estimated amount of people it will reach. Contests are also a commonly used marketing method on Facebook. There are many paid tools for organizing a contest, as well as free ones. For free tools, you often have to have a certain amount of likes on your page to be able to use them. (Wordstream.com 2013.)

There is a very useful tool, called Custom Audience, which allows you really to advertise for your real target group. You just need to upload a list of emails on Facebook and it will be matched with the active Facebook users. Facebook finds approximately 30-50% of those addresses depending of the quality of your list. Once you have uploaded this list of emails on Facebook, you can easily use it in your advertising. (Socialmediaexaminer 2013.) This might be a very useful tool for us as we have done a customer database for our email marketing campaigns.

## 4 EMAIL MARKETING

### 4.1 New visual marketing channel for The Innovation Company®

In addition to the magazine advertisement, the company wanted a new visual marketing channel that reaches potential customers. The company wanted something, which reaches a wider group of people and is more promotional than intranet. The intranet is more for keeping contact with the already existing distributors. We receive many online newsletters in our company's email and some of the newsletters are interesting and attracts attention. Since the magazines are not doing so well, we decided to start to market the products with online newsletters.

First we thought about how many times we want to publish the newsletter and what would be the content in it. That was quite easy to figure out since the company wants to promote each of the three divisions equally and hence we decided to promote them in turns. We also want to promote the upcoming exhibitions in our newsletters. They should not be published too often or the readers will lose their interest. It is better to start slowly so your newsletter will not be considered as spam. Consistency and content are very important. (Entrepreneur 2011.)

### 4.2 MailChimp

I started by comparing many different options and tools for designing and sending the newsletter. We evaluated between Constant Contacts, AWeber and MailChimp, and, finally, we chose MailChimp. I read many discussions on Internet and watched many demonstration videos about email marketing tools. MailChimp is the most popular and well-known email marketing service there is. Constant Contacts is not as easy to use as MailChimp and AWeber has nothing that stands out. (1stwebdesigner 2011.) More than 5 million people from all over

the world use MailChimp (MailChimp 2014). Based on the information we found, we chose MailChimp.

There are different account choices to choose from depending on the amount of emails to be sent. We purchased an account with the capacity of 10 000 email addresses and unlimited sending amount which cost 54.90 euro per month for the company. It is a very reasonable price to pay for the visibility, especially if compared with the magazine advertisement prices. The company has been planning to create a database of customers, but they did not have it yet. With MailChimp it is easy to create the lists of contacts so it will work also as a customer database.

#### 4.2.1 Designing the newsletter

The style for our first newsletter came from our In-Cosmetics theme, which was “hot and cold”. The newsletter was an invitation to our exhibition stand. I started the designing with Adobe InDesign program. Simply because of my interest to learn about graphic design and I wanted to outline the wanted result. As the company was satisfied with the sketch (see appendix 9), I started to work based on that.

The Newsletter is a very big part of the company’s new image and we want it to be in line with the new look. We made a picture to the newsletter with the company’s style and a slogan “Feeling cool by looking hot”, which refers to our In-Cosmetics theme. We added our exhibition stand number and welcoming text to the picture. In the texts, we used the company’s thin typeface like in every other material we make.

MailChimp has made the newsletter’s designing part quite simple. At least, when you have done it once, it is easy to do again. We chose a basic template from MailChimp, which works also with mobile devices. It is not enough nowadays, that the design looks good in the computer screen, but it needs also to work in other devices too. Zarrella argues that most of the emails are these

days read somewhere else than on the work desk and is very often read with mobile device (Zarrella 2013, 82).

When you have chosen the template you just add the picture, the texts and the links you want. One thing that we also wanted to add on our newsletter was the unsubscribing possibility. We do not want to send our newsletter to someone who does not want to read it. We decided to do the newsletter in English and in French since those are our working languages. On both newsletters, we added navigation links that lead straight to our website.

#### 4.2.2 Creating the campaign

When the newsletter was ready, I started to gather the contacts we have received from exhibitions and customer visits. I collected each email address to an excel folder where it can be downloaded them to MailChimp. In MailChimp it is easy to create segments where to categorize contacts. Cummings and Blitzer underline the meaning of segmentation of the email campaigns. They argue that it is the most powerful tailoring operation to perform on your database. That is very important to take into consideration. We segmented our lists by languages. We did one list for English speakers and the other for French speakers as we did two newsletters. (Cummings & Blitzer 2010, 45-46.)

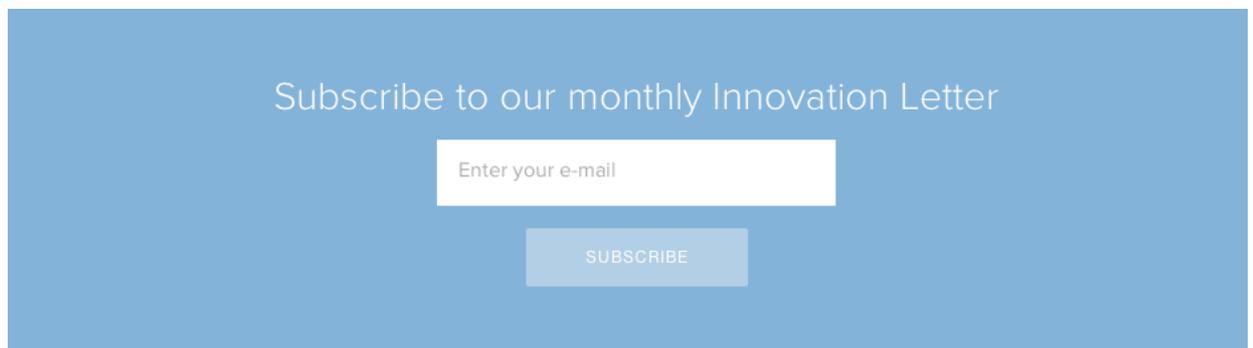
In the sending of the newsletter I have noticed that the timing is very important. Companies receive many newsletters at lunchtime and for example I delete all of them when coming back to work from lunch. Other moment when not to send is on weekends because on Mondays the email is usually full of important message so people do not read the commercial.

It is very important to fill up a proper subject name to your email campaign. Otherwise it can be considered as a spam. Words like free, offer and money and marketing should be avoided (Mannixmarketing 2009). There are also many other spam-related words that should not be used as a subject line. On the list, I have written a little explanation that why the person is receiving this newsletter. "You are receiving this email, because you opted in at our website,

visited our company in exhibition or have been in contact with our commercial person.”

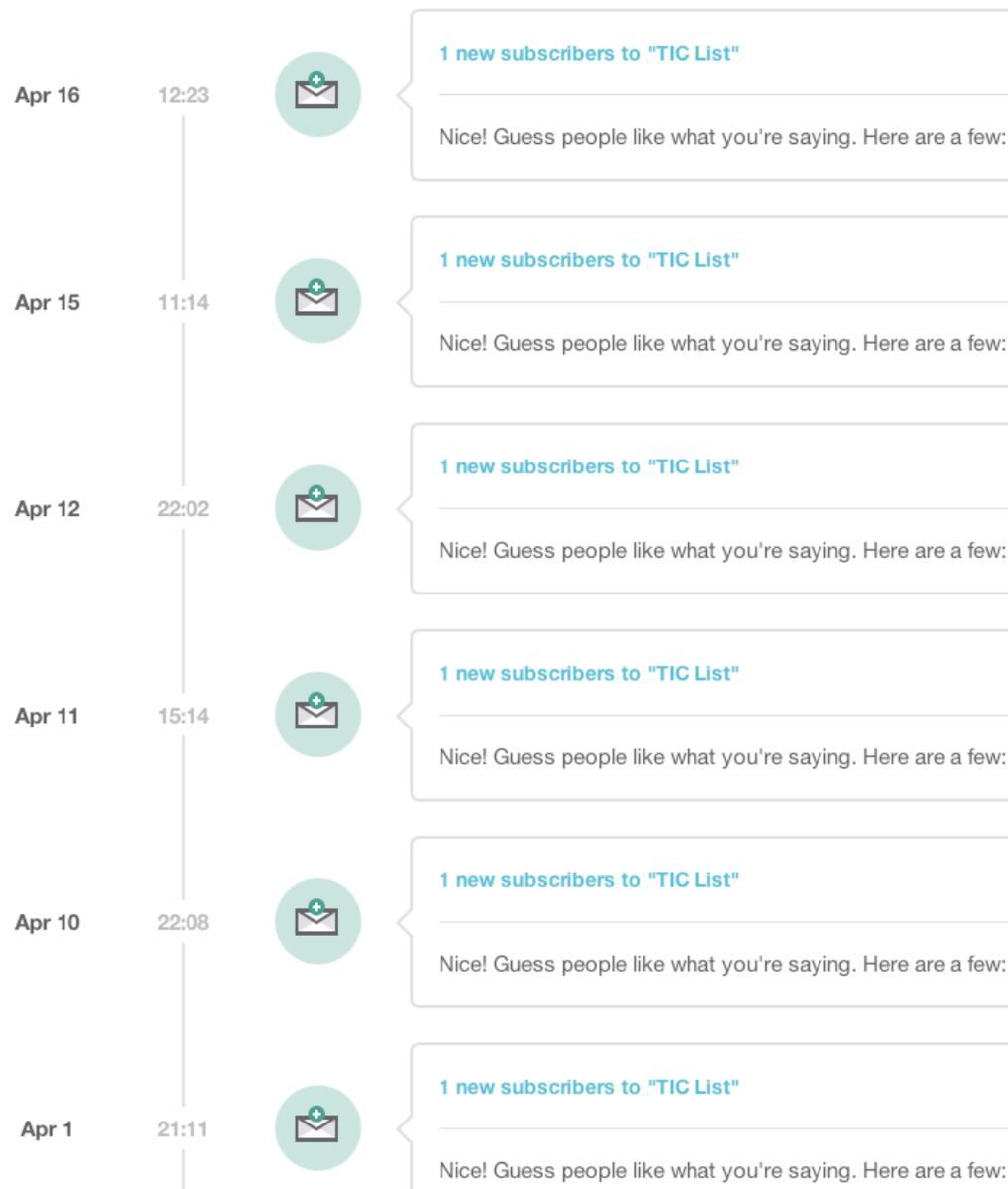
We sent our first newsletter in English to 3256 people and in French to 1457 people. I made comprehensive instructions of how to do everything (see appendix 11).

We put a subscription field on our website that allows people to subscribe themselves on our mailing list automatically if they are not already in our mailing list (Picture 10).



Picture 10. Newsletter subscribe field on the company's website.

When a new email address is written on the field, it is straight connected to MailChimp and added to the mailing list. MailChimp always informs when there are new people who have subscribed to get our newsletter. We have received many new subscribers through our website (Picture 11).



Picture 10. New subscribes on MailChimp's newsfeed. (MailChimp 2014.)

## 5 THOUGHTS

We have successfully created an easy way to communicate with our distributors. I have received a lot of positive feedback about our intranet and the distributors have answered my announcements via email. We are now using the announcements regularly, each time there is something that might concern or interest our distributors. The distributors were very happy, that there is someone from whom to ask for help, and that all the marketing material the company creates is now available for them too. It is very important, as our distributors are the ones selling our products to the customers. We got a lot of positive comments concerning our new website and the style of it. There are still parts, that needs to be added in the second update on the website for example the social media icons.

MailChimp is a very useful tool for creating and sending the online newsletter and it will be used regularly in the company from now on. MailChimp is also perfect for listing our contacts, so it works at the same time as a customer database that the company was missing. People have already subscribed to our newsletter list on our website and we are planning our next newsletter. Many of our distributors also complimented the newsletter. In our spring seminar, many of them asked permission to send it forward to their customers, which offers us even more visibility.

The company was satisfied with this project and so was I. After four months of working with this project I am happy with the results. We achieved the interactive visibility that we wanted. A lot of research and work were needed to do all this but I learned so much during it. It also provided some new ideas, which I will be concentrating on from now on so the project will continue. The company is planning to launch a new product line during this year. This project gives guidelines to the marketing of the products. We are going to use email marketing and social media channels as a part of the marketing strategy.

In the future, all created channels should be easy to handle, because of the instructions, but there is still plenty to be done. Social media channels need to be updated, because we want to be active there. We are also planning to join other social media channels and synchronize all the channels together. Next challenge concerning the intranet is how to manage it when there are both distributors and potential clients. We would also like to make the intra even user-friendlier by adding sub categories there, for example, divide all the formulations by division. As we want to keep our promotional material and marketing channels consistent, we will need to make graphic guidelines about the company's style for example typefaces used, which logo to use and where, and everything else concerning the visual look. The next challenge with MailChimp is how to create a real advertisement with it. With MailChimp, I still have plenty to do. Our first newsletter was an invitation to In-Cosmetics and the second one is an invitation to an exhibition as well. The newsletters, after the first two, will be advertisements of our product so the appearance of the newsletter will be different. One of my challenges in the future is to measure and show that our social media channels are useful. Mr. Alain Saintrond considered joining social media useless and my mission is to prove the benefits of exploiting these new marketing channels. This project was very beneficial and taught me a lot. There is still new challenges and still much to learn.

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PFI°202CS  
Issue date: 0213



## Colour Correction (CC Cream) Light Capture

Colour Correction (CC Cream) Light Capture with sparkly Creastar® pearlescent pigments. Creabase® MSO gives softness and stability to the emulsion. Creanatural® LAB offers a combination based on two hydrocarbons, Meadowfoam Seed Oil and Shea Butter. Both ingredients are rich in antioxidants and have excellent skin conditioning benefits. Dedraflow® is hypoallergenic and photostable emollient with high sensorial perceptions. Dedraflow® can be used to replace Cyclomethicone. Creagel® Crystals modify the rheology of the formulation and give excellent glide upon application. Hectone® is easy to formulate stabilizer that provides texture and prevents oil migration from the formulation. Novatext® Velvet reduces the tackiness in the formulation and impart in the silky feel. Creaspheres® SIL gives light diffusion and silky skin feel whereas DIM brings creamy silicone type of skin feel. BNpoly® UV gives the skin a sheer, ceramic look at the same time as provides UV-protection based on Titanium Dioxide. Creasperse® Colour dispersions are easy to use and allow an even colour development. Fiflow® is a gas carrier and works as functional active. Fiflow® gives instantly smoother appearance on skin surface as well as skin's metabolism.

Ingredients	INCI Name	Qty%	Supplier
<b>Phase A</b>			
Creabase® MSO	Limnanthes Alba (Meadowfoam) Seed Oil (and) Cera Alba (and) Hydrogenated Meadowfoam Seed Oil	1,50	1)
Creanatural® LAB	Butyrospermum Parkii (Shea Butter) Extract (and) Limnanthes Alba (Meadowfoam) Seed Oil	8,00	1)
Creabase® NTL 80 AS	Hydrogenated Polydecene (and) Polyethylene (and) Isohexadecane	2,80	1)
	Phenoxyethanol	0,50	
	BHT	1,00	
Dedraflow® 50	Hydrogenated Polyisobutene	4,20	1)
	Tocopheryl Acetate	0,10	
Creagel® Crystal ID	Isododecane (and) Ethylene/Propylene Copolymer	16,00	1)
Dedraflow® 5 JSQI	Hydrogenated Polyisobutene	10,56	1)
Hectone® DF JSQI	Hydrogenated Polyisobutene (and) Distearidimonium Hectorite (and) Propylene Carbonate	5,00	1)
<b>Phase B</b>			
Novatext® Velvet	Hydrogenated Polyisobutene (and) Polymethylsilsesquioxane (and) Vinyl Dimethicone/Methicone Silsesquioxane Crosspolymer (and) Ethylene/Propylene Copolymer	18,00	1)
<b>Phase C</b>			
Creaspheres® SIL WL3	Silica	5,00	1)
BNpoly® UV Crystal TR45	Boron Nitride (and) Titanium Dioxide (and) Triethoxycaprylsilane (and) Dimethicone (and) Isododecane (and) Ethylene/VA Copolymer	4,00	1)
Creaspheres® DIM WL4	Polymethylsilsesquioxane	8,00	1)
BNpoly® UV Crystal TR14	Boron Nitride (and) Titanium Dioxide (and) Dimethicone (and) Isododecane (and) Ethylene/VA Copolymer	2,38	1)
Creastar® White WL60	Calcium Aluminium Borosilicate (and) Silica (and) CI77891 (and) Tin Oxide	2,00	1)
Creasperse® Fair Beige	CI77891 (Titanium Dioxide) (and) Hydrogenated Polydecene (and) CI77492 (Yellow Iron Oxide) (and) Hydroxystearic Acid (and) CI77491 (Red Iron Oxide) (and) CI77499 (Black Iron Oxide)	0,86	1)
Creafakes® WL50/ Radiance BS	Calcium Aluminium Borosilicate	3,00	1)
<b>Phase D</b>			
Fiflow® BB76	Perfluorohexane (and) Perfluorodecalin (and) Pentafluoropropane	8,00	1)

\* Preservative systems is tailor made upon customer's request

### Procedure:

1. Heat up the phase A to temperature of 80°C-85°C and keep under agitation until homogeneous. Let the temperature cool down below 35°C.
2. Add the phase B into phase A and homogenize (6000rpm) for 5 minutes.
3. Add the phase C into the mixture (A+B) and homogenize (6000rpm) for 2-3 minutes
4. Add the phase D into the mixture (A+B+C) and keep under agitation until homogeneous.

### Suppliers:

- 1) CIT SARL

Testing: SPF in Vitro: 8,50	UVA Ratio: 0,58	Star Category: **	Critical Wavelength: 376nm
--------------------------------	-----------------	-------------------	----------------------------

theinnovationcompany.fr  
info@theinnovationcompany.fr

THE  
INNOVATION COMPANY  
PARIS

Made in France  
with fashion expertise  
and dedication

## Welcome to intranet!

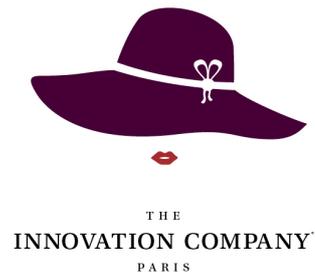
Our intranet is here to help to find information fast and easily. You can find details on our product range; find out the newest developments and formulations. Once we add a new document in the intranet, you will automatically receive an announcement by an email.

If you have any problems I am glad to help you.

Tiia Kares  
[technicalservice@theinnovationcompany.fr](mailto:technicalservice@theinnovationcompany.fr)

### Guidance:

You will find all the documents when you click on 'Documents' icon in the main navigation bar on the left. Start by reading the quick user guide, as this will help you to clarify the document display. To get back to this page, you can always click on 'Home Screen' navigation item.





11.03.2014

Dear Distributors,

We are happy to announce that we have launched our new website, just before In-Cosmetics. Please make sure that all your contact information is correct.

We are looking forward to see you soon in Hamburg.

Best regards,

Tiia Kares  
and The Innovation Company Team



THE  
INNOVATION COMPANY  
PARIS



4.3.2014

Dear Distributors,

The Hamburg In-Cosmetics 2014 is approaching. This is just to remind you that our stand number is 4J20 and we are really looking forward to meeting you there.

After the In-Cosmetics we will organize a Spring Seminar in Dreux on the 7<sup>th</sup>- 8<sup>th</sup> of April. This is always a good opportunity for our distributors to learn new products or just brush up your memory.

If you have a possibility to join us, please confirm as soon as possible so we can make the hotel reservations for you.

The topics for the seminar include for example:

1. Current French skin care market, new ideas and formulations.
2. An overview of our latest skin care formulations.
3. Fiflow® VF, Volume Filler, for 3 in 1 age corrector.
4. New anhydrous systems called Precious Serums, SEM In Vivo testing.
5. New colour fashion for summer inspired by Brazilian gemstones.
6. Granville and Mango colour trends for 2016 with formulations.
7. Creasperse® CC dispersions with high SPF/UVA.
8. Creasperse® UV Duo dispersions with high UVA protections.

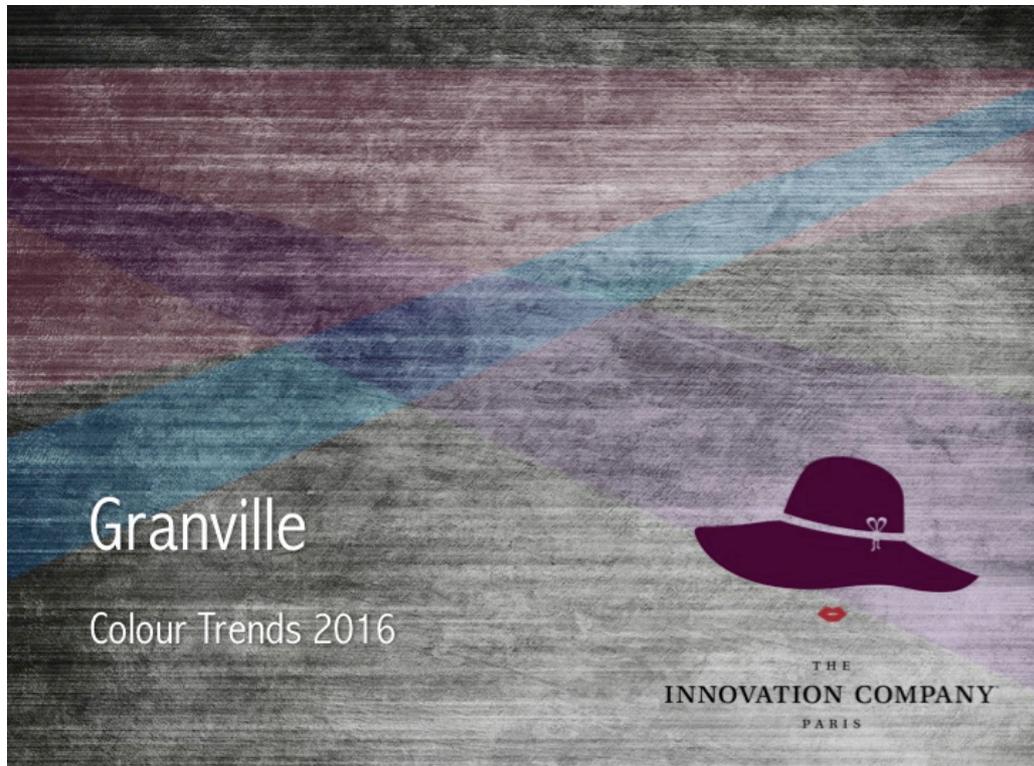


I hope you will find this interesting and I am waiting for your confirmations.

Best regards,

Tiia Kares and The Innovation Company Team

THE  
INNOVATION COMPANY  
PARIS



This Granville Colour Trend Presentation is made by Tiia Kares from The Innovation Company®.

Product pictures are taken by Tiia Kares and Sanna Luoma-Keturi.  
Source of inspiration [www.pantone.com](http://www.pantone.com)



## Table of Contents

Nature Inspired Beauty in World of Technology

Five Textures of Granville

Granville Colour Trends 2016:

Soft & Pastels

Light Multicolours

Vibrant Colours

Luxurious Rustic

Wild Tones



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## Nature Inspired Beauty in the World of Technology

EARTH CONSCIOUSNESS is Present in Colour Trends

Fashion Is "GOING GREEN"



<http://www.sfgate.com/movies/article/Born-to-Be-Wild-3D-review-As-nature-intended-2376408.php>  
[http://www.123rf.com/profile\\_pirotehnik](http://www.123rf.com/profile_pirotehnik)

In Contradiction the  
**INCREASE OF TECHNOLOGY**  
Influences fashion  
Earthy Colours are Combined  
with Modern Shapes and Metal

© The Innovation Company

**WILD SIDE** of Nature  
Shows in Shades of  
Bloody Red



<http://thefutureofimage.blogspot.fr/2013/05/fashioning-future-tomorrows-wardrobe.html>



<http://www.michiganplum.org/plum-variety-descriptions/>



<http://www.pinterest.com/papermstuff/flower-art-photos/>

THE  
**INNOVATION COMPANY**  
PARIS

Healthy lifestyle and protecting your skin from damages (for example early aging caused by the sun) is becoming more and more trendy.



## Five Textures of Granville

### SATIN GRANIT

Shimmering, Pure, Beautiful, Metallic

### CERAMIC

Photostable, Shiny, UVA & UVB protection

### SHALE

Mattifying, Pampering, Good for Oily Skin

### SILK NYLON

Silky, Smooth, Soft, High Quality

### VEGETAL

Mattifying, Soft, Ideal for Face Products



THE  
INNOVATION COMPANY  
PARIS

© The Innovation Company

Granville colours come in five different textures.



## SATIN GRANIT

Granville Satin Granit is shiny and shimmering powder. Intense Satin Granit texture is ideal for blue and violet

Shimmering and beautiful texture of Satin Granit powder is also ideal for gold and grey.

Pure Satin Granit goes perfectly with red and orange.



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INNOVATION COMPANY  
PARIS



## CERAMIC

Granville Ceramic provides beautiful shine.

Granville Ceramic is photostable, shimmering and soft texture with UVA and UVB protection. It offers high SPF factor with new fashionable look.



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PARIS



## SHALE

Granville Shale is pampering texture that gives a matt look and suits very well for oily skin. It is perfect for matt eye shadows.



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PARIS



## SILK NYLON

Granville Silk Nylon is silky, soft and very smooth. It is high quality texture. Silk is always in fashion.



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INNOVATION COMPANY™  
PARIS



## VEGETAL

Mattifying and soft textured Granville Vegetal is perfect for face products, foundations BB and CC Creams.



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PARIS



## Granville Colour Trends 2016

### SOFT & PASTELS

Peaceful, Calm and Elegant PLACID BLUE

Romantic and Nostalgic PURPLE TULIP

Decorative and Ornamental EARTH GREEN



<http://www.pinterest.com/barbsmind/>

© The Innovation Company



<http://www.pinterest.com/pippal90/ss15-trends/>



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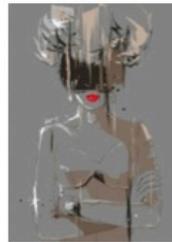
Three natural and soft pastels are in the colour palette of 2016, they can be creatively combined with any colour of the colour range. The pastels are also seen in both fashion and decoration. Cold and metallic shines are popular.



LIGHT MULTICOLOURS  
Different SHADES OF  
ASHY PASTEL GREY



[http://www.textilwirtschaft.de/fashion/Schnee-von-morgen-Deko-Trends-fuer-Weihnachten-2014\\_89028.html](http://www.textilwirtschaft.de/fashion/Schnee-von-morgen-Deko-Trends-fuer-Weihnachten-2014_89028.html)



<http://www.pinterest.com/artbyhelenupton/fashion-illustration-floyd-grey/>



<http://www.pinterest.com/leneria/>

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PARIS

© The Innovation Company

Grey comes in many different shades in 2016. You can combine all ashy pastel greys and add one highlight colour. Same grey shades together with simple materials are popular in decoration.



### VIBRANT COLOURS

Bold and Strong  
ELECTRIC VIOLET  
Dazzling and Scintillating  
POLAR BLUE



<http://oneprintperday.wordpress.com>



© The Innovation Company



<http://www.arabiaweddings.com/tips/your-wedding-colors/your-wedding-colors-purple-and-blue>



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PARIS

Frozen elegance.

These vibrant colours can also be combined with softer colours, they match perfect with pastels, and add confidence and electricity when combined with other strong colours.



LUXURIOUS RUSTIC  
Metallic GRANITE GOLD



<http://womengirlsfashion.blogspot.fr/2013/02/spring-2013-2014-fashion-color.html>



<http://shinhoshi.blogspot.fr/2013/11/decoratingbelgian-style-douglashouse.html>



<http://www.fashionends.com/fashion-jewelry-trends-in-2014/>



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Luxury is always fashionable but in 2016 it is combined with rustic and earthy themes. Combine sand and ground colours with one shock colour that brings personality and edge to the style.



**WILD TONES  
GRANITE REDS**

© The Innovation Company

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PARIS

Wild tones come to spice up the colour palette. In 2016 colours and textures are influenced by wild side of the nature and hard granite stone. Combine red and pink.

# TRAINING SEMINAR

SPRING 2014

7<sup>TH</sup>-8<sup>TH</sup> APRIL



## THE INNOVATION COMPANY® Seminar program for 7th-8th April 2014

### Monday the 7th April

**9:00** Welcome coffee

**9:30 – 10:45** Introduction of each person and company.

Everybody can say some words about the current state of innovations in the local cosmetic market.

Market presentation of new markers since September 2013

Anti-Age with UVA-filters; organics and minerals

Understanding more about Sun and its effects

Regulations around the Sun and UV-filters

**10:40** Coffee and Tea break

**11:00 – 13:00**

Introducing our new website

Basics about mineral UV-filters

Basics about formulations with mineral UV-filters

Market survey of USA and Australian sun protection products

Study of dispersion from competition in Korea and USA

Understanding better BB dispersions and CC dispersions

**13:00** Lunch

**14:00 – 16:50**

Formulating of an Oil base SPF formulation and a Cold Process formulation for SPF testing

Formulating a CC cream, Lipgloss with UV-protection for SPF testing

SPF in vitro measurements with Labsphere 1000-S and 2000 on PMMA plate and In Vitro skin. UVA/UVB-measurements of the daylight.

Photostable skin care and implications

Dedraflow® range growing

Biometrics® photostable emulsifier systems

Eospoly® - a system with effective UV-protection and many other functions

BNPoly® Power Powder in SPF technology

Creagel® Crystal TN UV – clear anhydrous gel with UV-protection

**17:00** Conclusions

**17:05 –**

Meeting with each distributor to update on latest new sales for next three months and new potentials

Dinner in Market Pub at **19:30**

## Tuesday the 8th April

9:00 Morning Coffee

9:15 – 10:45

A new dawn in colour care and colour texture

A market survey of recent product launches

9:35 Basic elements of colour and regulations in the world

10:05 Pigments and how to create texture with crystals

Coloured textures and how to create a dry soft feel of

Silica

Nylon

PMMA

Elastomer

Acrylate Copolymers

BNPoly®

Talcpoly®

10:45 Coffee and Tea break

11:00 – 12:30

Creastar® FM, a basic tool to capture fashion colours

Creastar® BS, a higher shine for special colour products

Creastar® Travelling, a colour system with special effect

Creastar® Electrum, a precious metal approach to luxury colour

Creastar® New Melanosis, a texture for pro looks

Colour formulations for lip glosses

12:30 Lunch

13:30 – 14:15

Introduction to new skin care performance

Bubbling Beauty formulations

Face products with Fiflow®

SEM testing of some strong instant wrinkle treatment

14:50 Conclusions



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## SPRING SEMINAR 2014

SAFIC ALCAN, BENELUX COUNTRIES	JORIS DE WEERDT
SCD, FRANCE	ALIENOR DEGRIS
EICO NOVACHEM, ITALY	VALERIA CARLI CHIARA DEGI'INNOCENTI
SURFACHEM, POLAND	KASIA POTEGA JASON DEARDEN
COYVETER SL, SPAIN	ISMAEL CASTELLÀ MARIA DOLORS RAMIREZ
SAFIC ALCAN, TURKEY	BARIS KAN
SHIMA TRADING CO., LTD, CHINA	XIAYUN SUN
SHIMA TRADING CO., LTD, JAPAN	JUN HISHINUMA
ZETACHEM, KOREA	JAERYONG KIM
KEMCARE, UNITED KINGDOM	PRIYA JOSHI
BEHN MEYER, THE PHILIPPINES	LOTTA KELLINGHUSEN SANDRA SABONDO
COAST SOUTHWEST INC., USA	NICK ARELLANO JACKLIN HOFFELT TRACI CASSELL

theinnovationcompany.fr  
info@theinnovationcompany.fr

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PARIS

Made in France  
with fashion expertise  
and dedication.



www.vimeo.com

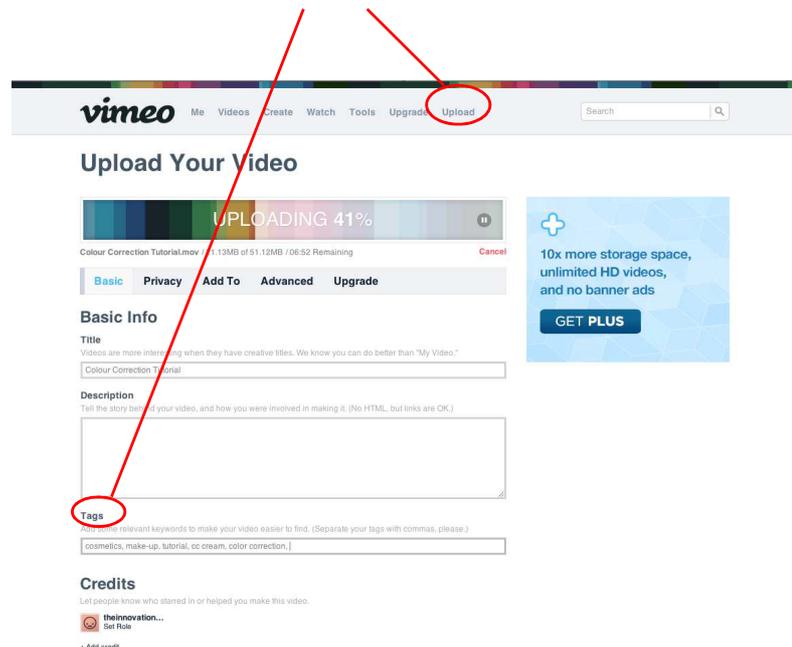
Profile name: theinnovationcompany  
 Email address: design@theinnovationcompany.fr  
 Password: \*\*\*\*\*

Our Vimeo account is Pro membership with an allowed space of 20 GB per week.

## HOW TO UPLOAD VIDEOS

To upload a video or videos you click **upload** button and choose the file or files you want to share.

Remember also to **Add Tags** (keywords) to categorize your video to make it more visible.



**Standard tags:** The Innovation Company, theinnovationcompany, TIC, raw materials, cosmetics, make-up, tutorial, creations couleurs, creation soins, creations solaires, skin care, sun care, colour care, Paris, France.

Remember also to add individual tags for each video. For example: cc cream, lip gloss...

You can link your Vimeo account with Dropbox; like that you can upload videos straight from there.

### Upload Your Video

**Please follow these rules:**

1. Upload only videos you created yourself. [+ More](#)
2. Certain types of content are not allowed on Vimeo. [+ More](#)
3. Commercial and business videos can only be uploaded with Vimeo PRO. [+ More](#)

Still have questions? Read the full [Vimeo Guidelines](#).

[+ Choose a Video to Upload](#)

**Other ways to upload:**

 <p><b>Dropbox</b> Upload to Vimeo directly from your Dropbox. <a href="#">Connect to Dropbox</a></p>	 <p><b>Mobile apps</b> Watch, shoot, edit, and upload from your phone. <a href="#">View our mobile apps</a></p>	 <p><b>Desktop apps</b> Upload to Vimeo from apps on your computer. <a href="#">Explore desktop apps</a></p>
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When you go on the **Video** tab section on the top of the page an extra menu appears from where you can create or manage your videos, albums, channels etc.

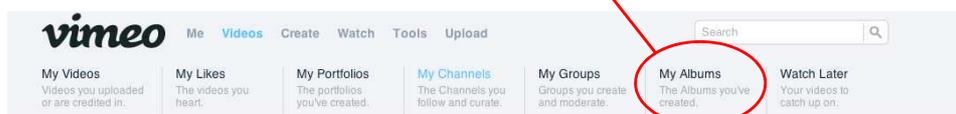


The screenshot shows the Vimeo navigation bar with the 'Videos' tab highlighted in blue. Below the navigation bar are several menu items: My Videos, My Likes, My Portfolios, My Channels, My Groups, My Albums, and Watch Later.

Welcome home, theinnovationcompany **PRO**

### HOW TO CREATE AN ALBUM

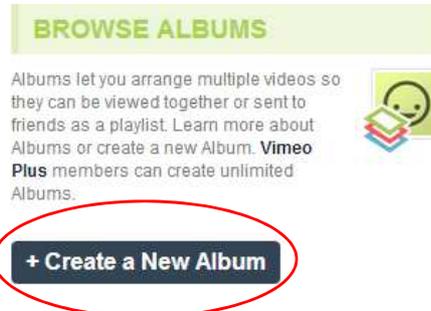
To create an album, go in the video tab and select **My Albums**



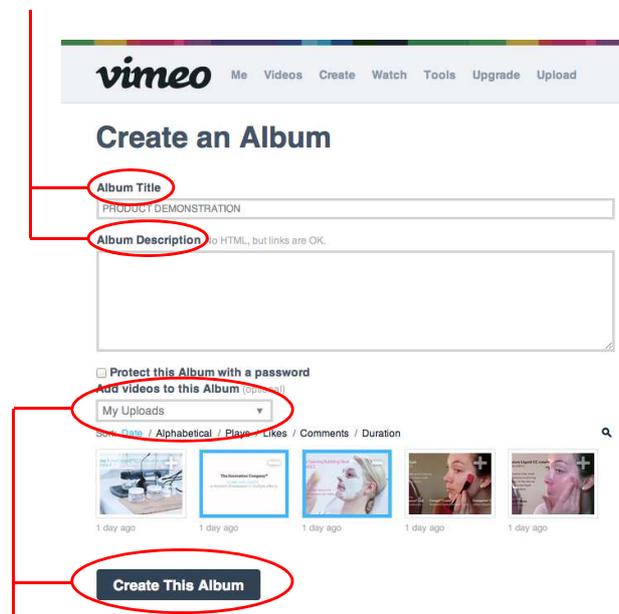
The screenshot shows the Vimeo navigation bar with the 'My Albums' tab highlighted in blue. Below the navigation bar are several menu items: My Videos, My Likes, My Portfolios, My Channels, My Groups, My Albums, and Watch Later.

Welcome home, theinnovationcompany **PRO**

On the next page right band you will see a button **+Create a New Album**. Click on it.



After that just fill the **Album Title** and its **Description**.



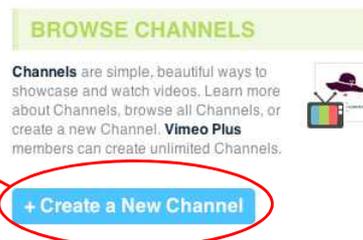
To **Add videos to this album** select a category from the drop-down list; My Uploads (videos you have uploaded), My Appearances (videos where you are in or in which you have been tagged), My Uploads & Appearances, My Likes (videos you have liked). Select the videos you want and click on **Create This Album**.

## HOW TO CREATE A CHANNEL

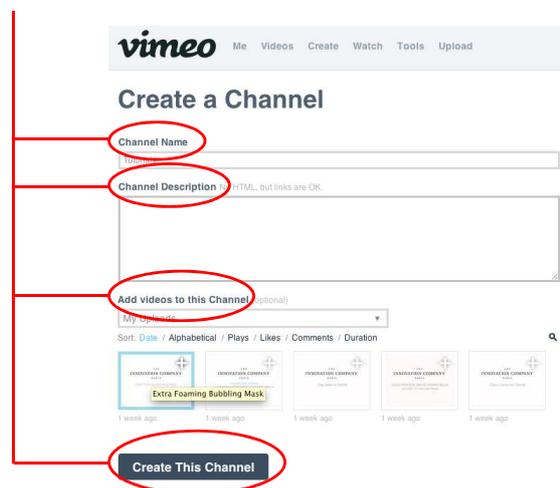
To create a channel and manage it, click on **My Channels** in the video section on the top of the page.



Then on the right of the screen choose **+Create a New Channel**.

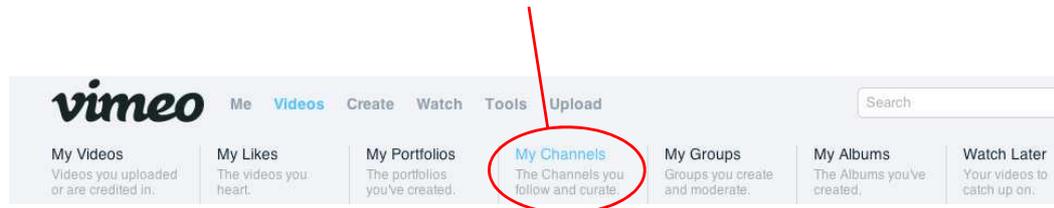


The channel creation process is the same than creating an album. You need to fill; the **Channel Name**, the **Channel Description** and select the videos to add to the channel by the opening the drop down list and clicking on the videos you want to add. Finish by clicking on Create This Channel.

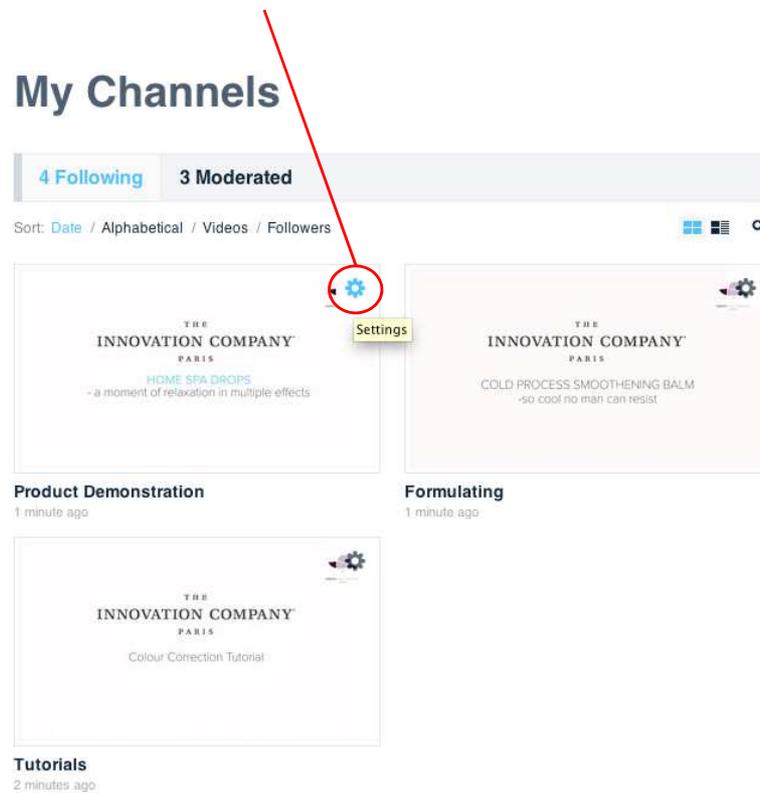


## HOW TO DELETE A CHANNEL

To delete a channel go in **My Channels** section on the top of the page.



Click on the channel **Wheel** to access to your channel settings.



In the setting go to **Advanced** section and click on **Delete this channel**.

The screenshot shows the 'Channel Settings / Advanced' page for 'THE INNOVATION COMPANY' on Vimeo. The page features a navigation bar with tabs for 'Basic', 'Appearance', 'Videos', 'Membership', and 'Advanced'. The 'Advanced' tab is selected and circled in red. Below the navigation bar, there are sections for 'Notification Emails' and 'Manage Channel!'. The 'Manage Channel!' section contains a red button labeled 'Delete this channel!', which is also circled in red. At the bottom of the page, there are two buttons: 'Save Changes' and 'Return to Channel'. On the right side, there are sections for 'ADVANCED SETTINGS' and 'NEED HELP?'. The 'Delete this channel!' button is highlighted with a red circle, and a red line points from the text above to it.

To complete it, confirm it in the pop-up window.

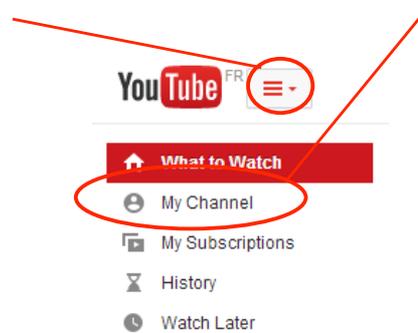
A confirmation dialog box with the text 'Are you sure you want to delete this channel?'. Below the text are two buttons: 'OK' and 'Annuler'.



Channel name: TheInnovationCompany TIC  
 Email address: design@theinnovationcompany.fr  
 Password: \*\*\*\*\*

## HOW TO CREATE A CHANNEL

The first time you connect on YouTube with your account click on **My Channel** on the right side menu.



To create a company channel select "[click here](#)".

Set up your channel on YouTube

**How you'll appear**

   [To use a business or other name, click here.](#)

**Gender**  **Birthday**

**What you'll get**

-  **A YouTube channel**  
Your name will appear on your YouTube channel along with your public videos and playlists. [Learn more.](#)
-  **A Google+ profile**  
Your channel comes with a public Google+ profile. It helps friends find your videos and other content you share on Google. [Learn more.](#)

Fill up your **Channel Name** and choose a category for your channel from the dropdown menu. Tick the **Pages Terms agreements** and click **Done** to create the channel.

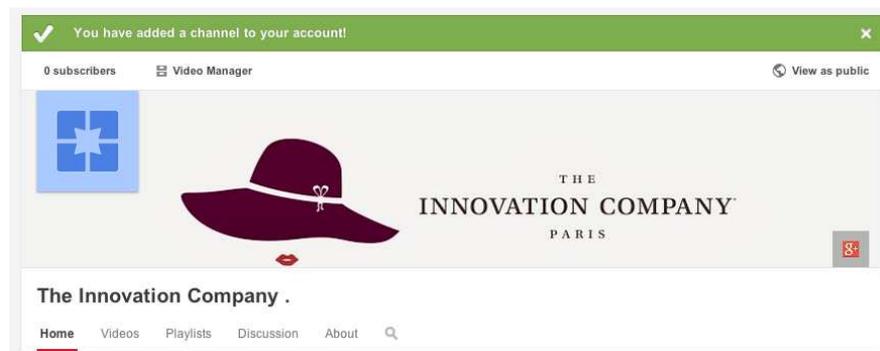
The screenshot shows the 'Create a new channel' interface. On the left, there is a form with the following elements:
 

- A text input field labeled 'Name your channel' containing 'The Innovation Company'.
- A dropdown menu labeled 'Company, Institution or Organization'.
- A section 'Your content is appropriate for' with a dropdown menu set to 'Any Google+ user'.
- A checkbox labeled 'agree to the Pages Terms' which is checked.
- A blue 'Done' button at the bottom right of the form.

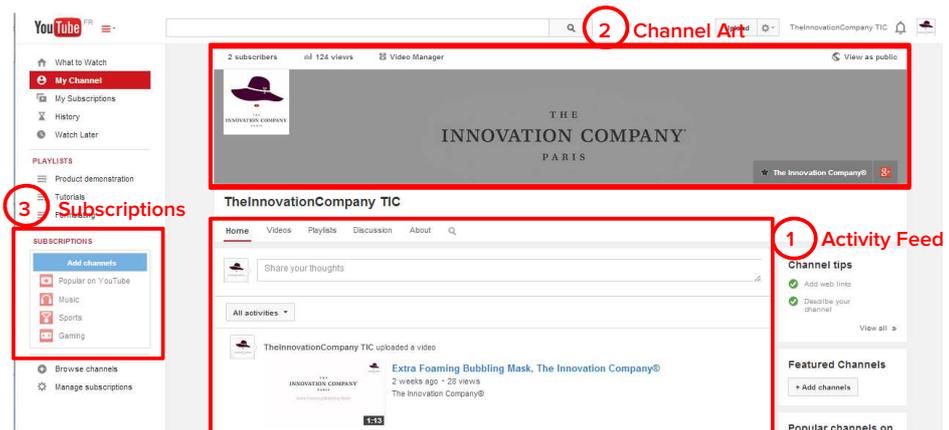
 On the right side of the form, there are three promotional cards:
 

- 'Upload videos' with a camera icon and the text 'Upload public and private videos to your new channel'.
- 'Join the conversation' with a speech bubble icon and the text 'Comment on videos using your channel name'.
- 'All across Google' with a Google+ icon and the text 'Your new channel comes with a Google+ page'.

 Red circles and arrows highlight the 'Name your channel' field, the 'Company, Institution or Organization' dropdown, and the checked 'agree to the Pages Terms' checkbox.



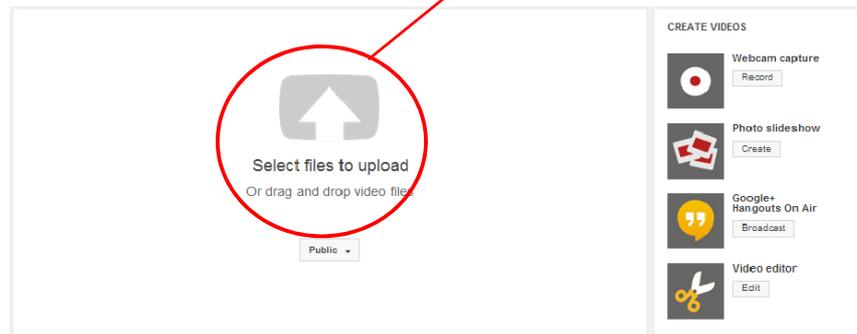
Your channel home page is split in three main sections to have a quick overview of your content and manage your channel. First the **Activity Feed (1)** section will show your uploaded videos and any other public activity. **Channel Art (2)** is for designing your channel layout. With that tool, your channel can be seen on computers, phones and TV screens. The last section is the **Subscriptions (3)**. It will show you the channels you are following and gives you quick access to them.



## HOW TO UPLOAD A VIDEO

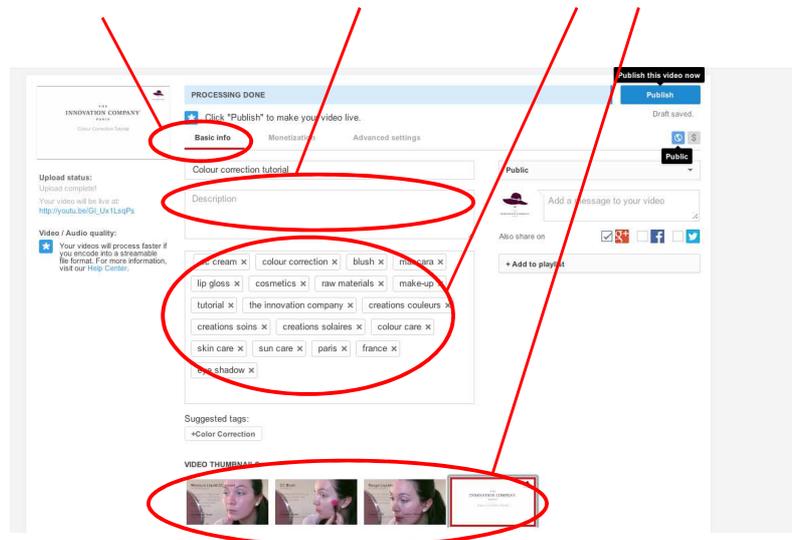
To add videos on YouTube channel click the **Upload** button. You can always find it in the same place (on each page).

Here you can **drag and drop** or **manually select** files you want to upload.



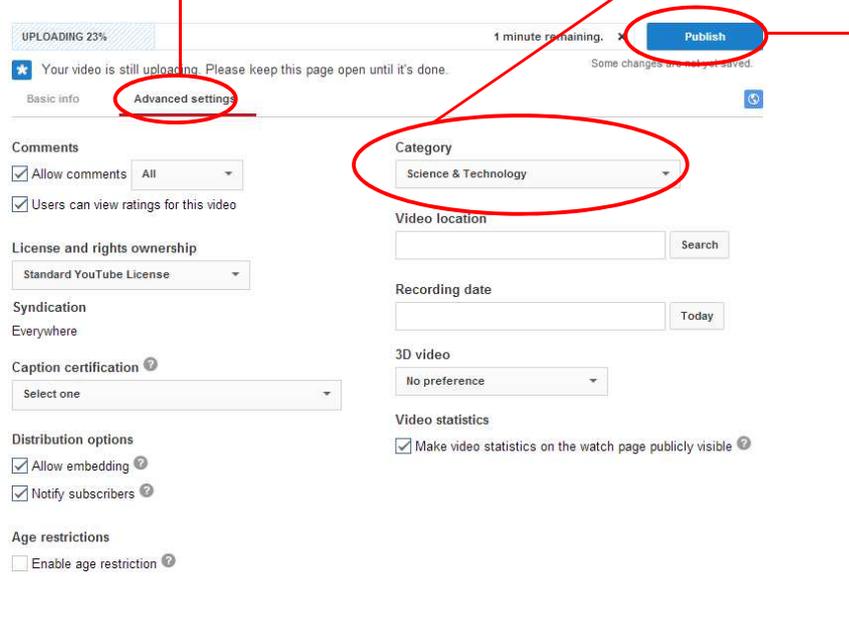
Select the file you want to add and you will land on the uploading page where you can set your video.

In the **Basic Info** section you can **Rename** your video, add a **Description** and **Tags** and define a **Public, Unlisted** or **Private Status** for your video. When the video has been processed you can choose the **Thumbnail** you want to use as video cover.



It is important to fill your description section. First put the URL of your website. Then describe your video and your products with many keywords. Your video will be easier to find and will appear more often in the research results.

In the **Advanced Settings** you can allow comments on the video and choose the video **Category** and manage other settings.

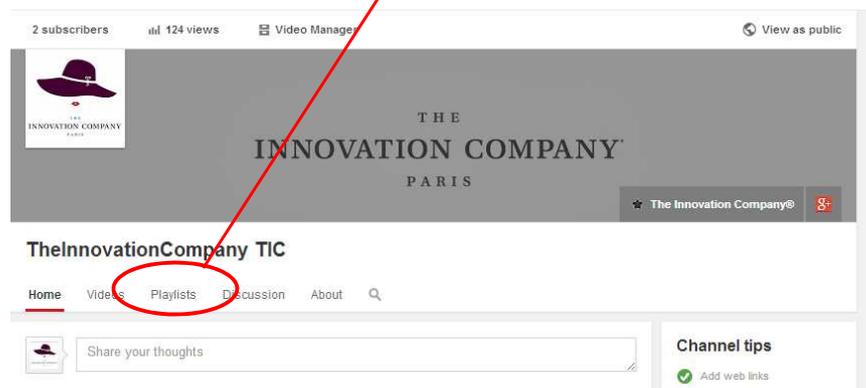


The screenshot shows the YouTube video upload settings page. At the top, there is a progress bar for 'UPLOADING 23%' and a 'Publish' button. Below the progress bar, there is a message: 'Your video is still uploading. Please keep this page open until it's done.' The 'Advanced settings' tab is selected and circled in red. The 'Category' dropdown menu is also circled in red and set to 'Science & Technology'. Other settings include 'Comments' (Allow comments checked), 'License and rights ownership' (Standard YouTube License), 'Syndication' (Everywhere), 'Caption certification' (Select one), 'Distribution options' (Allow embedding and Notify subscribers checked), 'Age restrictions' (Enable age restriction unchecked), 'Video location' (Search), 'Recording date' (Today), '3D video' (No preference), and 'Video statistics' (Make video statistics on the watch page publicly visible checked).

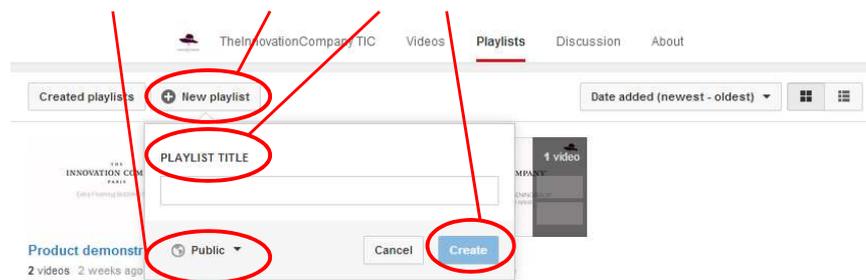
Click **Publish** when you have filled all the essential information.

## HOW TO CREATE PLAYLISTS

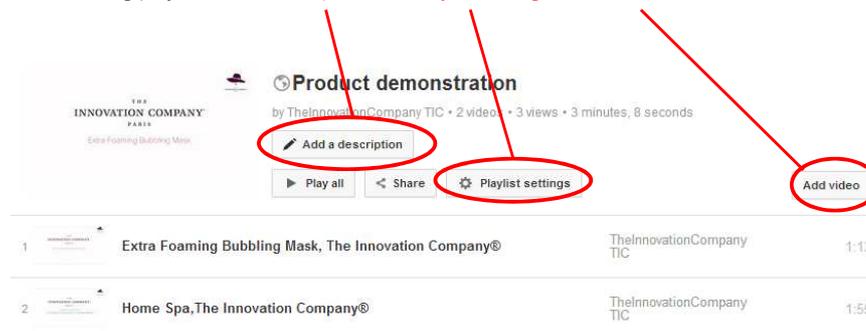
Go to **My channel** home page and click on **Playlist** section.



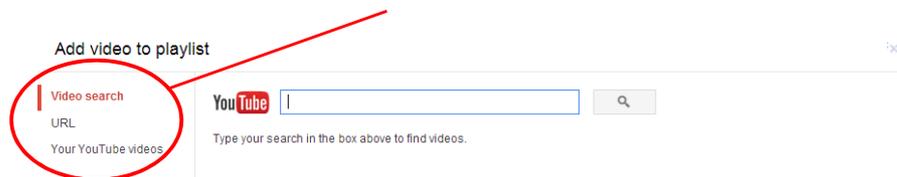
On the next page click **+New Playlist** button and add **Playlist Title**, definite the **Status** then click **Create**



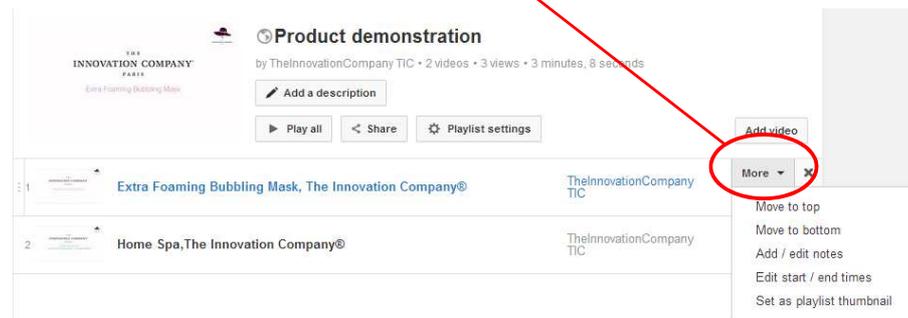
After creating playlist **Add a description** edit **Playlist settings** and **Add a video**.



You can add videos in three different ways. In **Video search** you can search videos by name. In **URL** you can add YouTube video address link. In **Your YouTube videos** you can select videos from your own uploaded videos.



You can manage your playlist order by **moving video up or down** in your playlist, **set the thumbnail of your playlist**. Choose the video you want to edit click **More** and select your action.

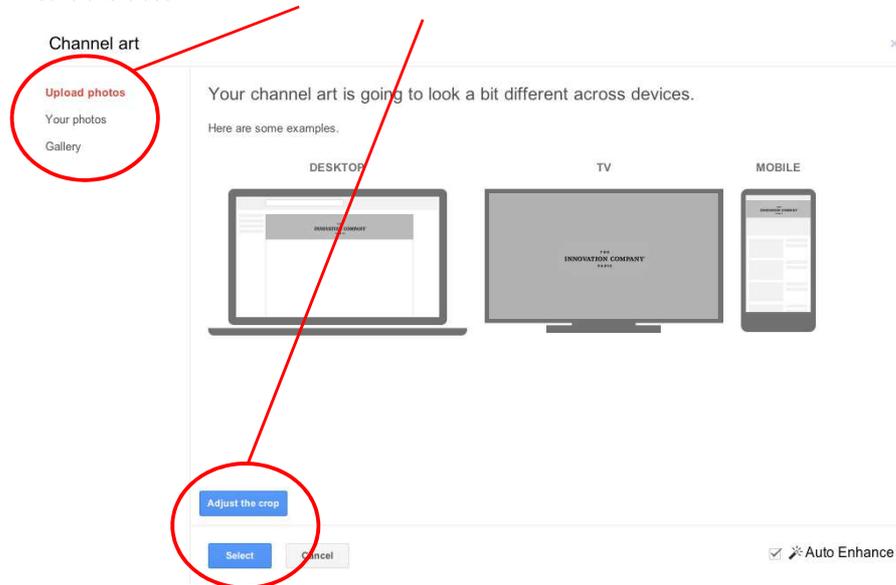


## HOW TO CREATE/EDIT THE CHANNEL ART

In order to set your channel for all the devices (Computers, Phones or TV screen) you need to edit the channel art. To edit it, go on your channel home page. Click on the **edit icon** in the top right corner of your cover picture and select **Edit channel art**.



Select the picture you want to add on your channel and it will automatically put the picture on the three devices format. You can adjust the picture by clicking on **Adjust the crop**. When you have finished editing it click on **Design preview** to have an overview of the rendering. Click **Select** to save and close.



You can also add link to your channel art to redirect viewers to your website or social media networks. To do it go on your channel home page and click on the pen icon and select **Edit links**.



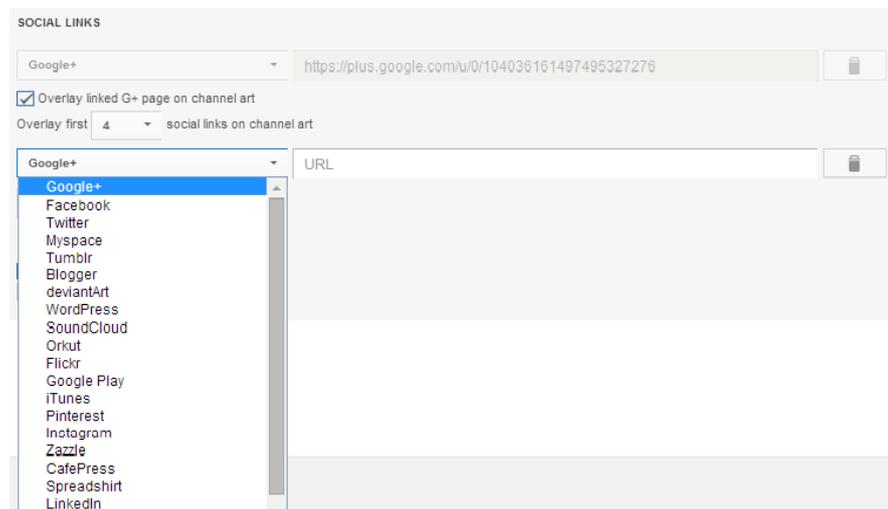
You can now fill up the links you want to add to your channel art.

Add **Custom links** by giving a name and the links that is hidden behind it.



The screenshot shows a dialog box titled "CUSTOM LINKS" with "Cancel" and "Done" buttons in the top right. A checkbox labeled "Overlay first link on channel art" is checked. Below it, there is a text input field containing "The Innovation Company®" and another text input field containing "http://www.theinnovationcompany.fr". To the right of the second field is a trash icon. At the bottom left, there is an "Add" button with a plus icon.

You can also add **Social Links**. Google+ account is set by default as YouTube and Google+ belong to Google. You have the possibility to add other social links by clicking on **+Add button**. Then choose social website in the drop down menu and fill up the address of it.



The screenshot shows a dialog box titled "SOCIAL LINKS". At the top, there is a dropdown menu set to "Google+" and a text input field containing "https://plus.google.com/u/0/104036161497495327276". A checkbox labeled "Overlay linked G+ page on channel art" is checked. Below this, there is a dropdown menu set to "4" and the text "social links on channel art". The main area of the dialog is a table with two columns: a dropdown menu and a text input field labeled "URL". The dropdown menu is open, showing a list of social media platforms: Google+, Facebook, Twitter, Myspace, Tumblr, Blogger, deviantArt, WordPress, SoundCloud, Orkut, Flickr, Google Play, iTunes, Pinterest, Instagram, Zazzle, CafePress, Spreadshirt, and LinkedIn. The "URL" field is currently empty.

Click **Done** to save your modifications.

## HOW TO LINK WEBSITES TO YOUTUBE

YouTube offers you the possibility to link your website to your YouTube Channel. With that setting you will be able to put your website link straight onto your videos to send viewers on it.

Go in your channel settings through the **Video manager** page and click on **Advanced**. Then go down on the page to reach the **Associated Website** section. Fill up your website address and click **Add** (your channel needs to be verified to see this section).

### Associated website

Tell us if your channel is associated with another website. This will help us improve the quality of our search results and verify your channel as the official representation of your brand on YouTube.

● Pending

To associate with this site, you must **verify** that you own it.

To finish the process you must prove that you own the website to enable the association. Click on **Verify**.

### Webmaster Central

Verify your ownership of <http://www.theinnovationcompany.fr/>. [Learn more.](#)

#### Recommended: HTML file upload

Upload an HTML file to your site.

1. **Download** [this HTML verification file](#). [[google17307dae88f7e1b9.html](#)]
2. **Upload** the file to <http://www.theinnovationcompany.fr/>
3. **Confirm** successful upload by visiting <http://www.theinnovationcompany.fr/google17307dae88f7e1b9.html> in your browser.
4. **Click Verify** below.

To stay verified, don't remove the HTML file, even after verification succeeds.

Follow the different steps and click on the **Verify** button. Once verified, the status will go on **Success**.

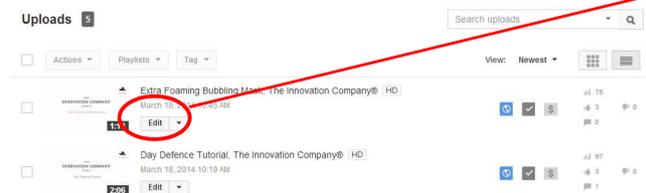
### Associated website

Tell us if your channel is associated with another website. This will help us improve the quality of our search results and verify your channel as the official representation of your brand on YouTube.

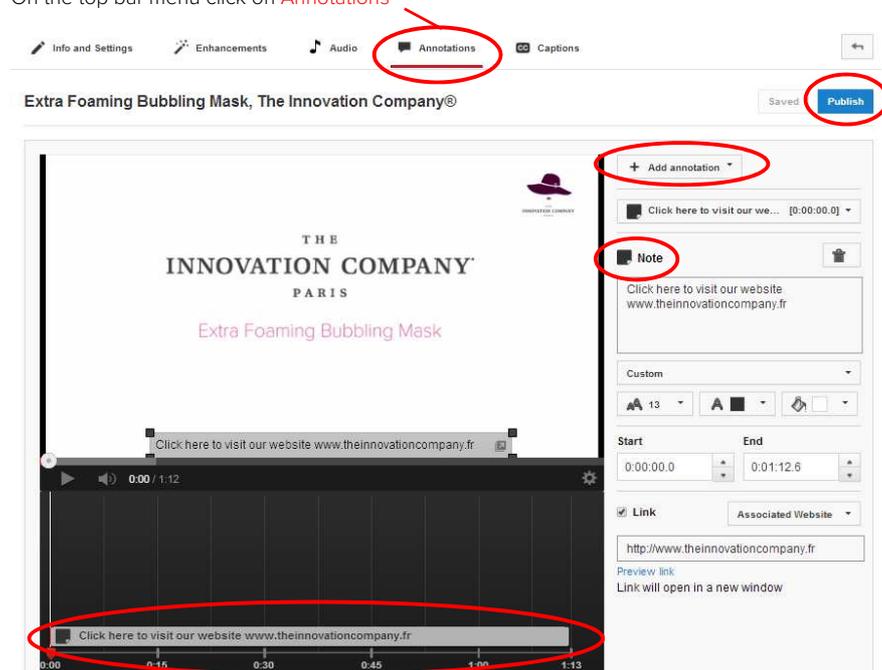
● Success

## HOW TO INSERT A CLICKABLE LINK IN YOUR VIDEOS

Go in **Video Manager** and choose the video you want to **Edit**.



On the top bar menu click on **Annotations**



On the **+ Add Annotation** list you can add content as titles, notes, speech bubbles or spotlights on your video while it is playing.

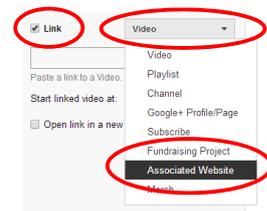
Choose **Note** to insert text that people can see on the video. On the right side put your text and edit the shadow size, the font color and the note background color.

Set the time your note will show on your video with the tool just below the video.

**Edit the display time by moving the red brackets** so the note will be shown during the whole video. (Viewers can close it at any time)

To make the note as a link tick the **Link**, select **Associated Website** in the dropdown menu and put your associated website address.

Click **Publish** on the top to save your changes and publish your video with the new clickable link.



# FEELING COOL BY LOOKING HOT

The Hamburg In-Cosmetics 2014 is approaching. We are really looking forward to meeting you there. Come and experience our two domains of beauty.

## *We are presenting*

Sweet Creastar® Mango series with vibrant colours and metallic shades.

Elegant Granville textures with uniquely matching shades of greys and pinks.

*Summertime  
Sweetness  
& Frozen  
Elegance*

**in-cosmetics®**  
Hamburg, 13 April 2014

**STAND 4J20**



theinnovationcompany.fr  
info@theinnovationcompany.fr

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Hi friend! This is a letter for you from The Innovation Company®

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PRODUCTS

FORMULATIONS

EXHIBITIONS

CONTACT



FEELING  
COOL BY  
LOOKING  
HOT

Come and experience our  
two domains of beauty

*Summertime  
Sweetness*  
&  
*Frozen  
Elegance*

in-cosmetics  
HAMBURG 19-20 OCT 2014  
STAND 4J20

## See you in In-Cosmetics

The Hamburg In-Cosmetics 2014 is approaching. We are really looking forward to meeting you there. Come and experience our two domains of beauty.

We are presenting **Mango** and **Granville** colour collections. Vibrant colours and metallic shades for summer look and elegant textures with uniquely matching shades of greys and pinks for winter look.

We also participate to **Brazilian trial** and present our brilliant colour collection inspired by Brazilian gemstones.

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PRODUCTS    FORMULATIONS    EXHIBITIONS    CONTACT



FEELING  
COOL BY  
LOOKING  
HOT

Venez découvrir nos deux univers de beauté

*Summer Sweetness*  
& *Frozen Elegance*

**in-cosmetics**  
Hambourg, 13 April 2014  
STAND 4J20

## Bientôt à In-Cosmetics

In-Cosmetics Hambourg 2014 arrive très vite. Nous sommes heureux de vous y retrouver. Venez découvrir nos deux mondes de beauté, une expression de la thermorégulation du derme.

Nous vous présenterons les collections des couleurs **Mango 2015** et **Granville 2016**. Des couleurs vibrantes aux nuances métalliques pour un look d'été et une combinaison unique de tons gris et rosés pour un look d'hiver.

Venez voir aussi ils brillant collection de couleurs **Brazil** inspirée des pierres précieuses brésiliennes.

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Vous recevez cette information car vous êtes inscrit sur notre site.

Notre adresse postale est:  
6 rue Jules Padeloup  
28109 Dreux Cedex  
FRANCE

[ajoutez nous à votre carnet d'adresse](#) [se désabonner](#) [mettre à jour mes préférences](#)

Fait en France avec amour et attention © The Innovation Company 2014



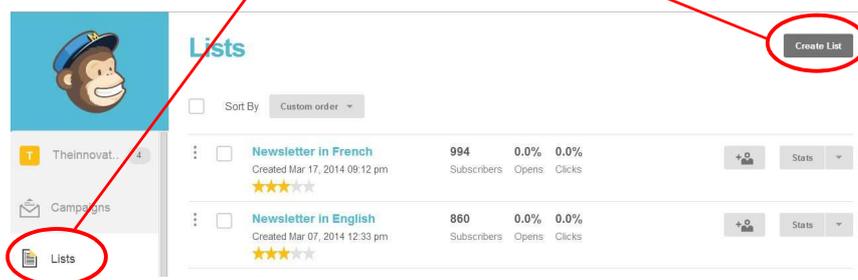
Username: The Innovation Company  
 Email address: technicalservice@theinnovationcompany.fr  
 Password: \*\*\*\*\*

Our MailChimp account is limited to 10,000 subscribers with unlimited emails.

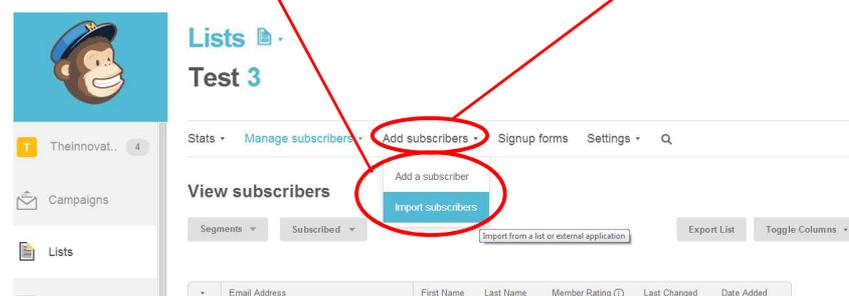
## HOW TO CREATE A LIST

A **List** is a file of our contacts (email addresses), which are called subscribers on MailChimp.

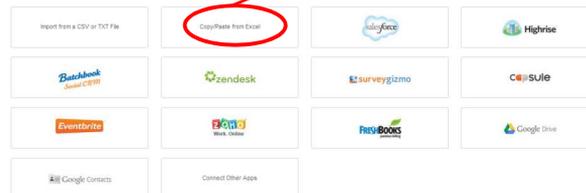
To create a list go in the **List**-section on the left bar then click on **Create a list**.



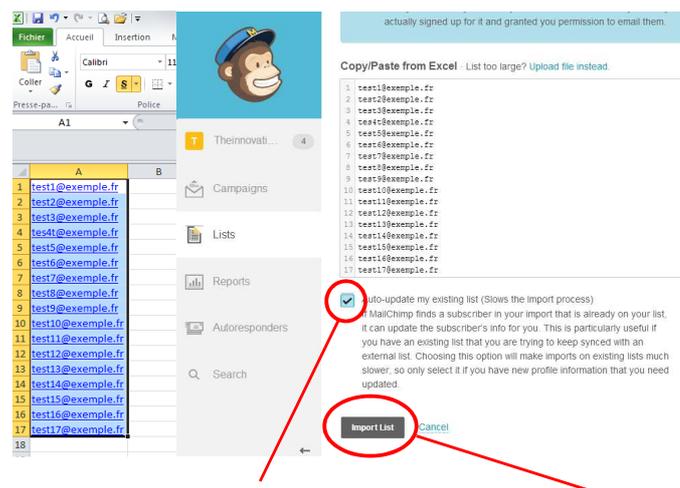
There are two ways to add subscribers; one by one (**Add a subscriber**) or import a list of subscribers. We usually add a list of subscribers at once so choose **Add subscribers** –section and click on **Import subscribers**.



There are many options to import subscribers list; import a text document, copy/paste from an excel file etc. We have our contact lists in excel documents so we choose **Copy/Paste from Excel File**.

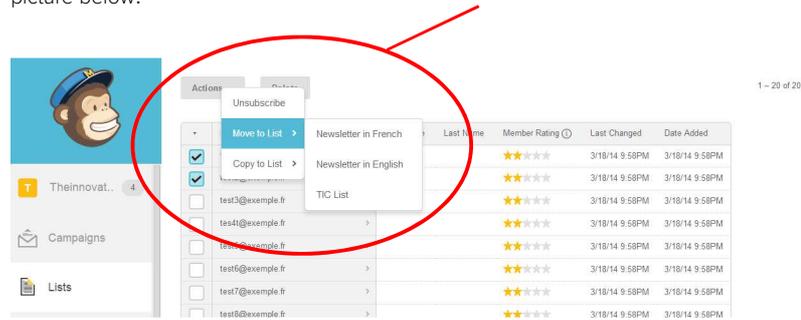


By clicking **Copy/Paste from Excel File** you just need to select the data from your Excel file, copy it and paste it in the MailChimp webpage.

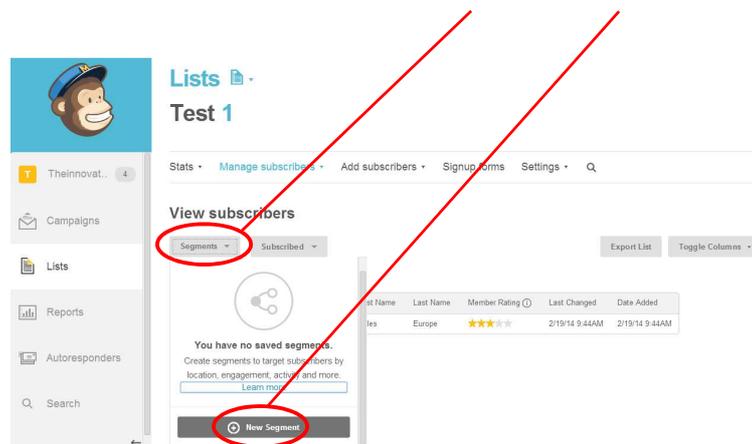


By ticking the box **Auto-update my existing list** MailChimp will avoid you to import the same subscriber twice in the list. Finish the subscriber importation by clicking on **Import list**.

You have the possibility to unsubscribe or reorganized by moving or copying subscribers to another list. To do that just tick the subscribers you want to update then click on **Action** to choose your modification: **Unsubscribe**, **Move to List** or **Copy to List**. To move or copy subscribers you just need to choose where to send them as shown on the picture below.



To organize your lists you can create segments, which divide your list in groups of emails. It is a useful tool to categorize email addresses. To create a segment in your list, go to your lists, choose the list you want to put the segment and click **Segment** then **New segment**.



Click on [Create segment from a list of emails](#).



Stats ▾ [Manage subscribers](#) ▾ Add subscribers ▾ Signup forms Settings ▾ Q

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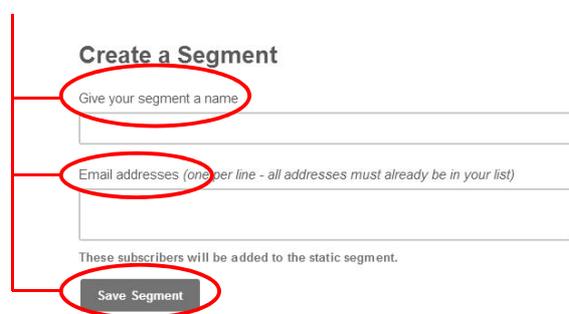
### View subscribers

Subscribers match  of the following:

[Or create a segment from a list of emails](#)

Date Added ▾ is after ▾ the last campaign was sent - 02/19/2014 ▾

Give your segment a name and enter [Email addresses](#). Emails you include in your segment must be already in your list. Click on [Save segment](#) to create it.



### Create a Segment

Give your segment a name

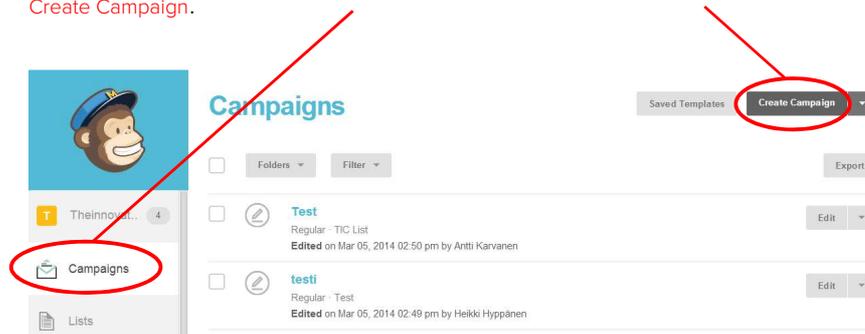
Email addresses (*one per line - all addresses must already be in your list*)

These subscribers will be added to the static segment.

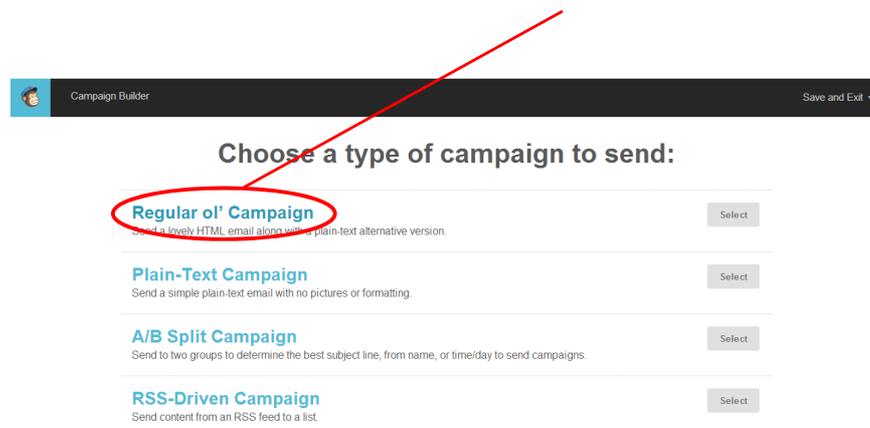
[Save Segment](#)

## HOW TO CREATE A CAMPAIGN

To create a campaign (=emails sent to subscribers), go in the **Campaign**-section and click on **Create Campaign**.



MailChimp offers four different kinds of campaigns: **Regular ol' Campaign** (to send an HTML email with plain text alternative version), **Plain-Text Campaign** (to send simple plain-text email with no pictures), **A/B Split Campaign** (to send to two groups to help you to determine the efficiency of your campaign name, subject line or sending time) and **RSS-Driven Campaign** (to send content from a Really Simple Syndication feed). We are using **Regular ol' Campaign**.



You need to define the recipient of your campaign by choosing one **List**. You can choose to send it to the **Entire list** or to one **New** or **Saved segment**. Click **Next** to go on the **Campaign Info** page.

Untitled Help | Save and Exit

**To which list shall we send?**

Newsletter in French (994 recipients)

Newsletter in English (860 recipients)

**Test (1 recipients)**

Send to entire list

Send to a saved segment

Send to a new segment

TIC List (6 recipients)

Recipients > Setup > Template > Design > Confirm Next >

Mailchimp asks you to fill campaign info; **Campaign name**, **Email subject** (very important, see the advices), **Name** and **Email address**. You can choose to personalized the "To:" field by adding tags for recipient name. The recipient will show their name in the email rather than their address. This option can prevent your mail to be considered as spam and not reach its recipient. To make it enable tick the **Personalized the "To:" field box**. Press **Next** to go on the **Template** page.

### Campaign Info

Name your campaign From name 78 characters remaining

The Innovation Company in-Cosmetics Hamburg 2014 The Innovation Company

Internal use. Ex: "Newsletter Test#4"

Email subject From email address

VERY IMPORTANT!!!!!! 129 characters remaining technicalservice@theinnovationcompany.fr

Keep it relevant and non-spammy to avoid spam filters.  
Subject line advice · Research subject lines  
Recent subject line performance

Personalize the "To:" field Info

Specify **"|MERGETAGS|"** for recipient name

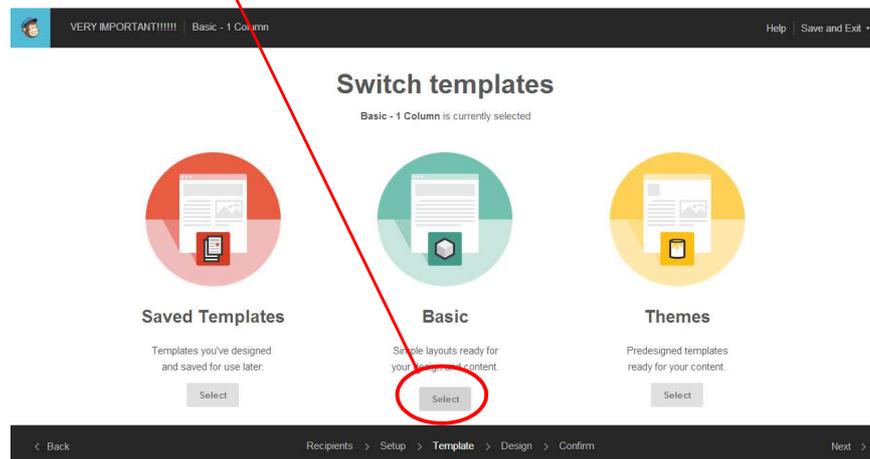
"|FNAME|" "|FNAME|"

[▶ Tracking](#)

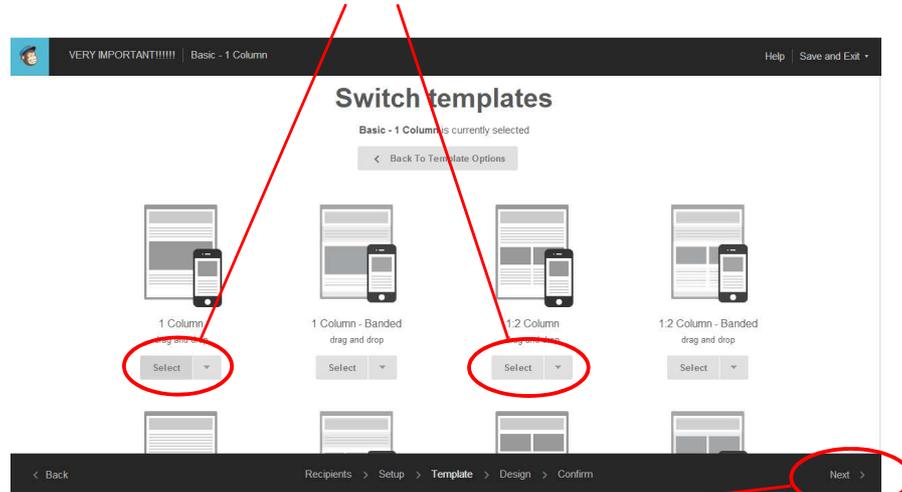
[▶ Social Media](#)

[▶ More Options](#)

It is time to choose our **Template**. MailChimp gives you three choices. You can use already **Saved template**, create a new one by choosing **Basic** to design your template or **Themes** to use predesigned ones. **Select Basic** to create a new template.



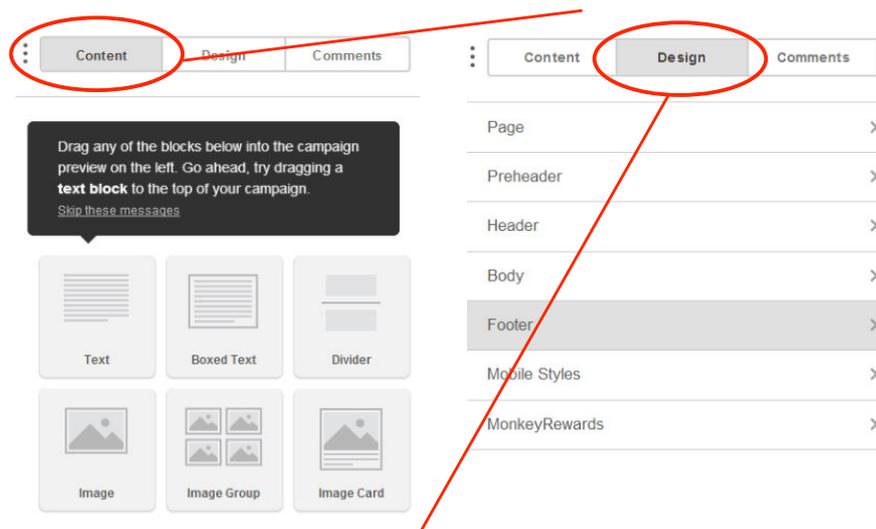
The Basic template allows you to choose between several templates for your newsletter. As we want to keep it simple we use **Basic template** with **1 or 2 Columns** regarding the pictures we want to use.



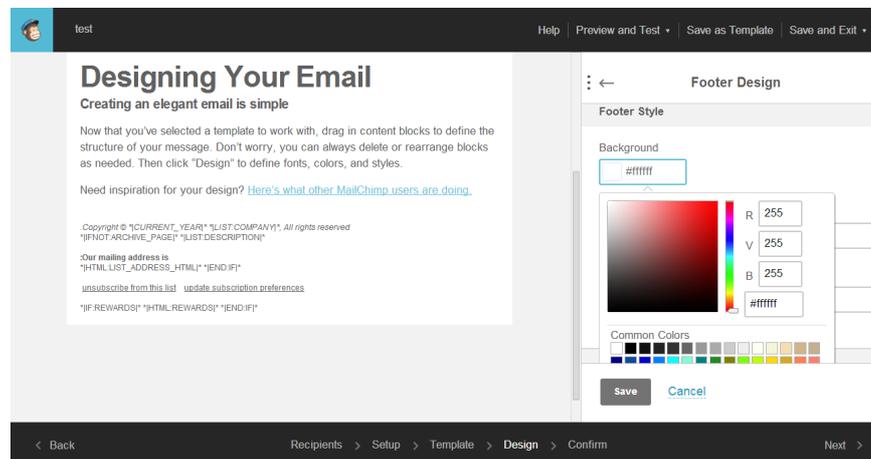
Click on Next to land on the **Design** section

## DESIGNING THE NEWSLETTER

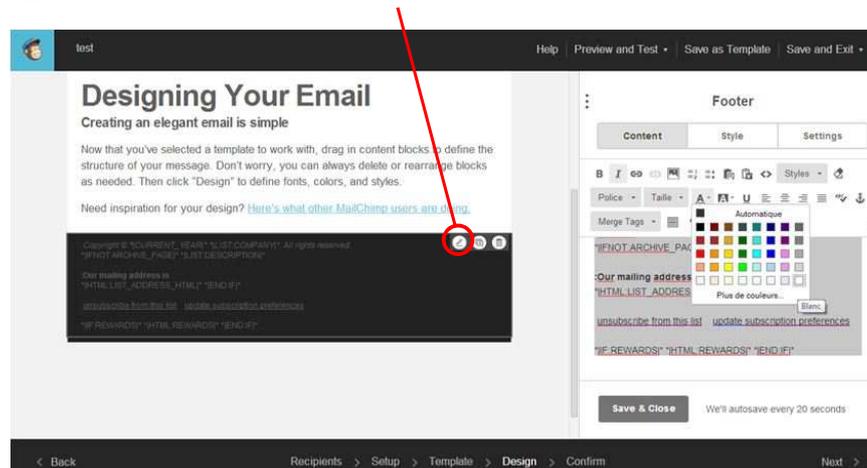
After choosing the **template** you start to design the newsletter. The editing system works by modifying sections one by one. On the right side of the page, you can add new sections in the **Content** area.



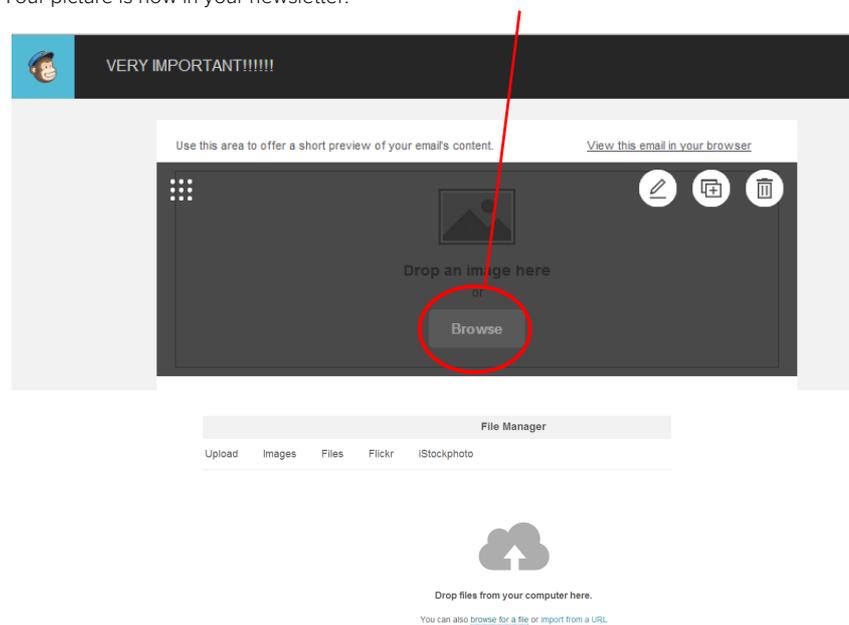
You can edit the newsletter sections in the **Design**-area. Select the newsletter part you want to edit and click on it. Different settings can be changed for example the background color.



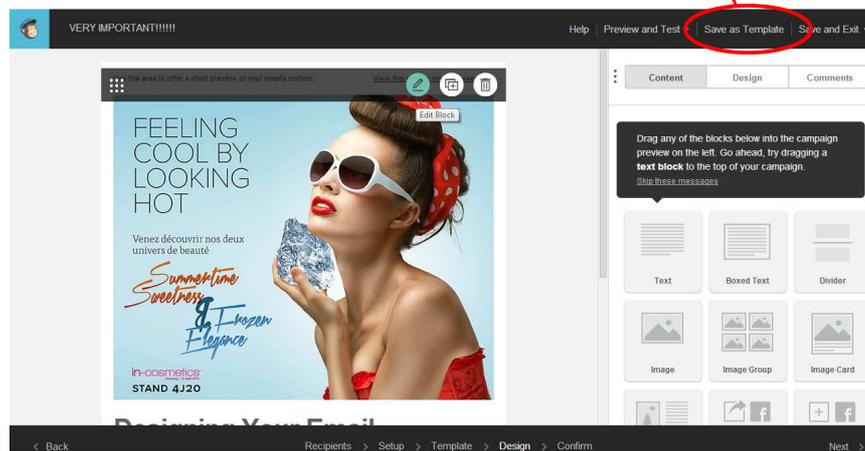
Go back on your main area, select a section and click on the edit icon to edit the text; font, color etc.



You also have the possibility to upload pictures through an **Image** section. Click on the **Browse** button on the section to access on the uploading picture page. You can **Drag and Drop Files** from your computer; **Browse a picture** from your computer or to **Import one from an URL** address. After selecting the picture in your file through MailChimp browser just click **Upload**. Your picture is now in your newsletter.



When your newsletter is created you can save it as template by clicking on **Save as Template** to use it next time and modify what you need.



Mostly our campaigns will be made with **saved templates**, which are easy to modify as explained before.