

# Bobbi Brown Cosmetics Unveils Pretty Powerful Spring Campaign Featuring Friends of Bobbi

BOBBI BROWN

Released on: February 23, 2010, 9:40 am

Author: [Bobbi Brown Cosmetics](#)

Industry: [Consumer Services](#)

Bobbi Brown has been sought out for years by women wanting Bobbi to provide them with beauty solutions, application tips and product suggestions. All of these women have ultimately inspired Bobbi in her daily life and work. Now Bobbi has finally brought many of these women together-including her friends, and those of her staff-for a 3-day shoot where she transformed women from 'Pretty' to 'Powerful.'



Pretty Powerful symbolizes Bobbi's belief that all women possess natural beauty, and with the right tools, are empowered to a higher level of pretty - Pretty Powerful, Pretty Amazing, Pretty Gorgeous, etc. Bobbi Brown

Cosmetics has captured their before/after photos, videos and testimonials as the centerpiece content of the [Pretty Powerful campaign](#).

The content will live on [BobbiBrown.co.uk/PrettyPowerful](http://BobbiBrown.co.uk/PrettyPowerful), but will be infused throughout the season to include on-counter collateral, postcards, and direct mail pieces all featuring 'Friends of Bobbi.' Additionally, [Pretty Powerful](#) in-store events with the Bobbi Brown Beauty Team are scheduled at various major department stores.

On the dedicated website, [Bobbi Brown real women](#) will be featured, accompanied by their profiles, testimonials, video portraits, face chart, application tips and behind the scenes footage of the shoot with Bobbi. Videos and photos will emphasize transformation and link back to the beauty problem the collection/product launch will solve.

[BobbiBrown.co.uk/PrettyPowerful](http://BobbiBrown.co.uk/PrettyPowerful) will also serve as an anchor for online PR outreach and activities. The strategy is targeted towards online/viral marketing and will include engagement activity on the Bobbi Brown UK Facebook page where consumers will be encouraged to 'Tell us how your makeup feels?'. Bobbi Brown will also be holding its first ever live chat 'Ask an Artist' session on Facebook, where consumers will be invited to ask a Bobbi Brown Makeup Artist their beauty questions and receive instant tips and advice.

**About Bobbi Brown Cosmetics**  
[Bobbi Brown](#) first arrived on the beauty scene in 1991 with the launch of Bobbi Brown Essentials, 10 brown-based lipstick shades created to fill a void in the market of simple, flattering and wearable makeup. Bobbi's unique approach to cosmetics was a long-awaited gift for women who at the time had no options in makeup that actually matched their skin tone. Bobbi became an instant champion for women everywhere looking for a natural makeup solution.

**For more information, please contact:**

Sarah Blowers  
Public Relations  
Bobbi Brown Cosmetics  
73 Grosvenor Street  
London  
W1K 3BQ  
0870 034 6751  
[www.bobbibrown.co.uk](http://www.bobbibrown.co.uk)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)