



Adrianna, Nathan and Daniel

welcome

In the world of

A V O N

AVON???

What it is?!

World's lider in cosmetics market
offering their products in direct
sale

Few facts and some history

- The company operates in 150 countries all around the world
- Over 5 million consultants
- Very feminine 😊
- Established in USA in 1886 by a man(!!!)- David McConnel, door-to-door books saler
- First worker/consultant- P.F.E. Albee from Winchester stated in New Hampshire

Quality – first of all

- Recipes of cosmetics are work out in Suffern state of Nowy Jork
- Team of specialists- biologists, chemists, biochemists, pharmacologists

AVON in Poland

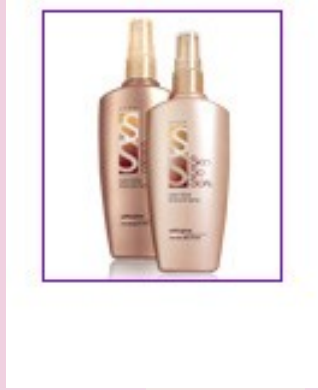
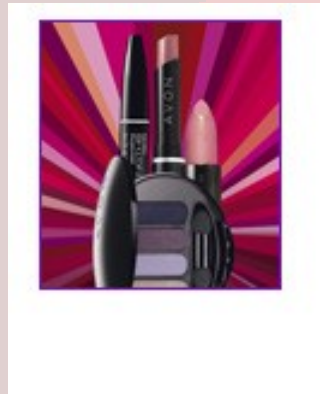
Two independent companies:

→ Avon Cosmetics Polska (1992)

→ Avon Operations Polska-
factory in Garwolin (1997)

AVON's offer

- Cosmetics
- Jewellery
- Women's underwear
- Products for kids
- Other gadgets



AVON's way of advertising:

- Whispered advertising
- Catalogues
- Leaflets
- Pamohlets
- Internet webs
- Shopping on – line
- TV commercials
- Open days
- Community actions



Global strategy with regional adaptation

Look of catalogues



Taiwan



China

Content of catalogues



RSA – June's
catalogue 2007

Advertasing of catalogues in Easter Europe

Movie

Russia

International Avon's face



today · tomorrow · always

Liebe dein Leben

AVON
beauty

Salma Hayek

Regional Avon's faces

- Poland



- Russia



- Italy





Turkey



Vietnam

Japan



RSA



Kerusha and Riana, two of our 2007 Faces of Avon

Winter Beauty

4

This advertisement features two women, Kerusha and Riana, who were the 2007 Faces of Avon. They are shown in a close-up shot, with Kerusha in the foreground wearing a yellow top and Riana behind her wearing a grey top and a black necklace. The background is a light pink color with a pattern of white snowflakes. The text 'Winter Beauty' is written in a pink, cursive font at the bottom, and the number '4' is in a small circle in the bottom left corner.



Lulama, one of our 2007 Faces of Avon

Winter Beauty

2

This advertisement features Lulama, one of the 2007 Faces of Avon. She is shown in a close-up shot, wearing a black top and a brown and orange striped scarf. She has long black hair and is wearing large hoop earrings. The background is a light beige color with a pattern of white snowflakes. The text 'Winter Beauty' is written in a brown, cursive font at the bottom, and the number '2' is in a small circle in the bottom left corner.

„trueglow” – promotion and advertisement in Eastern Europe

trueglow
rozpal swoje zmysły

cieplo.blask.czar

nowość

poznaj zapach
słodkiego karmelu
nagrodzisz się

nowość

Kolekcja biżuterii TrueGlow
Słodki zapach TrueGlow
Wymiary kolczyków: 8 x 6 mm
Naszynek porcelanowy z koralowym złotem.
Wartość produktu: 29,90
Produkt ten jest dostępny w całej
retailowej sieci.

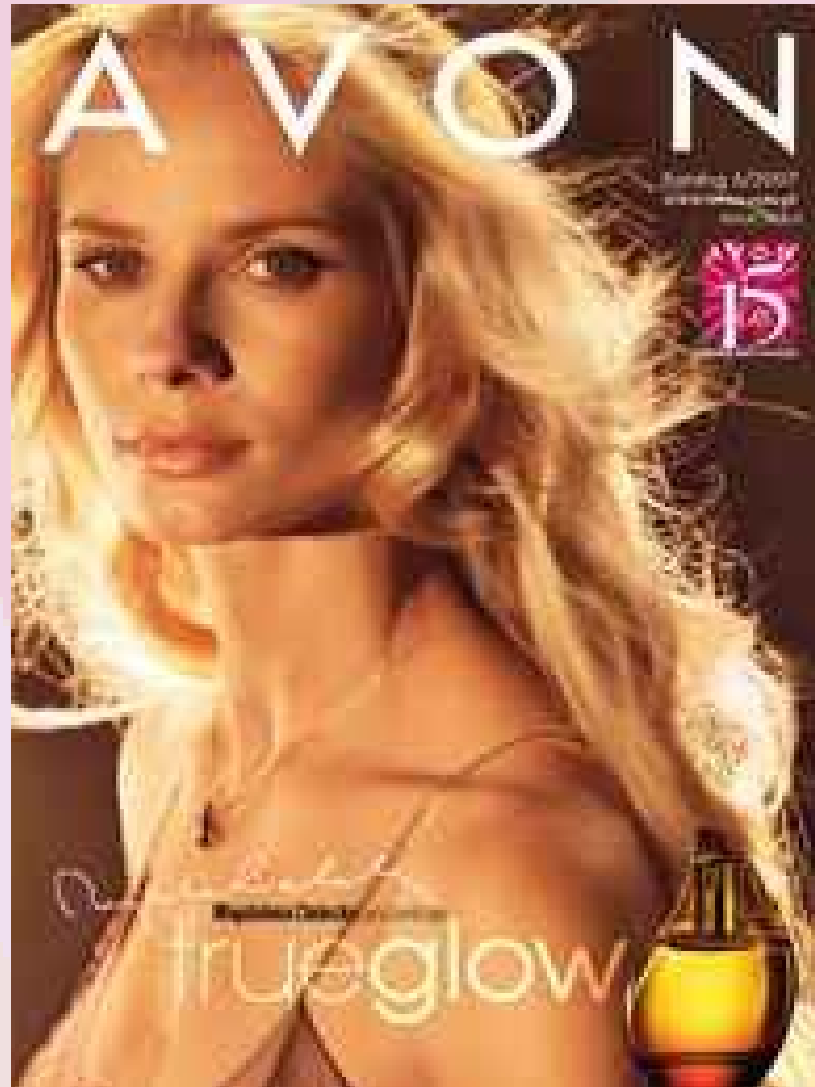
komplet biżuterii
w prezencie

Woda perfumowana
True Glow
Eau de Parfum
50 ml 2219 4

69,90

przy zakupie Wody perfumowanej True Glow

Poland



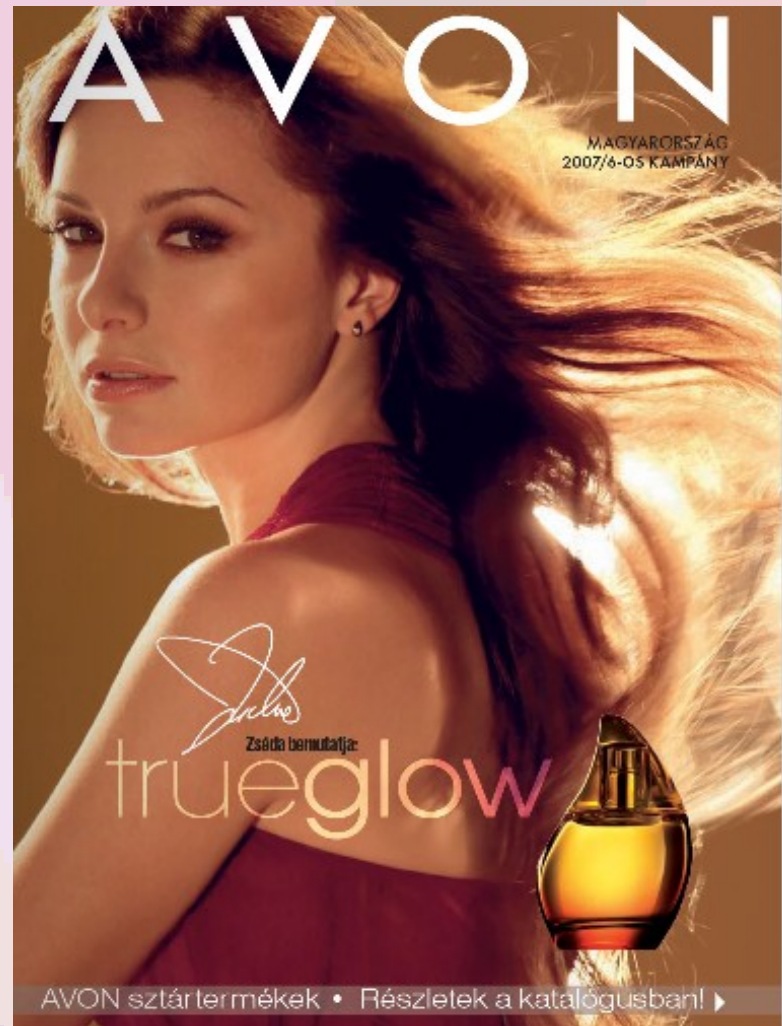
Magdalena Cielecka -
actress

Slovakia, Czech Republic

Dara Rollins - singer



Hungary



AVON

MAGYARORSZÁG
2007/6-OS KAMPÁNY

Zsófia
Zsófia bemutatja:
true glow

AVON sztártermékek • Részletek a katalógusban! ▶

The advertisement features a woman with long, flowing, golden-brown hair, wearing a dark red, strapless dress. She is looking over her shoulder towards the camera. The background is a warm, golden glow. In the bottom right corner, there is a small image of a perfume bottle. The overall aesthetic is elegant and glamorous.

Russia

Olga Budina - actress

КАМПАНИЯ
6/2007



Slovenia, Bulgaria, Macedonia, Serbia and Montenegro, Moldavia, Lituania, Romania

Kam

Brošura C06/2007



Men on the cover ;)



Mexico

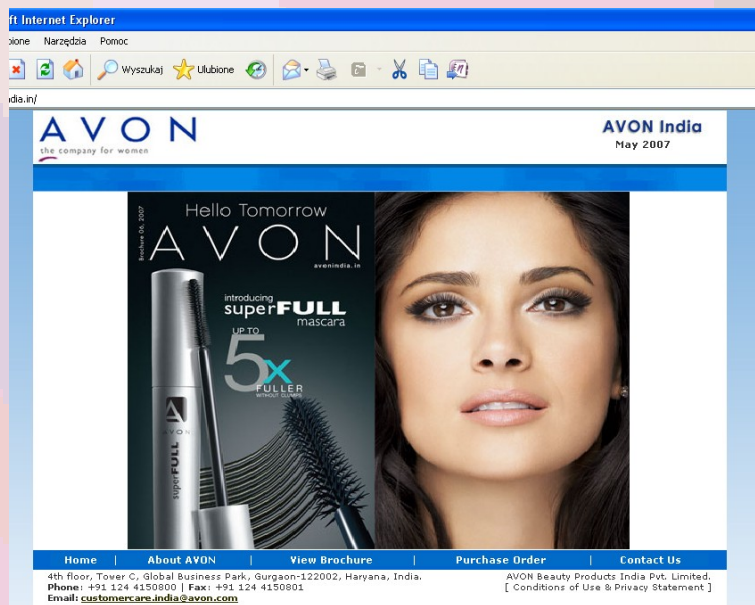


Ecuador



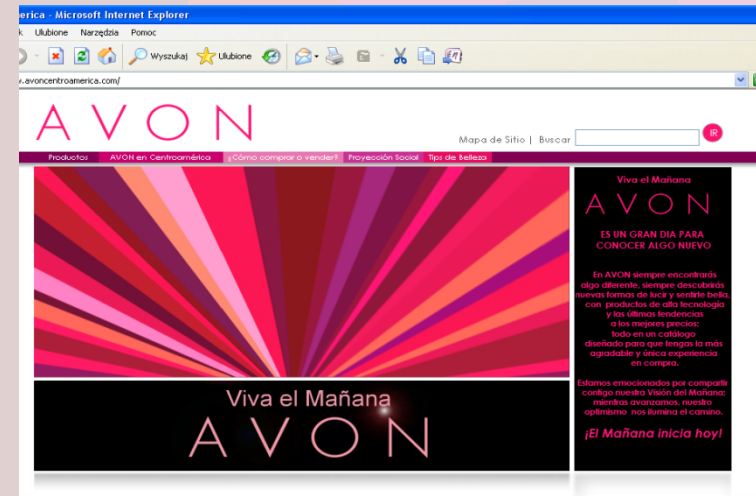
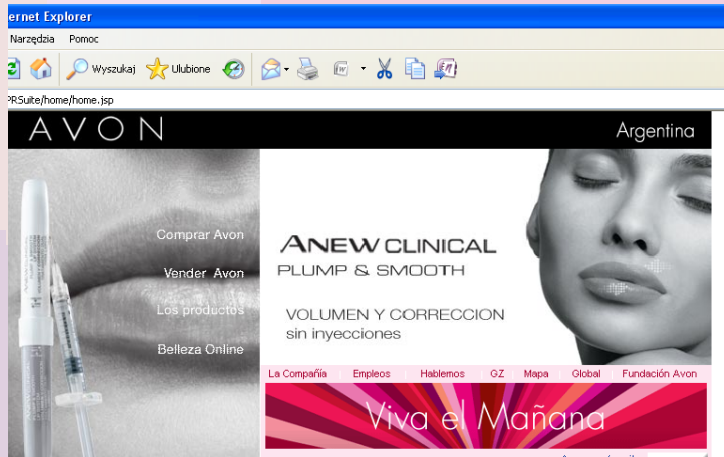
Puerto Rico

Internet webs – standardized but...



India

Common website of some countries



Argentina, Bolivia,
Chile, Paraguay,
Uruguay

Countries of Middle
America

- Bosnia , Croatia, Slovenia
- Bulgaria , Macedonia
- Finland, Lituania, Estonia, Latvia, Moldavia, Romania

Promoting actions and advertisements in connection to regional holidays



8th of March – Women's Day

Promotion actions and advertisement in connection to traditional holidays

Christmas / New Year



Community programs

AVON's foundation:

- Walk Around the World for Breast Cancer
- Emergency and Disaster Relief
- Speak Out Against Domestic Violence

In Poland:

- Huge Live Campaign
- Entrepreneur Women
- Polish lady CAN!



Improving the lives
of women globally

- Takes place since the year 2005
- A series of events including charity concerts, conferences, workshops, marches, cross- country run, etc.
- „Global connection Ribbon Tour”-
“Connection Ribbon”



Emergency and Disaster Relief

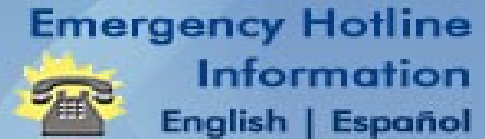
- Idea of bringing help to the victims of natural disaster, terrorist attacks, etc.
- „Avon Yellow Ribbon Pin” (since 2003)- for families injured or killed in Iraq;
- Help for the victims of hurricane Cathrine, tsunami in Asia
- Support for the families of victims of the WTC attack's





AVON FOUNDATION

a 501(c)(3) public charity



- Operates since 2004;
- Programme providing help for the victims violence in families;
- Activity in respect to increase awareness of the problem, financial assistance for the victims;
- Partner of the programme: Salma Hayek

Huge Campaign of Life- Breast Cancer Crusade



AVON

KONTRA RAK PIERSI

WIELKA

KAMPANIA

ŻYCIA



Popieram działania
Wielkiej Kampanii Życia
Avon Kontra Rak Piersi

Magdalena Cielecka

Magdalena Cielecka została twarzą Avonu w Polsce.
Aktorka swoim wizerunkiem wspiera między innymi
działania w ramach Wielkiej Kampanii Życia
Avon Kontra Rak Piersi



'Campaign...' in the world'



Mit Avon
gegen
Brustkrebs



Die Expertinnen von Mamazone e.V. unterwegs mit dem Avon finanzierten "Mamamobil": In ganz Deutschland informieren sie zum Thema Brustkrebs (hier bei Avon Running in Berlin)

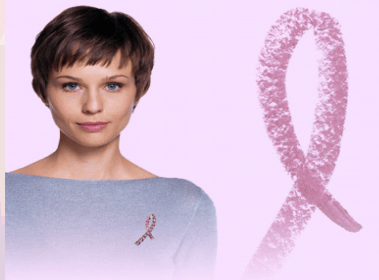


La croisade
Avon
contre le cancer
du sein

L'azienda
delle donne
con le donne
e per le donne



6^{ta} Cruzada Nacional
Avon Contra el Cáncer
"Tu ayuda Da vida a otros"



contra o cancro
cruzada **contra** o **cancer**
o **cancer** da mama



AVON
Hablemos de hacer una gran promesa

¡Poder hacer una gran promesa en un mundo donde no volver a tener cáncer de mama! Es posible. Hablemos de cumplir esta promesa. Conozca y respaldará esta Cruzada contra el Cáncer de Mama. Es Avon quienes que cree y todos los días, respaldará se informará sobre el cáncer de mama. Regístrese en nuestro sitio web. Comparte esta información que todos los días. Respaldará que usted cree. Hablemos de hacer una gran promesa. Hablemos de hacer una gran promesa en www.avon.es

Juntos podremos decir adiós al cáncer de mama!



AVON
BECAST
CÁNCER
Cruzada

AVON **Εφημερίδα**
για ζωή

Νικήστε
Μαζί Μας
τον Καρκίνο
του Μαστού!



Danke schön · Thank You · ありがとう · Grazie · Σας ευχαριστούμε · Dziękuję · 謝謝 · Gracias · Снацибо · Obrigado · Děkujeme · Merci



AVON
FOUNDATION
BREAST
CANCER
CRUSADE



AVON
CRUZADA CONTRA
EL CÁNCER
EN LA MUJER

AVON *Justine*
ithemba
CRUSADE OF HOPE

Entrepreneur Women



- **Contest** organised in the years 2000-2005;
- **Goal:** promoting independent business activity of Polish women;
- **Idea** of competition was looking for and introducing to the society the women leading own companies
- Considered as the best example of actions promoting **business women phenomena** among the whole European countries

Polish lady CAN!

- First career fair for women in Poland;
- ‘(...)We couldn’t be deaf for arriving information about the facts, that women need expertised support to develope their abilities and show that **‘Polish lady CAN... (Angelika Różyńska, Marketing Manager Avon Cosmetics Polska)**
- ‘(...)We want to help our wonderful ladies in finding their own way in developing their own activity in profession and self- realization’ (*Jacek Dziekoński, Dyrektor Generalny, Avon Cosmetics Polska*)





THANK YOU FOR
ATTENTION!!!