

## **Bobby Brown Band**

### **TRAILER**

*Bobbi Brown cosmetics are an American makeup institution, developed and created by creative entrepreneur Bobbi Brown their make-up range prides itself on being a product for all women.*

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### **SCRIPT**

#### **Commentary**

Bobbi Brown cosmetics are an American makeup institution, developed and created by creative entrepreneur Bobbi Brown their make-up range prides itself on being a product for all women.

#### **ITV, BOBBI BROWN, Creative Entrepreneur (English)**

Bought by the Estee Lauder group in 1995, Bobbi Brown products are currently available in 45 countries across the globe, including South Africa.

As a brand Bobbi Brown prides itself in being able to provide women with fresh innovative products, ensuring a soft beautiful natural finish. With many brands competing for share of pocket its important that cosmetics brands remain relevant to their target market.

#### **ITV, SUE FOX, MD, Estee Group SA (English)**

*“Its very focused ... Bobbi Brown Studio.”*

**Commentary**

Despite the global financial slowdown women are still buying makeup and not trimming spending on what could be perceived as non-essential luxury items.

**ITV, SUE FOX, MD, Estee Group SA (English)**

*“Women are still buying.. very pleased about that.”*

**Commentary**

With the global make-up market set to grow by an additional 23% to \$31 billion in 2012, brand equity in the business of make-up and cosmetics is essential especially if you are planning to enter into new markets.

For the team at Estee Lauder South Africa, their rollout strategy for the Bobbi Brown brand was to introduce the brand slowly and then facilitate the demand

**ITV, SUE FOX, MD, Estee Group SA (English)**

*“We’ve gone quite slowly ... that customer.”*

**Commentary**

South Africa has become an important player in the global make-up market, becoming one of the top 5 emerging markets for the sale of international brands.

Despite the global slowdown the industry is forecast to experience growth, but there will be a greater emphasis on innovation and excellence, as the competition gets tighter.

**END**