



CAMPAIGN: ESSENCE BEAUTY CARNIVAL™

CLIENT: ESSENCE

AGENCY: MARK STEPHEN

Mark Stephen Experiential Agency works with marketers who need to create positive, immediate and direct connections with influential consumers. We approach each project by tying success to specific brand objectives so that our clients get a stylish, forward-thinking aesthetic that has an impact on revenue.

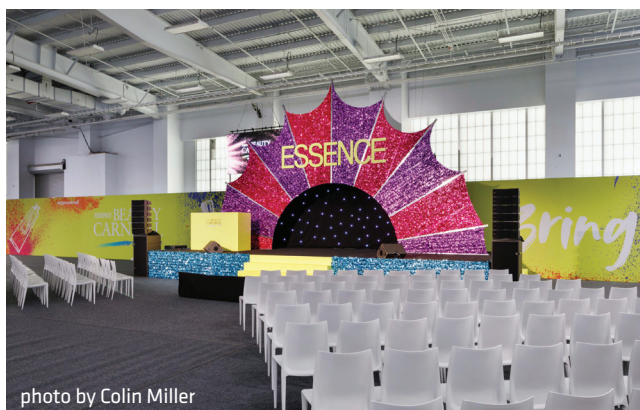


photo by Colin Miller



Essence Beauty Carnival™

Objective: Create a multi-faceted environment that builds excitement and sponsor revenue among the top beauty brands while driving consumer and social media engagement at the Essence Festival in New Orleans.

CONTACT INFO

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Result: Mark Stephen partnered with Essence to create the Essence Beauty Carnival™. Originating at the Essence Festival in New Orleans, the Beauty Carnival™ has evolved into a multi-sensory experience dedicated to the celebration of all things beauty. In three years, the experience has expanded to include custom activations; a stage, featuring beauty demos and interviews; and an exhibit, celebrating the history of black hair. In addition to the overall conceptualization, design, and on-site management, Mark Stephen collaborated directly with many of the multi-cultural divisions of the top beauty brands, including L'Oreal, Coty and Revlon, on the development of their activations, with the objectives of building awareness and social engagement while maintaining a cohesive design aesthetic in the festival environment. Year-over-year, the sold-out program has doubled in size and gained record-setting attendance. The program expanded to New York City in 2019.

12+ Beauty Sponsors

10+ Activations

2X increase of foot print over previous year

2X increase of registered attendees over previous year

Sold Out VIP experience



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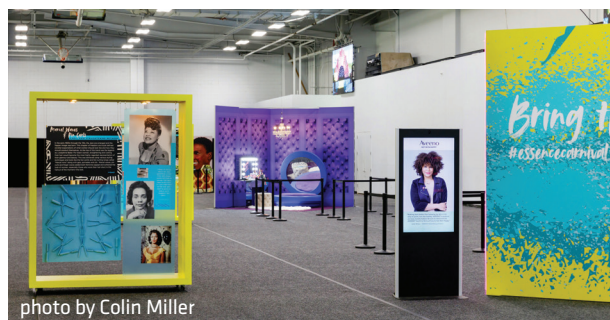


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