



*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

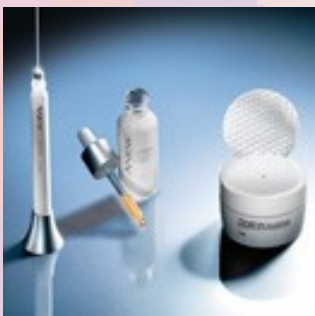
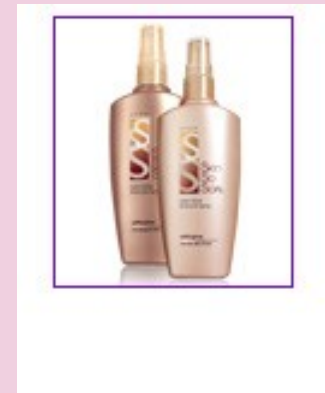
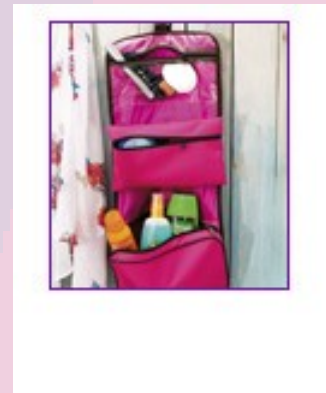
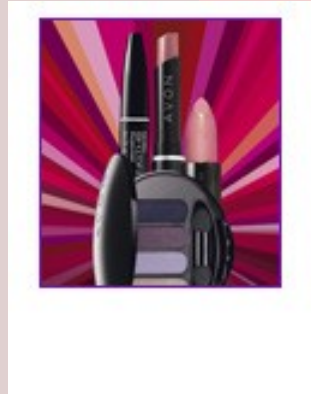
Two independent companies:

→ 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. The background is a light pink color with a pattern of white snowflakes. The text 'Winter Beauty' is written in a stylized, pink 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 from the chest up, wearing a black top and a brown and tan striped scarf. She has long, dark 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 stylized, brown 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

poznań  
zapach  
słodkiego karmelu  
namiętności

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  
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



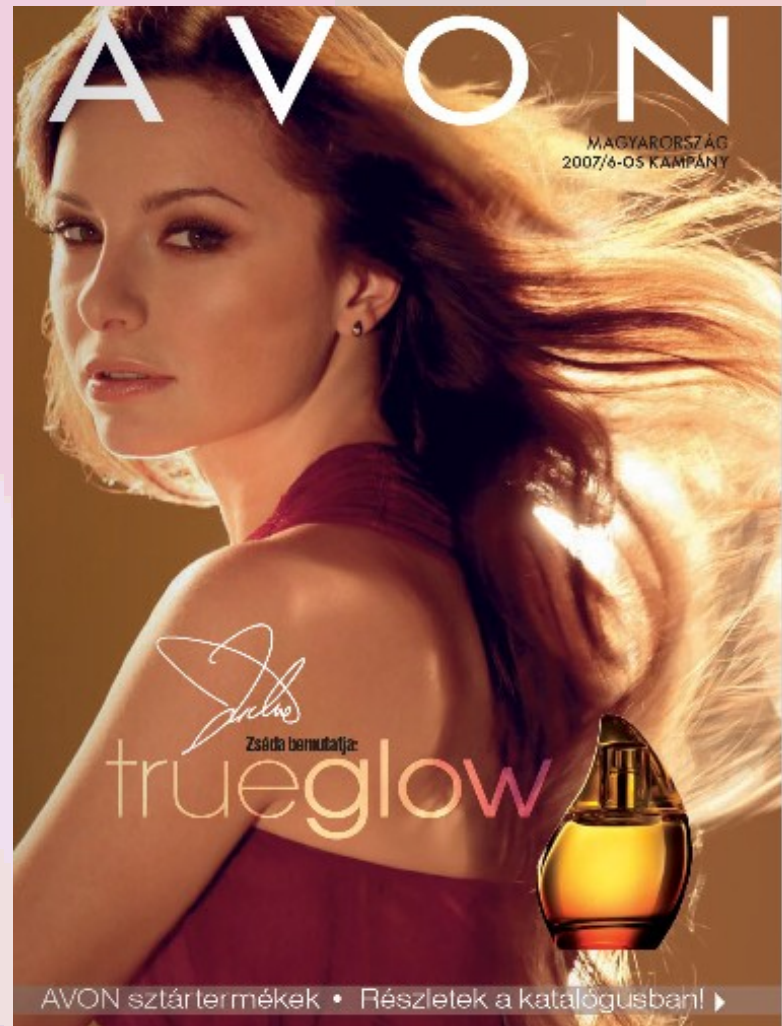
Magdalena Cielecka -  
actress

# Slovakia, Czech Republic

Dara Rollins - singer



# Hungary



AVON

MAGYARORSZÁG  
2007/6-OS KAMPÁNY

*Zsófia*  
Zsófia bemutatja:  
true glow

AVON sztártermékek • Részletek a katalógusban! ▶

# 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

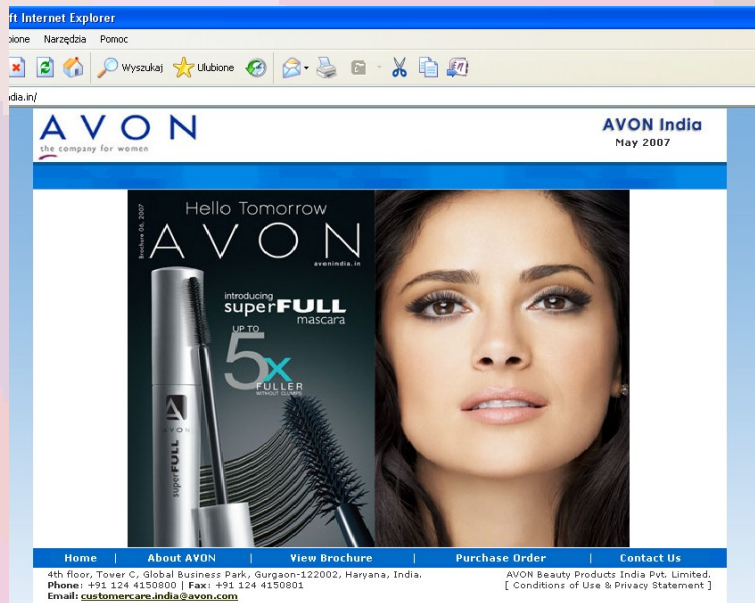


Ecuador



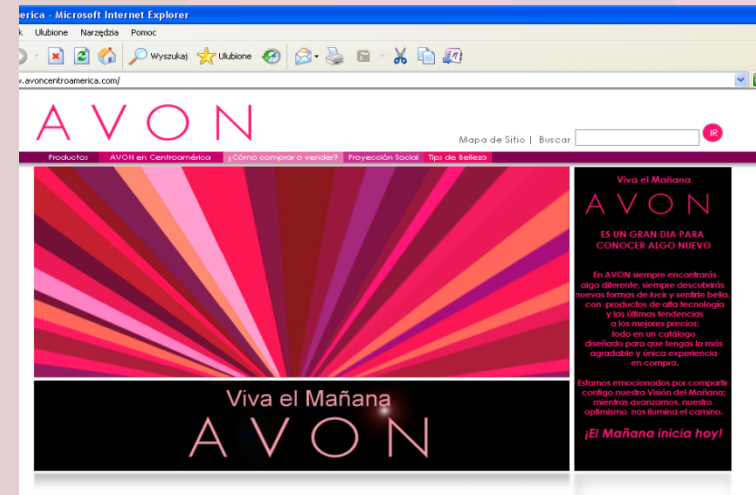
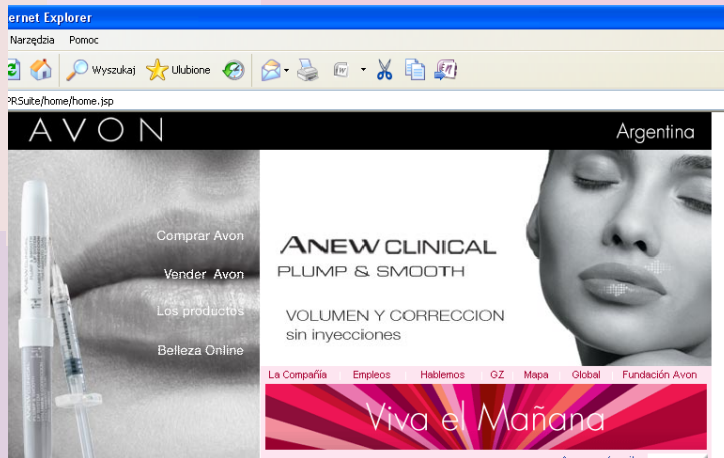
Puerto Rico

# 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



8<sup>th</sup> 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”



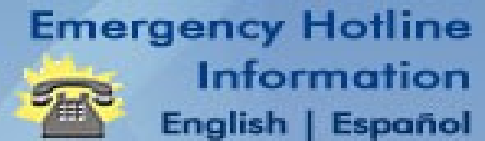
# Emergency and Disaster Relief

- 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

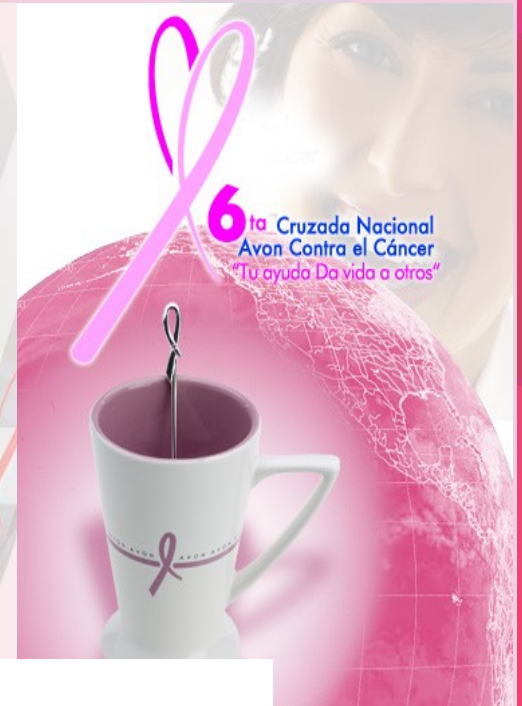


Die Expertinnen von Mamazone e.V. unterwegs mit dem Avon finanzierten "Mamamobil": In ganz Deutschland informieren sie zum Thema Brustkrebs (hier bei Avon Running in Berlin)



La croisade Avon contre le cancer du sein

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



6<sup>ta</sup> Cruzada Nacional Avon Contra el Cáncer "Tu ayuda Da vida a otros"



contra o cancro da mama  
cruzada contra o cancro da mama



AVON  
Hablemos de hacer una gran promesa

¡Poder hacer una promesa en un mundo donde no volverá a haber cáncer de mama! Es posible. Hablemos de cumplir esa promesa. Conozca y respaldará esta Cruzada contra el Cáncer de Mama. Es Avon quienes que ante y todos los días, respaldan al esfuerzo sobre el cáncer de mama. Registre su nombre en esta Cruzada en los puntos de información que todos los meses que usted necesita. Hable con su Distribuidor Avon o visite en [www.avon.es](http://www.avon.es)

Juntas podremos decir adiós al cáncer de mama!



AVON  
Εφηίδα  
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!!!