

# AMLA EVENT

04.29.14

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Amla Legend wanted us to create an event to introduce the product line, educate on its benefits and engage with the brand.

- Celebrity host Johnny Wright
- Guest Tracee Ellis Ross
- Product stations allowed guests to interact with the products
- Stylists showed consumers how Amla Legend products fit with their hair routine
- Interactive photo booth and wall encouraged social media amplification
- Gift bags with sampling packets drove back to store

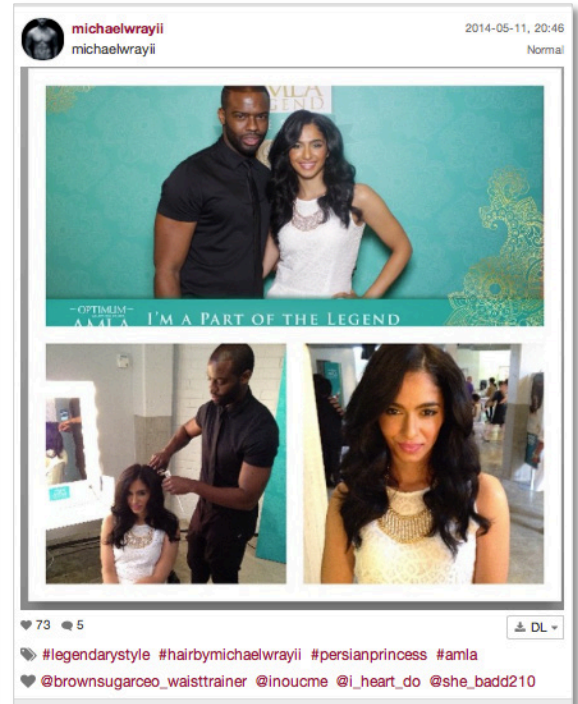
The Amla Legend logo, with "AMLA" in teal and "LEGEND" in gold.The logo for the marketing agency, "themarketingarm", featuring a globe icon and the text in a sans-serif font.

# EVENT





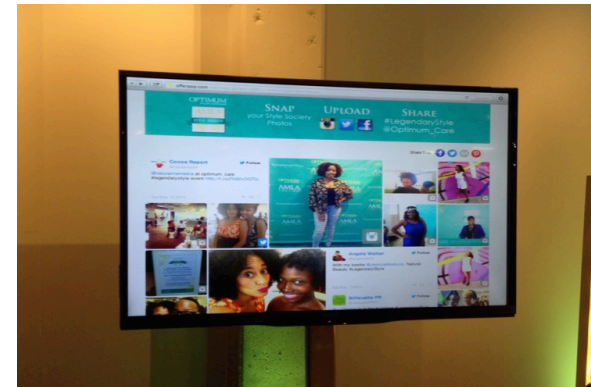
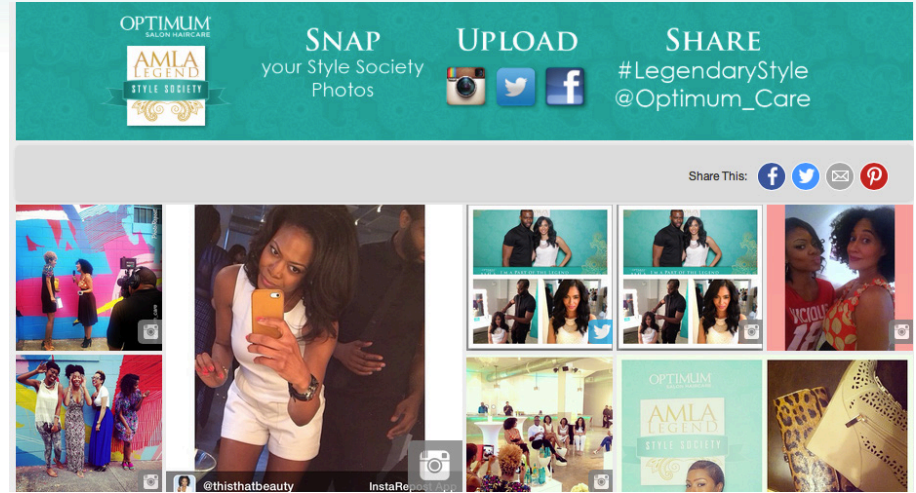
# EVENT



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# EVENT

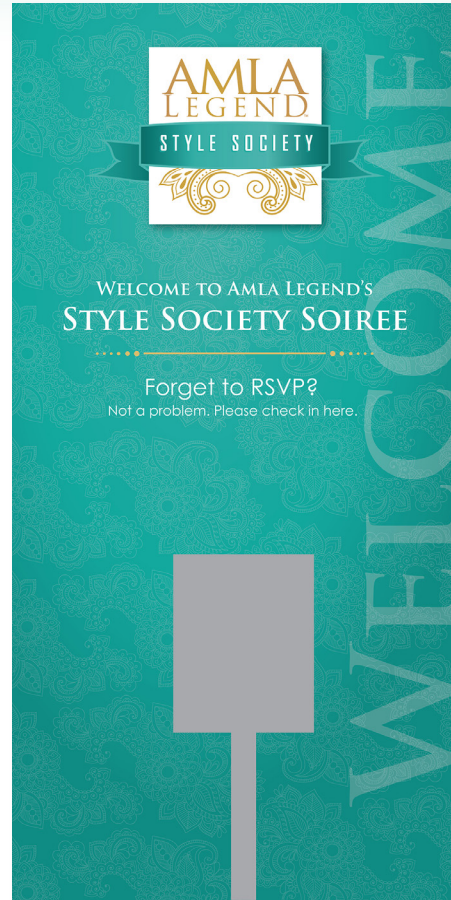


# STYLE SOCIETY ARTWORK





# ENTRY KIOSK BANNERS



# PHOTO BACKDROP AND BORDER



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# SOCIAL MEDIA DIGITAL SCREEN



# SOCIAL MEDIA BANNERS





# AMLA BANNERS

**TIMELESS HOLD**

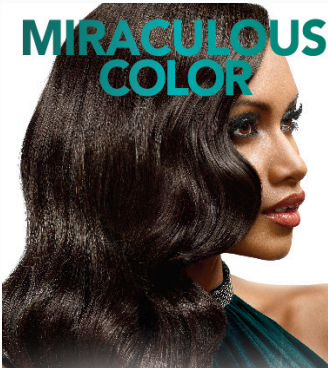


**AMLA  
LEGEND.**  
OIL-INFUSED STYLING

**OUR 1<sup>ST</sup> STYLERS**  
INFUSED WITH AMLA OIL

**SOFTSHEEN | CARSON**  
LABORATORIES ADVANCED RESEARCH  
AFRICAN HAIR AND SKIN

**MIRACULOUS  
COLOR**




**AMLA  
LEGEND.**  
OIL-INFUSED STYLING

**LUSTROUS COLOR  
SUPERIOR SHINE**  
WITH THE 1<sup>ST</sup> COLOR TREATMENT RITUAL

**SOFTSHEEN | CARSON**  
LABORATORIES ADVANCED RESEARCH  
AFRICAN HAIR AND SKIN

**REJUVENATE**



**AMLA  
LEGEND.**  
OIL-INFUSED STYLING

**REVERSE  
DAMAGE**  
FROM DAY ONE

**SOFTSHEEN | CARSON**  
LABORATORIES ADVANCED RESEARCH  
AFRICAN HAIR AND SKIN

**MIRACULOUS  
COLOR**



**AMLA  
LEGEND.**  
OIL-INFUSED STYLING

**LUSTROUS COLOR  
SUPERIOR SHINE**  
WITH THE 1<sup>ST</sup> COLOR TREATMENT RITUAL


**SOFTSHEEN | CARSON**  
LABORATORIES ADVANCED RESEARCH  
AFRICAN HAIR AND SKIN

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# AMLA BANNERS

**REJUVENATE**



**AMLA**  
LEGEND.  
OIL-INFUSED STYLING



**MORE POWERFUL  
THAN DAMAGE**  
DEEPLY INFUSED WITH AMLA OIL

SOFTSHEEN CARSON  
LABORATORIES ADVANCED RESEARCH  
PHYCER FOR HAIR AND SKIN

**AMLA OIL**  
FROM INDIA

**DIVINE  
SMOOTH**

**LUSH  
NOURISHMENT**

**MESMERISING  
SHINE**

**AMLA OIL**  
FROM INDIA

**HIGHLY  
NUTRITIVE**

**RICH WITH  
ANTI-OXIDANTS**

**ABUNDANT IN  
VITAMINS &  
MINERALS**

**MIRACULOUS  
COLOR**



**AMLA**  
LEGEND.  
OIL-INFUSED STYLING



**LUSTROUS COLOR  
SUPERIOR SHINE**  
WITH THE 1<sup>ST</sup> COLOR TREATMENT RITUAL

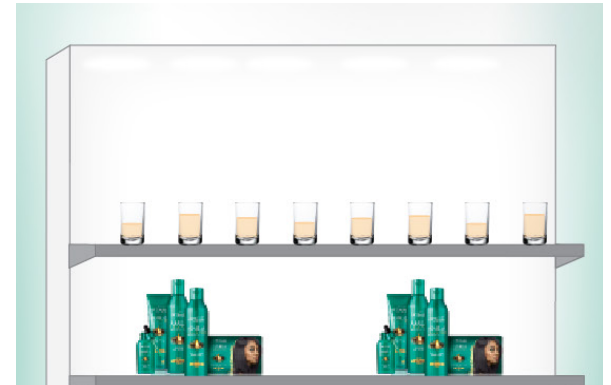
SOFTSHEEN CARSON  
LABORATORIES ADVANCED RESEARCH  
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**AMLA**  
LEGEND.

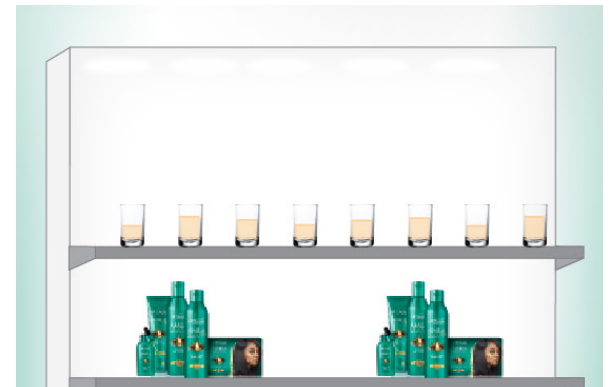
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# PRODUCT STATION 1



# PRODUCT STATION 2

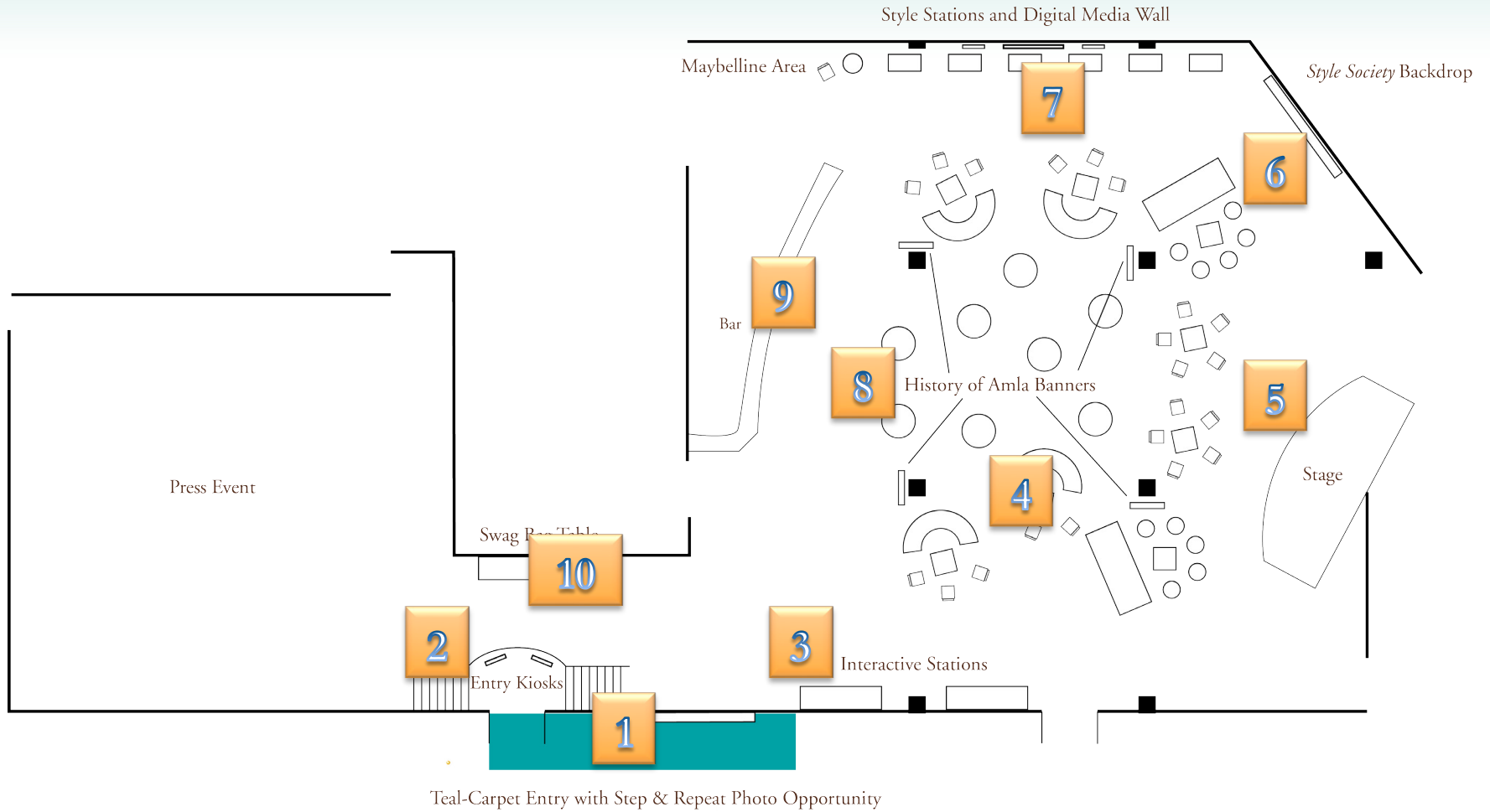




# EVENT DETAILS

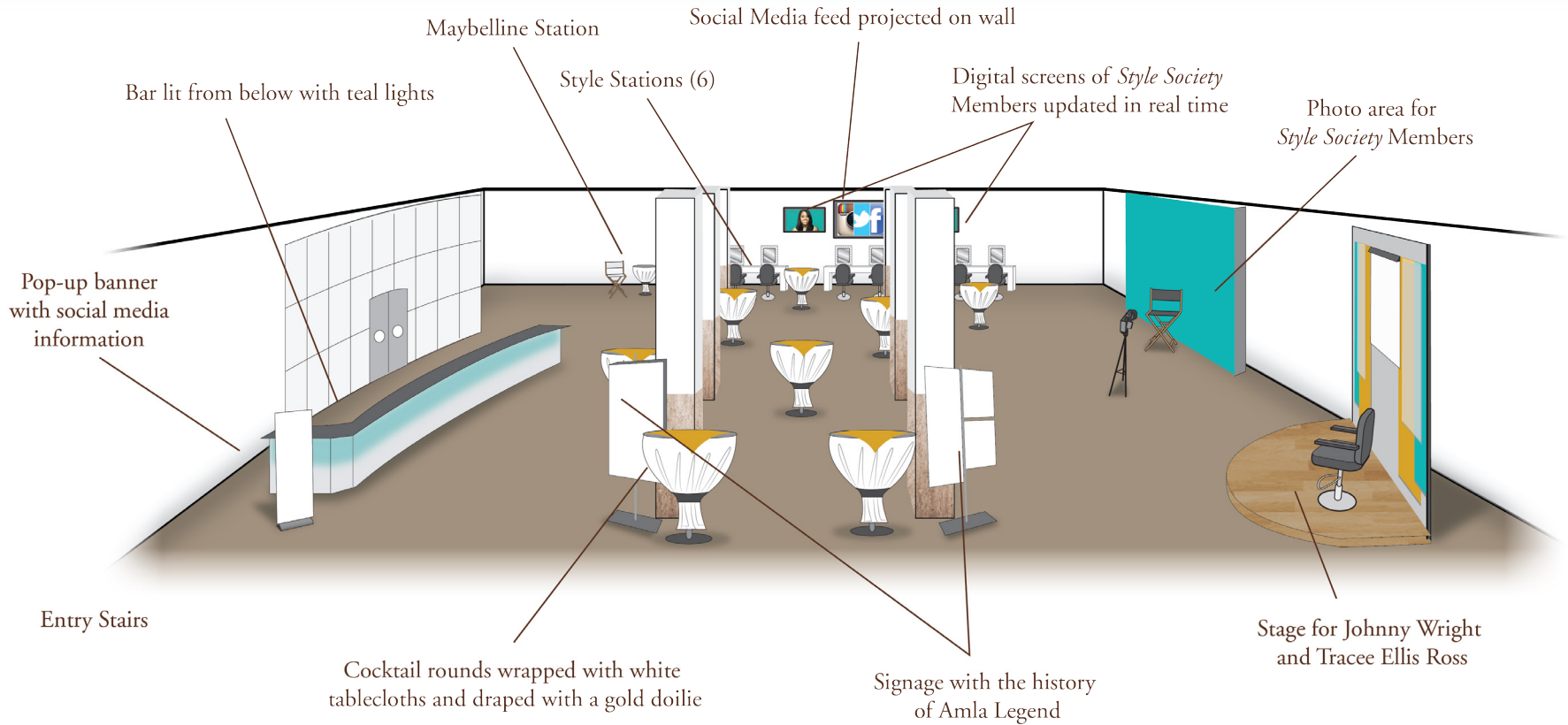


# OVERHEAD FLOORPLAN





# RENDERING



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# PHOTO OF SPACE





# ENTRY EXPERIENCE

- Step and repeat
- Teal carpet
- Photographer



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# ENTRY EXPERIENCE

- Banner kiosk to sign in
- Microsite entry
- Initiation handbook distribution



# INTERACTIVE WALL



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# INTERACTIVE WALL

- White plastic base lit from within
- Stair stepped to display multiple products
- Display case above with products behind glass or clear plexi lit from within
- Artwork lit from behind with product benefits and attributes
- Glass jars filled with oil displayed above shelf display case
- Teal uplights on wall behind



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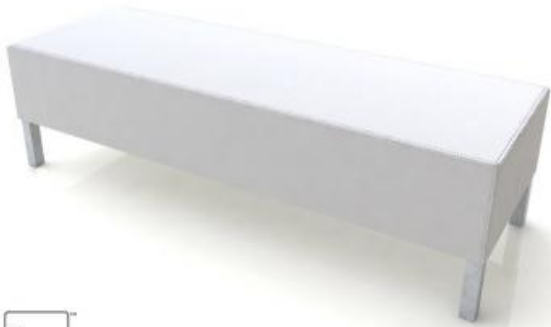
# TABLES

- Cocktail rounds (hi-boys) wrapped with white tablecloths (preferably spandex)
- Gold doilies on top in the middle
- Table tents in center
- Two Chandeliers



# SEATING

- 2 white couches
- 22 ghost chairs
- 8 illuminated coffee tables
- 4 couch ottomans
- 8 ottomans
- Seating for 48-52 people



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# STAGE

- Flat fabric panels hanging from ceiling (teal, gold and white)
- Amla logo on panels



**BST Banana Barstool**  
(white, chrome)  
21" L 22" D 30" H



# DIGITAL MEDIA WALL

- Backdrop with photographer on right wall
- Digital social media shown from #legendarystyle on Large TV in real time
- *Style Society* signage above small TVs that show photos of new members in real time



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# STYLE STATIONS

- White tables with lighted mirrors
- White stools
- Spray bottles
- Products displayed



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# BANNERS

- 8 banners



# BAR

- Lights underneath overlaid with teal gels
- Logo lit in white on the back walls



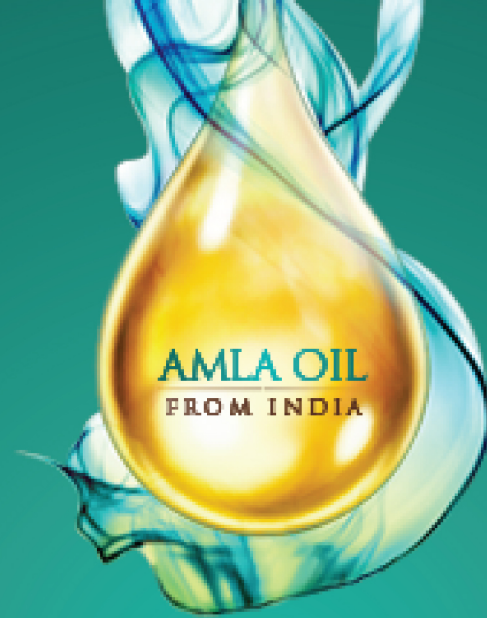
# SWAG BAG TABLE

- High end boutique-style paper bag
- Rectangle table with white tablecloth
- Bag to include:
  - Amla product samples
  - One full-size product
  - Branded head wrap
  - Branded chocolate
  - Invite for a friend to join the *Style Society*



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THANK YOU

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 [themarketingarm](https://www.themarketingarm.com)