



MAGIC SKIN CARE

Program Overview

OVERVIEW



Magic shared the brand essence to the city of Chicago in June 2014 by showing men we have them covered when it comes to achieving the ultimate smooth look. With the classic Magic Shave and the recently launched skin care products, Magic now has a unique skin care regimen made specifically for him. It's time to smooth over Chicago!



CREATIVE ELEMENTS



CREATIVE ELEMENTS

1. SUV Vehicle Wrap
2. Vertical Pop-Up Banners
3. Backdrop
4. Grooming Appointment Tickets
5. Brand Cards w/ Samples
6. Table Tents
7. Window/Mirror Clings
8. Gift Bags
9. Sample size Bags
10. Uniform Polo Shirts



CREATIVE ELEMENTS – APPROVED

SUV vehicle wrap



Cadillac Escalade ESV

1/10 SCALE



CREATIVE ELEMENTS – REVISED

Pop-Up Banners

Specs: Vertical 33.25" x 84.75"

Quantity: 2



SINCE 1967
magic
FORMULATED FOR BLACK MEN

PLACE YOUR **BETS** ON **SMOOTH SKIN**

MEN'S GROOMING PROMOTIONAL PARTNER

Think Like a
MAN

— IN THEATERS —
JUNE 20

ENTER FOR A CHANCE TO
WIN A TRIP FOR TWO
TO VEGAS!

f ENTER AT
[FACEBOOK.COM/MAGIC](https://www.facebook.com/magic)

BLEED AREA
will not be visible when mounted
into bannerstand

CREATIVE ELEMENTS

Backdrop

Specs: 153" x 87.5"

Quantity: 1



CREATIVE ELEMENTS

Grooming Appointment Tickets

Specs: 3.5" wide x 2" high (business card size) / 2-sided

Quantity: 200 cards total

magic Ticket# 01

THIS ONE'S ON US.

Need a trim? Magic Shave and Skincare are taking care of your trip to the barbershop today.
(Up to \$25)

Please present this ticket to your barber upon payment.

Terms & Conditions: One (1) grooming service per person per issued ticket. MAGIC™ will pay up to \$25.00 including taxes and tip. Offer valid only at issued location and on designated 'Date of Issue'. Customer is responsible for all fees for services that exceed \$25.00. MAGIC™ is not responsible for satisfaction of services or refunds. MAGIC™ is not affiliated with designated barber shop location(s).

MAINTAIN YOUR MAGIC

magic
SINCE 1901
FORMULATED FOR BLACK MEN

THIS ONE'S ON US.



CREATIVE ELEMENTS

Brand Cards

Specs: 7.5" x 5.5" /
Full Color /
2-sided
Quantity: 2,000

WHEN SMOOTH MATTERS

SINCE 1901
magic
FORMULATED FOR BLACK MEN

"Smooth" isn't just an adjective. It's a way of life. It's about looking your best so you can feel your best. It's about confidence. It's about style. Smooth is knowing how to look, think and feel like the sharpest guy in the room at all times.

Fortunately, Magic can help you where smooth matters most: your face. With our full line of razorless shaving products and bump defying skincare, your smooth look is so easy, it's Magic.

**SHOW OFF YOUR SMOOTH.
#MAGICSHAVEAPPROVED**

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magic
FORMULATED FOR BLACK MEN

PLACE YOUR **BETS**
ON **SMOOTH SKIN**

Think Like a **MAN**
IN THEATERS
JUNE 20

ENTER FOR A CHANCE TO
**WIN A TRIP FOR 2
TO LAS VEGAS!**

f ENTER AT
[FACEBOOK.COM/MAGIC](https://www.facebook.com/magic)

SWEEPSTAKES RULES: No purchase necessary to enter or win. Sweepstakes is open to legal residents of the 50 United States or District of Columbia who are at least 21 years of age at the time of entry, except employees of Sponsor, CTMG, their immediate families and those living in the same household. Sweepstakes begins at 12:01 AM ET on 6/1/2014 and ends at 11:59PM on 7/15/2014. Void in Puerto Rico and outside the 50 United States/D.C. and where prohibited by law. Go to www.facebook.com/magic for full sweepstakes details and to submit sweepstakes entry. Sponsors SoftSheen-Carson, Consumer Products Division of L'Oréal USA, Inc. (75 Fifth Avenue, New York, NY 10017).



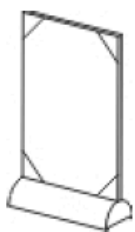
CREATIVE ELEMENTS

Table Tents

Specs: 4" x 6"

Quantity: 15

[BLACK LEATHERETTE TABLE TENT]

	Code	Color	Quantity	RETAIL PRICES
	TPL-0406-BK	Black ●●	12+	\$3.35 ea.
			50+	\$3.20 ea.
			100+	\$3.10 ea.
			250+	\$2.95 ea.
			500+	\$2.75 ea.



PLACE YOUR **BETS**
ON **SMOOTH SKIN**



Visit Softsheencarson.com/Magic to learn more.



CREATIVE ELEMENTS

Window & Mirror Clings

Specs: 7" high x 5" wide (Mirror cling)

Specs: 3' high x 2' wide (Window cling)

Quantity: 15 mirror clings / 5 window clings



CREATIVE ELEMENTS

Gift Bags

Specs: 10" x 8" x 1.25"

Quantity: 300



CREATIVE ELEMENTS

Sample Bags

Specs: 7" x 10.5" / Clear plastic /
die-cut handle / 1-color imprint

Quantity: 2,000



CREATIVE ELEMENTS

Uniform Polo Shirts

Specs: Black / Magic logo on front / #MagicShaveApproved on the back (upper middle)

Quantity: 12

