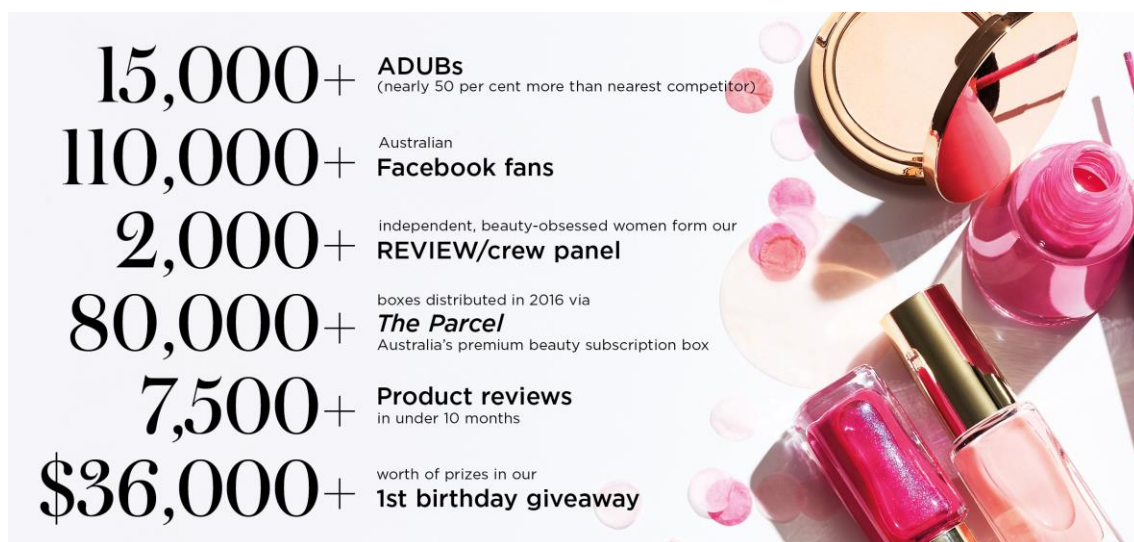


# BEAUTY/crew

## BEAUTYCREW CELEBRATES 1<sup>st</sup> BIRTHDAY SMASHES LAUNCH TARGETS: ALREADY AUSTRALIA'S # 1 ONLINE BEAUTY DESTINATION



Thursday 2 February, 2017: BEAUTYcrew today celebrates its first birthday and, in just 12 months, the team are toasting their position as **Australia's number one online beauty destination**.

Powered by Seven West Media, BEAUTYcrew launched one year ago as the first single e-commerce platform where women who love beauty can learn, try, review and buy. Its introduction marked the first time Pacific's brands united in the one destination, providing remarkable expertise and a powerful cross-platform reach for consumers and clients alike.

Now one year on, the brand has seen phenomenal success with more than 15,000 average daily unique browsers\*, almost 50 per cent more than its nearest competitor. In addition, its Australian Facebook fans have grown to 110,000 whilst the brand's Review Crew® database has pooled together 2,000+ beauty-obsessed women who love to trial products and complete reviews. The site is now home to more than 7,500 independent reviews in under 10 months.

"BEAUTYcrew continuously delivers advanced commercial outcomes for our partners," says **Jackie Frank, General Manager, Fashion, Beauty & Health, Pacific Magazines**.

"We have recently further optimised our advertising placements, ensuring higher visibility with increased ad impressions to deliver an above-industry average viewability of over 70%.

"And in another first, BEAUTYcrew recently partnered with Chanel to release their first shoppable video. The video alone generated overwhelming reach and impressive engagement – and it is just the first of many more to come," Frank adds.

As the ultimate beauty destination, BEAUTYcrew has also welcomed The Parcel, delivering premium beauty sample boxes to over 80,000 Australian women in 2016. Together, the Review Crew® and

The Parcel now offer unparalleled sampling opportunities to Pacific's partners across all spectrums of the scale.

**Alex Noonan, Content Director, BEAUTYcrew**, says: "It's been an incredibly successful 12 months – and we have a lot to celebrate. Our always on approach, ensures we're seeding out contextually relevant content at all hours and across all platforms. Delivering innovative and engaging content is what we do best and as we continue to invest in the consumer experience with leading beauty journalism, beautiful photography and engaging videos, we will only further cement our position as number one in the online beauty sphere.

"Thanks to our incredible partnerships over the last year, we're creating a meaningful connection between a brand and our audience. Just last month, we partnered with Estée Lauder on a Facebook Live that had over 76,000 views in a matter of hours. It's a powerful way to deliver key messaging to a very engaged audience, whilst stimulating a two-way conversation with our beauty-loving consumer," Noonan adds.

BEAUTYcrew has been supported by commercial partners including L'Oréal Australia, Estée Lauder Companies, Chanel, NIVEA, Coty, Parfums Christian Dior, Natural Instinct, Westfield and Scholl.

To celebrate the BEAUTYcrew first birthday and thank the loyal following of their audience, the brand are launching their largest consumer giveaway ever, offering more than \$36,000 worth of beauty products from 28 different beauty brands. Full details are available at [www.beautycrew.com.au](http://www.beautycrew.com.au)

*Ends.*

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*\*Nielsen Market Intelligence Report, January 2017*