

PACIFIC AND PRICELINE PHARMACY PARTNER TO DEBUT SNAP SPECS AT VAMFF

SNEAK PEEK BEHIND THE SCENES AT THE GRAND SHOWCASE

Thursday 16th March 2017: Pacific and Priceline Pharmacy will today debut Snapchat Spectacles at the Virgin Australia Melbourne Fashion Festival (VAMFF) – with exclusive behind-the-scenes beauty footage at the Grand Showcase.

VAMFF's Official Hair & Beauty partner Priceline Pharmacy and BEAUTYcrew, Australia's number one online beauty destination, will use Snapchat's newest technology to stream backstage content through the eyes of leading beauty experts. Users will be given a backstage pass into the glamour and drama before models hit the runway for the Festival's pinnacle event.

Mark O'Keefe, General Manager - Marketing at Priceline Pharmacy says: "Our partnership with BEAUTYcrew today is about bringing exclusive and innovative content to our customers through social media.

"For the first time, we'll be giving our audience a live, first person view of what it feels like to be behind the scenes at one of the biggest fashion and beauty events in the country."

Priceline Pharmacy has flown in a selection of Beauty Advisors from stores around the country to work backstage at VAMFF, to be led by Priceline Makeup Director Rae Morris and Priceline Hair Director Kenneth Stoddart,

Snap Specs are a sleek pair of round shades with a small camera integrated into the upper left and right sides of the frames. Specs record for 10 seconds by tapping a button near the hinge – with additional taps gaining 10 more seconds (up to 30 seconds at a time). Videos can be viewed either horizontally or vertically and show up in a distinctive circular format when shared on other platforms.

Alex Noonan, Content Director at BEAUTYcrew says: "We've seen incredible success with live video in the last 6 months and Snap Specs offers a fun evolution of this strategy.

"Our audience crave service-driven content and this new technology allows us to give them an exclusive backstage pass while teaching them a new season trick or two from the unique perspective of the makeup artist."

Today's activation will be pre-promoted across BEAUTYcrew's Facebook, Instagram and Snapchat in addition to Pacific's other beauty and fashion brands including marie claire and InStyle.

"Snapchat is an increasingly important platform in our social strategy. We're always challenging ourselves to come up with new ways to engage with our consumers on this channel and connect them with our partners," says Joanne Jenkinson, Head of Network Innovation and Social at Pacific.

“Our social content is always delivered with not just our audience in mind but also the platform on which it’s delivered - and this new execution from BEAUTYcrew demonstrates how we engage our fast-scrolling Snapchat audience in a real-time and snackable way.”

The Grand Showcase is presented by BEAUTYcrew’s stablemate, marie claire.

@beautycrew – Instagram, Facebook and Snapchat

@priceline – Instagram, Facebook, Twitter

#pricelinexvamff

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Editor’s Notes:

This is the third year Priceline Pharmacy is the Official Hair & Beauty Partner of VAMFF. Until Sunday 19th March, the onsite Priceline Beauty Lounge is providing hair and beauty touch ups to runway attendees. These looks reflect the season’s trends and feature on the 2017 VAMFF runways.