

Social Creative Extension

Adoption Highlights



Proprietary and Confidential

Estee Lauder

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: United States

109

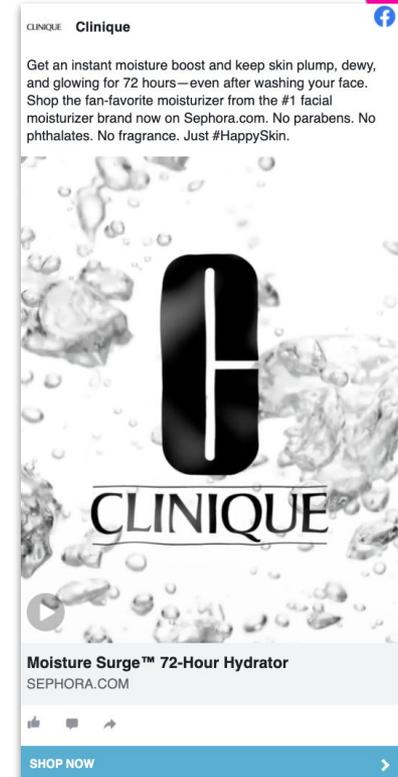
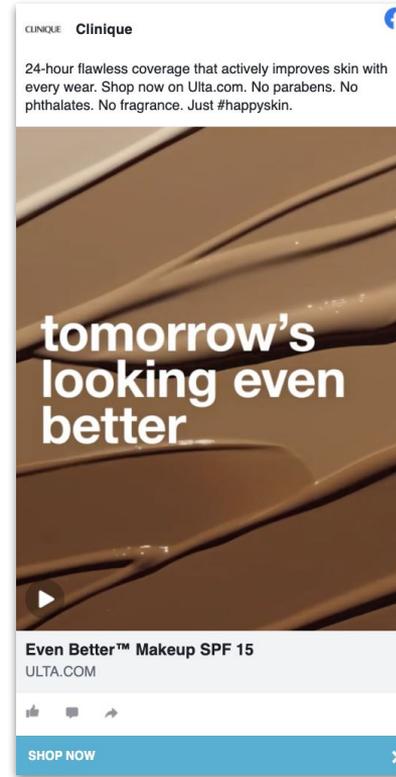
Duration (days)

47

Creatives

Q3-20

Campaign flight



Estee Lauder

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: United States

28

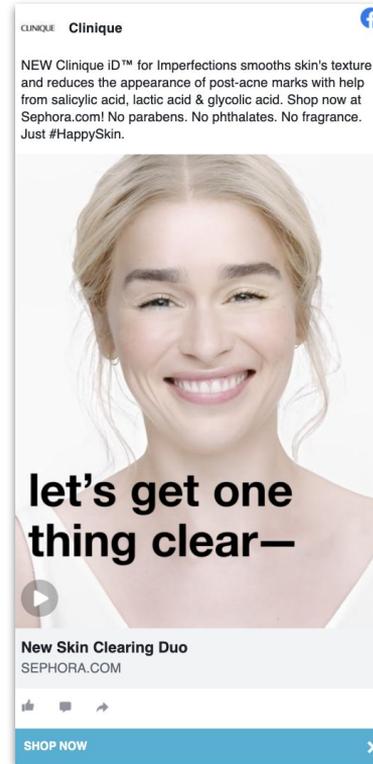
Duration (days)

48

Creatives

Q3-20

Campaign flight



Estee Lauder

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Carousel, Video
- Market: United States

23

Duration (days)

21

Creatives

Q2-20

Campaign flight

CLINIQUE Clinique

NEW powerful brightening serum helps improve + interrupt dark spots. Even Better™ foundation helps correct + perfect. Shop now on Clinique.com! No parabens. No phthalates. No fragrance. Just #HappySkin.

a new disruptive duo for dark spots

CLINIQUE even better clinical

CLINIQUE even better makeup SPF 15

SHOP NOW

CLINIQUE Clinique

NEW powerful brightening serum helps improve + interrupt dark spots. Even Better™ foundation helps correct + perfect. Shop now at Clinique.com! No parabens. No phthalates. No fragrance. Just #HappySkin.

New Disruptive Duo
For Dark Spots

SHOP NOW

Estee Lauder

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Brazil

39

Duration (days)

2

Creatives

Q1-20

Campaign flight



Estee Lauder

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook Instagram
- Creative Format(s): Video, Photo
- Market: Brazil

11

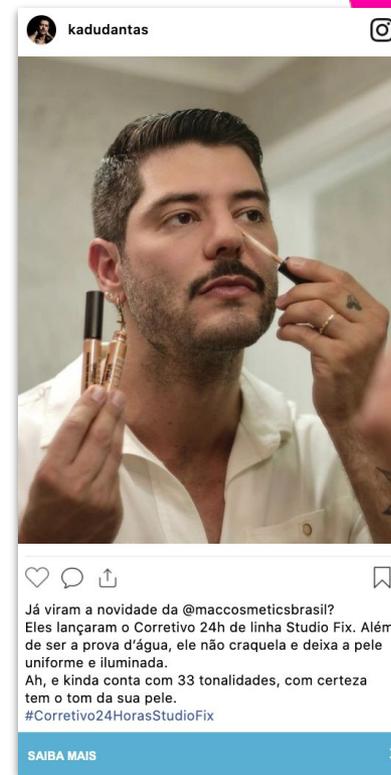
Duration (days)

8

Creatives

Q1-20

Campaign flight



Estee Lauder

Campaign highlights

- Objective: Engagement
- Creative Source(s): Facebook
- Creative Format(s): Video
- Market: Brazil

6

Duration (days)

2

Creatives

Q1-20

Campaign flight

M-A-C Cosmetics

Olheiras nunca mais! Os corretivos Studio Fix 24h acompanham você durante todo o dia e garantem uma pele impecável. Compre em todas as lojas MAC!

M·A·C
STUDIO FIX 24H
CORRETIVO DE
LONGA DURAÇÃO

SAIBA MAIS

The image shows a Facebook advertisement for MAC Studio Fix 24h long-wear concealer. At the top, there is a black profile picture icon and the text 'M-A-C Cosmetics' next to a blue Facebook logo. Below this is a text-based advertisement in Portuguese: 'Olheiras nunca mais! Os corretivos Studio Fix 24h acompanham você durante todo o dia e garantem uma pele impecável. Compre em todas as lojas MAC!'. The main visual is a product shot of several concealer tubes in various shades, with a large brown brushstroke graphic above them. The text 'M·A·C STUDIO FIX 24H CORRETIVO DE LONGA DURAÇÃO' is overlaid on the product image. At the bottom of the ad, there is a blue bar with the text 'SAIBA MAIS' and a right-pointing arrow. The ad is framed by a white border with a play button icon on the left side, indicating it is a video ad.

Thank You.

