

PRESS RELEASE

A BIT LIKE THIS TO GIVE MAYBELLINE NEW YORK A DIGITAL MAKE OVER.

West Melbourne digital agency A Bit Like This have won Maybelline's digital account, following a competitive shoot out against three of Melbourne's larger digital shops.

The cosmetics brand has enlisted the independent agency to launch their new Australian website, social CRM strategy and ongoing digital campaigns.

Natalie Motta, Interactive Manager of Maybelline New York Australia, says "digital channels are integral for MNY to establish a closer consumer connection and to deliver experiences that reflect the urban, on-trend qualities of the brand. A Bit Like This know how to engage our audience and tap into 'sub-cultural cool' – a perfect match for MNY."

A Bit Like This partners Tobie Cameron and Katie Bowman are delighted with the appointment.

"Maybelline is a wonderful win for us. The brand is perfectly poised for rich engagement and interaction with a youthful 'always on' core market – and we're especially excited about how our thinking, creative and tech will factor in all aspects of the brand online. Collectively, from both client side and agency, we bring a lot of experience to the partnership and cannot wait to get things rolling. We're very excited."

Maybelline New York and A Bit Like This begin working together effective immediately.

Contact:

talk@abitlikethis.com

+61 3 8644 2663

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