



beautyheaven

REVIEWS AND REWARDS

Brand Overview

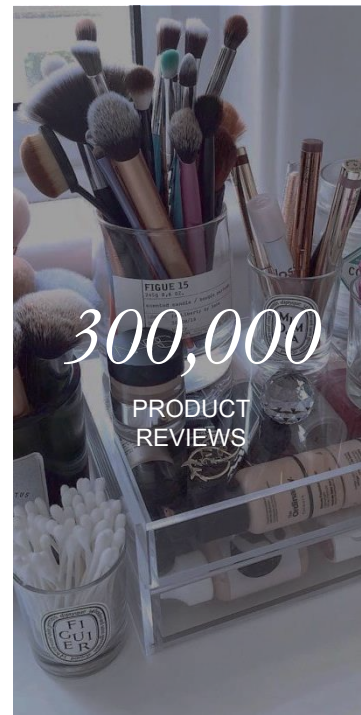
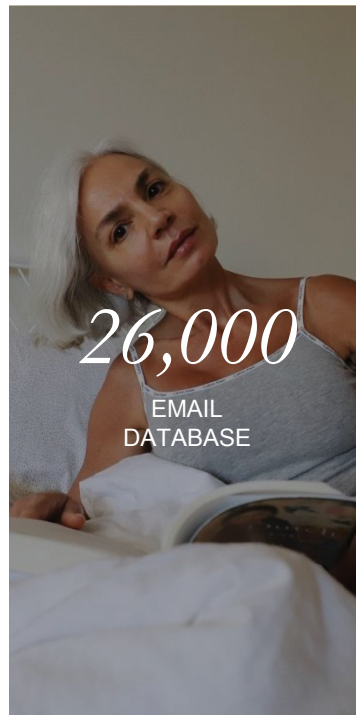
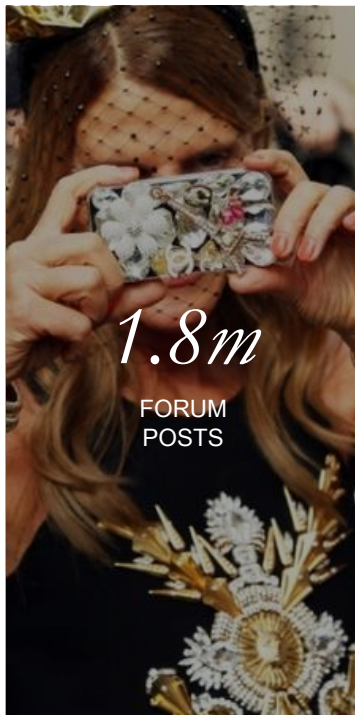
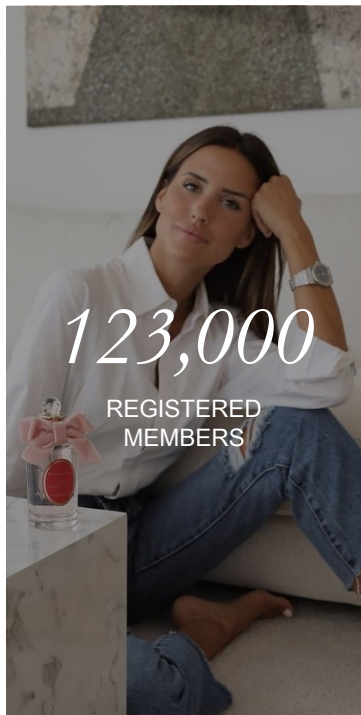
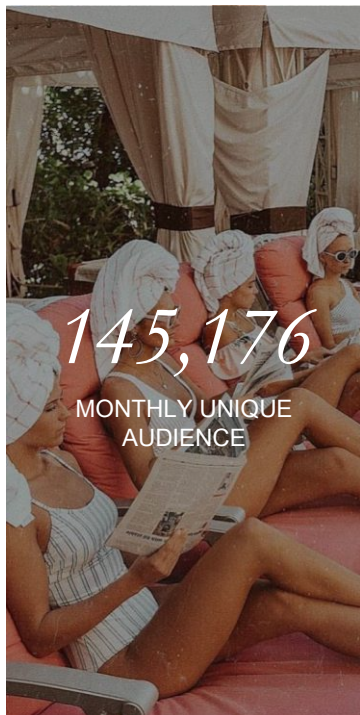


the beautyheaven community

AUSTRALIA'S BIGGEST AND MOST COMPREHENSIVE BEAUTY REVIEW DATABASE

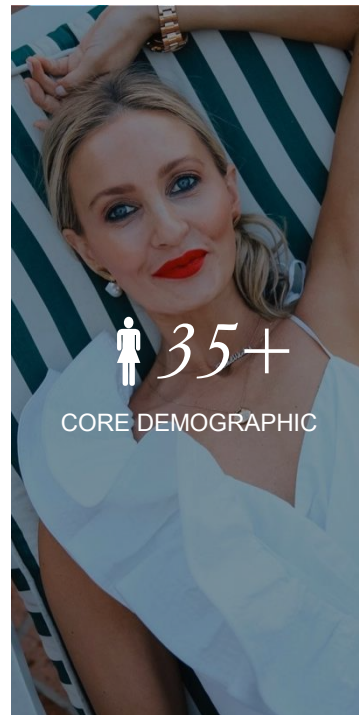
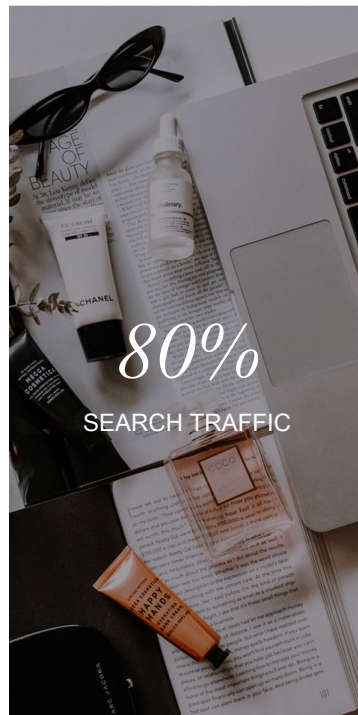
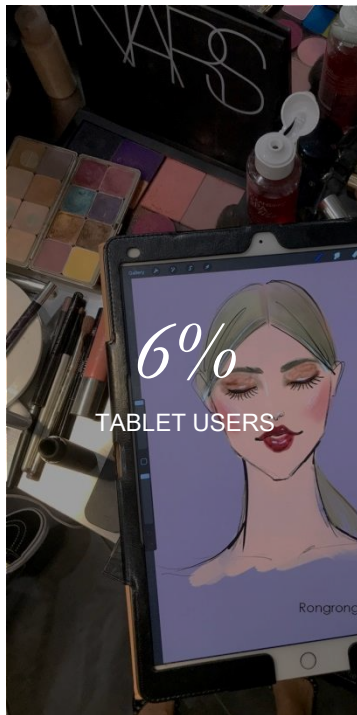
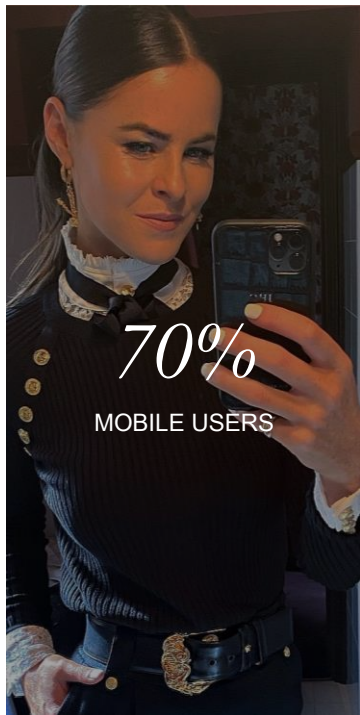
With over eleven years experience managing trial team seeding campaigns, beautyheaven has the social media expertise and resources dedicated to moderating and facilitating reviews and conversations for brands.

the bh audience



Monthly Average, Nielsen DCR, August 2020.

the bh audience





brand solutions

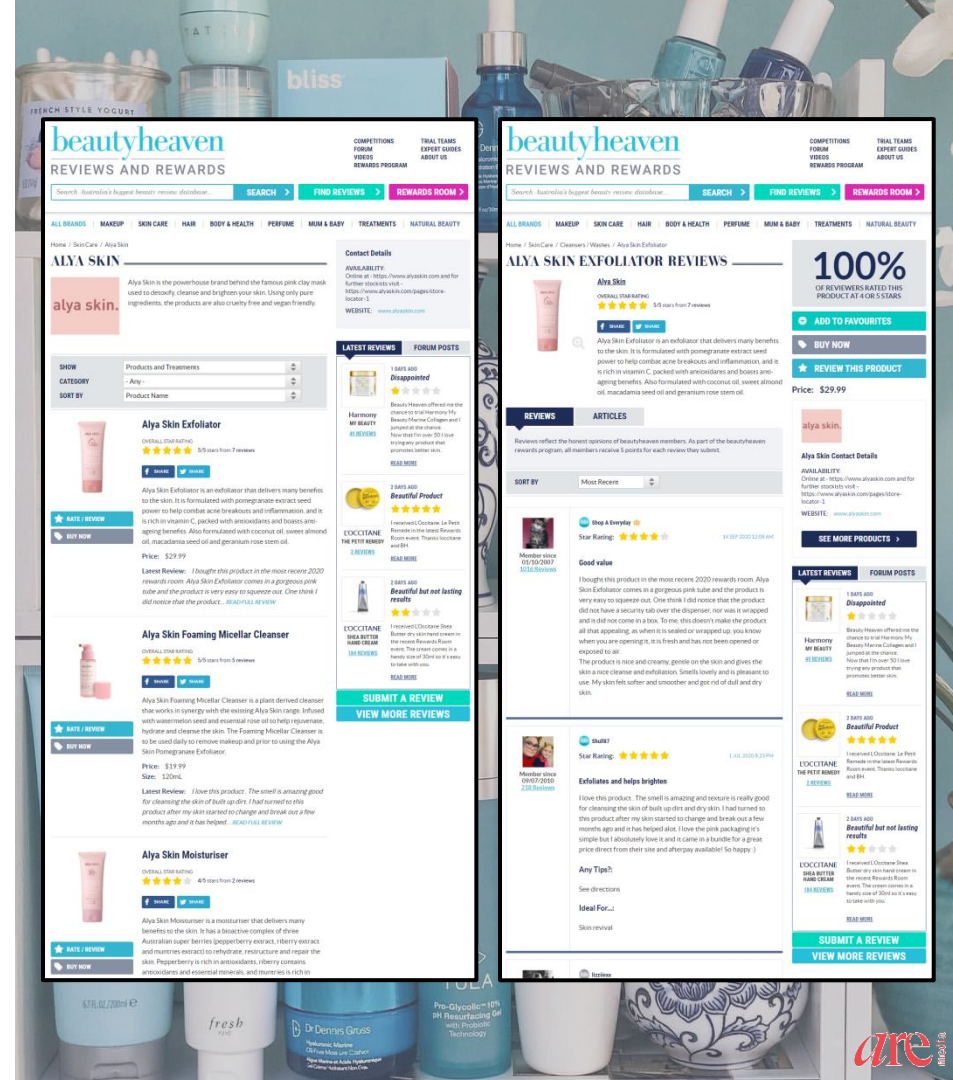
- ❖ Brand Membership & Directory Listing
- ❖ Trial Teams & Review Generation
- ❖ Native Content
- ❖ Social Content
- ❖ Display Media, Takeovers & eDMs
- ❖ Events

membership listing

A beautyheaven membership provides a credible third-party environment that allows for organic product reviews, and keeps your brand top of mind with editorial through a dedicated account manager and includes the following:

- ❖ Brand listing – A web page dedicated to your brand with all your brand information. This houses your product listings.
- ❖ Product listings – A landing page for each of your products which includes product image, description, RRP, and “Buy Now” button. This is where your product reviews will sit.

You're required to have a membership to access additional advertising opportunities on beautyheaven.



membership inclusions

Membership Inclusions	Guaranteed	For Consideration
"Buy Now" Links	✓	
Embed video on listing	✓	
Best Beauty Offers	✓	
Competition	✓	
Rewards Room	✓	
Hero Product & Hero Reviews	✓	
Eligible for Awards Programmes	✓	
Editorial Calendar	✓ (editorial discretion x3)	✓
Category Reviewed Content		✓
Beauty Insider Content		✓
Video Content		✓

trial team packages

Standard Package Inclusions:

- ❖ Recruitment, administration and send out of product to targeted demographic.
- ❖ Guaranteed reviews on beautyheaven product listing
- ❖ Native article summary page
- ❖ Editorial drivers
- ❖ Co-branded beautyheaven built display media banners
- ❖ Social media driver
- ❖ Newsletter driver
- ❖ On-going SEO benefits from permanently archived content
- ❖ Star-rating badge to utilise across all assets for a 12 month period
- ❖ Opportunity to include survey questions to gain additional insights

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REVIEWS AND REWARDS

COMPETITIONS FORUM TRIAL TEAMS
VIDEOS EXPERT GUIDES
REWARDS PROGRAM ABOUT US

SEARCH [] FIND REVIEWS > REWARDS ROOM >

ALL BRANDS MAKEUP SKIN CARE HAIR BODY & HEALTH PERFUME MOM & BABY TREATMENTS NATURAL BEAUTY

Home / Skin Care / Jurlique Moisture Plus Rare Rose Serum and Lotion

JURLIQUE MOISTURE PLUS RARE ROSE SERUM AND LOTION TRIAL TEAM

42 MINUTES AGO
Sweetly amazing and great for summer!
★★★★★
The Body Shop
GAMING
SOPHISTICATED BODY BUTTER
REVIEWERS

1 MONTH AGO
I received this as a gift and have loved using this along with matching body wash.
REVIEWERS

1 MONTH AGO
Nice!
REVIEWERS

REVIEWERS
25 women with all skin types, including those with sensitive, dry or dehydrated skin.

PRODUCT IN TRIAL

JURLIQUE
Moisture Plus Rare Rose Lotion
OVERALL STAR RATINGS DURING THIS TRIAL
★★★★★

JURLIQUE
Moisture Plus Rare Rose Serum
OVERALL STAR RATINGS DURING THIS TRIAL
★★★★★

92% of members found their skin felt softer after using Jurlique Moisture Plus Rare Rose Lotion and Serum.

84% of members found their skin looked smoother after using the Jurlique Moisture Plus Rare Rose Lotion and Serum.

84% of members found their skin was visibly more radiant after using Jurlique Moisture Plus Rare Rose Lotion and Serum.

76% of members found the Jurlique Moisture Plus Rare Rose Lotion and Serum provided them with 24-hour hydration.

BEAUTYHEAVEN SAYS:
Jurlique Moisture Plus Rare Rose Serum is a facial serum designed to refresh and soften skin. Formulated with Jurlique rose and dwarf lilystem root extracts, the serum is said to protect and supplement skin barrier function. The Jurlique rose extract also has a specially designed microcapsule delivery system to deliver clinically proven 24-hour hydration.

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REVIEWS AND REWARDS

Home / Skin Care / Dermalogica Biolumin-C Eye Serum

DERMALOGICA BIOLUMIN-C EYE SERUM TRIAL TEAM

1:57
SIGNUP LOGIN

"I can't talk this product and will happily recommend myself when this trial finishes."
★★★★★
REVIEWERS

REVIEWERS
100 women with all skin types, concerned with fine lines, wrinkles, dark circles and dullness around the eye area.

TRIED & TESTED
by beautyheaven
Trial Team members
★★★★★
POWERED BY
BEAUTYVOICES
beautyheaven.com.au

trial team process

BRAND PROFILE

Client sends
demographic/beauty
profile criteria

RECRUITMENT

beautyheaven recruits
key members who fit
the brand criteria to
participate in trial team

PRODUCT SEND OUT + TRIAL PERIOD

Full-sized products sent
to members and trialed
for a stipulated time

ASSETS LIVE

Landing page live,
and on-site and social
drivers activated
to raise awareness
of the campaign

RESULTS

Collation of reviews
and survey data to
create the star rating
and survey statistics

REVIEW + SURVEY

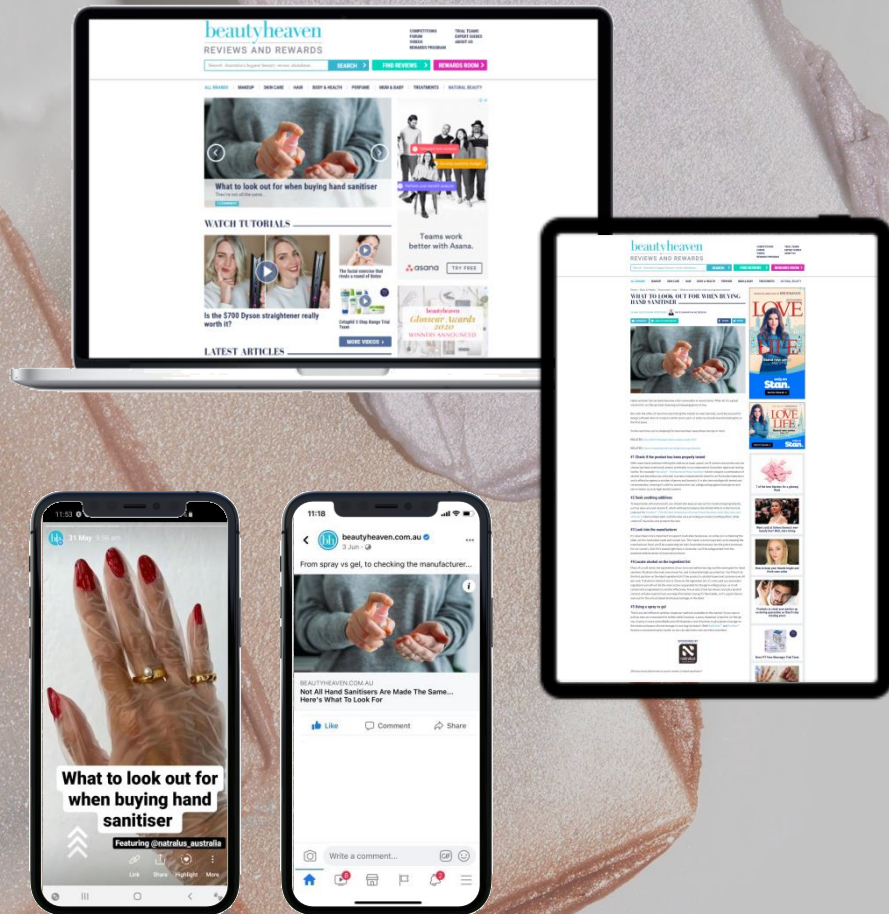
Members submit
their reviews and
survey response

content package

Sponsored native content enables consumers to be educated and informed whilst also generating engagement with a chosen product or product range. Our talented team will provide concepts, write the content and also enable syndication opportunities.

Content can be created in various ways including:

- ❖ Utilising editorial talent or brand ambassadors
- ❖ beautyheaven member integration
- ❖ Before and after images
- ❖ Pictorial instructional approach
- ❖ Themed content
- ❖ Ingredient or educationally led

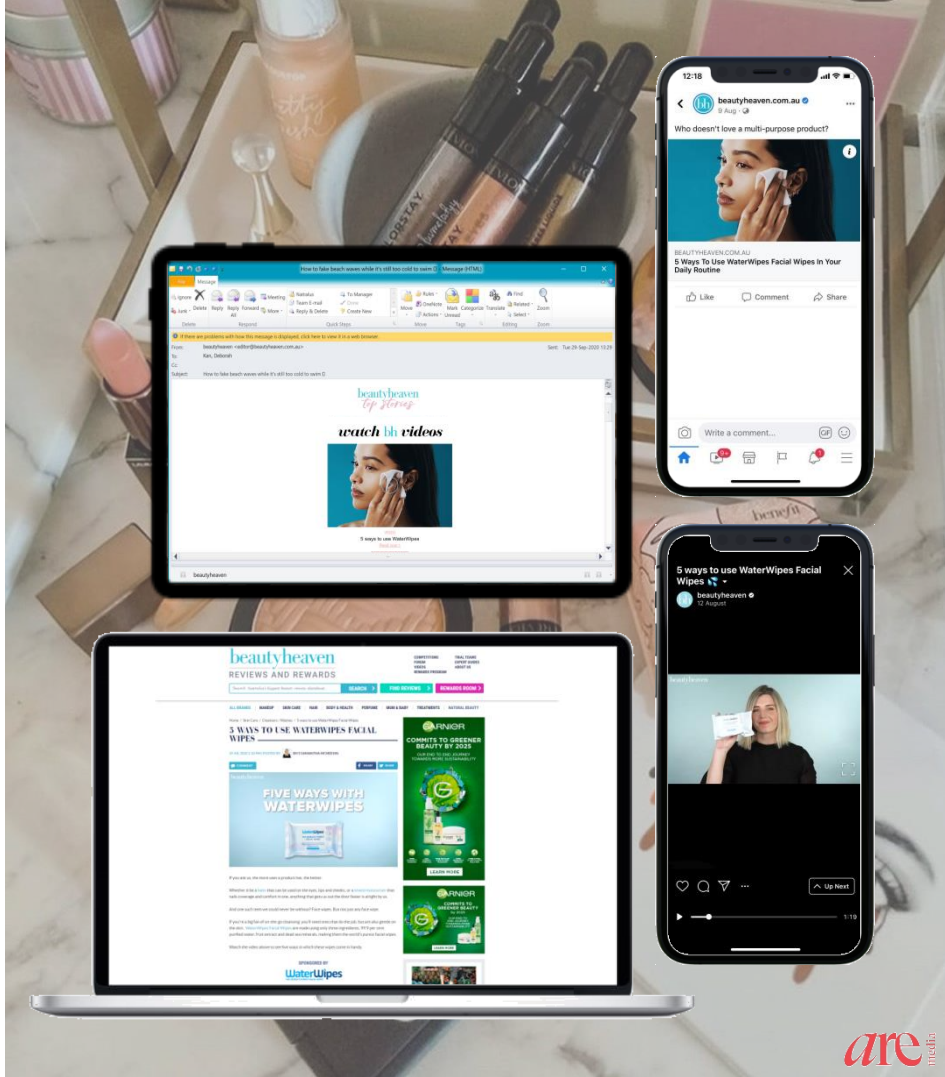


video package

A sponsored video is a great way for a brand to gain brand exposure and education through native content. The beautyheaven team will work with each client to create a concept specifically in line with their brand or product.

Our video packages can include different elements such as:

- ❖ Video production – scripting, filming, editing
- ❖ Media package on site to amplify the final video
- ❖ Video hosted on beautyheaven IGTV channel
- ❖ Social edits and social campaign
- ❖ Editorial talent or brand ambassador integration
- ❖ Utilising beautyheaven members or Trial Team results
- ❖ Syndication of video

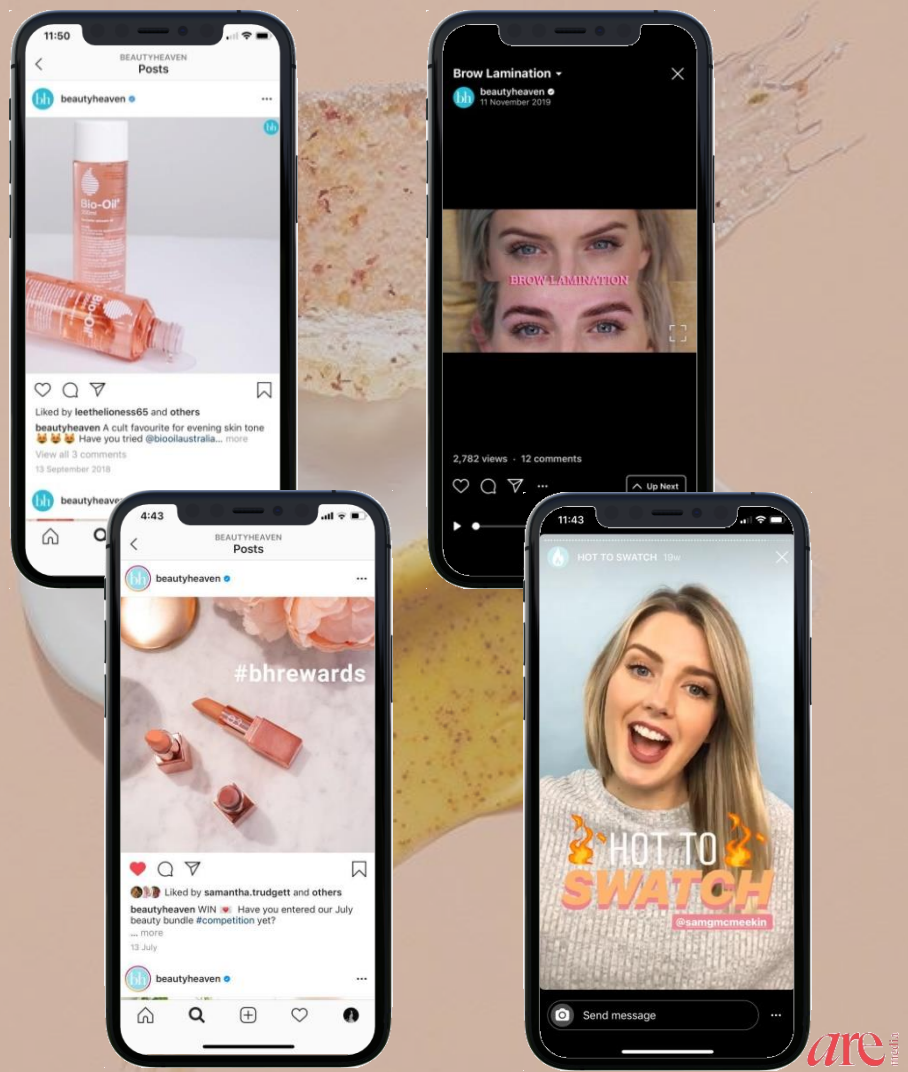


social opportunities

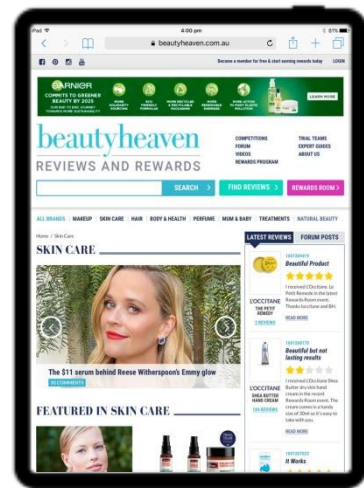
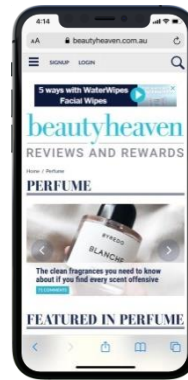
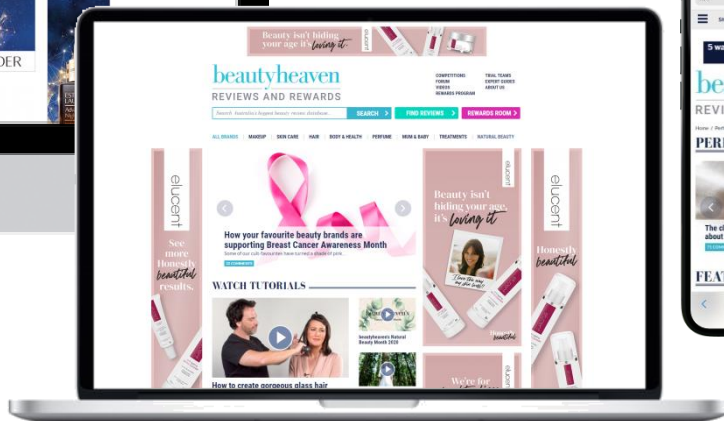
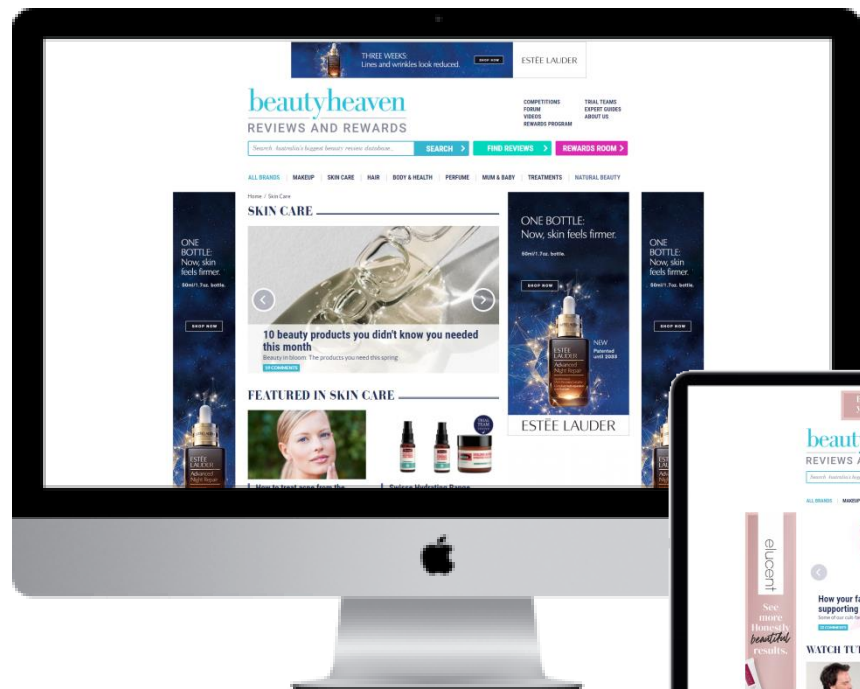
Social media campaigns provide a new platform for communicating with consumers outside of a standard website. beautyheaven has 30.3k instagram followers and 315k facebook fans, which provides some fantastic reach for brands.

We have various social opportunities such as:

- ❖ Sponsored posts – flat lays or still images
- ❖ Stop motion video posts
- ❖ Instagram stories
- ❖ IGTV videos
- ❖ Social Competitions



display packages



Display media is a great way to gain brand awareness. Brands have the opportunity to have their assets run across the site, on the homepage, or on a select silo, with a click through URL directing consumers to your brand's preferred website or beautyheaven listing.

bespoke events

You can work with your Account Manager to put together a bespoke event on your brand needs and objectives.

- ❖ Tailored events specific to requested demographic
- ❖ Educational and interactive
- ❖ Opportunity to utilise beautyheaven HQ or can look into specific locations
- ❖ Mass marketplace style or more intimate opportunities
- ❖ Physical events or virtual events to ensure a COVID safe environment
- ❖ Video, native content, and review generation also available within package





note from the editor

“beautyheaven isn’t just a beauty website, it’s an incredibly engaged community of beauty lovers. They have a true passion for writing and reading reviews, influencing pre-shop research Australia-wide. No detail is too small for our dedicated members, who appreciate everything about a product from the packaging to the ingredients, the scent and who it’s best suited for, which is why no review is ever the same. It’s what makes beautyheaven the largest and most trusted beauty review platform.”

– Samantha McMeekin



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