Ahmar Shafyef is a youtube show produced by maybelline under the known brand of L’Oriel. The show launched two seasons and are on their way to launching their third. The shows main purpose is to show how certain Maybelline products are used to create desired looks.

There are an infinite number of makeup tutorial platforms online especially on youtube, our objective is to make our youtube show stand out to our target audience which are young Egyptian females that aspire to learn how to apply their own makeup.

We have decided for our BUI to be “Helping beginners look like professionals” as it is connected to one of the shows’ main objectives. Throughout our research we found out that many women aspire for that professional look without the hassle of hiring a makeup artist. They also preferred using a few products to achieve their desired looks.

We decided to go with a minimalistic theme by using millennial pink as our main color for our digital and outdoor advertisements. We have found that pop art does not resonate with the target audience as it is not as trendy as it used to be however, we found that millennial pink is a timeless color and resonates with our target audience.

There will be two seasons each year one in the summer from July to September and the other in winter from December to February. We chose these months because their the most seasonal months that highlight the most events and occasions such as Weddings, Christmas and graduation.
Ahmar Shafayef is a commercial YouTube show that is used to promote Maybelline products and is done under the known company L’Oreal. The first season of the show was first launched in April 27th, 2017. The host of the show is the certified make-up artist, Fatma Bahgat. Season one had eight episodes. After that, Season two was launched in June 14th, 2017. In this season, Ahmar Shafayef were hosting several known celebrities and up-coming ones including; Hend Abdelhalim, Miral Mahilian, and Howaida.
Strengths

- Credibility due to Maybelline’s strong name.
- “Ahmar Shafayef” is catchy.
- The host is a credible public figure.
- Some episodes have a wide reach.
- Youtube is one of the most accessible mediums for the target audience.

Weaknesses

- The name does not resonate as a Maybelline show.
- Fatma Bahgat misses a “hostess” charisma.
- Duration is rather prolonged for the average attention spam.
- Content feels advertised.
- Lacks informative appeal.

Opportunities

- With strong promotion, the name can resonate with people.
- A wide range of audiences on Social Media platforms: Instagram & Facebook.
- The show can be the go-to Egyptian makeup show.

Threats

- Intense competition.
- Fast pace changes in trends/environments.
- Foreign tutorial are more popular with the target audience.
“If at first you don’t succeed, search, search, search again. That is why we call it re-search.”
Research

For the research part, we conducted 100 one-on-one interviews, two primary research transcribed focus groups, and one concept testing focus group. For the interviews conclusion; On average almost all interviewees use makeup daily for many different reasons that include fixing a skin problem, using basic makeup for daily lives (applying mascara, eyeliner, eyebrows) or because they are passionate about makeup. Many women wear makeup daily, which indicates that makeup is an essential element in their lives. The average time spent on applying makeup daily ranges around 15-30 minutes, and one of the reason is that women lead a fast pace and on the go lifestyle. Average time spent on applying makeup for occasions ranges between an hour to two hours. Maybelline was not the first choice of makeup products, but all participants are all familiar with the brand, which demonstrates that Maybelline has a strong brand identity. The most recognized product by Maybelline is their mascara, and it resonates for being yellow. One of major identifying factors about Maybelline is that Gigi Hadid is their brand ambassador, showing that Maybelline spokespersons have high influences on their targets. Maybelline products are perceived as high quality products with the rating of 8 on average; thus, furthering emphasizing the strong brand identity. Almost all participants watch makeup tutorials on Instagram (more than YouTube), meaning that people many prefer 1 minute tutorials, yet when asked again, many said that they would watch tutorials up to ten minutes. In addition, English is the preferred language in tutorials. All participants agreed on that they mainly are exposed to ads on social media, which shows that social media platforms are becoming the main media for advertisements, as well as entertainment content. The artist’s makeup application, and at times, the artist’s personality, are seen as the most important elements in a tutorial followed by the artist’s style, and products they use.

The first thing that comes to mind when the words “Ahmar Shafayef” is heard, is the word “Lipstick” which is the translation of the word from Arabic to English. One interviewee mentioned that it feels authentic, as well as it is connected to the Egyptian culture. It is also viewed as folklorish and is disliked as a word. Thee words “Ahmar Shafayef” is highly connected to a Mohamed Mounir song. The knowledge of the show is very limited indicating that it has low exposure in its target market. However, Fatma Bahgat is familiar to a few interviewees, yet they did not know that she host-ed a show on Youtube. In certain interviews, the participants were asked what they would want to see in a makeup commercial, or a makeup show, the average answer was diversity and “real woman” rather than models with flawless skin.
The focus groups contained six females each with ages ranging nineteen and twenty-three. They are most students that lead an on-the-go life. The participants in both group apply light make-up on daily basis with a duration of application being ten minutes. In the first group, they mostly watched tutorials on Instagram, while in the second group, they chose Instagram along with Youtube. This demonstrates that Instagram is the most popular platform in terms of makeup tutorials. All the participants are familiar with Maybelline, and agree that it is a good brand, but one participant believed it was underrated because it is a drugstore brand - which shows that not everyone is informed that Maybelline is the number one brand in Egypt. In regards to the show, most of the participants did not know the show. Also, the majority of the participants felt that the show was commercialized to a great extent, which they did not enjoy, and believed that the show would be better if the hostess did not have to kept mentioning it is a Maybelline product...ex: Maybelline’s Fit Me Foundation...etc. In the second focus group, the comments were that the hostess give false information about the application of makeup products in general. In the first focus group did not think that the hostess is professional because they believed that she did not consider the model’s face shape and skin color, as if the hostess was just doing what she had to do. Most participants believed that the show is not helpful, and also did not believe that the hostess was a professional makeup artist that they could trust; “...if I wanted to learn how to do makeup, I wouldn’t open this tutorial.” The interpretation of some of the comments about the hostess showed she does her job as a Maybelline promotor, yet other choices could have been better. The focus groups preferred if the show would educate the audience about different types of makeup application based on face shape and skin tone. With the addition of this to the show, they would be able to follow the tutorial and use those specific products to achieve their preferred looks. The application and technique was good, but the overall result was not suitable for the model herself according to the focus groups. They felt as if the products were heavily advertised rather than focusing on actually teaching makeup techniques. The show has two objectives which are, first to market the product, and the second teach the audience about makeup; yet, the former, at times, overshadows the latter. On the positive side, Maybelline is sold locally in all stores in Cairo - making it highly accessible; thus, adds a compelling appeal to the show. Lastly, the preferred duration of a makeup show was from one to five minutes because they felt as there was a lot of unnecessary talk in between.
The focus group consisted of five Egyptian women from AUC. The reason why we emphasized on picking Egyptian women is because they are the main part of the target audience. The women ranged ages from nineteen and twenty three. All the participants were makeup lovers, and enjoyed watching online tutorials. In the focus group, we first had to explain the concept of the show because they were not aware of it. We then gave them three marketing concepts to choose from which would be applicable for the Ahmar Shafayef campaign. The three concepts were “Makeup Makes You Feel Confident”, “Tips, Tricks and Hacks”, and a show for “Egyptian Women by Egyptian Women”. “Makeup Makes You Feel Confident” is to show that makeup makes one feels empowered, and adds to the one’s confidence. Makeup is not only used to hide imperfections, rather its used to highlight aspects of a person’s beauty. This idea did not resonate with the focus group because they felt as it was overdone. One of women even pointed out that it is a cliché in the beauty community. The rest agreed. Moreover, the concept “Tips, Trick, and Hacks” was focusing on showing tips, tricks and hacks for amateurs. They are simple easy ways to achieve a great makeup look without having to be a professional. One does not have to be a professional to achieve complicated looks. Something easy can look just as well done. Lastly, the third concept “Egyptian women for Egyptian women” is about highlighting the Egyptian factor in the show - as in demonstrating as well as emphasizing the power of culture and trends in the show. There are not a lot of famous Youtubers from the Middle East ,and according to the research Huda Beauty - a Makeup guru from Arabian heritage as well as her own makeup company - is favored by the target audience. The purpose was highlighting that the show is Egyptian, making it resonate with our target audience more. When asked which they prefer, the participants said that would like to integrate concept two and three together because they actually complete each other. They also stated that the third concept has not been done in Egypt before making it interesting. They also pointed out that the third concepts must be subtle because people thinking its an very Egyptianized show would not be something they would prefer. Therefore, a small merge - in rather subtle manner - between the concepts will be highly prefered.
Objective

Making beginners get to know how to apply makeup like professionals with the tips, tricks, and hacks.

Current Position

The show is purely commercial and the information that is mentioned in it is not beneficial and sometimes wrong. Only a makeup artist could achieve the given looks in the show.

Reposition

We want them to learn from the tips and tricks that will be featured in the show by professionals on Egyptian women. In addition, we want them to know that these looks are achievable at home with your daily used tools.
Target Audience

Young Women, Social Class A.

We want them to learn from the tips and tricks that will be featured in the show by professionals on Egyptian women. In addition, we want them to know that these looks are achievable at home with your daily used tools. They will benefit by being able to do the professional makeup on their own without needing someone to apply it on their faces and that will reduce costs, money, and effort.

Making beginners look like professionals.

Communicating this in an informative, friendly and youthful tone.
Concept Testing

Concept #1

For Egyptian Women by Egyptian Women.

The idea behind this concept is that the show would revolve around the Egyptian Woman. Delivered by regular Egyptian Women for Egyptian Women.

Concept #2

Makeup and boosting your confidence.

The idea behind this concept is that the show would market makeup as a plus for boosting confidence and highlighting existing beauty and flaws rather than hiding it.

Concept #3

Tips Tricks and Hacks for Beginners.

The idea behind this concept is that the show would deliver easy tips, tricks, and hacks for beginners who want to achieve professional looks without the hassle.
BUI

Making beginners look like professionals

Slogan

كوني انتي الاريست
Print Ads

M A Y B E L L I N E
N E W Y O R K

أحمر شفاف

لو عايزة تعرفين؟ ازيي تستخدمي المنتج ده.
اعملي سكان لل كود و سبيبي الباقي علينا

Maybellinenygypt - أحمر شفاف
Roll Ups

"أحمر شفايف" بوث أحمر شفايف
و فاطمة بهجت مستنينك للميك
أوفر بتاعك
الدور الأرضي
أمام
Zara

عادي على بوث أحمر شفايف عالبحر
و استمتعي بميك أوفر مع فاطمة بهجت

MAYBELLINE NEW YORK

MAYBELLINE NEW YORK
IMC Activities

EgyBeautyExpo

استنوا أحمر شفاف و فاطمة بهجت في أكبر معرض ميك آپ في مصر

#AhmarShafayef
#EgyBeautyExpo
تخفيض على منتجات Maybelline لمنسوبي أحمر شفايف بس

استعمل يو بروموكود: AhmarShafayef20

جاهزة لمسابقة الموسم 3 من أحمر شفايف؟

في فيديو قصير، صوري و إعطني إملاءك أي ترك بتاعتك، ولو كنتي الكسبانة هتطعمي على الشو علشان تتعلم منك
IMC

ACTIVITIES

Workshop

استنوا ورشة أحمر شفايف مع فاطمة بهجت يوم 12/16 فالزم بالك

إبتكري أحسن ميك أب لوك وكوني ضيفتنا على الشو فل/media/مميزة جداً
فاطمة بهجت

على برنامج "هي و ببس"

يوم الخميس على
سفرة الساعة ١ مساء

مكياج & عشاء

أحمر شفاف مع
فاطمة بهجت

MAYBELLINE
NEW YORK
Makeup Bundle
Identity, Cairo East, and Cairo West
AUGUST 2019

Maybelline’s Ahmar Shafayef is Coming To Sahel

North Coast, Egypt: Maybelline’s Ahmar Shafayef’s hostess, Fatma Bahgat, is coming to Sahel for a pop-up booth/tent in Diplo in three days to give makeup lovers a free makeover.

“We want to teach girls how they can apply makeup in the easiest way possible, yet with a professional finished look. So what’s better than doing it in person?” Said MUA Fatma Bahgat. The pop-up tent will be in Diplo for only a couple of days filled with all different kinds of makeup products, and lighting good enough for a selfie shoot. “By the end of the day, every woman and girl, beginner or not, will look glamorous as ever for the new beach parties trend.” Said Youssef Zeid, producer of Ahmar Shafayef.

Ahmar Shafayef is an online makeup show by Maybelline Middle East. The show is hosted by a certified make-up artist Fatma Bahgat. The show is about to launch its third season, and aims to teach beginners and makeup enthusiast how to create professional looks with simple and easy methods. For more information visit their Instagram on @ahmarshafayef, or their Youtube channel “Maybelline Ahmar Shafayef”.

Digital Media
Continuous Ahmar Shafayef related posts on Instagram, Facebook to keep the audience aware and engaged with the show.

Cards
Cards with a barcode that can be scanned that would connect to the youtube channel right away. The card to be given out with every purchase from maybelline. “If you want guidance with the products scan the barcode and leave the rest to us”.

Host Appearances
Fatma Bahgat to appear in Diplo in Ahmar Shafyef’s pop up tent. She will give makeovers to some girls and these girls will receive Ahmar Shafyef’s exclusive makeup bundle Fatma Bahgat to appear in Maybelline’s booth in Cairo Festival city where she will give some girls makeovers and they too will receive the Ahmar Shafayef makeup bundle.

Booths
In every Maybelline booth a screen will be installed to continuously screen episodes from the show.

Promo Code
Show to collaborate
Promo codes to be mentioned in the show by Fatma Bahgat to be used at any Maybelline outlet for discounts and offers
People will only receive the offer or discount if they have the promo code
People will only receive the offer or discount if they have the promo code

Workshops
Fatma Bahgat to hold makeup workshops between each season in Zamalek
At the end of the workshop each member would come up with a creative look. Using Maybelline products.
The girl with the best use of products and techniques would be featured on the show as a guest.
Show to feature footage from the workshop. (Behind the scenes)

Bundles/ Kit
Ahmar shafyef Maybelline bundles for Fall/Winter and Spring /Summer.
Existing Maybelline products matched together for creating a specific look from a specific episode by Ahmar Shafyef.
“The fall look”, “Winter look” etc...
3 to 4 products for each kit
The giveaway will be given to viewers who leave a comment in the comments section or if they answer questions asked on the instagram story related to the trends and colours for that season correctly.
The winner for the giveaway will be chosen randomly and their name will be mentioned in the show.

Egy Beauty Expo
Maybelline booth along with a roll up banner with Ahmad Shafyef’s logo and a screening of episodes of the show in the booth.
The presence of Fatma Bahgat

Anniversary Event
A post on Ahmar Shafyef’s instagram page about spring looks, tips,
tricks. “Wait brunch inviting young female celebrities
Before the brunch shoot a segment where the celebrities watch the episodes of Fatma Bahgat and apply the make up on themselves using maybelline products.
Appear in the brunch with the look

**Interviews**
Show host to appear in TV shows that co-exist with our target market to promote Ahmar Shafayef
For example Radwa El Sherbiny because her show has a very high viewership and it will reach a large segment of our target audience.

**Magazine Ad**
Ahmar Shafayef ads will appear in magazines like Identity Magazine, Cairo East, and Cairo West, because the have a wide range of audience and large reach to our target audience.

**Radio Ads**
Nile FM and Nogoom FM are two of the most popular radio stations in Cairo with a very high audience reach that will lead to a lot of exposure especially during Cairo traffic rush hours.
**English Radio Ad**

Girl1: I can be anything I want sassy classy or bossy  
Girl 2: My face is my parting and I am the artist  
Girl 3: Everyday I wake up with a different mood and I want my makeup to match this mood  
Girl 4: I am nature’s girl, but when it comes to makeup red lipstick is a part of me  
Narrator: Find us on youtube, instagram and facebook and stay tuned for the new season of Ahmar Shafyef on youtube. Ahmar Shafyef be your own artist.

**Arabic Radio Ad**

نهي: مريم شوفي كده الميلك اب يتاعي انا الي عملاه كله لنفس  
مريم: وريري كده ايه يا نهي ده الاي لينر مش متطبي خالص  
والكتور مش بلنديد وحواجبك، حواجبك يا نهي كثير اوي  
نهي: ايوه اعمل ايه يعني، انتي عارفه حواجبني دي واخذه مني  
وقت قد ايه؟  
مريم: طل اهدي بس، انتي محتاجه احمر شفايف. افتحلي  
بوتوب  
الراوي: زوري صفحتنا على بوتوب، استمجرام وفيسبوك  
واسنتي الموسم الجديد من احمر شفايف وكوني انتي الارتس
Script

Logo

Girl 1: Close up

Girl 2: Close Up

Girl 3: Medium shot

Girl 4: Medium shot

Girl 5: Close up

Video

Audio
About
the
Team

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Nouran El Gamal

Yara El Fayoumi

Abdelramhan El-Attar