

# Maybelline SuperStay Cation





# The Announcement

**Ask** - Launch of the New SuperStay 30H Lumi Matte Foundation, with select Influencer

**Idea** - A 30-hour staycation where 40 beauty-obsessed influencers were taken to the mesmerising lilac lumi-world in Alibaug through branded speed boats from Gateway of India. From kickboxing in the sun, competing in games to dancing your heart out, the Lumi Matte Foundation faced its ultimate test to the promises it made for its consumers.

From being active in the sun to dancing your heart out, the **Lumi Matte Foundation** faces its ultimate test to the promises it makes to its loyal consumers.

40+  
Influencers

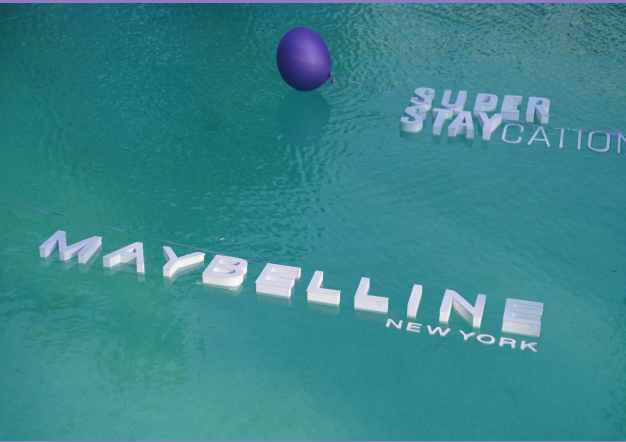
30  
Hours

120+  
Audience



**Creators kick off** with a private Superstay speed boat from Gateway of India, Mumbai to Alibaug.

Followed by a full venue takeover with welcome surprises, photo ops, and in-room collaterals.





Super Stay Lumi Matte Foundation, launched with a masterclass and a dynamic NYC skyline stage, capturing the day-to-night glow.





Unique & exciting brand experiences allowed creators to immerse in the brand world, test the product and share brand love.

**The 30H Super Staycation** proved the Lumi-Matte's sweat-proof, light-as-air, transfer-proof, and long-wear promises. Through this event, much like the product's promise, we created a long-lasting impression in the hearts of young consumers.



Light as Air



Personalise your Lumi Matte



Knockout the Sweat





40+  
Influencers

30  
Hours

120+  
Audience

40+ Influencers testing the product real time, creating brand awareness, influencing consumer behavior, and providing opportunities for direct sales and promotions.

To celebrate the launch of the next gen of SuperStay, Maybelline takes 40 trendy performance-obsessed creators on a staycation during which they engage in a diverse range of activities that puts this superior longwear champion into test.

From being active in the sun to dancing your heart out, **the Lumi Matte Foundation faces its ultimate test to the promises it makes to its loyal consumers.**







40+ influencers exclusive access







Check in to merch heaven and our lumi world







# LIGHT-AS-AIR SUNDOWNER







## 30H CLOCK CHECK INS







# SWEAT-PROOF CHECK





**Thank You**