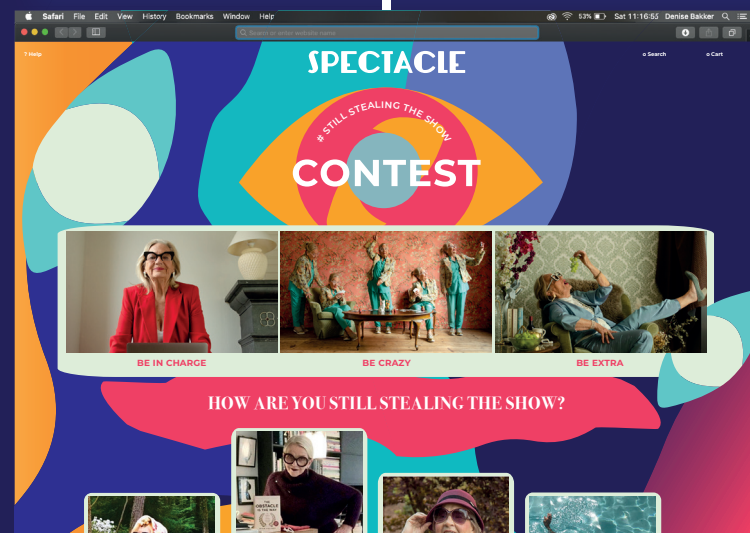
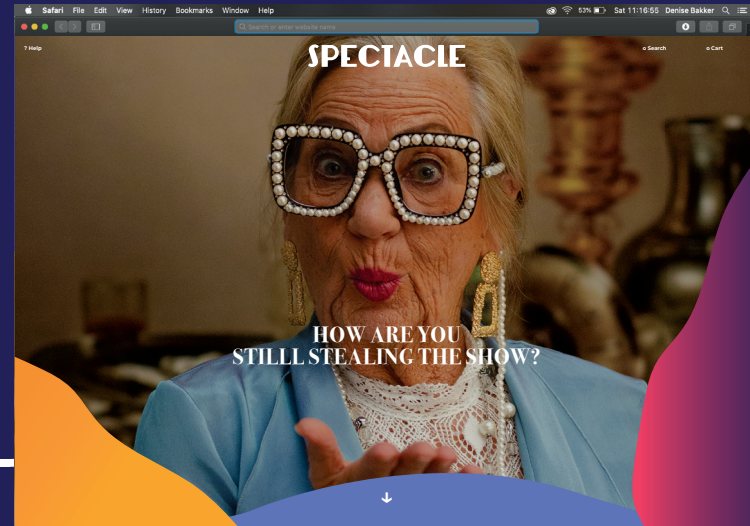


#STILLSTEALINGTHESHOW CONTEST

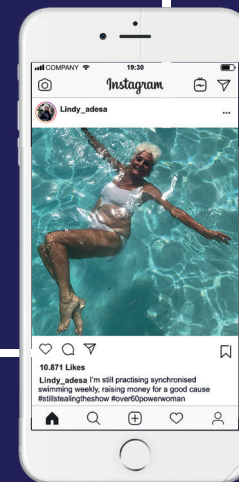
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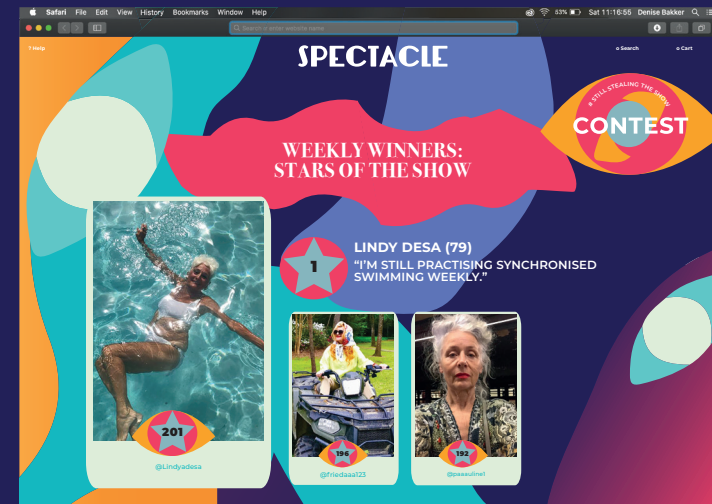
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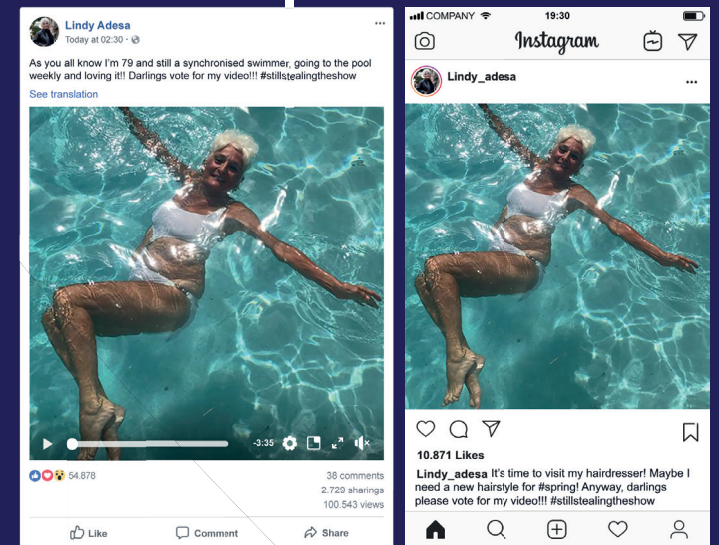
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4.



5.



1. INSTAGRAM ADS & INFLUENCER CONTENT
Spectacle will start with teasing on Instagram stories with the campaign videos. At the same time influencers will post short videos of themselves explaining how they are still stealing the show.

2. DIRECTED TO THE WEBSITE
The interested Spectacular Ladies swipe up to our website. The campaign videos will be on the main page of the site, following the influencer content. When they click on a video, they will go to a separate page where they can read more about the contest.

3. CO-CREATION
After seeing the videos from the influencers and their community, they are inspired and encouraged to share their own story on how they still steal the show. By using the hashtag on Instagram, the video is automatically uploaded on our site.

4. PARTICIPATION IN THE ONLINE CONTEST
On the website the competition "Stars of the Show" will take place. The Ladies can give a vote to their favorite video. The videos with the most votes are highlighted weekly on the top of the page as "weekly winners: stars of the show".

5. SHARING THEIR STORY
The Spectacular Ladies can share their story on social media platforms. At the same time they can encourage their family and friends to vote for them.