

# Mode de Vie

## PUBLIC RELATIONS

### ABOUT OUR TEAM

Mode de Vie is a public relations agency specializing in creative and innovative marketing and communication strategies to radiate all things beauty. We give our clients original, yet simple ideas that increase their market segment, build their brand and generate stronger brand awareness. Our motivational and energetic atmosphere allows for open-communication, organization and optimism. You'll love working with us.

### OUR CAMPAIGN

Mode de Vie is proposing the More Than Nails campaign to help promote Sally Hansen's newest addition to the colour cosmetic line, Sally Hansen Shellac Remover. The purpose of this campaign is to help consumers understand that whether they are at a job interview or on a date, a person's nails say a lot about you. Now consumers can look their best with Sally Hansen Shellac Remover, because let's face it, your nails are **#MoreThanNails**.

47



talented people  
working as a team

7



outstanding years  
of achievements

95



million dollars  
generated from our  
campaigns

17



awarded  
projects over  
time

CREATE EXPERIENCES - THINK CREATIVELY - STAND FOR SIMPLICITY  
EXECUTE AMAZING CAMPAIGNS & ALWAYS DO IT ON TIME



# THE SITUATION

SALLY HANSEN, A DIVISION OF COTY INC.

Coty Inc. is always looking for the next innovation to influence the beauty industry. With nail polish brands such as Sally Hansen, OPI, and Rimmel London, Coty has become an industry leader, providing its consumers with some of the greatest beauty products found on shelves today. Coty will be marketing a new at-home shellac nail polish remover through Sally Hansen - the number one brand for nail care accross Canada. Unlike OPI or Rimmel London, Sally Hansen strives to develop new and innovative ways to not only colour your nails, but care for them too.

