



THE TEAM



AVERY
HEERINGA



PETRA
BARBUR



KAYLA
BAUER



LEONARDO
RUIZ



TIANNA
RAYAPPAN

AGENCY, SP 2024
COLUMBIA COLLEGE CHICAGO

WHAT IS FullFace?

FullFace is a new app that allows users to book local makeup artists based on a diverse set of preferences to achieve a fully tailored look, from application technique to product type, type of glam to skin type.

**THE APP IS CURRENTLY AVAILABLE IN CHICAGO, IL
AND RIO GRANDE VALLEY, TX.**

**WHAT IS THE
PROBLEM?**

**There isn't a platform today
where you can select a makeup
artist based on the style of
makeup that they offer.**

OBJECTIVES

Increase awareness of FullFace.

Increase engagement with FullFace.

BIG IDEA

**FullFace offers diverse
makeup styles
delivered to you by local
artists.**

TAGLINE

“Discover, Customize, Book.”

DELIVERABLES

DELIVERABLES

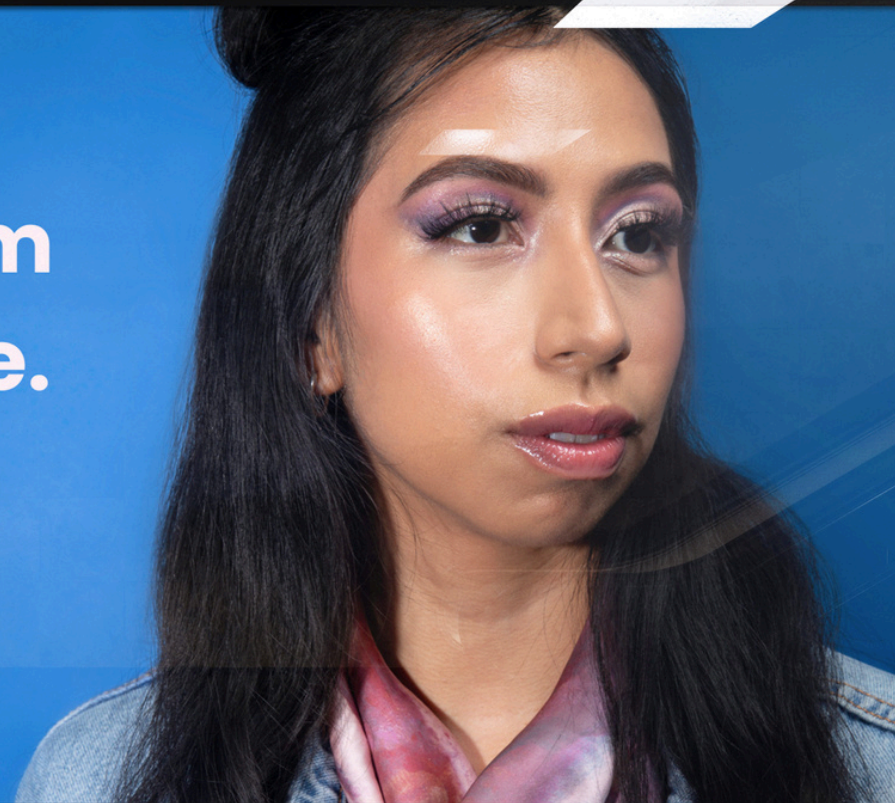
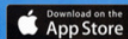
Photo and Video Shoot
Out of Home Advertising
Website Revamp
Social Media Kit
PR Outreach
Video

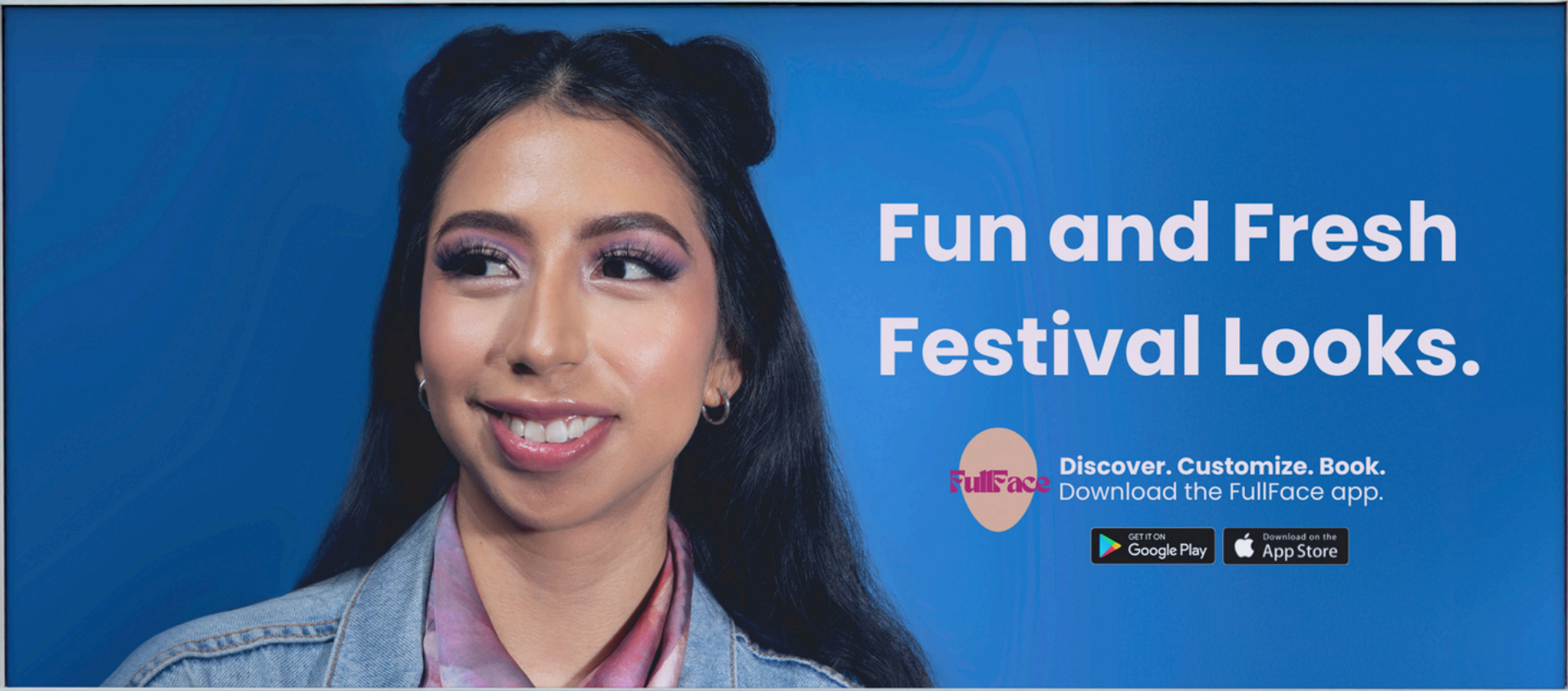
OUT OF HOME

Festival Glam with FullFace.



Discover. Customize. Book.
Download the FullFace app.





**Fun and Fresh
Festival Looks.**

FullFace Discover. Customize. Book.
Download the FullFace app.

GET IT ON
Google Play

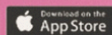
Download on the
App Store

Full Glam, Bold You.

Get glammed by makeup artists who specialize in a wide array of beauty styles that fit a diverse set of skin type and tone.



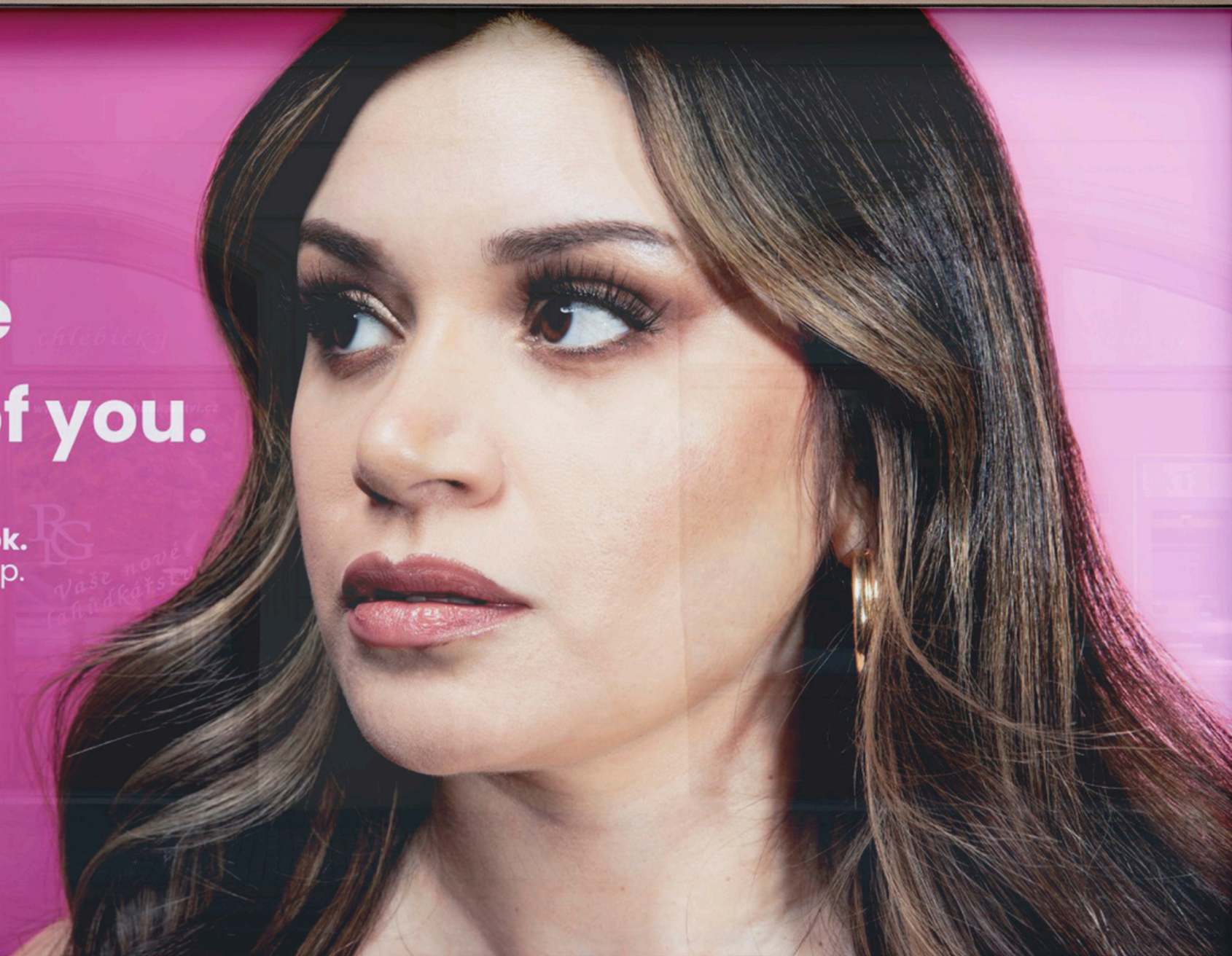
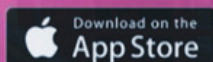
Discover. Customize. Book.
Download the FullFace app.



**Full Glam for the
bolder version of you.**



Discover. Customize. Book.
Download the FullFace app.



Soft Glam for Sunday Brunch.

FullFace Discover. Customize. Book.
Download the FullFace app.



Soft Glam for Sunday Brunch.

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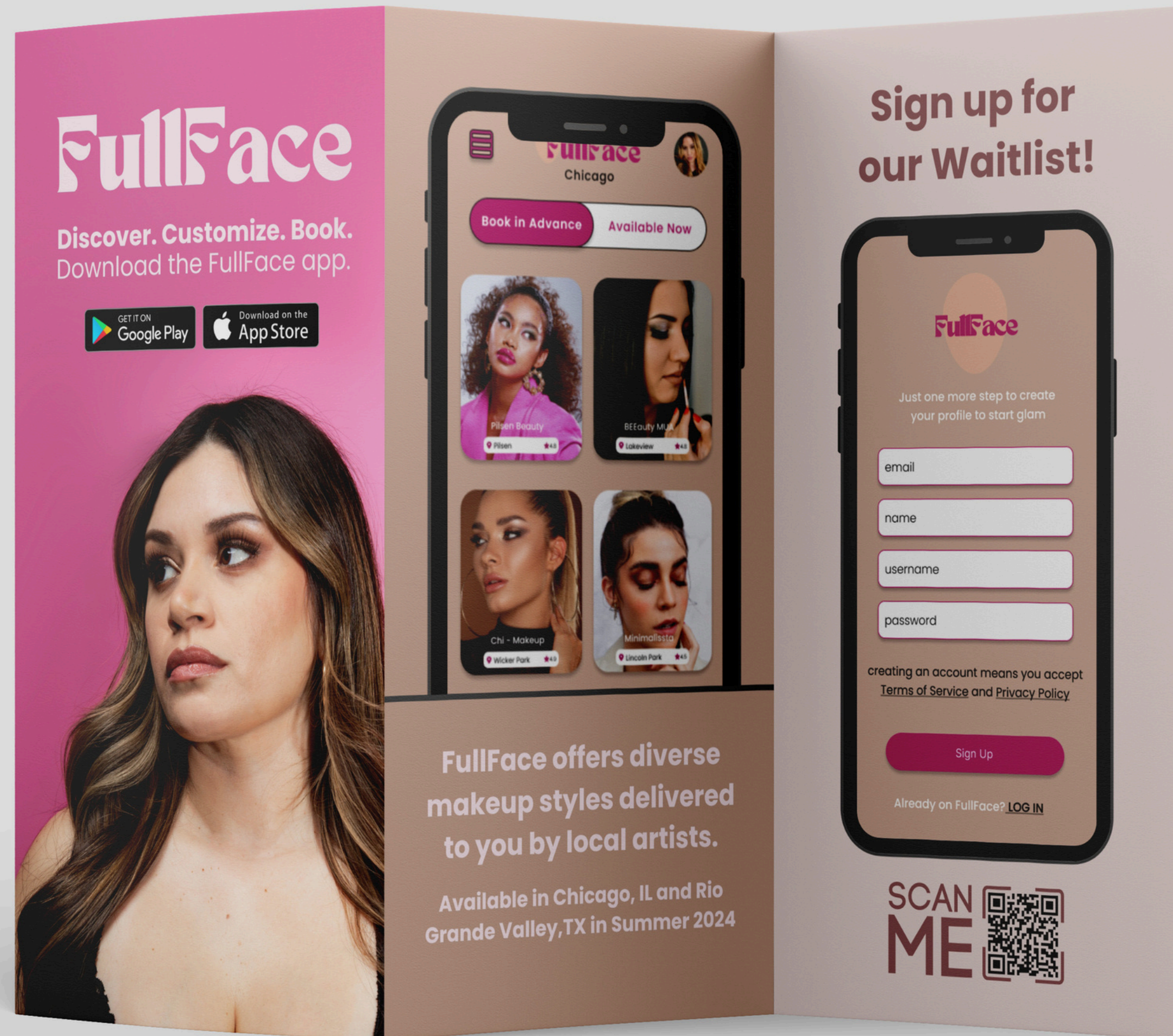
Soft Glam for Sunday Brunch.

FullFace Discover. Customize. Book.
Download the FullFace app.



EVENT MARKETING MATERIALS

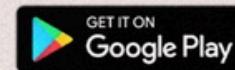
Event Brochure



Business Card



Discover. Customize. Book.
Download the FullFace app.



**FullFace offers diverse
makeup styles delivered
to you by local artists.**

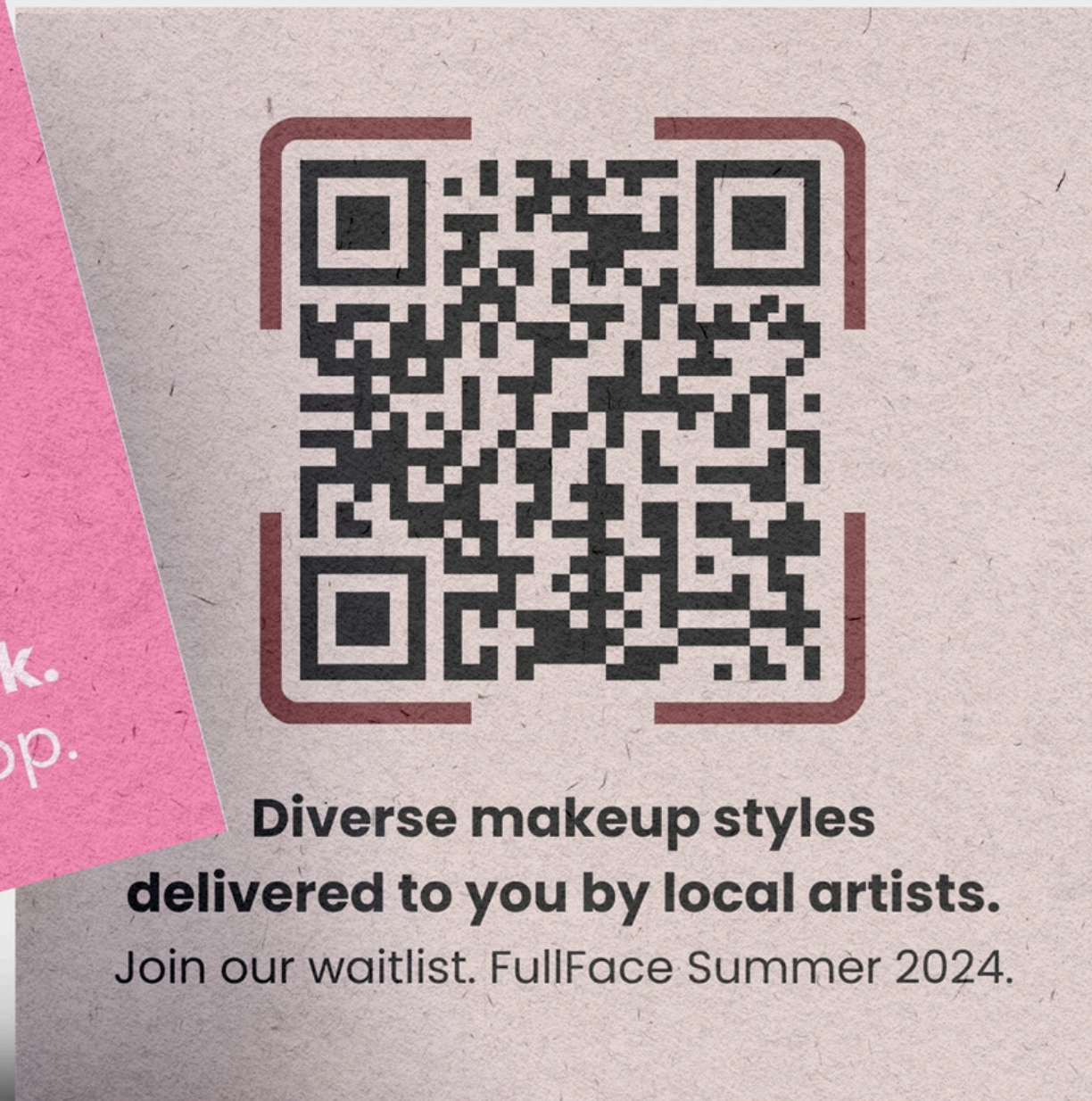
**Available in Chicago, IL
and Rio Grande Valley, TX
in Summer 2024.**



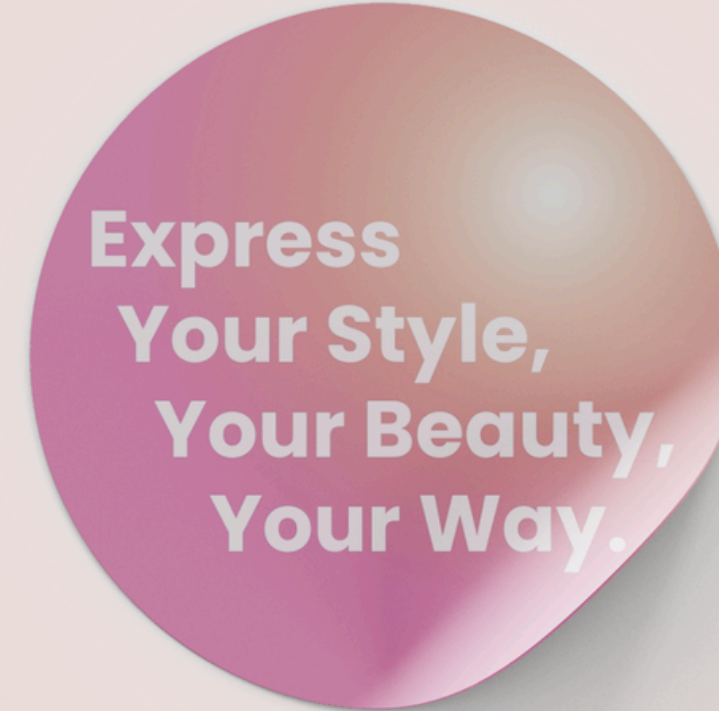
Join our waitlist
and follow us on our socials to stay
updated on anything FullFace.



Handout

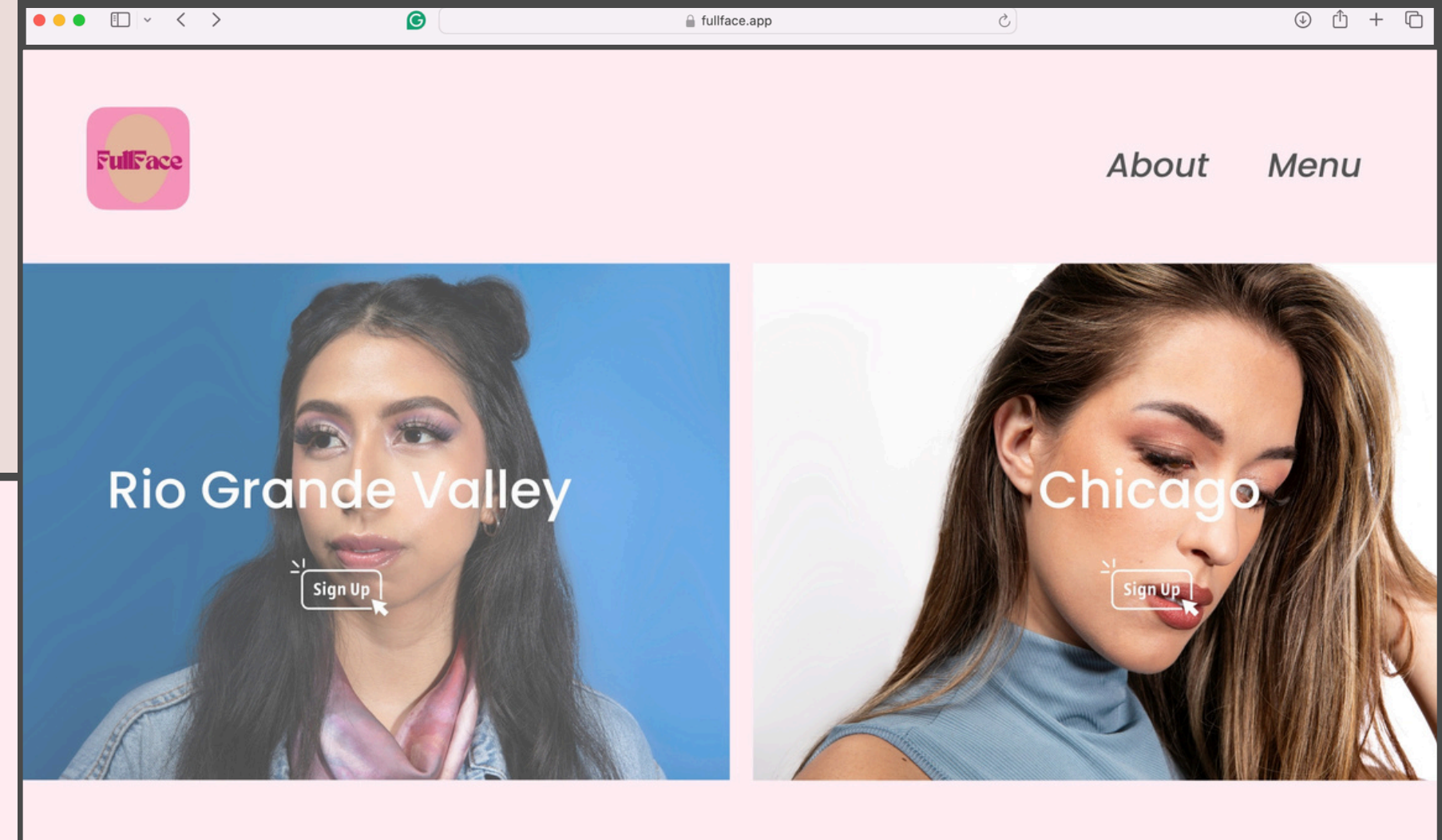


Stickers



Website Mock-Up

FullFace is a new app that allows users to book local makeup artists based on a diverse set of preferences to achieve a fully tailored look, from application technique to product type, type of glam to skin type.



Discover. makeup application style
Customize. your way
Book. local makeup artists

Download the FullFace app.



SOCIAL MEDIA POSTS



fullfaceapp
Chicago, IL



83 likes

fullfaceapp what look is your fave? soft glam, full glam, or festival?
comment below! 🥰💅 #fullface #chicago #beauty #localmua

[View all 49 comments](#)



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Chicago, IL



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Chicago, IL



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fullfaceapp
Chicago, IL



48 likes

fullfaceapp our skilled local artists can make your makeup dreams come to life! let fullface introduce you to your new favorite local makeup artist 💋🌟👯 #fullface #instamakeupartist #chicago #beauty

[View all 3 comments](#)



fullfaceapp
Chicago, IL



57 likes

fullfaceapp planning makeup looks with the girlyies! ✨💄😘 what look will you choose on fullface? #fullface #mua #chicago #beauty

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PRESS AND PR

“Latinas spend an average 19% more on beauty than Total US consumers...”

“The high usage of makeup across the Latina and Hispanic community is a central aspect to FullFace’s brand, which focuses on helping makeup be more customizable and accessible to this community.”

PRESS RELEASE



FOR IMMEDIATE RELEASE

May 1, 2024

FULLFACE BY PAULINA SANCHEZ

CHICAGO, IL. — Paulina Sanchez is proud to launch FullFace, an app for a diverse set of makeup users, particularly those who will be using makeup to get ready for summer festival season.

“Latinas spend an average 19% more on beauty than Total US consumers,” According to HispanicAd.com. “This is one of the reasons why I am so passionate about launching FullFace,” said Sanchez.

Sanchez added, “I could never find a Makeup Artist that could work with my oily skin. For the longest time, my makeup would sweat off, transfer, and run – which is why I would turn to minimal natural makeup. The problem is that it’s difficult to find Makeup Artists in that niche.”

The high usage of makeup across the Latina and Hispanic community is a central aspect to FullFace’s brand, which focuses on helping makeup be more customizable and accessible to this community.

About FullFace

Created out of a need for different styles of makeup application (light glam, heavy glam, festival glam, etc.) and preferences for different products (organic, vegan, made for different skin types), FullFace is custom built for the user’s desires. Different from its competitors, the app only offers makeup artists that will come to you for your application needs. Having an artist visit your home is tailored to your own needs and desires, from the products used in application to the music played by the artist during the process.

###

FULLFACE TEAM AT COLUMBIA
COLLEGE CHICAGO

Columbia Account Lead: Avery Heeringa
aheeringa@colum.edu
Founder and CEO: Paulina Sanchez
paulinaksanchez@gmail.com

OUTLETS WE PITCHED

CHICAGO
MAGAZINE



Bustle

**THE COLUMBIA
CHRONICLE**



The **DEPAULIA**

People

Parade
MAGAZINE

The Verge

EXPLAINER VIDEO



THANK YOU!
