Empowered Women: Off the Court
Strategic Partnership: Sloane Stephens
In-Store Events ➔ Increased Foot Traffic
“Women aged 18–34 are twice as likely to think highly of a brand that made an empowering ad and nearly 80% are more likely to like, share, comment and subscribe after watching one.”

Google Consumer Survey, February 2016
01 See the Empowered Women

02 Get the Look

03 Feel Like the Empowered Women
Why Women?
Reasons for Purchasing Shoes, March 2018

- Replacement for an old pair: 60% (All), 57% (Men), 63% (Women)
- To treat myself: 32% (All), 40% (Men), 46% (Women)
- For fitness: 30% (All), 32% (Men), 29% (Women)
- For work: 28% (All), 31% (Men), 26% (Women)
Percent of women aged 18-34 who say treating themselves was a top reason for purchasing shoes

56
“Empowered women empower women”
#MyStrongShoes
FIGURE 4: DESIRED IN-STORE IMPROVEMENTS, BY GENERATION, APRIL 2017

“Which of the following clothing improvements interest you?”

- In-store events (e.g., meet the designer nights)
- Virtual reality to experience clothes in a different setting
- More in-store services (e.g., nail bar, café)

Base: 1,006 female internet users aged 16+ who bought clothes for themselves in the past 12 months
* small sub-sample (75-100)
Source: Lightspeed/Mintel
## 2017 Sales Data

(Dollars in Millions)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Sales</th>
<th>% Change Comparable Owned Sales (1)</th>
<th>% Change Comparable Owned and Licensed Sales (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st QTR</td>
<td>$5,338</td>
<td>(5.2%)</td>
<td>(4.6%)</td>
</tr>
<tr>
<td>2nd QTR</td>
<td>$5,552</td>
<td>(2.8%)</td>
<td>(2.5%)</td>
</tr>
<tr>
<td>3rd QTR</td>
<td>$5,281</td>
<td>(4.0%)</td>
<td>(3.6%)</td>
</tr>
<tr>
<td>4th QTR</td>
<td>$8,666</td>
<td>1.3%</td>
<td>1.4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$24,837</strong></td>
<td>(2.2%)</td>
<td>(1.9%)</td>
</tr>
</tbody>
</table>
30%
BETTER FOR IT.
I'M HERE TO CREATE
Visibly more beautiful skin from the most unexpected of places – your shower.

Introducing Dove VisibleCare, our new revolutionary line of body washes that actually improves the look of your skin. With our highest concentration of NutriumMoisture™, you’ll see visibly more beautiful skin in just one week. NEW DOVE VISIBLECARE CRÈME BODY WASH

dove.com

Average results in 3 weeks of daily use, based on clinical testing. In-home use testing, consumer noticed visible improvement after 3 weeks. Photos show effects clinical improvement at 3 weeks.
Calendar

- **JAN-FEB**: Board Approval
- **FEB-MAR**: Finalize Partnerships
- **MAR-MAY**: Campaign Shoots and Promo Materials
- **JUNE-JULY**: Begin Setting Up In-Store Events
- **JULY-SEP**: Run Ads and Consumer Interactions