



PRESS RELEASE

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Clozette awarded Gold for Best Engagement Strategy for a Female Audience at Loyalty & Engagement Awards 2013

Singapore, 14 October 2013 – Clozette Pte Ltd (www.clozette.co) has clinched the Gold award at this year's Loyalty & Engagement Awards 2013, held on 10 October (Thursday).

The Loyalty & Engagement Awards is organised by Marketing Magazine, and it is the only awards in Singapore to focus completely on consumer loyalty and engagement. Over sixty brands made the final cut after being evaluated by a panel of senior marketing professionals. Entries were judged based on the following criteria – Challenge, Strategy, Execution and Results.

Clozette, together with SK-II's global media agency MediaCom, won the Gold award for SK-II Heritage Discovery campaign (www.clozette.co/sk-ii) in the category of **Best Engagement Strategy for a Female Audience**. A series of digital engagement activities targeted at Clozette's female audiences ran for a span of 3 months across Singapore, Malaysia and Indonesia.

Some key highlights included:

Producing Co-Created Content with identified Brand Advocates

Video Tutorials: A pool of bloggers was specifically identified to be the key opinion leaders of SK-II Heritage Discovery campaign. They were featured in a total of 15 video tutorials covering lifestyle, fashion and beauty topics, which conveyed the importance of a regular skincare regime.

Pictorial Timeline: The same key opinion leaders also embarked on a 14-days skin photo journey by putting up pictures of the transformational effects from their daily use of SK-II's iconic Facial Treatment Essence onto their personal Instagram account. Skincare-related conversations stem from admiration for the brand advocate's clear skin and clarification on the product application as well as efficacy.

SK-II Moderated Forum: A dedicated SK-II forum containing 9 skincare threads was developed to reach out to Female Daily Network (Indonesia)'s active community, Indonesia's largest online network and digital portal targeted at women. A forum moderator was appointed as Subject Matter Expert (SME) and trained to facilitate new threads on a bi-weekly basis, along with two other key opinion leaders on forum.

Contests held on Clozette's Unique Engagement Platform

Watch & Win: To drive views for the 15 co-created video tutorials, new videos on Clozette's microsite were introduced on a weekly basis along with a full-size SK-II product giveaway. The activity ignites a desire in community to try SK-II products after picking up skincare and beauty tips from the videos.

Beauty Holy Grail Contest: Clozette encouraged the curation of user generated content through empowering the community to share the ultimate beauty products that have worked well for them, and make recommendations to other beauty-lovers. Participants simply had to upload a photo of their 'beauty holy grail' item (a term coined by online beauty enthusiasts) onto Clozette, and the microsite would feature a feed of every member's photo submission.

Mr Roger Yuen, CEO of Clozette, said: "We are proud of Clozette's achievement in the Category of Best Engagement Strategy for a Female Audience. This is the best independent validation of Clozette's compelling platform for brands and agencies alike to build engagement and community within our ecosystem. We expect this award to garner greater traction for Clozette with brands and agencies as their number one platform of choice."

On the win by Clozette, Celestine Tan, Manager of APAC Content Strategy (P&G Prestige) at MediaCom, said: "We are very pleased with our partnership with Clozette for SK-II; winning gold is a testament of SK-II as the leader in consumer loyalty & engagement within the Prestige skincare category."

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About Clozette

Clozette is a fashion social network where women can discover, shop and share fabulous fashion and beauty finds and buys from around the world. It is also a virtual platform for fashion brands, retailers, designers and artisans to engage and interact with consumers and fashion tastemakers. Driven by user-generated fashion content, its high-engagement platform delivers unprecedented insights and analytics about consumers' preferences and what is trending in the world of fashion & style.

For more information, please visit www.clozette.co