

A woman with dark, curly hair is looking into a mirror, smiling and touching her face. The scene is set in a bathroom with a shower door visible in the background. The lighting is soft and warm, creating a positive and self-care atmosphere.

THE VIEW ON **BEAUTY** SOCIETY IS CHANGING

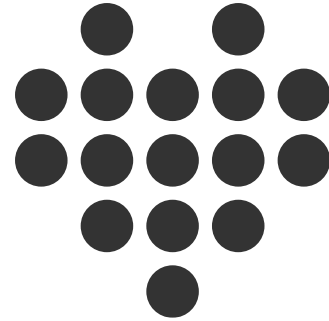
MERZ AESTHETICS®



AUTHENTICITY

INDIVIDUALITY

SELF-DETERMINATION



Merz Aesthetics celebrates beauty in its subjective facets. The goal is to strengthen authenticity, individuality, self-determination, attitudes and rights.

MERZ AESTHETICS EXISTS TO FUEL CONFIDENCE BY HELPING PEOPLE LOOK BETTER, FEEL BETTER AND LIVE BETTER.

THE VIEW ON **BEAUTY** FOOTBALL IS CHANGING



“ I grew up with football - male football. As the only girl among boys. As Dad's +1 with my home club, I toured all over the region. And yet my parents didn't have the idea to encourage my interest in this sport but sent me to ballet instead. Maybe that's why visibility of women's soccer is so important to me.

- Lena Heil - Senior Digital Marketing Manager at Merz Aesthetics



MERZ AESTHETICS CARES – WE TALK ABOUT IT

48

Hours
campaign runtime



Partner of
Eintracht Frankfurt



Bundesliga
opening match

MAXIMIZE AWARENESS FOR FEMALE FOOTBALL IN GERMANY



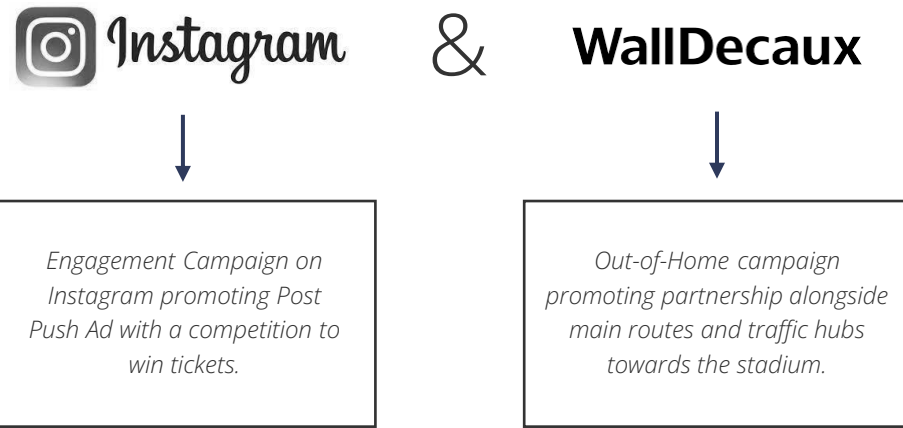
MERZ AESTHETICS®



**HISTORICAL
RECORD
MATCH**

**THE
PLAN**

REGIONALLY TARGETED CAMPAIGN



THE
RESULT

MERZ AESTHETICS®

3.1 Million

AD IMPRESSIONS IN 48 HOURS



ALONGSIDE WITH ONE OF MOST IMPORTANT MATCHES IN GERMAN FEMALE FOOTBALL HISTORY