
THE SONIC STORY

MAYBELLINE[®]
NEW YORK

TURNING AN ICON INTO ARTISTRY



In 2024 Maybelline New York the world's leading cosmetic brand set out to create a sonic strategy, which resulted in the **reinvention of the iconic 1991 "Maybe It's Maybelline"** jingle.

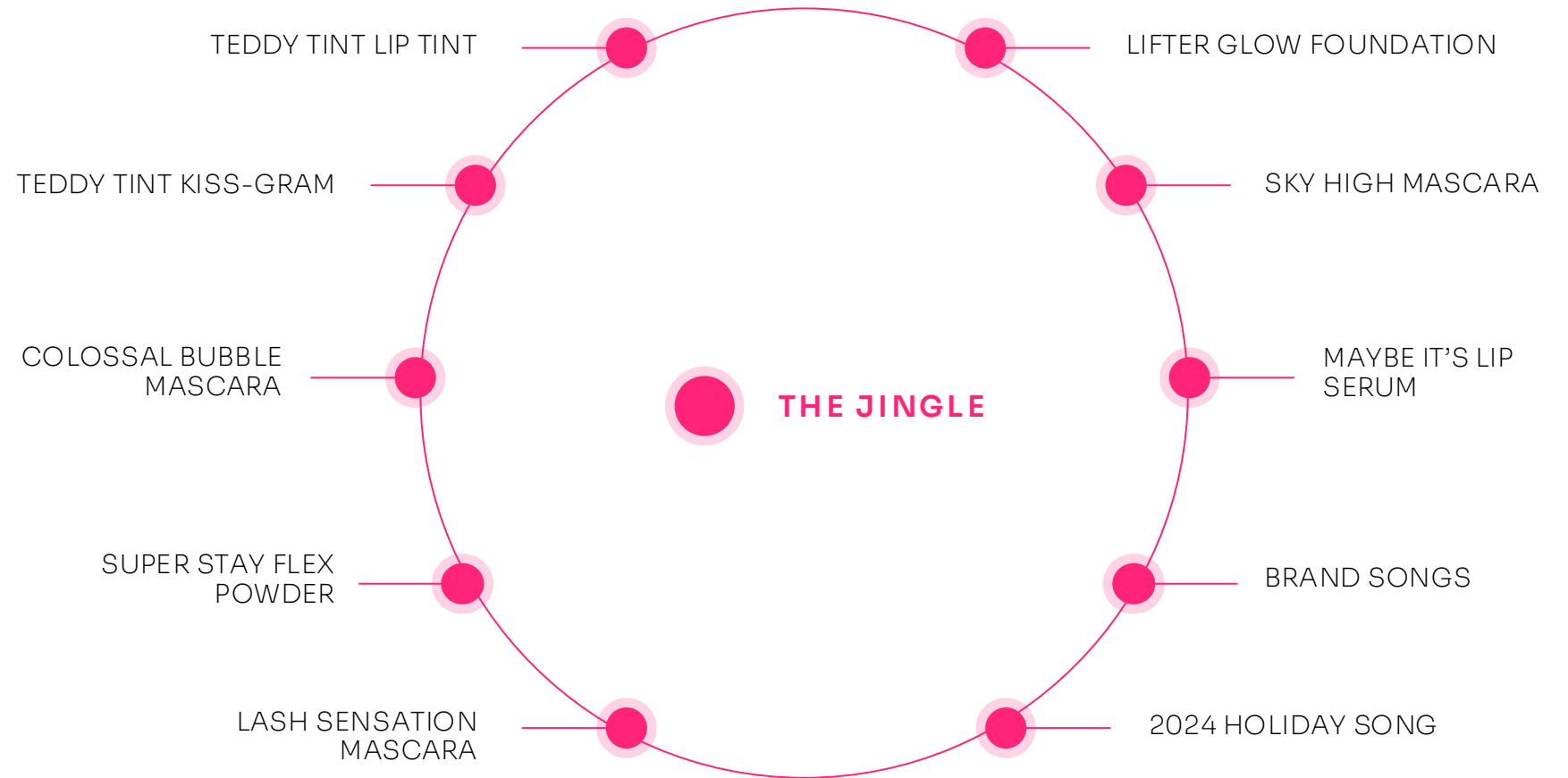
Building on this momentum, Maybelline New York sought to expand its musical story into a broader expression of artistry, approaching music as if Maybelline were **not only an iconic beauty brand, but also an artist creating original music** adapted to product innovation and specific communication needs.

The launch of the reinvented jingle and bespoke product content marked a pivotal moment for the brand. **It quickly affirmed the brand's cultural relevance,** generating 26 million views on TikTok, achieving 82% brand recognition, and delivering a +5% lift in brand awareness proving Maybelline's sound could be both instantly recognizable and deeply relevant within today's culture.

AN EFFECTIVE SYSTEM FOR A STUNNING & ENGAGING BRAND

Each musical composition uniquely highlights product attributes while remaining rooted in the DNA of the reinvented jingle. The result is a rich, flexible sonic universe and a cohesive brand sound architecture empowering Maybelline to **fully harness the emotional and creative power of music** for even greater impact.

CLICK THE CIRCLE TO LAUNCH THE AUDIO



SOUNDS LIKE A HIT

MAYBE IT'S THE MUSIC...

Product-specific campaigns were launched on Instagram and TikTok, highlighting the **versatility** of the new sonic strategy and **musical** artistry of Maybelline New York.

[CLICK THE IMAGE TO LAUNCH THE VIDEO](#)

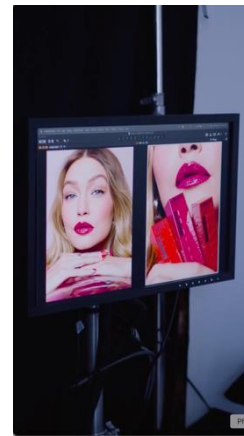
**TEDDY TINT LIP
TINT**



**COLOSSAL BUBBLE
MASCARA**



**NEW YORK
ATTITUDE**



**MAYBE IT'S LIP
SERUM**



**ALL I EVER
WANTED**



HOLIDAY 2024



THANK
YOU
