

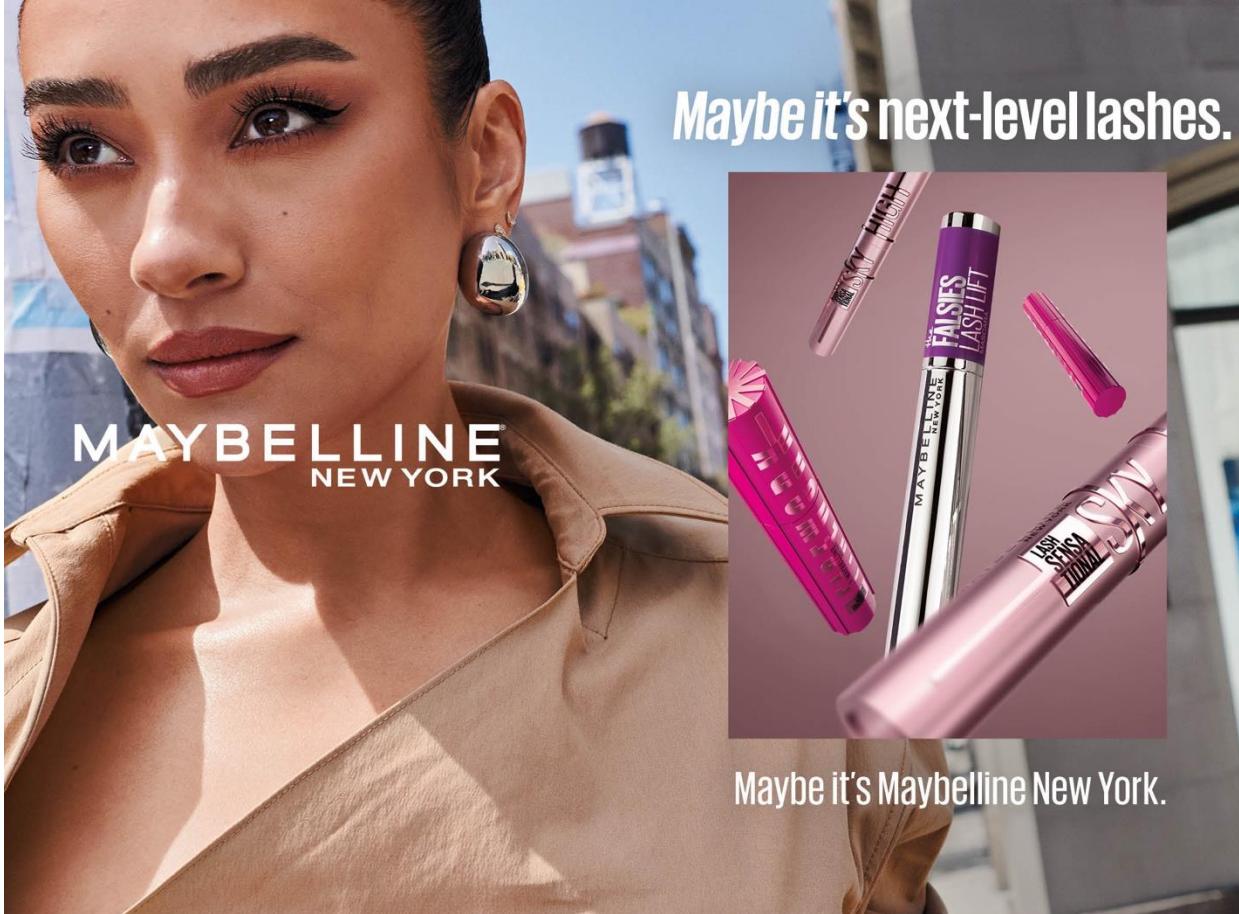
THE SONIC *STORY*



MAYBELLINE<sup>®</sup>  
NEW YORK

# TURNING AN ICON INTO ARTISTRY

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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.

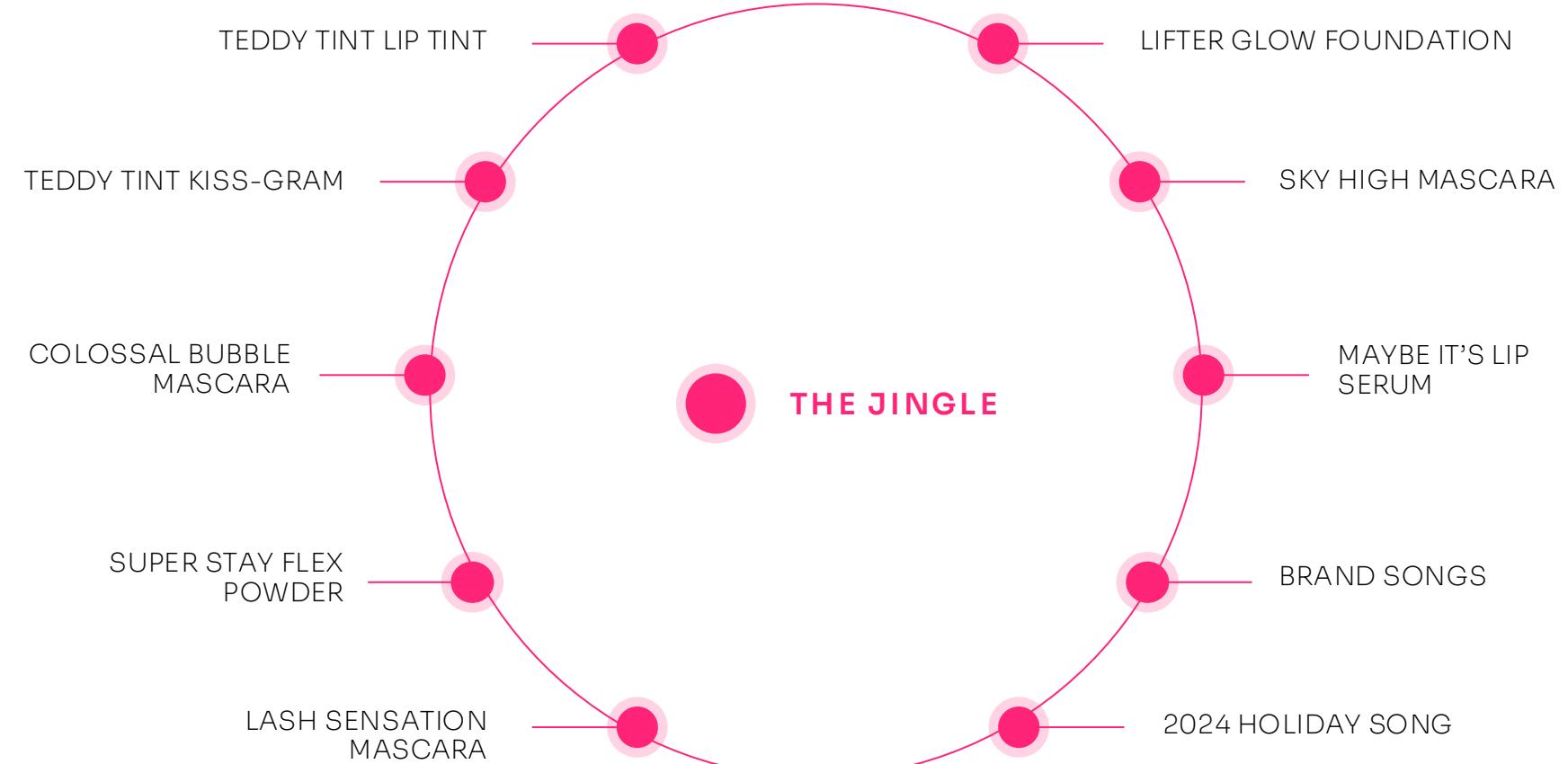
The launch of the reinvented jingle and bespoke product content marked a pivotal moment for the brand. **It quickly affirmed the brand's cultural relevance**, generating 26 million views on TikTok, achieving 82% brand recognition, and delivering a +5% lift in brand awareness proving Maybelline's sound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

# AN EFFECTIVE SYSTEM FOR A STUNNING & ENGAGING BRAND

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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**

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ALL I EVER  
WANTED



HOLIDAY 2024



THANK  
YOU