

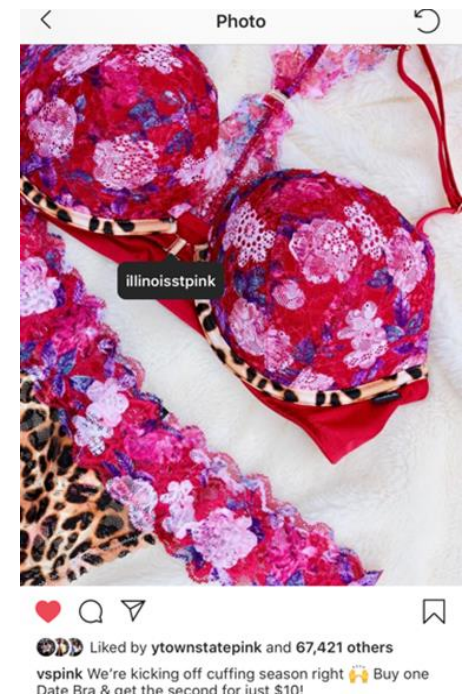
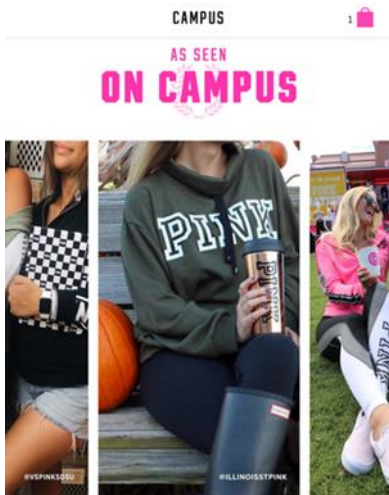


VICTORIA'S SECRET

**Campus Events & Experiential  
Marketing Senior Intern  
Stephanie Khoury**

- VSPINK Social Media:

- I have attached 5 pictures of my work featured on VSPINK Instagram, Instagram story, Twitter and PINK Nation App. These are just a few of my work featured by PINK.



VSPINK Retweeted



Illinois State PINK @IllinoisStP... · 3/9/19  
grab your [#girlgang](#) because it's FINALLY spring break !! 🤪



VSPINK



4

57



VSPINK Retweeted



Illinois State PINK @IllinoisStP... · 3/11/19  
[@VSPINK](#) & spring break, name a better duo 🤪 🤪 [#PINKSpringBreak](#)



1

1

44



### • VSPINK Twitter Retweets:

VSPINK Retweeted



Illinois State PINK @IllinoisStP... · 3/8/19  
"Empowered women empower women" 🙏  
Happy International Women's Day!! 🌟💖  
[#GRLPWR](#) [#bossbabe](#)



VSPINK



26

82

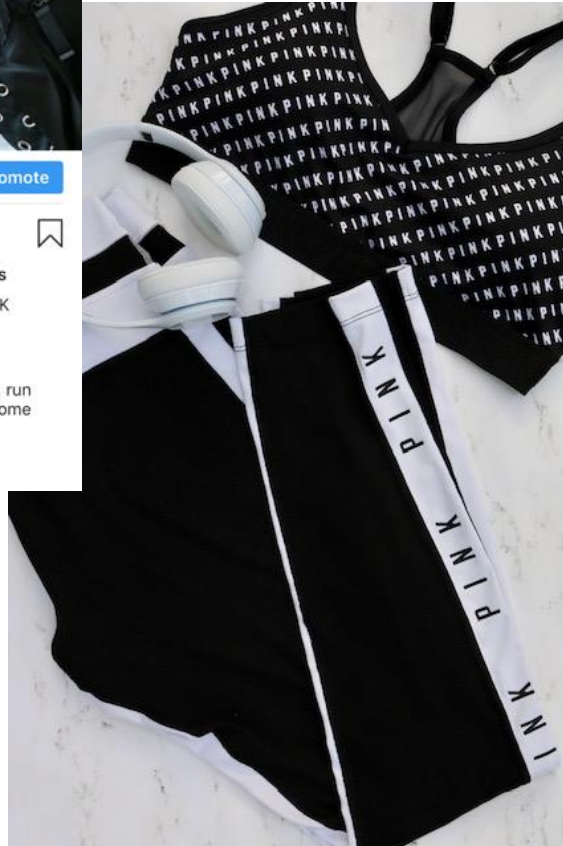
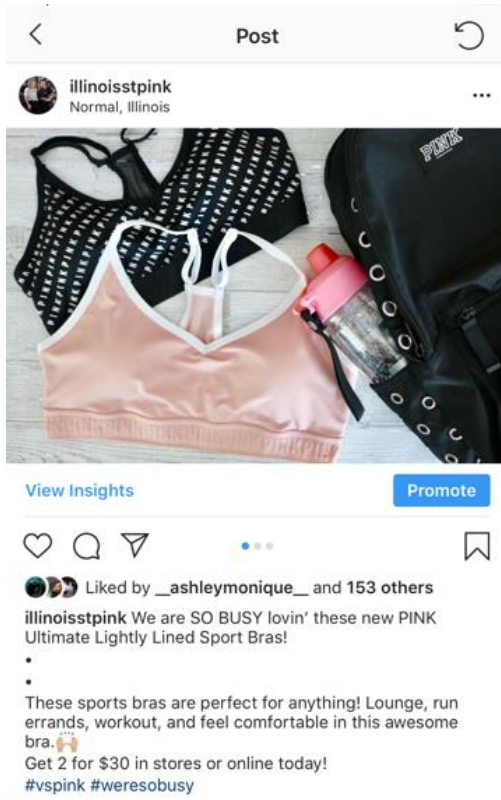






Link: <https://www.instagram.com/p/Bl6t2MsAHU5/>

- **Brand Training Video:**
  - Created a video to show what we did at brand training and all the fun things PINK gave us to do in Columbus, Ohio over summer.
  - This video was posted on our Instagram account @illinoisstpink.
- **Insights from Post:**
  - Views:** 2,563
  - Impressions:** 6,424
  - Reach:** 4,946



• **We're So Busy:**

- I was given the New Everyday bra and had the campaign “We’re So Busy” theme around it. I featured pictures of us on our social media channels of us doing anything from working out, shopping, going out or just hanging out in the bra.

- This was just a social media campaign and didn’t need an event for it.

• **Insights from Post:**

**Likes:** 154

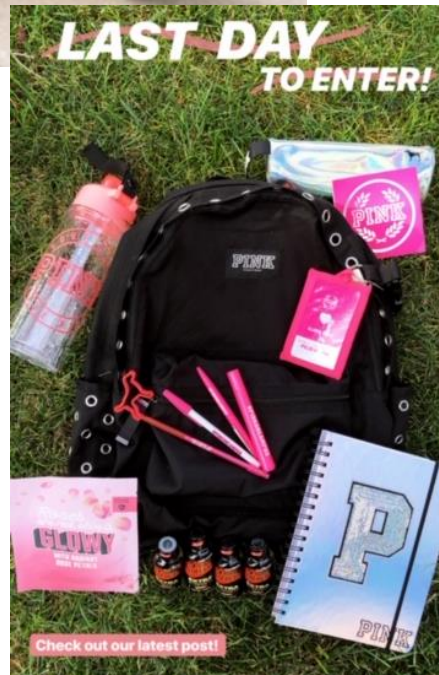
**Impressions:** 4,150

**Reach:** 2,385



- **Back To Campus Survival guide Giveaway:**

- I gave away a backpack full of school necessities. This was apart of my marketing strategies I created to gain more followers on our Instagram account and let people know we are on campus.



**Insights from Post:**

**Likes:** 785

**Comments:** 659

**Impressions:** 7,476

**Reach:** 4,391





- **Panty Welcome Week Event (Festival ISU):**

- Celebrate the panty deal (7 for \$28) at PINK by giving away 100 pairs of panties on campus. Create a campaign around it and celebrate the new year on campus.

- **Highlights from event:**

**Followers gained: 734**

**ISU Students went to table: 1,400**

**Profile visits on Instagram: 4,570**

- **Tailgating Giveaway:**

- After gaining over 700 new followers on Instagram, we wanted to keep our followers engaged by having a huge giveaway. We gave away over \$250 worth of product in this post.

- **Insights from Post:**

**Likes:** 1,486

**Comments:** 4.4K

**Followers gained:** 326

**Impressions:** 13,366

**Reach:** 6,782







- **Welcome to Campus Boxes (Freshman):**
  - Welcome the freshman on campus with a bag full of goodies by PINK. We got a few sponsors for this event as well.
  - **Insights from Event:**
    - Followers gained: 58**
    - Students at event: 260**
    - Likes on post: 615**
    - Comments on post: 817**
    - Impressions on post: 8,468**

- **PINK Nation Party in Chicago**
  - Celebrate the Re-Launch of PINK Nation in Chicago with a huge take over of navy pier and a few other locations in Chicago.

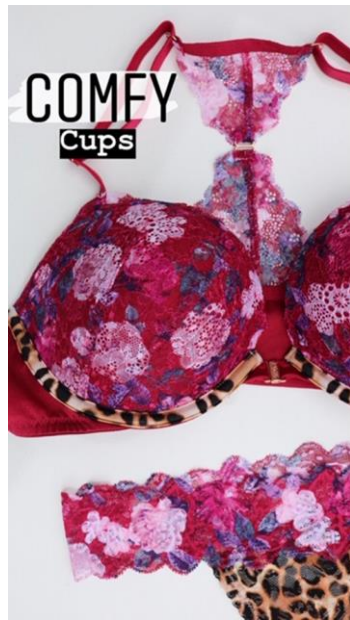






- **PINK Nation Relaunch:**
  - Celebrate the Relaunch of PINK Nation with tabling on campus and hosting a scavenger hunt with 10 boxes full of goodies from PINK.
- **Insights from Event and Post:**
  - Students at event:** 140
  - Likes:** 423
  - Impressions:** 7,892
  - Reach:** 3,913





- **Date Bra:**

- Celebrate the launch of the new Date Bra. We were to create content for Instagram and create a campaign. I focused on the highlights of the bra and drive attention to the beautiful details.

- **Insights from Instagram Story and Post:**

**Views:** 1,798

**Likes:** 173

**Impressions:** 5,703

**Reach:** 3,402



### • In-Store Event:

- Biggest event of the year! My job was to drive students to the store within a two hour gap to buy as much as possible. I focused on getting more customers there and I broke ISU records.

### • Insights from Event:

**Followers gained:** 68

**People at Event:** 1,004

**I sold:** \$10,025 worth of product within 2 hours

Video:

<https://www.instagram.com/p/Bo16M2tHUOK/>

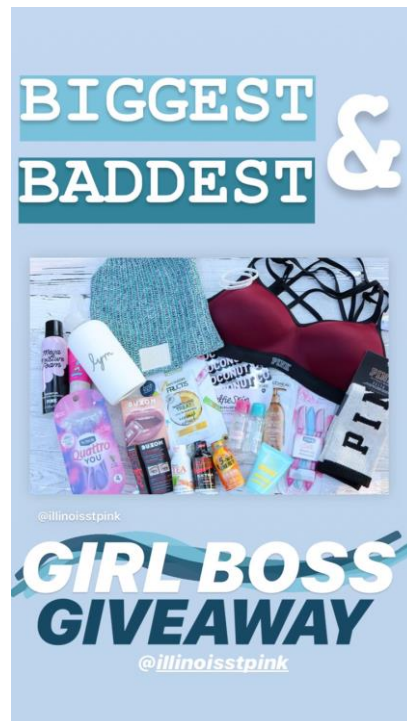






- **Girl Boss Giveaway:**

- I partnered with HerCampus and Love Your Melon at Illinois State University for a huge giveaway. We wanted to get as many followers as possible and take over every girl at Illinois State University Instagram with our giveaway.



- **Insights from Event:**

**Followers gained:** 100

**Likes:** 830

**Comments:** 1,108

**Impressions:** 10,359

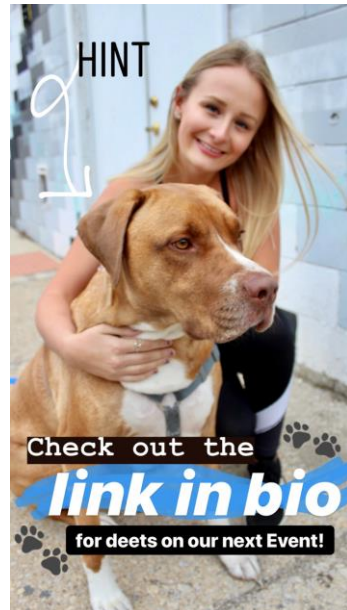
**Reach:** 5,562





- **Cool & Comfy Launch:**

- Celebrated the launch of the New Cool and Comfy line. We had 10 pairs of leggings and 10 bras to give away at our event. We partnered with WishBone Canine Rescue and raised money for them. We sold puppy Chow for two dollars and each raffle ticket was a \$1 and you can pet or walk the dogs.



- **Insights from Event:**

**Money Raised for**

**WishBone: \$240**

**People at Event: 200**



- **“More the Merrier” panty Frenzy:**
  - This was a surprise event where we celebrated Christmas early and gave away 100 pairs of panties. No one knew about the event until the day of but didn’t know the location till an hour before.

- **Insights from Event:**

**People at Event: 218**

**Views: 1,865**

**Likes: 566**

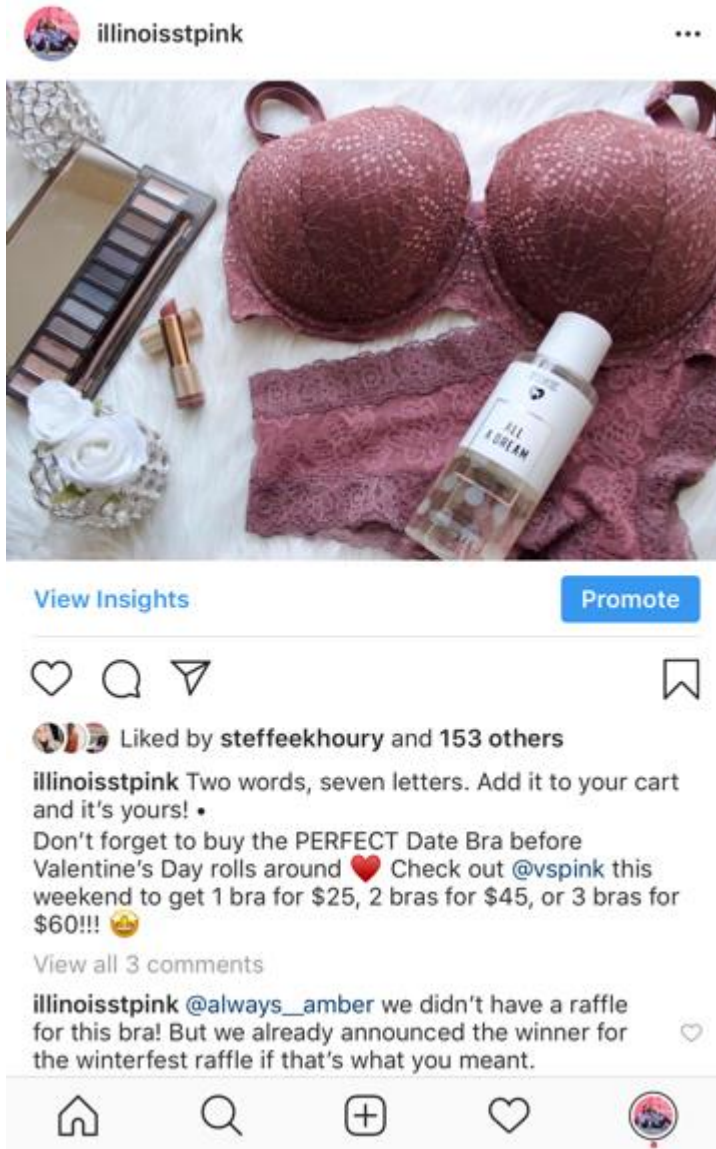
**Comments: 426**

**Impressions: 9,711**

**Reach: 4,957**







## Date Bra:

- Celebrate the launch of the new Date Bra. We were to create content for Instagram and create a campaign. I focused on the highlights of the bra and drive attention to the beautiful details.

- Insights from Instagram Story and Post :

**Views:** 2,608

**Likes:** 154

**Impressions:** 4,866

**Reach:** 3,284



### Date Bra Instagram Story:





### GRL PWR Panel

- We hosted a GRL PWR panel that featured four powerful women that shared their advice and answered questions all about being a girl boss. The women on our panel held the titles of CEO, Entrepreneur, Company Social Media Guru, as well as an author of multiple books on feminism and professor at ISU.



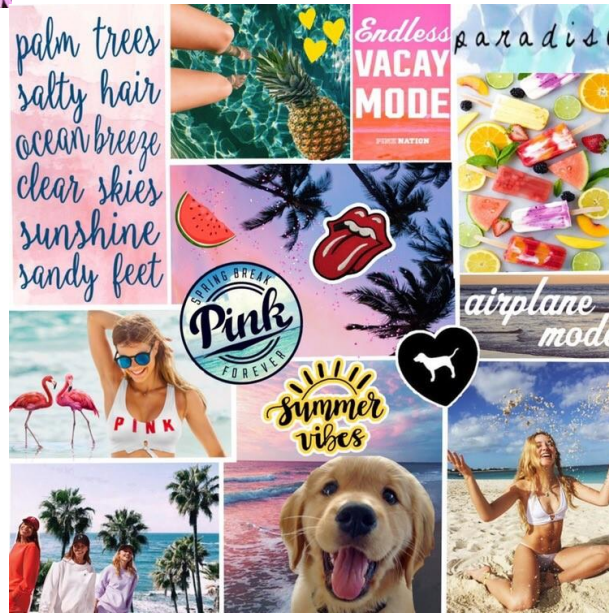
- Insights from Event:  
**People at Event: 200**  
**Followers gained: 68**





## Spring Break posts:

- We created Spring Break collages to get girls excited for spring break. This was extremely fun and we got so much good feedback! Even home office commented on them! These were posted on our Instagram story so our followers could screenshot and save.



- **Insights:**  
**Views: 2,865**





### **POLAROID POST:**

- Polaroid sent us a free camera to post all over our social media and use. This picture was to show the product and highlight the color & the new product.

- **Insights from Post:**

**Likes:** 222

**Comments:** 41

**Impressions:** 4,729

**Reach:** 3,250



### March Madness:

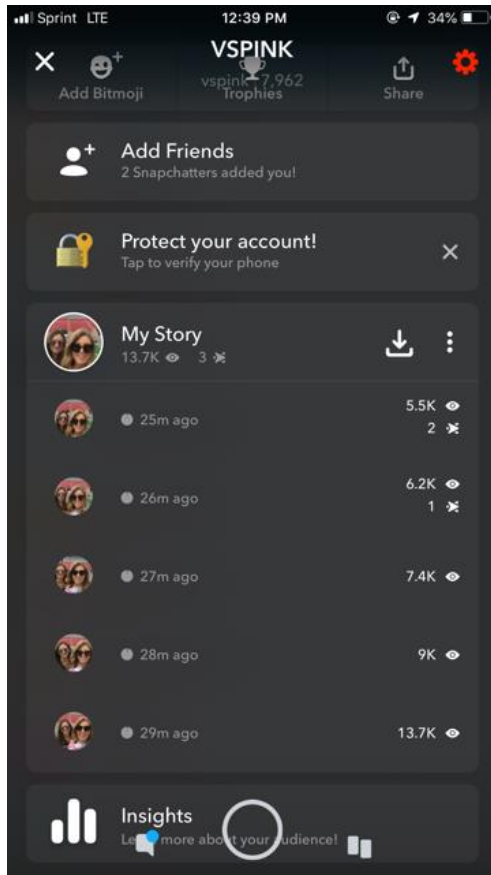
- We wanted to stay on top of trends and host a March Madness photo shoot in PINK apparel. We thought this was a good idea for woman empowerment and GRL PWR as well.
- Insights from Post:
  - Likes:** 359
  - Comments:** 221
  - Impressions:** 5,965
  - Reach:** 4,120



### PINK BUS:

- Since this was my biggest event on the year, I created a whole another document of all marketing skills, pictures and highlights.
- PowerPoint is attached to the email.





### VSPINK Snapchat Takeover:

- We had the opportunity to takeover the VSPINK Snapchat account which was an amazing experience! We were picked out of 109 other schools to do so!
- Insights from Post:  
First 30mins- 13.7K views





### Beauty Frenzy:

- We gave away 100 PINK beauty items to our students but they had to donate an old clothing item to receive one. We had a ton of raffles, drinks and a what makes you feel beautiful poster that girls had the opportunity to write on.



### • Insights from Event:

**People at Event:** 110

**Views:** 2,680

**Likes:** 361

**Comments:** 23

**Impressions:** 8,949

**Reach:** 6,100



### • In-Store Event :

- My job was to drive students to the store within a two hour gap to buy as much as possible. I focused on getting more customers there and beat last years sales and customers attended



### • Insights from Event:

**Followers gained:** 49

**People at Event:** 450

**I sold:** \$3,955 worth of product within 2 hours



### PINK In-store event

Today, April 12th 4-6pm

@ Eastland Mall

Shop our spring sale!!



10 for \$35 Panties



2 for \$30 Sport Bras



### DEALS!

40% off Select Bras, Apparel, and accessories



We have  
insomnia Cookies &  
Dunkin' Donuts!



First 400 customers  
will receive  
McAllister's  
PINK lemonade!



Raffling off 3  
PINK GIFT CARDS!



First 50 customers will

receive this limited  
edition  
PINK phone wallet!



First 75 will receive a  
PINK Freebie!

15 raffles valuing over  
\$700 total !!!



Come to Eastland Mall

& get your  
raffle tickets

!!!

### SPEND

\$50 Get a Facemask

\$75 Get a PINK Pendant

\$100

Get a PINK drink sleeve



Are you excited?!

OMG  
YES!!!!

DUH!!

## In-Store Instagram story:



### Giving keys :

- Giving Keys sent us a two free necklace to post all over our social media and to give one away. This picture was to show the product and the word I choose was Gratitude. In the flay lays I took I wanted to capture one being relax and artsy. As for the other picture I wanted to capture what I am grateful for.





# PINK

## Photoshoots:





### Flyers I made:



### Flyers I made:





**Here are a few examples of pictures I taken:**

