

## Alia Bhatt goes digital with Maybelline New York

•Written by amit bachchan•

••Thursday•, 31 •July•, 2014 05:07• -

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Hosts India's first multi-city integrated Google Hangout to interact with her fans on beauty trends for the season

National, 30th July 2014: Alia Bhatt loves her fans and this time around she put together an innovative method to spend a fun evening with them talking about the things she loves most – make-up and her films!

Staying true to its core values of being fun, edgy and fashionable, Maybelline New York, the world's No. #1 make-up brand hosted India's first multi-city integrated Google Hangout with the Bollywood diva and brand ambassador, Alia Bhatt. Pioneering the digital space with groundbreaking initiatives and launches, Maybelline New York once again proved itself to be a front runner in innovation, beauty and youth connect.

Visitors at Shoppers Stop in Delhi and Mumbai were in for a treat as they got the chance to interact with Alia Bhatt LIVE via a Google Hangout. Since Alia's latest make-up favorites from Maybelline are the new Color Show nail colors, she quizzed her fans on the names of the shades and had a fun session with them sharing make-up and beauty tips. In addition to this, a few lucky shoppers were handpicked by Alia Bhatt from the crowd and received nail art tutorials from an artist present during the Hangout.

Commenting on this fun way to interact with her fans, Alia Bhatt, brand ambassador of Maybelline New York, said, "I've always loved Maybelline New York not only for the innovative

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products they launch, but also for the initiatives they take up to engage with their consumers and fans. The experience of talking to so many fans in two different cities at the same time and sharing some of my thoughts on beauty was fantastic. It was such an interesting way to brighten up a regular Friday evening and at the same time get some amazing feedback from the fans on my work and Maybelline's new launches.”

Leena Shoor, Marketing Manager, Maybelline New York India, said, “As a tech savvy make-up brand, Maybelline New York has always aimed to engage with its consumers and fans in a very innovative manner. In order to continue representing the essence of the brand of being fun, edgy and fashionable, Maybelline introduces various novel initiatives with new product launches. Taking the brand to a next level of engagement, Maybelline decided to host India's first multi-city integrated Google Hangout with Alia Bhatt who is the face of the brand and represents the brand's core values.”

Across India, over 92,121 fans tuned-in LIVE to the Hangout which received an overwhelming 92 Million impressions across Facebook, Twitter, Google+ and Instagram. The popular make-up brand represents the young, contemporary cosmopolitan girl who is attuned to fashion and loves to experiment with make-up products. Hence, all of its campaigns have been clutter breaking in the cosmetics industry. Over the years, Maybelline New York has pioneered various brand engagement strategies through innovative use of the digital platforms to get fans and consumers to sit and take notice, get educated and eventually use the unique products on offer by the brand.