

## **HEAT WINS 5th P&G MIA AWARD – THIS TIME FOR THE JENNIFER HAWKINS 'EASY BREEZY BEAUTIFUL' PLANS**

Heat Group's local initiative to sign Jennifer Hawkins as the face of Covergirl has won them their 5<sup>th</sup> award for 'Best Easy, Breezy' Covergirl Plans at the P&G Make-up Idea Awards, held at the Procter & Gamble international distributors global conference in Malmo, Sweden, last week.

'Jen epitomises the easy, breezy, beautiful equity in Australia and with this tactical execution, we succeeded in building brand health as well as achieving outstanding sales results for the year,' said Gillian Franklin, Managing Director of The Heat Group.

Heat has now won five P&G MIA awards out of six, missing out only once last year but still managing to be a finalist, achieving awards four consecutive years in a row - something no other distributor worldwide has ever achieved.

Max Factor was also a finalist, for their Mascara Experts initiative, in the Sustaining Classics category. In the last year Heat has succeeded in gaining increased real estate for this category with dedicated second location space for mascaras in over 200 new doors and has delivered outstanding growth within mascaras and their total eye category.

The finalist's submissions are presented to over 200 delegates by Heat's Brand Managers and are judged by P&G's global team leaders who award the Tiffany Crystal Stars to the Heat team at a black-tie gala event in Malmo, Sweden.

In 2001 Heat gained the distribution rights for Covergirl when P&G decided to hand over distribution in Australia. Their decision, which has proved extremely profitable for the brand having more than doubled in sales since then, was to appoint cosmetic marketing guru Gillian Franklin with her founding partner Creative Director Bev Craig and the Heat team, as sole distributor.