

# QV Skincare



## Prelude

Mkt. has worked with QV Skincare on an ongoing basis since 2013, with our program focused on driving awareness of the brand's unique heritage out of Queen Victoria Hospital, its products and most recently amplifying its brand ambassador partnerships (Kate Ritchie) through media.

During our partnership together, Mkt. has overseen PR launches across all product ranges, including; QV Face, QV Kids, QV Baby QV Sport, QV Everyday and QV Intensive (most recently their Ceramides range). Mkt. has also supported other Ego brands, including SunSense; crisis communications, proactive storytelling around sun safety and ingredients.

## Stories told

On top of our always-on media and influencer relations program, Mkt. has successfully collaborated with experts across the parenting, beauty, skincare, interior design and lifestyle space through creative and targeted campaigns to help bring our product stories to life

## Happily Ever After

- The stories we've told: **260+**
- Those who have heard and seen: **1.5 million+**
- The skin we've cared for: **Not another slippery dip, Patchwork Cactus, Mother & Baby, School of Mum, The Grace Tales, Australian Women's Weekly, Beauty Heaven, Mamamia, Always Josepha, Marie Claire, Jess Dempsey, Bec and George, Chantelle Baker, Herald Sun**
- The events we've hosted: **5**



Mkt.