



Hello.

**In the age of youth-driven culture,
hyper personalization, and social media
saturation it's hard for brands to
stay top of mind.**

What if you could give customers an easy, **hyper viral way to show brand love that's tailor made for them to **share on their social media?****



FASHION



SPORTS



ENTERTAINMENT



CAUSES



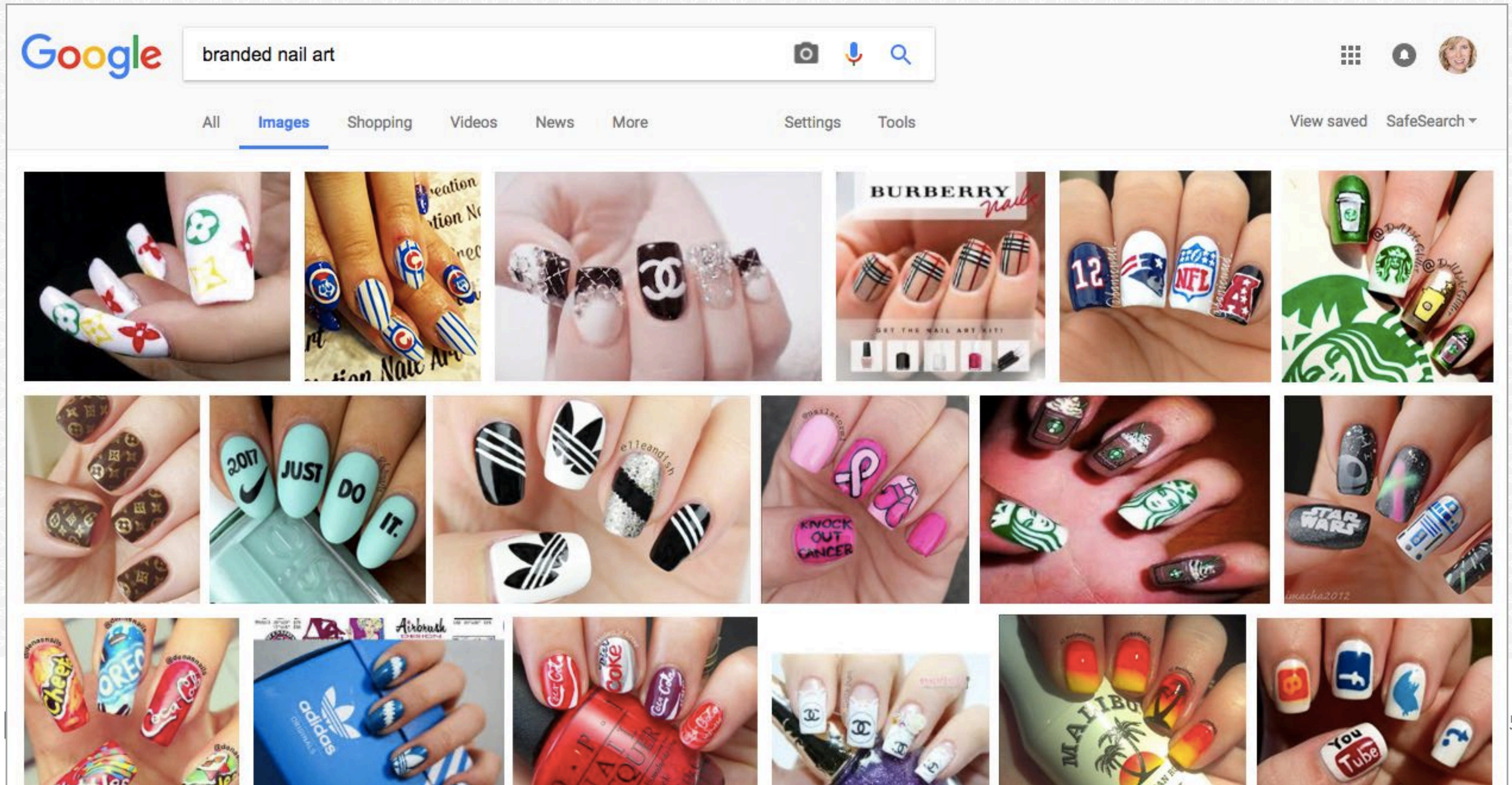
BRANDS



Nails are the hottest canvass for showing authentic love.

A little canvass with BIG IMPACT.

Nail art is one of the Top 5 most shared things on social media.



But painting nail art is **HARD**.



If someone is going to wear your brand, you want it to look **gorgeous**. We make that easy.

NAILSNAPS[™]

BRANDED NAILS IN A SNAP.

**Custom, salon-quality nail wraps
that can be applied in minutes.
No Mess. No toxicity. No dry time.**



ELLE

"turn instagrams into nail art"

REFINERY29

"your nail dreams come true"

seventeen

"new way to rock nail art"

MICHELLE PHAN

"the fiercest nail art around"

GADGETTE

"taking over the nail art world"

Custom NailSnaps make it fast, fun, and easy for fans to enjoy and show off a **perfect, branded manicure**.



Nail art **appeals to Millennials** who increasingly respond to the merging of industries and sectors under the banner of pop culture. Get started by sending us your logo and any brand guidelines.



Each kit contains 20 nail wraps, nail file applicator, and easy instructions for a perfect branded manicure that can be **applied in minutes**. No heat, no mess, no dry time.



NailSnaps salon-quality wraps **last up to 2 weeks**. A perfect blend of beauty + brand that fans will love sharing on social media. With NailSnaps, the brand can ensure the nail art is Instagram-worthy.



Nail your project!



Case Studies.

- NailSnaps manicures can be a fun activity at influencer events.
- Each set last 2 weeks putting your brand at your customers fingertips every day.
- The free mobile platform can support nail art social contests nails.
- Give employees, influencers, and customers branded nails as gifts and loyalty incentives.
- Gain traction and new customers by giving fans a way to wear your brand.



Adidas wanted way a to incentivize purchase and drive in-store engagement with influencers at the flagship Adidas store celebrating the launch of Stella McCartney's co-branded Adidas active-wear.

NailSnaps was the solution.

Gift With Purchase

Customers who bought items from the Adidas StellaSport collection at the event received a free set of limited-edition StellaSport NailSnaps.



Digital Extension

Inclusive - In-store signage drove attendees to engage with the collection by taking photos of each piece to make their own custom matching nail designs regardless of purchase. →

Viral - Encouraging attendees to create and share custom nail looks extended the reach of the event to attendee's social graphs. →

Long tail - By incentivizing attendees to post their **custom** nail looks, the activation keep the conversation about StellaSport at the top of people's social feeds. →



FREE Custom StellaSport NailSnaps!
Make free, custom StellaSport NailSnaps from your favorite look from the StellaSport collection.

- 1 Download the FREE NailSnaps iOS mobile app to get started.
- 2 Create a nail design from a picture you snap of the StellaSport collection.
- 3 Order your custom design with the FREE promo code **STELLASPORT378.**

WIN THE LOOK! Your FREE custom StellaSport NailSnaps will be shipped to you. Share your nail look with **#adidasStellaSport** for a chance to WIN an item from the collection.

Westfield

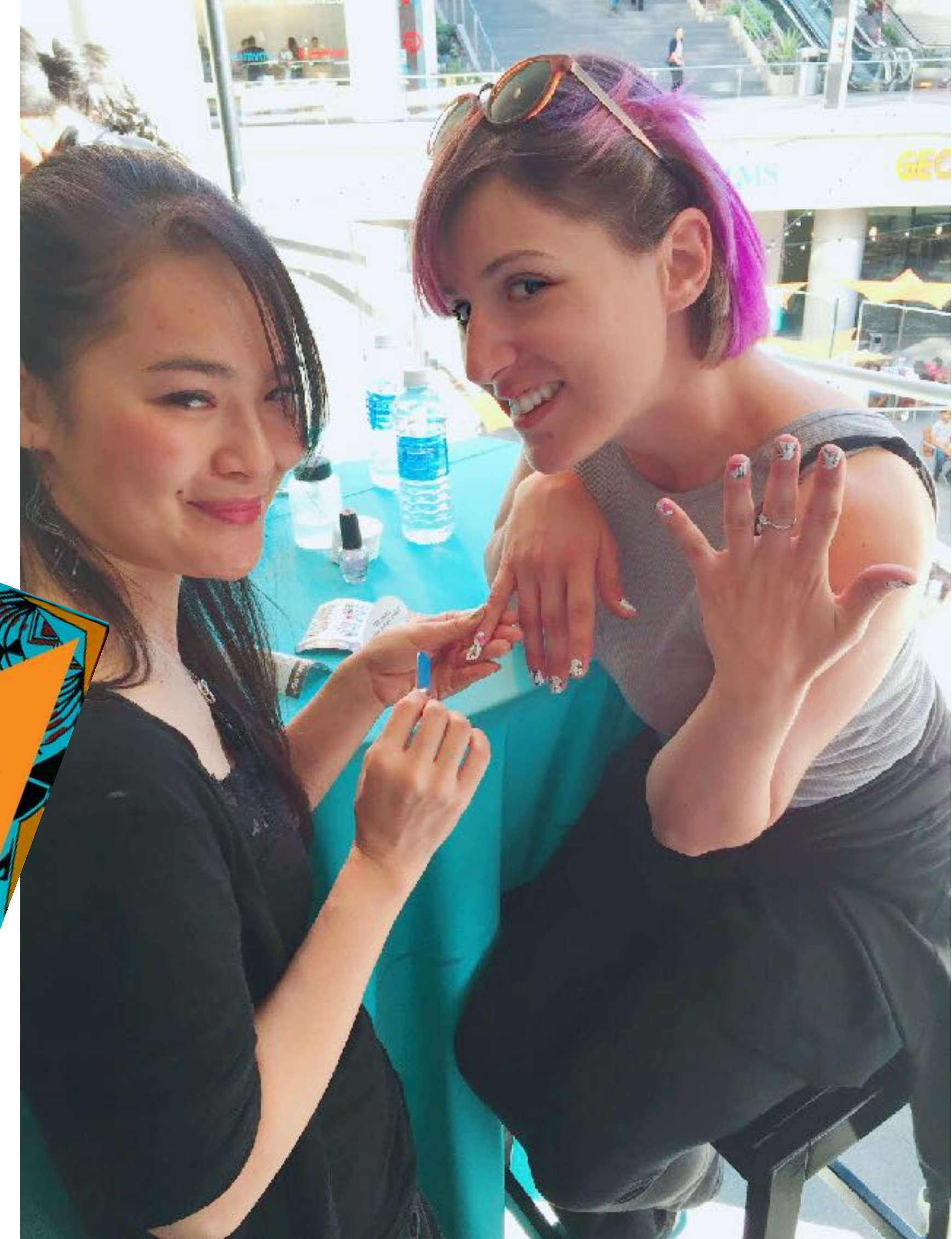
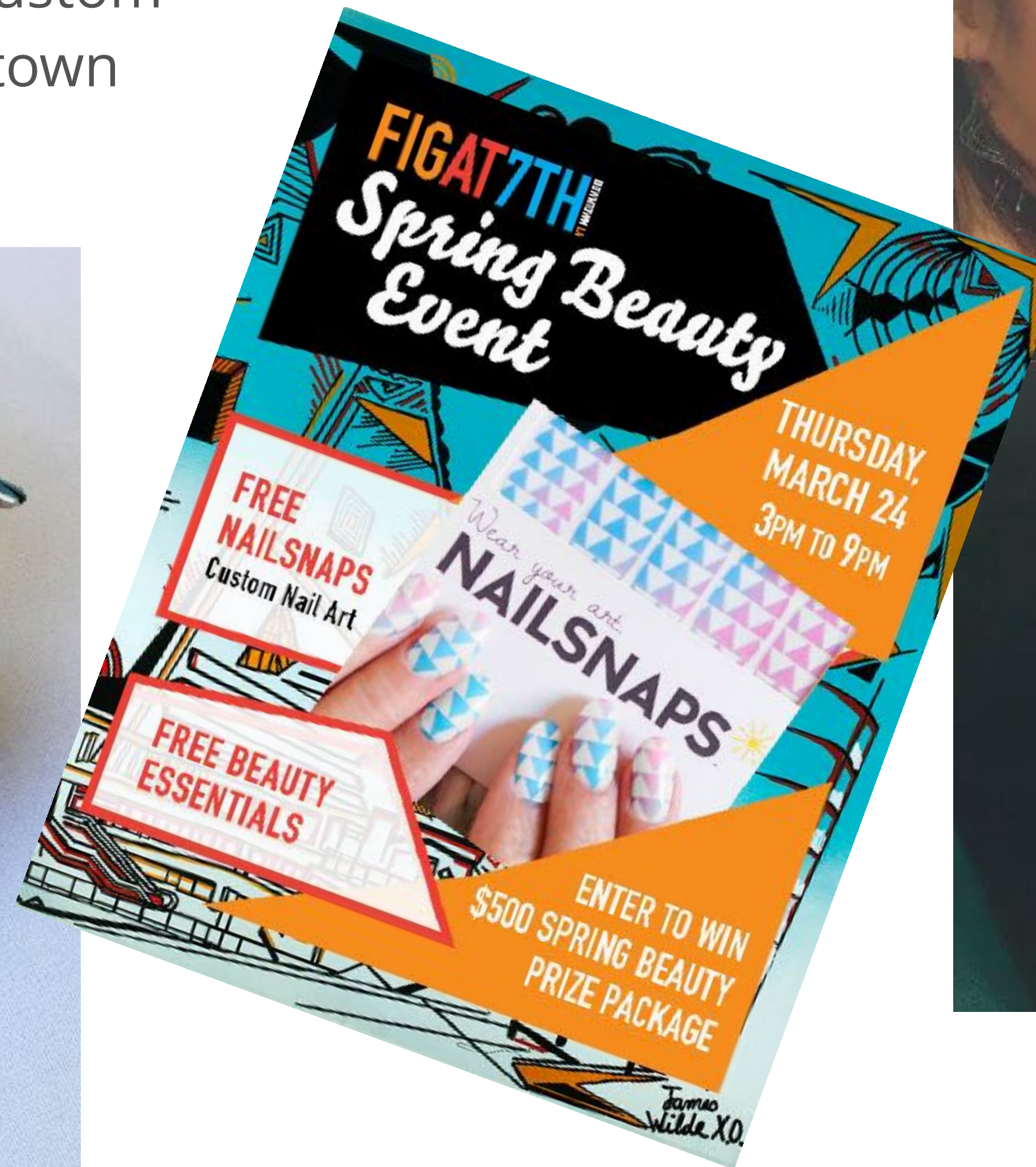


Westfield needed a fun experience to draw foot traffic to the newly opened downtown LA shopping center...

So they hosted a NailSnaps Manicure Party.

Manicure Party Experience

Westfield hosted a manicure party to celebrate the the new downtown Los Angeles shopping center. Hundreds of shoppers enjoyed a custom manicure designed specially for the downtown location by local street artist James Wilde.





At the Susan G. Komen Foundation Race For A Cure Event, Steinberg Diagnostic Medical Imaging (SDMI) wanted unique way to promote their new 3D Mammography innovation.

They looked to NailSnaps.

Causes + Awareness

Custom, salon-quality NailSnaps can be worn for 2 weeks so the manicure kit and insert card served as a gorgeous swag and a daily reminder to book a mammogram!





**Paramount wanted
mommy bloggers to host
parties to celebrate the
Bad Moms DVD release.**

**Bad Moms Night In
featuring Nailsnaps**

FROM THE WRITERS OF THE HANGOVER
BADMOMS
NAILSNAPS  PARTY LIKE A MOTHER

Influencer Party Packs

NailSnaps where part of the mother of all blogger party packs: drinks, games, snacks, and no-fail manicures.

LADIES: PLAN YOUR GIRLS' NIGHT AT HOME WITH A

BADMOMS

NIGHT IN



AVAILABLE ON
DIGITAL HD, BLU-RAY™,
DVD & ON DEMAND

Whether you're a working mom, a single mom, a stay-at-home mom – or someone who just has a mom – gather together the girls for a fun evening and watch BAD MOMS on Digital HD, Blu-Ray™, DVD & On Demand.

Don't miss the Deleted Scenes, Gag Reel and Interviews with the Cast and their Moms exclusive to home entertainment!

BLU-RAY™ + DVD + DIGITAL HD

BADMOMS

FROM THE WRITERS OF THE HANGOVER

PARTY LIKE A MOTHER



NAILS NAPS





laughteachlove [Follow](#)

laughteachlove My guests are going to love trying @nailsnaps #badmomsnights! @NailSnaps is home to thousands of nail artists and fans who have created over 50k purchasable nail designs with our award-winning NailSnaps mobile app. NailSnaps the world's best way to create, share, and wear custom nail art.

nailsnaps Woohoo! Have fun and definitely share your #badmoms mani!! 🥳

nailwrapsqueen 🥳🥳🥳

nailsnaps, nailwrapsqueen, katbalogger, mamasmission, mrskathyking, mandyr512, cupcakescutlery, hartless_beth and raisingwhasians like this

NOVEMBER 4, 2016

Add a comment...

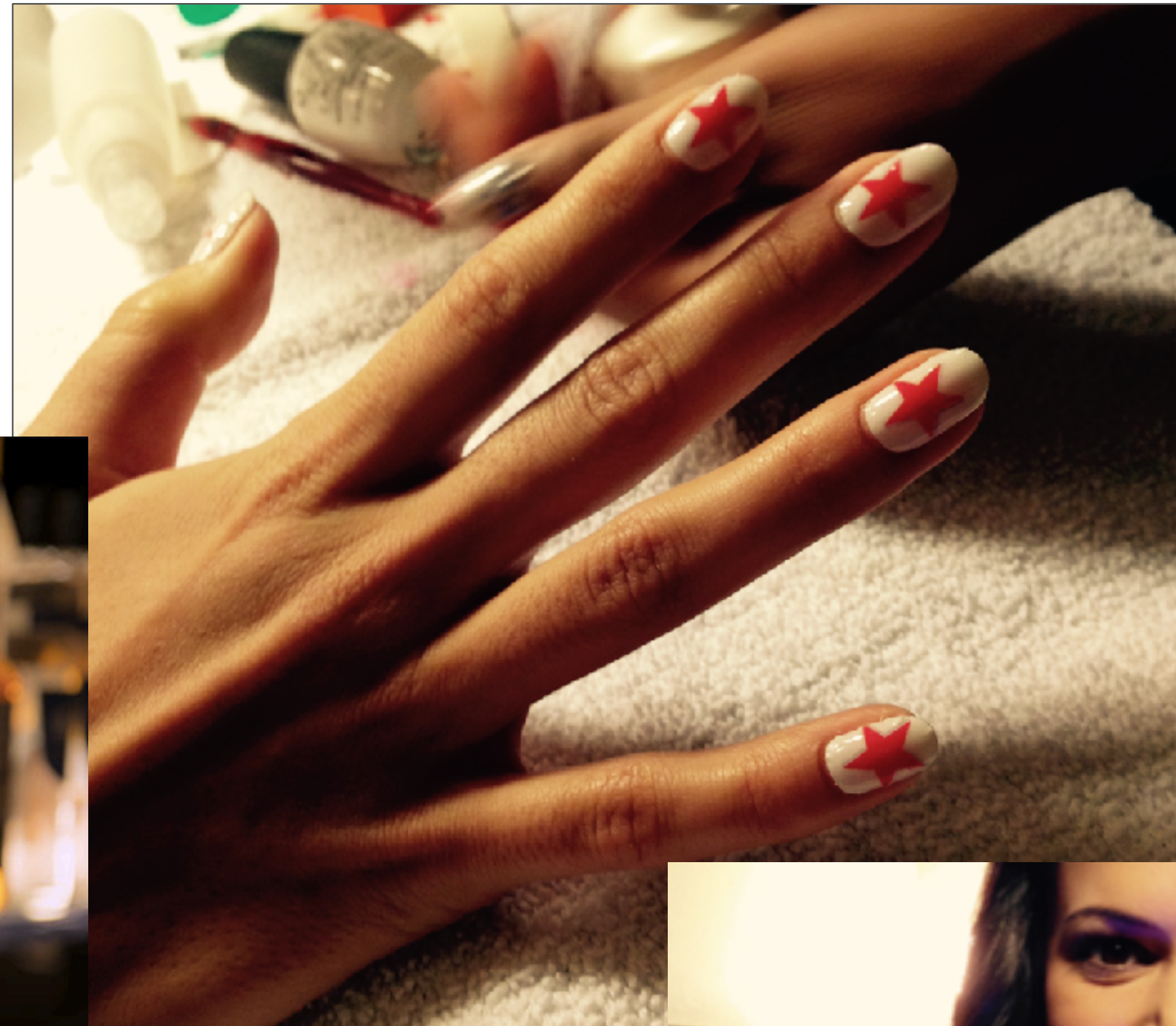


Heineken wanted to feature authentically strong millennial women in their advertisement.

NailSnaps got a starring role.

Brand Reinforcement

Responding to research showing that millennial women show creativity and confidence via nail art, Heineken featured NailSnaps on talent in their 2016 spots to visually reinforce the brand.



NAILSNAPS 

