

I-Manifest 2.0

// Mirco-school report



THE SCHOOL OF BEAUTY & MEDIA

// Gritty Pretty x Ella Baché

3 days

50 students

7 schools

17 cultural backgrounds

20 industry mentors

4 venues

The brief

Produce a campaign to launch the NEW Limited Edition Ella Baché Great SPF50 SUNGLOW Spray, including:

- an editorial shoot
- advertorial content
- PR strategy
- brand activation
- social media strategy



Eleanor Pendleton - Editor & Publisher, Gritty Pretty



Pippa Hallas - CEO, Ella Baché

The industry mentors

Pippa Hallas - CEO, Ella Baché

Alison Navarrete - Marketing Manager, Ella Baché

Issy Ellard - Marketing Assistant, Ella Baché

Eleanor Pendleton - Editor & Publisher, Gritty Pretty

Morgan Tait - Art Director, Gritty Pretty

Katherine Moses - Founder & Director, MGMT

Steven Popovich - Photographer, The Pool Collective

Desiree Wise - Hair & Makeup Stylist, Network Agency

Kimberly Forbes - Hair & Makeup Stylist, Network Agency

Chloe Rose - Stylist

Emma Sharley - Marketing Consultant

Tim Kinder - Creative Director, Paper House Productions

Travis Horsfall - Director, Multimedia Milk

Michelle Bateman - Journalist & Editor

Evelina Milward - Model, Priscillas

Caitlyn Ryan - Model, Priscillas

Rose Marie Pengelly - Publicity Director, The ARC Factory

Tahlia Crinis - Publicist, The ARC Factory

Matt Ennis - Senior Art Director, Host Sydney

Josie Burns - Copywriter, Host Sydney

Paul Den - Partner - Strategy & Ideas, Banter

DAY ONE: The Brief

Q & A & setting the brief with lead mentors

The program begins with a talk series from the lead mentors discussing, what their job is, how they got to where they are today, what inspires them and advice for those entering the industry. Then the brief is presented and discussed with the students.



Eleanor Pendleton & Jo Pretyman @ On Seven, David Jones



Alison Navarrete @ On Seven, David Jones

Design thinking and planning

The industry mentors arrive and students are split into teams to work on their element of the brief. Mentors facilitate a design-led thinking workshop and plan resources for production on the second day.



Rachel, Mary & Michelle Bateman @ On Seven, David Jones



Travis Horsfall, Reshika & Mary @ On Seven, David Jones



Issa Ellard & Rose Marie Pengelly @ On Seven, David Jones



Grace & Taylor testing out the product @ On Seven, David Jones

DAY TWO: Production

Content creation

This day is all about creating content for the various elements of the marketing campaign. Students work in teams at various studios and agencies across Sydney including an editorial and advertorial photoshoot at Sun Studios, creating a PR campaign at PR agency The ARC Factory and an experiential activation strategy at Host agency.



Rodica @ Host Agency



Rose Marie Pengelly, Tahila Crinis & I-Manifest kids @ The ARC Factory



Models on set with Steven Popovich & Kimberley Forbes @ Sun Studios



Georgia, Steven Popovich & Desiree Wise @ Sun Studios



Natasa, Evelyn Milward, Caitlyn Ryan & Sarcena @ Sun Studios



Travis Horsfall, Tim Kindler & Kooper @ Sun Studios



Morgan Tait @ Sun Studios



Emma Sharley, Helènè, Bao & Taylor @ Sun Studios

DAY THREE: Pitch training and Presentations

Pitch training

The day starts with pitch training, learning how to overcome your nerves and present confidently.



Paul Den @ On Seven, David Jones



Alex @ On Seven, David Jones

Finalise and rehearse

Students finish off their visual presentations and rehearse their pitch.



The editorial team finishing their presentation @ On Seven, David Jones



Rose Marie Penally rehearsing with her team @ On Seven, David Jones

Presentations

Students present their concept, development and final product to the Ella Baché team and Eleanor Pendleton for feedback.



Halima @ On Seven, David Jones



Angelina @ On Seven, David Jones



Eleanor Pendleton @ On Seven, David Jones



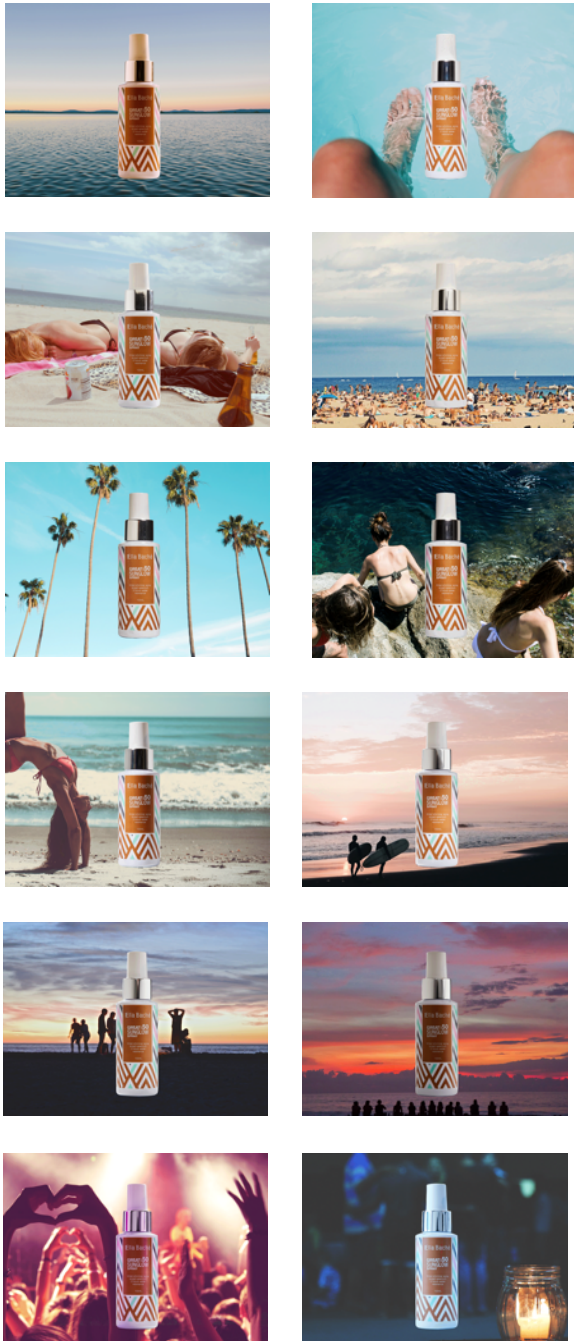
Pippa Hallas @ On Seven, David Jones

The results

Product flat lay animation



Social media GIF



Editorial images



In-store activation amplified through social media



PR Strategy - festival activation

LANEWAY SUMMER ACTIVATION
SUN GLOW ROADTRIP

#COACHELLABACHE

The results

After the micro-school ...

44

new careers were identified by our students

100%

of students are more confident talking to industry professionals

100%

of students feel their future careers are more within their reach



After this micro school I feel more confident in finding a career in the beauty/ fashion industry and feel that there are more path's within this industry to follow.

- Alex, 15 yrs old

It doesn't matter whether you have connections but it is passion that will eventually lead you to the right career.

- Amanda, 17 yrs old

I have more knowledge about jobs in this industry, making my dreams seem more realistic.

- Georgia, 15 yrs old

I never really realised that this business is as big as it is, and I realise there is actually many possible careers.

- Kooper, 14 yrs old

There is never a bad idea and you can even create your own career.

- Chhaya, 15 yrs old

I-Manifest is much more interactive and has a large array of professionals who help provide insight.

- Halima, 14 yrs old

(Work) it's not always boring and if you do something you love it isn't like working anymore, it's enjoyable.

- Scoutt, 14 yrs old

Just believe in what you want and take every opportunity you get

- Manar, 15 yrs old

I use to think that there was only a few careers in the industry but now I know that there is a lot and that you don't have to be an artist to get into the industry.

- Reshika, 16 yrs old



In the media

Instagram



@eleanorpendleton

eleanorpendleton Follow
829 likes
tw
eleanorpendleton When I was 18, I had graduated from high school and was trying to break into the glossy magazine industry — I didn't know a single contact. I was just the girl from the Central Coast who fell in love with magazines when her Dad ran a small newsagency business. I didn't even know the job of a beauty editor existed. Yes, I knew from the age of 10 that I wanted to be a writer but I assumed I'd become some sort of features or news writer. I never could have imagined there was a role, which allows you to "test" (play with) nail polish and perfume at your desk, while writing about it and traveling the world and discovering new beauty products at glamorous events (I mean, seriously?). A lady you may very well know as @zohneysy took me under her glossy wing and showed me otherwise. That was ten years ago. This week, I'm very chuffed @Gritty_Pretty is sponsoring an @i_manifest student workshop — alongside @ellabacheaus. I'm a big believer in giving

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@gritty_pretty

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David Jones Level 7
130 likes
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gritty_pretty Gritty Pretty Founder & Editor @eleanorpendleton taking to the @i_manifest stage with @ellabacheaus' CEO Pippa Hallas to inspire and educate young students about the creative industries over a three day program. #i_manifestxgrittypretty suzi_rose_designs

Log in to like or comment.



@mgmt_

mgmt_ Follow
David Jones Level 7
66 likes
tw
mgmt_ Such a beautiful morning with our @eleanorpendleton discussing all things @Gritty_Pretty with @i_manifest & @ellabacheaus #i_manifestxgrittypretty _wendyhoang skincareaus oramiami Love it! _kaliver

Log in to like or comment.



@ellabacheaus

ellabacheaus Follow
59 likes
tw
ellabacheaus Behind the scenes with I-Manifest for Ella Baché x Gritty pretty #EllaBaché #Skincare #Beauty

Log in to like or comment.

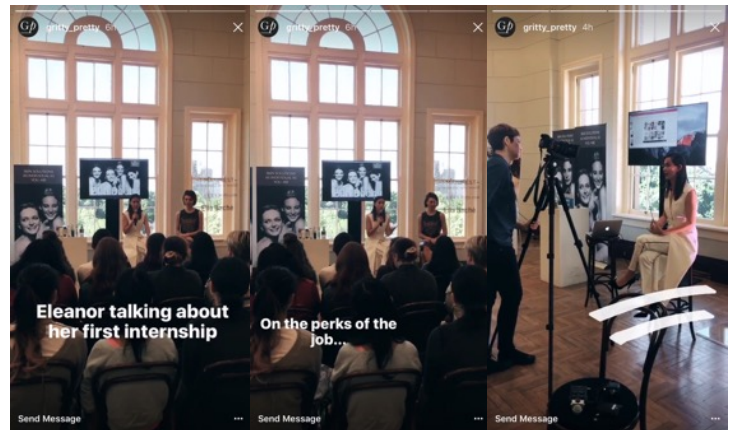
After the micro-school ...

<1698 likes across Instagram

<20 Instagram stories

+ Our work featured in an editorial in Gritty Pretty's Summer Issue

Instagram stories



Eleanor talking about her first internship

On the perks of the job...



On my way to the I-Manifest x Gritty Pretty student workshop

Ella Baché x Gritty pretty for I-manifest

ELLA BACHÉ X GRITTY PRETTY in collab with I-MANIFEST DAY 2