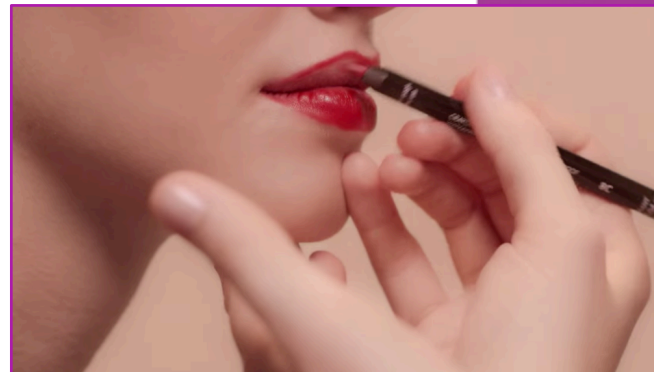




July 2020

QVC Beauty 2.0



qurate
RETAIL GROUPSM

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QVC Beauty 2.0

Connecting with our existing and future customers

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Real Moments

- Fueled by relationships and inspired by storytelling
- Welcoming, personal approach that connects with her
- Simplified presentations bring her into the scene
- Genuine connection through live product demonstrations, friendly interaction and intimate camera work





QVC Beauty Connection

- YouTube tutorial style production
- Modern lighting including ring lights
- Tight shots of talent that connect with viewer
- All talent looking directly at the camera
- Tighter shots of demonstrations
 - No "What you get" table
- Experts join via Skype





WHAT ARE THE PRODUCTION DEMANDS?

- Looking forward, moving past legacy thinking
- Aligned purpose
 - Focus from talent, category and production teams towards the future
- Updating rundowns and expectations for product presentations
- New framing standards and blocking
- Specialized lighting
- Planned air-time pilot to prove out concepts



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WHAT DO WE GAIN?

- We will connect more deeply with our linear platform beauty customers and attract new viewers
- The content created on the linear platform will be more easily re-purposed across platforms
- This modern approach to beauty will open the doors to innovative execution in other categories, creating a more intimate experience and greater bond with our viewers
- This approach will contribute to extending our broadcast reach and relevance by delighting our current viewer and attracting new customers



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BALLARD DESIGNS

FRONTGATE

Garnet Hill

grandinroad

IMPROVEMENTS