What’s the Situation There?

Creative briefs for creating advertising assets that appeal to Cosmo’s target audience and advertisers

Are You Competitive Enough?

A sensational new video asset with a social media extension that’ll keep readers flawlessly applied fake lashes glued to the screen

‘Seen on’ Cosmo

Keep Hydrated
P.32

Introducing CosmoFit
The New Cosmo Health & Fitness App
SUNCARE BREAKTHROUGH
THE 1ST SPF 50+
SUNSCREEN IN AN OIL*

NEW
SUBLIME SUN
SUNSCREEN
BROAD SPECTRUM
SPF 50+

50+
SHEER PROTECT
SUNSCREEN OIL

SKIN NOURISHING SUNCARE
Non-Sticky, Non-Greasy Feel
Water Resistant (80 minutes)

L'OREAL PARIS
Proud to Support
Melanoma Research Alliance™

LOREALPARISUSA.COM/SUN ©2013 L’Oréal USA, Inc.
*Sublime Sun Sheer Protect Sunscreen Oil SPF 50+ is the first SPF oil with SPF 50 or above in mass market.
**The Melanoma Research Alliance name and logo are used with its permission which in no way constitutes an endorsement, express or implied, of any company or product.
The Skin Cancer Foundation recommends this product as an effective broad spectrum sunscreen.
NEW
SHEER PROTECT
SUNSCREEN OIL
SPF 50+

- UVA/UVB broad spectrum protection
- Effective sun protection for all ethnicities
- Clean, non-greasy feel
- Dermatologist tested
  Won’t clog pores or cause acne
- Also available in SPF 30 and 15

Because you’re worth it™

L’OREAL PARIS
ADVANCED SUN CARE
For every skin tone under the sun.
MAYBELLINE AD SPEND
magazines: $173,722,000
internet: $2,445,600
Kantar 2012

maybe.ca

MAYBE SHE’S BORN WITH IT. MAYBE IT’S MAYBELLINE.
LASHES TAKE OFF: EXPLOSIVE! SMOOTH! EVEN!
8x THE VOLUME IN ROCKET TIME.

**NEW theROCKET VOLUM'EXPRESS**

EXCLUSIVE SUPersonic brush for Clump-free volume instantly.

- Big rigid core deposits maximum volume at the root
- Evenly spaced bristles comb on consistent volume to the tip
WHAT’S HOT NOW?
NEW FLAMED OUT MASCARA

The Volume Igniter Brush is shaped to flame lashes up and out. It’s the new shape of red-hot lash looks!

For more from P!NK, go to youtube.com/covergirl
easy breezy beautiful COVERGIRL

P!NK is hot in Flamed Out Mascara in Very Black Blaze, Flamed Out Shadow Pots in Fired-up Pink, Sapphire Flame, and Blazing Purple, and Flamed Out Shadow Pencil in Crystal Flame.

COVERGIRL ESTIMATED AD SPEND
magazines: $200,000,000+
internet: $6,000,000+
THE FACT IS, SOMETIMES IT’S HARD TO WALK IN A SINGLE WOMAN’S SHOES. THAT’S WHY WE NEED REALLY SPECIAL ONES NOW AND THEN – TO MAKE THE WALK A LITTLE MORE FUN.

— CARRIE BRADSHAW, SEX AND THE CITY
The COSMOPOLITAN issue

Cover Story

14 COSMOPOLITAN
A situation analysis of Cosmopolitan’s current positioning and appeal to advertisers

16 ARE YOU COMPETITIVE ENOUGH?
A competitive analysis of Cosmopolitan’s online competitors

18 EXCLUSIVE INTERVIEW
Research into Cosmopolitan’s target audience

20 7 WAYS TO GET YOUR TARGET AUDIENCE
Creative Briefs for creating advertising assets that appeal to Cosmo’s target audience and advertisers

Beauty

22 ‘SEEN ON’ COSMO
Make-up ‘how-to’ videos that’ll get your audience selfie ready

Healthy Lifestyle

26 COSMOfIT
Introducing the New Cosmo Health & Fitness app

In This Issue

10 FROM THE EDITORS
“It’s hard, but you can do it”
Being a woman can be hard work. Nobody knows this better than Cosmo. Many women consider Cosmo their ‘go to for how to’ for everything from beauty, fashion, career, fitness, to family. However, Cosmo’s famous ‘How-Tos’, ‘Get the Looks’ and ‘5 Easy Steps’ in both the Beauty and Healthy Lifestyle sections have focused on assuring women that they can achieve their beauty and fitness goals by making everything look easy. As any woman who has all three will tell you - having the man, the manicure, and the MBA is not easy. Saying something is easy only serves to diminish the accomplishment once you achieve it, and that’s something women do all too often. Cosmo can help make things easier by offering women the skills and advice they need to achieve their goals, making them unafraid to take on challenges, and of course, by making it fun. FUN. FEARLESS. FEMALE.

Jack Dorsay, Founder of Twitter, says that the primary advantage of social media for brands is the power of “a professional recommendation with the voice of a friend”. If this is true, then Cosmopolitan is probably the best suited publication for a game changing advertising program with extensions in social media. For women 18-34, Cosmopolitan isn’t just the voice of a friend, it’s the friend they go to for know how, advice, reassurance, and support. Cosmo is a partner in their success.

Women need partners who support them, who support the woman they are, but more importantly, the woman they want to be. Cosmopolitan’s voice of empowerment and its commitment to constant self improvement gives women the knowledge and advice they seek to succeed, supports them as they fearlessly work towards their goals, and assures them that they can achieve them. With this in mind, our suggestions for an integrated marketing campaign in the Beauty and Healthy Lifestyle categories have focused on creating advertising assets that communicate Cosmopolitan’s message of empowerment, but in a way that it hasn’t been done before.

Our strategy leverages Cosmopolitan’s message of empowerment, shifting away from a voice that says, ‘It’s easy, you can do it!’ to one which says ‘It’s hard, but YOU can do it.’ That’s empowering. Our advertising program incorporates video assets, a Health & Fitness app, and social media extensions that place advertisers within the most favorable relationship they can hope to be in with Cosmo’s readers. We make them a partner too.
LANCOME AD SPEND
magazines: $94,591,800
Internet: $589,000
Kantar 2012
THE PERFECT KISS
PAMPERING BALM WITH LIGHTWEIGHT STAIN

NEW REVLON JUST BITTEN KISSABLE™ BALM STAIN
Get smoother, softer looking lips with a perfect flush of color that will last hour after hour, in all 12 vibrant shades. No Sharpener required.

REVLON AD SPEND
magazines: $71,233,400
internet: $2,058,200

Kantar 2012
A SITUATION ANALYSIS OF COSMOPOLITAN’S CURRENT POSITIONING AND APPEAL TO ADVERTISERS

Cosmopolitan is the best-selling magazine in its category. It enjoys one of the largest and widest readerships of any print publication with 18,224,000 readers between the ages of 18-49. Cosmo’s readers are single, married, thinking about getting pregnant, have children, in college, looking for their first job, working - pretty much every woman who is at a stage in her life, whatever that may be, where she feels she is still developing into the woman she wants to be, is a potential Cosmo reader and visitor to Cosmopolitan.com. Because of this, Cosmopolitan.com is tasked with being able to offer advertisers unique digital advertising programs to engage all these women in one place. Let’s be honest - it’s a good problem to have, right?

ADVERTISING

Cosmopolitan.com not only has the highest GRP in its category, reaching roughly 16% of women on the internet, but also offers more ad space than any of its competitors.
Regular video series that users can subscribe to are a growing trend in the beauty category. While specific products are mentioned in many of the videos, it is highly incidental and appears to be at the discretion of the stylists, rather than an advertising program.

**VOGUE**

_The Monday Makeover_

Features tutorials from hair and makeup artists on how to achieve high fashion looks. The series has made a habit of doing close-ups on specific products as the stylist names them, but this seems to be at the discretion of the stylists.

**ELLE**

_Get the Cover Look_

Tutorials that take high fashion hair and makeup looks, and dress them down to be something you could wear for an evening out.

**GLAMOUR**

_Why Do Guys?_

Very similar to the talking heads videos Cosmo has been producing several years discussing guys’ likes, dislikes, and dating faux pas.

_Elevator Makeover_

A random girl is selected, and they have only the time it takes for the elevator to travel the full set of floors to give her a full makeover.

The hosts encourage social interaction and sharing via social media channels listed below the player. While several makeup tips are shared with the audience, no products are named, so the video has not been turned into an asset.
Allure

Beauty 101

Doesn’t run as a regular series, but some of the more recent ones have been very instructive, combining written on-screen instructions with a full video tutorial.

Self

Despite positioning itself as the go-to for all things women’s fitness, Self opts for photo slideshows rather than workout videos. The workout videos they have are very similar to those we found on Cosmopolitan.com, in that they are brief, often silent, repetitive, and in some bland indoor location. This is a classic case of taking the print strategy straight to digital, and it is a problem that continually came up in our research. Women want to be shown how to do things, whether it’s a cat-eye, or the perfect lunge, which brings us to our final video competitor.

YouTube

In both the Beauty and Health & Fitness categories, YouTube has become Cosmo’s strongest competitor in ‘How-Tos’. As Cosmo is well aware, video is becoming a major centre of gravity for makeup and workout enthusiasts. Now any blogger or at home enthusiast can publish a YouTube channel full of ‘How-Tos’ makeup tutorials, workouts, or product reviews which women are becoming increasingly dependent on.

Our research shows that while women appreciate the convenience that this surplus of videos allows, they’d rather prefer they came from a more authoritative source. They’d rather prefer they were Cosmo approved.
NEW RESEARCH INTO COSMO’S AUDIENCE

After performing research into the marketing effects of online video, we learned that high percentages of online shoppers on major retailer websites said they find video helpful in making shopping and buying decisions. Retailers who provide online video to show off their products report that the products with video sell a lot more than products with no video.

We performed qualitative research (50 interviews) to gain insight into how Cosmo readers felt they rely on Cosmo for, what they’d expect from Cosmo video content, and what they’d expect from a Cosmo fitness app. Below is a depiction of a typical respondent.

Q: What do you go to Cosmopolitan or Cosmopolitan.com for?
A: Mostly for ‘How-Tos’, tips and advice for makeup, fashion, sex, and some career stuff too. I also read it for pure entertainment; I love the funny articles about work screw-ups or weird sex stories. I just started working, so I’m also getting more into the career and other lifestyle articles that help you get your shit together. There are a lot of tips for how to fit it all in and live a balanced life. I’m definitely struggling with that right now.

Q: What about workouts?
A: Sometimes, but not really. All they show is pictures, so I can’t really figure out what I’m supposed to do. The ones I have tried have seemed really easy. I go to the gym; I know what it takes to really work out. Their workouts just don’t feel genuine. Those workouts are way too easy to get real results.

Q: Would you be more inclined to do Cosmo workouts if they had video tutorials?
A: Probably. I do workouts that I find on YouTube sometimes. They’d have to be a lot harder than they are though. A good workout takes more than 15 minutes. Honestly, I use Nike+, so I don’t rely on YouTube for workouts that much anymore. It’d be better if I could get them on my phone.

Q: What do you think of Cosmo’s ‘How-Tos’ and ‘Get the Looks’ in the Beauty section? Have you ever tried them?
A: I’ve tried some of the hair and makeup ideas, but they never quite work out the way I’d hoped. The pictures aren’t enough, I really feel like I need to see it being done. I kind of felt like a failure for not knowing how to do this stuff, like I’m not girly enough or something.

Q: If Cosmo made video tutorials showing how to do the makeup tricks they talk about in the magazine, do you think you’d try them?
A: Don’t they make videos already? Well, if they don’t they definitely should. There are so many makeup videos out there, and Cosmo is supposed to be the authority on this stuff. They definitely should make some.

Q: Would you be more likely to watch a Cosmo makeup tutorial than an amateur one on YouTube?
A: Definitely! Cosmo’s the authority. The ones on YouTube don’t always look good when they’re finished, you never know if they’re on trend, and their videos are way too long.
**Q** How do you feel about the products recommended by Cosmo in ‘How-Tos’ and ‘Get the Look’. Do you believe that given the right tricks, you could achieve the look?

**A** Well, the stuff they recommend is never what the model is wearing, right? It’s cheaper. I feel like that might be the reason my look doesn’t work out. I’m a little doubtful that you can actually get that look with the cheaper products. It’s that, or I’m just not doing it right.

**Q** What if they showed you how in the video? Would that make you more likely to buy the product?

**A** If they showed me how to use the products to achieve the look, then yeah. I’d definitely be more likely to try the look if I could actually see them doing it rather than have them show me a picture of the model with the expensive makeup, and then just recommend that you try and do it with the cheaper stuff. It would definitely make the products more credible.

**Q** If Cosmo made a Fitness app, what would it need to have for you to use it?

**A** Videos of harder workouts. It would also need to be fun! If it’s Cosmo, I feel like it shouldn’t be all work, there should be some play involved, and finally, communication. My Nike+ app lets me see what my friends are doing and it makes me feel like we’re working out together, even when we’re not together. That’s important to me.
7 WAYS TO GET YOUR TARGET AUDIENCE

Creative briefs for creating advertising assets that appeal to Cosmo’s target audience and advertisers

1. OBJECTIVE
To create beauty and health & fitness video content that empowers women to take on challenges and position Cosmo as a partner who is invested in women’s success in achieving their beauty and fitness goals.

2. TARGET AUDIENCE
Cristina is 22, and a regular Cosmo reader. Like many young women starting their careers, she likes to make sure she looks good at the office. She wants her makeup to be done well and on trend, and she’s really committed to maintaining her body despite being so busy. She feels a little lost sometimes when it comes to her makeup. She checks out the ‘How-Tos’ in Cosmo, and while she appreciates the more cost effective product recommendations, the pictures don’t seem to be enough for her to get the look right. She feels the same about the workouts. She can never seem to figure out how to get from one position to the other, and five pictures makes it look a little too easy to produce real results. She tends to look for more complete workout tutorials online.

3. WHAT DOES SHE CURRENTLY BELIEVE?
That Cosmo’s makeup ‘How-Tos’ are more about recommending products than helping her achieve the look. She also believes Cosmo’s current workouts are too easy to produce real results.

4. WHAT DO WE WANT HER TO BELIEVE?
That Cosmopolitan cares enough about its readers to strive for real, complete solutions to achieve the look and the body she wants.
WHAT IS THE MOST CONVINCING PROMISE WE CAN MAKE TO HER?

That Cosmo is as invested in her success as it is in the success of its advertisers.

TARGET AUDIENCE

Top beauty and healthy lifestyle advertisers who want to become partners in the daily success of women's beauty and healthy lifestyle goals. They want to be seen as a partner, who is invested in the consumer achieving a beauty look or fitness goal, not a simple recommendation.

WHAT DO THEY CURRENTLY BELIEVE?

That Cosmo offers the most opportunities to reach the most women, but that they are not experiencing the full benefits of the close relationship with the consumer that Cosmo has.

WHAT DO WE WANT THEM TO BELIEVE?

That Cosmo offers the most unique opportunities to generate real, enduring relationships with consumers.

WHAT IS THE MOST CONVINCING PROMISE WE CAN MAKE TO THEM?

That Cosmo will make them a partner in women's success.

EXECUTIONAL MANDATORIES

No makeup tutorial or workout title should contain the word ‘easy’.

REASON TO BELIEVE

Cosmo gives women more than just product recommendations and encouragement to meet challenges. It gives skills and know how to meet them, because it believes they can.

EXECUTIONAL MANDATORIES

Must feature an explanation of the product features, to ensure differentiation and add credibility to the recommendation.

ADVERTISERS

OBJECTIVE

To create beauty and fitness video assets that offer opportunities for wrap or integration for target advertisers, positioning their products as partners in the reader’s success in achieving their beauty and fitness goals, not an easy solution.

REASON TO BELIEVE

Cosmo's readers believe that Cosmo is invested in their success, and that their product recommendations are genuine solutions in achieving their beauty and healthy lifestyle goals.
SMOOCCH POWER!

new lipslicks
SMOOCHIES

So many moisture-packed shades for 100% more smoochable lips, you may not know when to say no!
Liv's shade is #Smooch  Mim's shade is #TweetMe
easy breezy beautiful COVERGIRL.
Fun, Fearless

BEAUTY

‘SEEN ON’ COSMO

Makeup How To Videos
That’ll Get Your Audience Selfie Ready!
Beauty

‘SEEN ON’ COSMO

Makeup How-To Videos That’ll Get Your Audience Selfie Ready!

While many publications in the category are creating video content based around make-up tutorials, none appear to have made use of them as an advertising asset. Cosmopolitan has made recommending more cost effective cosmetics from their advertisers to get expert and celebrity looks a regular and highly anticipated feature of the print edition. However, readers have expressed disappointment that with the multitude of makeup tutorials online, Cosmo has not made it a regular video tutorial either in the tablet edition, or on the website.

Description
We propose a makeup tutorial series called ‘Seen On’ Cosmo which plays live in the tablet edition and is also accessible on the website, would serve as both engaging video content for viewers, and a unique advertising program. There are several different opportunities to make this video series an advertising asset. Multiple advertisers could be wrapped into a single, cost effective video each episode, or an advertiser may choose to be the exclusive sponsor of an episode, in which the look is achieved using only their products. There is also potential for integration, if for example Revlon is releasing a series of bright pallets for summer and they want to ensure that women know how to use them, they may ask Cosmo to do a Revlon sponsored episode on ‘How to do a colorful smokey eye’. Alternatively, a single advertiser who has products in several categories, like L’Oreal, may decide to be the official sponsor of the entire series, and all ‘Seen On’ tutorials would be done using only their products.

Rationale
In keeping with Cosmopolitan’s message of empowerment, our strategy focuses on the tricks and techniques of application, rather than simply offering the product as a simple solution to get the look for less. Our research has shown that simply recommending less expensive products to get expert looks without showing how to use them is not considered as credible as actually demonstrating how to get the glamorous look while using advertiser’s products. This idea will be appealing to advertisers because rather than simply being offered as a solution, they are a partner in women achieving the look. Our research indicates this will actually be far more effective in generating positive brand attitude, and driving sales. The effectiveness of this video asset can be evaluated in views, shares, and of course, conversion.
SOCIAL MEDIA EXTENSION

Beauty is unsurprisingly an overwhelmingly image category in social media. Instagram and Pinterest have become centers of gravity for beauty enthusiasts who want to show off their latest manicure or smokey eye. We want to create a social media event around each ‘Scene On’ Cosmo episode, generating images from viewers who have attempted the look themselves. These images will be user generated, but Cosmo controlled. At the end of the episode, the makeup artist will ask users to Instagram a pic of their look using a hashtag which corresponds to the sponsor of the episode. Perhaps the episode featured a red lip using L'Oreal shade #407, so users are asked to Instagram their pics using #SeenOnCosmo and #LOreal407. Once users begin posting images, Cosmopolitan can collect a selection of images listed under the hashtags, and feature them on a ‘L'Oreal #407’ board on Cosmopolitan’s Pinterest.

Rationale

This strategy will be appealing to advertisers because it generates social media engagement around the episode and is more likely to encourage viewers to actually try and share their look, all while creating a strong tie between the product and the success of the look. Users are not only more likely to buy a product they’ve seen demonstrated, but they are more likely to buy it for the sake of participating online. The hashtag also creates an opportunity for the advertiser to collect the images for their own Pinterest board. Evaluation of the value of this social media extension can be measured in the amount of images uploaded under the hashtags, increased traffic to the corresponding Pinterest boards, and re-pins. All are indicators of increased brand awareness and positive brand attitude.

MEDIA PLAN

‘Seen On’ Cosmo will be featured on the home page of the website in the moving banner, with a playhead to let the user know that it’s a video. There will also be a mention of the new web video series in the print edition of Cosmo with a screen capture, next to a regular ‘how-to’ feature in the Beauty section. In addition, Cosmo will share the videos on its Facebook and Twitter accounts, and the social media extension connected with the series which takes place on Instagram and Pinterest will contribute to consumer awareness of the new video series.
COSMOPOLITAN® gives you more of what you love.

When it comes to sex, guys, fashion, and beauty, Cosmopolitan brings you the hottest tips and the latest trends. Subscribe today and you’ll find everything when you want it and how you want it—on our new digital edition.

Order online: my.cosmopolitan.com
Introducing the New Cosmo Health & Fitness App
Women are becoming empowered to take on new recipes by bringing their phones or iPads into the kitchen and following along with video tutorials. Cosmo’s Healthy Lifestyle section offers many healthy, delicious recipes which could easily be made into video assets. We propose that Cosmo create video assets demonstrating the successful preparation of their suggested healthy recipes.

**DESCRIPTION**

Drawing on the immense success of the Pinnacle Shirtless Bartender, an example of an advertiser which these video assets would present an excellent opportunity for integration would be Kraft Simply Zesty. A shirtless chef could demonstrate a series of healthy recipes using the Kraft Simply Zesty line of products as a dressing or marinade.

**RATIONALE**

Just like the beauty category, food and recipes are one of the most common image generated trends on Instagram and Pinterest. At the end of the video the shirtless chef could give a hashtag specific to that video’s recipe for users to post their own picture of their completed dish, or their own take on it, to Instagram. Cosmo can collect the images using the hashtag and post them to their Kraft Simply Zesty series board on Pinterest.
In developing a healthy lifestyle app for Cosmopolitan, we first made a careful study of the similarities between what women rely on Cosmo for, and what they rely on their phones for. Apps are most successful when they utilize functions which people already rely on their mobile devices for. Women rely on Cosmo and their phones to search for health and fitness advice, help with scheduling or budgeting their time, to bookmark workouts they want to try and products they need, and to set reminders to start healthier habits. COSMOfit addresses multiple workout needs in a single app. Not only is it fun and useful helping users achieve their best body by providing more challenging, well rounded workouts, but it's also one hell of a shopping list! It contains a list of suggested products each month to help you achieve your fitness goals, video assets with opportunities for wrap, and even some elements of gamification, which create excellent opportunities for advertisers. Just because working out is hard, doesn’t mean it shouldn’t be fun!

Working out was always a social experience for women, but never more so than now with the influence of social media and workout apps. It’s no longer you alone doing the exercises, but you and your friends motivating each other and working together to accomplish the goals. Maybe the most successful example is Nike with its Running and Training Club apps. They now connect people on a personal level by motivating them to workout even if they are not with their friends in a physical environment. It’s all about the social interaction. This presents a great opportunity for Cosmopolitan to stand out from its competitors because at the moment, most of the magazines are doing basically the same thing; they are all focusing on one-on-one workouts. Cosmo has the opportunity of combining individual workouts and creating workout plans, creating a social interaction between friends and social media where people can engage and share their experience and accomplishments.
COSMOfit creates a community using your contacts, allowing you to see which of your friends are using the app. Favorite workouts, recipes, articles, and perhaps most importantly, products, can be shared from one friend to another. Your profile will also update to show your progress, and all activity will be publishable to Facebook and Twitter. While this generates publicity for the app above anything, advertisers will be assured that their products are being promoted in a favorable non-intrusive environment which positions them as partners in Cosmo women’s ongoing success. The more people who download the app, the more partners the advertisers get.

EVALUATION

The effectiveness of COSMOfit can be evaluated in downloads, app store rating, amount of activity reported in social media, and ultimately conversion.

MEDIA PLAN

A graphic advertising for the COSMOfit app will be featured in every issue of Cosmo next to the workout feature in Healthy Lifestyle, a call to action to download the app. In the tablet edition the graphic will be live and will link readers directly to the app store where they can download the app to their device and sync it with their phone. The website will also feature an ad and link to the app under the Diet/Fitness page of the website. Finally, all the activity being published to Facebook and Twitter by the app’s early adopters will be the surest way of spreading awareness about the apps features.

When opening the app the login page will be displayed, allowing the user to create an account or log in with Facebook or Twitter.
HOME After being logged-in to the app, this page will be the home page that shows all the sections.

TRACK YOUR RUN
This section of the app tracks the user’s running workout. Users can access several options before starting the run by selecting the location, music to be played from the device, listen to an audio article, and sharing the run on Facebook and/or Twitter.

WORKOUT PLAN The user will start by selecting the program that they want to work on such as legs, arms, or abs, etc. Then, a list of the featured workout plans options for the category will be listed. Users can also select the music to be played from the device, listen to an audio article, and share the workout on Facebook and/or Twitter.
WORKOUT After selecting all the workout options, the workout will be shown with a video, written description, visual countdown, and audio options.

KEEP HYDRATED This feature will provide the users with a tool to register their daily water consumption in glass or bottle counts.

NOTIFICATIONS Users can opt-in to receive push notifications on the phone several times a day reminding them to hydrate.
SHOPPING LIST Featured monthly or weekly products (from advertisers) will be shown as a suggested shopping list. The user can click on the item to access more information about the product and also check them out after they’ve got them. Users can also include other items to their shopping list (this will provide a way for Cosmo to gather information about what other products the COSMOfit users consume, providing them with more information for potential new advertisers).

AUDIO ARTICLES This section provides access to the articles available in audio format.

RECIPES Features healthy recipes from Cosmopolitan. Also available in video format.
Healthy Lifestyle

**PROFILE** In this section the user can create a profile with their personal information, add friends, and see a summary of their workouts history. Also, users can share their profile with their friends via Facebook and/or Twitter.

**FRIENDS** This section will show the user’s friends as a list with a summary of their workout history. Users can click on their friends’ username to access their profile, favorite workouts, audio articles, and products.
Ready, set, refresh.

12 noon
SHAKEN ICED GREEN TEA LEMONADE

8:00 am
ICED COFFEE WITH MILK

3:00 pm
VERY BERRY HIBISCUS STARBUCKS REFRESHERS™ BEVERAGE

All day. All summer.