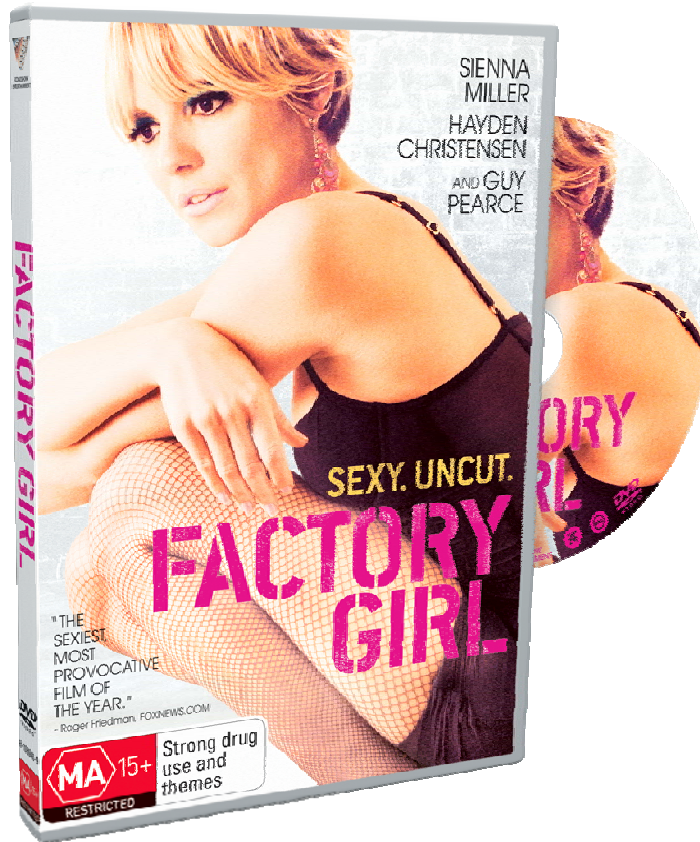


PROMOTIONAL OVERVIEW



Sanity, HMV & Virgin

- Gift With Purchase throughout Sanity, HMV and Virgin
- Supported via in-store POS
- With every purchase of Factory Girl, consumer receives a complimentary Napoleon Perdis makeover worth \$80 and 10% discount off their Summer Product Range
- Napoleon Perdis gift cards handed out at till point



Equal Shopping Centre Tour

- Equal is implementing an experiential campaign to engage women 25-39 years (without children) to the Equal brand
- Equal Cafes will be set up in 6 shopping centres in VIC and NSW for 3 days per centre during the months of August & September
- Equal ambassadors will be distributing 5,000 Factory Girl postcards with a 2-4-1 Video Ezy rental offer on back



Equal Shopping Centre Dates

Shopping Centre	Day 1	Day 2	Day 3
Westfield Bondi Junction	Fri 3 rd August	Sat 4 th Aug	Sun 5 th August
Westfield Miranda	Fri 10 th August	Sat 11 th August	Sun 12 th August
Westfield Parramatta	Fri 17 th August	Sat 18 th August	Sun 19 th August
Chadstone Shopping Centre	Fri 31 st August	Sat 1 st Sept	Sept 2 nd Sept
Southland	Fri 7 th Sept	Sat 8 th Sept	Sun 9 th Sept
Fountain Gate	Fri 14 th Sept	Sat 15 th Sept	Sun 16 th Sept

NSW

VICTORIA



Equal[®]

Famous Magazine

- Full page promotion in issue on sale 20th August
- Winner & 20 friends can win a private screening of Factory Girl at their local multiplex, plus a bottle of KenzoAmour each
- Readers enter online at yahoo7.com.au/famous

WIN
A NIGHT WITH AN IT GIRL
Enjoy an exclusive private screening of **Factory Girl**.

One winner plus 20 friends
SIENNA MILLER

KenzoAmour valued at \$122

HOW TO ENTER
Visit www.yahoo7.com.au/famous and enter the competition by answering this question in 25 words or less.
"What do you love about Sienna Miller and why?"
Then enter the code word followed by your name and address. Good luck!
Prize draw closes 21/08/07.

FACTORY GIRL

Kenzo

Winners eligible if 18 years of age or older and resident in Australia. Competition closes 21/08/07. The winner will be the first entry to be selected by the judge of the prize draw. The prize is a private screening of the movie Factory Girl at their local multiplex, plus a bottle of KenzoAmour 300ml. The DVD is available to rent or buy now. www.yahoo7.com.au/famous www.kenzomore.com.au

MAC Sponsorship

- MAC Cosmetics were the official cosmetics partner for the Factory Girl DVD premiere
- 2 x MAC artists gave Edie Sedgwick inspired makeovers at the MySpace event
- MAC provided product for media show bags



- A number of female and film focus websites are running online competitions, communicated via databases:

- Who Weekly starting 17 August
- Village Cinemas in newsletter 16 August to over 300,000 online members
- She Said w/c 20 August
- OK! Online from 15 August



Who.com

YAHOO! LIFESTYLE Sign In (New User? Sign Up)

See this week's **Who** for details

Who

HOME NEWS PHOTOS CELEB Q&A TV BLOG MAGAZINE

Latest News

- Nicole and Joel Engaged?
- Britney's Former Rehab Facility Subpoenaed in Custody Fight
- Ethan Hawke: Celeb Marriage Dad for the Ego
- Kevin Drinks Up Vegas Nightlife
- Britney Becomes Vegas Illusionist's Latest Angel
- Amy Winehouse Cancels All Her August Commitments
- Gwen Stefani Can't Wait to Get Pregnant Again
- Jennifer Aniston Hops Back into Career Mode

Competitions

Factory Girl DVD Giveaway
WHO.com and Roadshow Entertainment are giving away 10 Factory Girl prize packs to celebrate the film's release on DVD.
[Click Here To Enter!!](#)

WHO.com Daily Email Give
Sign up for the WHO.com daily email and you'll be an exclusive DVD Pack.
[Click Here To Enter!!](#)

Forbidden Lie\$ Preview Ti
WHO.com and Palace Films are giving you the chi sneak preview of Forbidden Lie\$ in your state.
[Click Here To Enter!!](#)

Samsung U700 Competition

http://au.ard.yahoo.com/SIG=12mac84M=611229.11257258.11816339.10917833/D=au&mbc/S=2022325575/N/Y=AU&Z/E/P=11874

See this week's **Who** for details.

Who

HOME NEWS PHOTOS CELEB Q&A TV BLOG MAGAZINE WIN SEARCHWHO.com GO

Factory Girl DVD Giveaway

For your chance to win a *Factory Girl* prize pack enter your details below and answer the simple question.

* Name

* Address

* Suburb

* State

* Postcode

* Phone Number

* Email Address

* Tell us in 25 words or less which celebrity you would like to meet and why?

Please check this box if you would like to receive WHO.com email alerts. ☐ [Resigning up you are](#)

WHO.com and Roadshow Entertainment are giving away 10 *Factory Girl* prize packs to celebrate the film's release on DVD.

Each prize pack contains the *Factory Girl* DVD, *Music and Lyrics* DVD and *The Last Kiss* DVD.

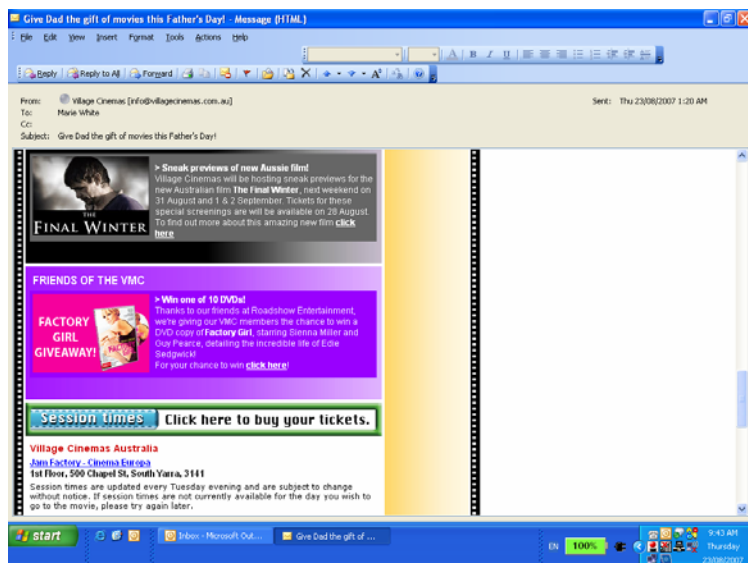
Today we have Paris Hilton, but in 1965 there was Edie Sedgwick, whose friendship with artist Andy Warhol catapulted her to super-socialite status. Watch as Edie (played by Sienna Miller) finds herself at the centre of a social revolution bursting with sex, drugs, style and rock 'n' roll.

Factory Girl is available to rent or buy on DVD from August 15.



Start downloading from site: <https://survey.timeinc.com.au/display.php?s=2592947dd0f458802&mod=2>

Village Cinemas



COMPETITIONS



FACTORY GIRL

FACTORY GIRL

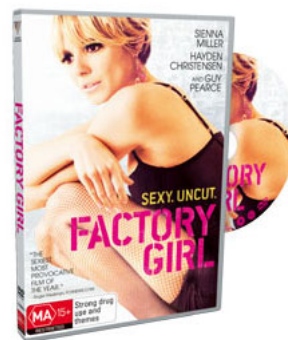
Today it's Paris, Scarlett and Lindsay. But in the year 1965, there was only one IT Girl: Edie Sedgwick.

She hailed from a wealthy, aristocratic American family. She was stunning, vivacious, glamorous, rebellious. And when Edie Sedgwick met Andy Warhol - one of the century's most astounding artists - she was catapulted into superstar status. Suddenly Edie found herself at the centre of a revolution bursting with sex, drugs, style and rock 'n' roll. It was a mad rush for fame and fabulousness that was destined to spin out of control.

Starring Sienna Miller as the dazzlingly cool Edie, Guy Pearce as the enigmatic Andy, **Factory Girl** is the story of a wild girl searching for her fifteen minutes of fame at a time when anything could happen - and did.

Thanks to our friends at Roadshow Entertainment, we're giving our VMC members the chance to win their very own copy of **Factory Girl**, starring Sienna Miller and Guy Pearce! To enter simply answer the questions below!

DVD available to rent or buy August 15



Shesaid.com.au

The image shows a screenshot of the Shesaid.com.au website and an email client window. The website has a pink and black color scheme. At the top, there's a navigation bar with 'shesaid' in large black letters and 'she said' in pink. Below this, there's a 'NEWSLETTER' sign-up box and a 'Share Recipes' button. The main content area is divided into several sections: 'shesaid THINGS' with links to money sense, fashion, beauty, competitions, destinations, entertainment, bookshop, working life, sex life, relationships, gossip, autogirl, eat & drink, body & soul, advice, and home; 'shesaid COMPETITIONS' featuring 'WIN Factory Girl on DVD' with a description of the movie and a contest entry form; 'editor's blog' by Anna Warwick; and 'shesaid Entry Form' for competitions. There's also a 'WIL COMP' section with a '21st birthday' contest. The email client window shows an email from shesaid@shesaid.com to Marie White, with the subject 'Dannii caught on camera plus win tickets to see Hairspray'. The email content features a 'shesaid' logo and a 'HAIRSPRAY' movie poster. Below the poster, there are three sections: 'WIN TIX TO HAIRSPRAY', 'DANNII IN X-RATED TAPES', and 'COMPETITIONS'. The website footer includes a 'MELBOURNE FASHION HUNT' section.

shesaid **she said**

NEWSLETTER
Free shesaid newsletter.
SIGN UP to get your celebrity
gossip hit weekly.

shesaid THINGS
money sense
fashion
beauty
competitions
destinations
entertainment
bookshop
working life
sex life
relationships
gossip
autogirl
eat & drink
body & soul
advice
home

shesaid COMPETITIONS
WIN Factory Girl on DVD
Today it's Paris, Scarlett and Lindsay. But in the year 1965, there was only one IT Girl: Edie Sedgwick.
She hailed from a wealthy, aristocratic American family. She was stunning, vivacious, glamorous, rebellious. And when Edie Sedgwick met Andy Warhol - one of the century's most astounding artists - she was catapulted into superstar status. Suddenly Edie found herself at the centre of a revolution bursting with sex, drugs, style and rock 'n' roll. It was a mad rush for fame and fabulousness that was destined to spin out of control.
Starring **Sienna Miller** as the dazzlingly cool Edie, **Guy Pearce** as the enigmatic Andy, Factory Girl is the story of a wild girl searching for her fifteen minutes of fame at a time when anything could happen - and did.
DVD available to rent or buy August 15
To celebrate Factory Girl's release onto DVD we have 10 copies to give away to 10 lucky readers. Simply answer the question below to win.
shesaid Entry Form
If you have previously entered a shesaid competition, please enter your Name and Postcode below, to grab your details for this competition.
Email:
Postcode:

editor's blog
BY ANNA WARWICK

WIL COMP
Snag ya juicy pr Father's
21st bir present Willsul
you
Make D Out Lo Father's
Win a N Revolut from Ar

Share Recipes

Dannii caught on camera plus win tickets to see Hairspray - Message (HTML)
File Edit View Insert Format Tools Actions Help
Reply Reply to All Forward
From: shesaid@shesaid.com
To: Marie White
Cc:
Subject: Dannii caught on camera plus win tickets to see Hairspray
Sent: Tue 28/08/2007 2:24 PM

shesaid
HAIRSPRAY
You can't stop the beat
ONLY AS THE MOVIE SEPTEMBER 13

THIS WEEK ON SHESAI:
WIN TIX TO HAIRSPRAY
When big hair meets big dreams anything can happen - and does - in this rock 'n' rolling comedy. Starring John Travolta and Michelle Pfeiffer.
Shesaid Deal of the Week Click here...
DANNII IN X-RATED TAPES
Idol contestant breaks up James Blundell's marriage, Owen Wilson rushed to Hospital, Kate Hudson gets distracted by men.
Click here...
COMPETITIONS
WIN a Motorola MotoRAZR V3xx with Vodafone live, a Factory Girl DVD starring Sienna Miller or a Mixed Dozen of Clairault Wines.
Click here...

MELBOURNE FASHION HUNT

start
Inbox - Microsoft Out...
WIGGLES POP GO TH...
RE: POP \$15 offer w...
Unlited Message
Dannii caught on cam...
EN 100%
2:24 PM
Tuesday
28/08/2007

OK! Online

The screenshot shows a web browser window displaying the OK! Online website. The browser's address bar is empty, and the taskbar at the bottom shows the 'Done' button and an 'Internet' icon. The website layout includes a sidebar on the left with promotional banners for 'OK! ONLINE', 'BONUS PULLOUT CELEB MAG', and 'SUBSCRIBE TO OK!'. The main content area is titled 'COMPETITIONS' and features a large image of the 'Factory Girl' DVD box set, which includes the movie 'SEXY. UNCUT. FACTORY GIRL' starring Sienna Miller and Guy Pearce. Below the DVD image is a 'BONUS PULLOUT CELEB MAG' offer. To the right of the DVD image, there is a section titled 'WIN! FACTORY GIRL ON DVD' with 'ENTER NOW' and 'WINNERS' buttons. The text describes the movie and the competition details. At the bottom right, there is a login section with fields for 'Email Address' and 'Password', and a 'LOGIN' button.

COMPETITIONS

ENTER NOW **WINNERS**

WIN! FACTORY GIRL ON DVD

Today it's Paris, Scarlett and Lindsay. But in the year 1965, there was only one IT Girl: Edie Sedgwick.

She hailed from a wealthy, aristocratic American family. She was stunning, vivacious, glamorous, rebellious. And when Edie Sedgwick met Andy Warhol - one of the century's most astounding artists - she was catapulted into superstar status. Suddenly Edie found herself at the centre of a revolution bursting with sex, drugs, style and rock 'n' roll. It was a mad rush for fame and fabulousness that was destined to spin out of control.

Starring **Sienna Miller** as the dazzlingly cool Edie, **Guy Pearce** as the enigmatic Andy, *Factory Girl* is the story of a wild girl searching for her fifteen minutes of fame at a time when anything could happen - and did.

OK! has 15 DVDs of *Factory Girl* to giveaway! RRP \$39.95

Factory Girl DVD available to rent or buy August 15

To go into the running to win a copy of *Factory Girl* on DVD, simply fill in the code word (from OK!, issue 67) and tell us in 25 words or less tell us who your favourite IT girl is, and why!

YOU ARE REQUIRED TO LOGIN TO ENTER

Email Address:

Password:

LOGIN

Added Value

Partner	Media Value
Equal Shopping Centre Tour	\$15,000
Famous	\$8,000
Who.com	\$5,000
Village Cinemas Database	\$5,000
Shesaid.com.au	\$1,500
OK! Online	\$5,000