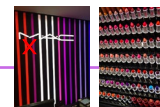


# MAC EMEA STORE CHECKLIST

#1

## FIX THE BASICS



- ☐ HAVE CLEAN, TIDY AND WELL-MAINTAINED STORES
- ☐ SPREADING IN & OUT OF THE STORES M.A.C VIBES THROUGH MUSIC & ENSURING PROPER LIGHTING
- ☐ ALL PRODUCTS & TESTERS ARE WELL DISPLAYED

#2

## EXCELLENCE IN VM EXECUTION



[FY23 Countertop Adjacencies](#)  
[FY23 Schematics](#)

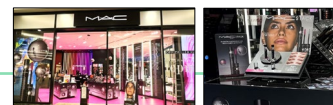
[FY23 Open Sell Bay Planograms](#)

[Dramming Guidelines](#)

- ☐ UP TO DATE PLANOGRAMS:
  - ☐ PERMANENT DISPLAYERS & SCHEMATICS
  - ☐ OPEN SELL BAYS
- ☐ DRAMMING ASSETS

#3

## IMPACTFUL VISUALIZATION



[FY23 1H LED Calendar](#)

[FY23 1H Launch Displayer Calendar](#)

[Macstack VM Guidelines](#)

- ☐ RIGHT & UP TO DATE ASSETS LINK TO NPL
  - ☐ UP TO DATE SCREEN CONTENT
  - ☐ LAUNCH DISPLAYER CALENDAR
  - ☐ OTHERS ASSETS LINK TO NPL
- ☐ MACSTACK PERMANENT DISTORSION

#4

## SUPERSTARS & SUBGATEGORIES



[Superstars Guidelines](#)

[TELA Area Guidelines](#) / [Foundation Area Guidelines](#)

[Mini Mac Guidelines](#)

\* LIPS AREA SOULD BE REMOVED FROM ALL STORES

- ☐ SUPERSTARS BAYS
- ☐ TOTAL EYE LOOK & FOUNDATION AREAS\*
- ☐ MINI MAC FIXTURES

#5

## OMNI EXPERIENCE



[Make Up Service Guidelines](#)

[Omnichannel Guidelines](#)

[Loyalty Guidelines](#)

- ☐ MAKE UP SERVICE ASSETS
- ☐ OMNICHANNEL ASSETS
- ☐ DIGITAL ASSETS (focus on VTO)
- ☐ LOYALTY ASSETS
- ☐ BACK TO MAC TOWER & COMMUNICATION