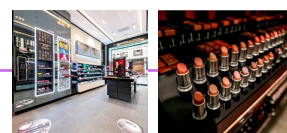


MAC EMEA STORE CHECKLIST

#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



[Basic Maintenance & Repairs](#)

#2

EXCELLENCE IN VM EXECUTION

- ❑ UP TO DATE PLANOGRAMS:
 - ❑ PERMANENT DISPLAYERS & SCHEMATICS
 - ❑ OPEN SELL BAYS
- ❑ SPECIFIC ASSETS (CATEGORY GUIDES, DRAMMING ASSETS)



[FY24 Countertop Adjacencies + Schematics](#)

[FY24 Open Sell Bay Planograms](#)

[Dramming Guidelines Category Guides](#)

#3

IMPACTFUL VISUALIZATION

- ❑ RIGHT & UP TO DATE ASSETS LINK TO NPL
 - ❑ FAÇADE WRAP
 - ❑ UP TO DATE SCREEN CONTENT
 - ❑ LIGHTBOXES
 - ❑ LAUNCH DISPLAYER CALENDAR
 - ❑ OTHERS ASSETS LINK TO NPL



[FY24 Visualization plan \(NPL+ LED Calendar\)](#)

[FY24 Launch Displayer Calendar](#)

#4

PERMANENT DISTORSIONS & SUBCATEGORIES

- ❑ MACSTACK & HYPER REAL PERMANENT DISTORSION
- ❑ TRENDS
- ❑ VIVA GLAM
- ❑ MINI MAC



[Macstack Permanent Distorsion + Hyper Real Permanent Distorsion](#)

[Trends – technical drawings + artworks](#)

[Viva Glam Guidelines](#)

[Mini Mac Guidelines](#)

* LIPS AREA SOULD BE REMOVED FROM ALL STORES

#5

OMNI EXPERIENCE

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



[Make Up Services Guidelines](#)

[Omnichannel Guidelines](#)

[Loyalty Guidelines](#)