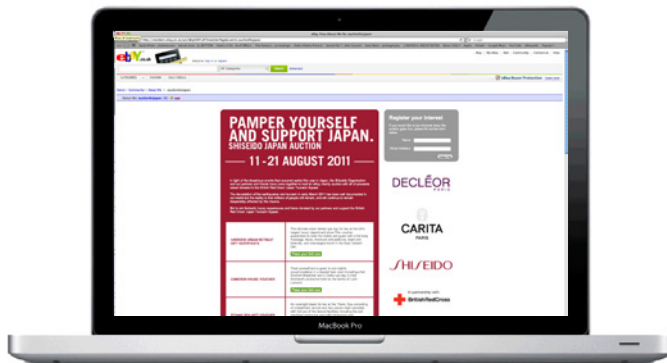


SHISEIDO CHARITY AUCTION – BRITISH RED CROSS' JAPAN TSUNAMI APPEAL



THE BRIEF

Shiseido, one of the biggest Japanese companies, was greatly saddened by the horrific tsunami that devastated Japan last March, and decided to lend a hand.

They therefore tasked us with finding an innovative way to raise money for the British Red Cross's Japan Tsunami Appeal.

THE ANSWER

Working with the British Red Cross, PayPal and eBay and its charity arm, MissionFish, we ran a charity auction for ten days this August and donated 100% of every sale price to the Appeal. We project-managed everything from initial brief to completion, developing and producing all the promotional materials for the campaign.

Under the hammer were fabulous items and experiences donated by Shiseido and its sister brands, DECLÉOR and Carita, as well as lots put up by their UK partner spas and salons including Harrods, Selfridges and Champneys.

We were honoured to have been involved with bringing the auction to life, and we thoroughly enjoyed developing the fundraising task from conception to reality for such a fantastic and important cause.

THE RESULT

- The results were amazing, with all items selling above their retail value
- The Shiseido team was thrilled to raise and donate £5,000 towards the British Red Cross's Japan Tsunami Appeal

'Just to say a huge thanks to the Circle team for their great support in getting the Shiseido Charity Auction up and running – we are all very excited and hope to see that we have managed to raise a fair amount!'

Carolyn Taylor, Managing Director, DECLÉOR, Shiseido and Carita