

MAYBELLINE  
NEW YORK

43%

of respondents mentioned Mascara  
as one of the flagship product  
under the Maybelline brand.



Campaign  
Maybelline Magnum Volume

Category  
Cosmetics

Media Type  
NEL Dhoby Ghaut Station (Mega Pillar)

Target Audience  
People aged 15 and above

Duration  
13th March 10 - 1st April 10

Base: 250 respondents. Surveyed by Consumer Probe commissioned by Moove Media

