About the Digital Catalog

It's a fun, interactive shopping experience for customers — right from home or on the go — and a fab new selling tool for you. You can even give it your personal touch and focus on the categories that really sell with your customers when you customize the digital catalog!

There are many features your customers are sure to love:

- **Virtual makeover and shade finder tools:** Customers can experiment with new trends, different products and colors and get personalized recommendations for the perfect match.

- **How-to videos:** Expert tips, tricks and tutorials inspire trying new looks and products.

- **Seamless shopping:** Customers can explore all the products and add items directly to their bag on your online store.

- **Customizable just for them:** Select the main "story" features, categories and offers you want to include — make skin care, makeup, jewelry, whatever your customer loves, the star of their catalog!

- **You make choices that work for YOUR business:** This tool allows you to customize what your customers see and allow you to form stronger connections and a better business.

* * *

Please keep in mind that the digital catalog does not feature the full product lineup. It is meant to elevate the experience of specific featured products. However, customers can still find ALL of our products by searching and browsing the website as they currently shop today.


CAMPAIGN 10 — AVON

THE MANE EVENT
Your complete guide to gorgeous hair!

Digital Catalog Versions

Catalog Versions

1. **Full Catalog (also referred to as Full *Book*)** – Includes **all** of the stories, categories and offers for the campaign. **A full catalog/book always displays for each of your customers.** Note: The full catalog is NOT an online version of the printed brochure. Our digital catalog is an entirely new experience – interactive, animated.

2. **Rep Edited Catalog (also referred to as Rep Edited *Book*)** - You have the option to edit the Full Catalog and select a cover, personalize it with your customer's name, add a message, choose which stories, categories and offers to include, and even put content in your own sequence for a customer. **This version takes precedence over the Avon Curated Catalog**

3. **Avon System Generated Catalog (also referred to as Avon Curated Catalog)** - If your customer answered the quiz in your online store (more on that a bit later in this training), then Avon will create a version of the catalog which **features specific content** based on their quiz answers. This curated catalog could be different for each customer, based on their own preferences.

The Digital Catalog page in your online store can display up to two versions of the catalog for the current campaign. If your customer has answered the quiz but you have created a Rep Edited Catalog, **your edited version will display** rather than the Avon Curated Catalog. And remember, the Full Catalog always displays. There will also be a teaser for the next campaign showing a sneak peek of just the cover to get them excited about what's to come!
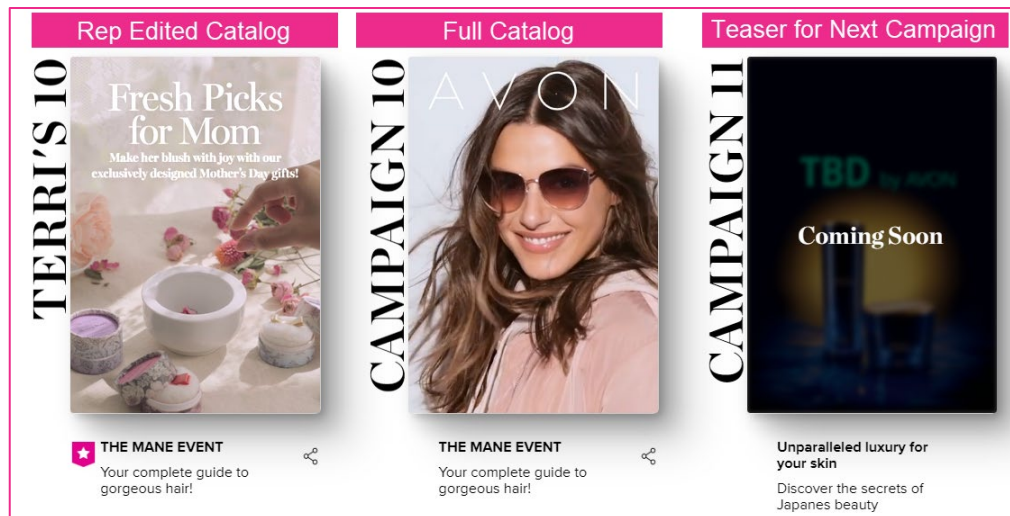
Digital Catalog Tool

Accessing the Catalog Tool

Log into **AvonNow** and select **Manage Business > Catalog Tool.**
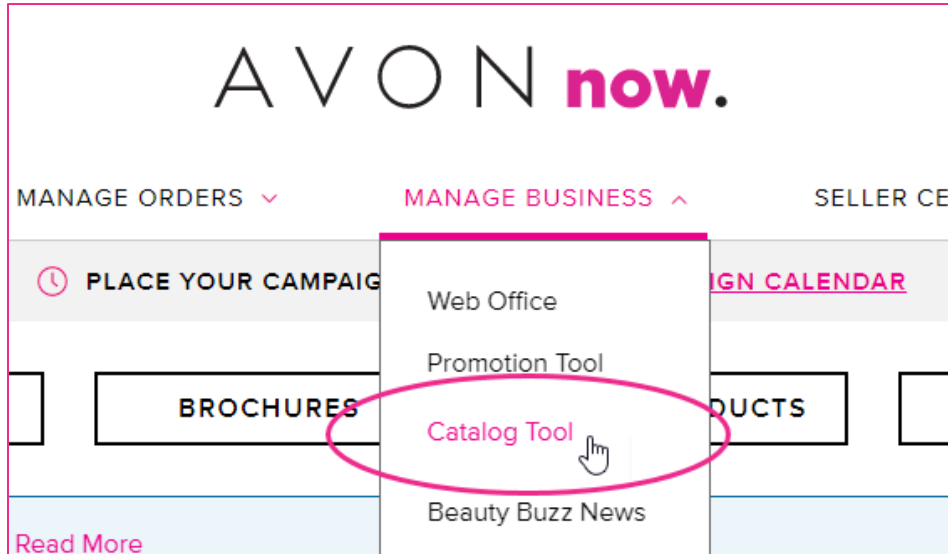
Within the tool, you'll be able to edit and customize the content for **current** campaign's catalog as well as the **next** campaign. Both editions will typically be available at the start of each new campaign period.

A bit later in the training, you'll see how you have the option to **share the *current* campaign's catalog** via your social media applications, text, etc. **The share option is not available for the *next* campaign's catalog** since it can't be shopped until the campaign is active.

And when your customer visits your online store, they'll **automatically** see the catalog you customized for them when the campaign is active! And marketing emails from Avon will include a link to your digital catalog.

And don't worry if you don't want to do any editing or customizing! Even if you never touch the catalog tool, all of your customers will see the full version of the digital catalog.

Digital Catalog Tool

Digital Catalog Tool Page

❶ All of the customers in your Address Book in your Web Office display in the list.

❷ Tabs for previous, current, and next campaigns.

❸ Link to view your version of the catalog. Also, each of your customers' names is a link to view their version of the catalog.

❹ If someone has answered the quiz in the online store, you'll see an indicator in the Survey field.

❺ The version of the catalog and the date the version was published.

❻ Buttons to edit or share the catalog. When viewing the options for the next campaign, the share button is replaced with a copy button.

And help is just a click away! If you click on the **?** icon, a quick reference guide opens!

Editing the Catalog

You can edit the catalog for current or the next campaign to customize it for your customers. You can select your cover, personalize the catalog name and message, and choose which stories, categories and offers to include, and put them in your own sequence. When customers visit your online store, they will automatically see the edited version you created for them.

Select the tab for the *current* campaign OR the *next* campaign. Click the **Edit** button for the book you want to customize.

	C09	C10			C11	
Name	Email	Phone	Survey	Published by	Published date	Action
Michelle Smith	michelle.smith@gmail.com	48012345678	-	Full Book	04:24 AM APR 14, 2020	✏ Edit ⤨ Share

Edit AVON Curated Catalog

Choose the content you want to show
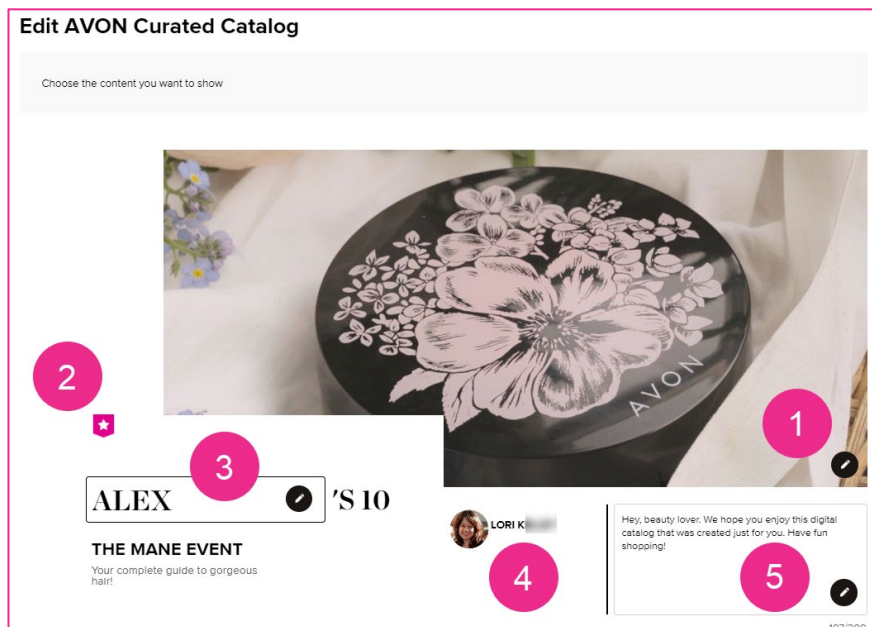
❶ **Change Cover** – Click the pencil icon to choose a different cover for the customized catalog.

❷ **Pink Star** - this icon indicates this is a Rep-Edited catalog.

❸ **Catalog Name –** By default, the personalized catalog name will be the first name of the customer's catalog you are editing, for example Alex's 10. You can enter a different name for the catalog if you wish. **The name field is limited to 7 characters.** The catalog name will always end with '**S**.

❹ **Representative Name and Photo –** Your name and photo display. To add or a change your photo, upload a new photo to your online store. From AvonNow, click My Store > Edit Store.

❺ **Personalized Message** – The default message can be edited or replaced with your own message to introduce your customer to their personalized catalog. If you are editing the *next* campaign's catalog and might COPY it for other customers, be sure to use a more generic message. The message will be copied for the other customers.

Selecting Stories
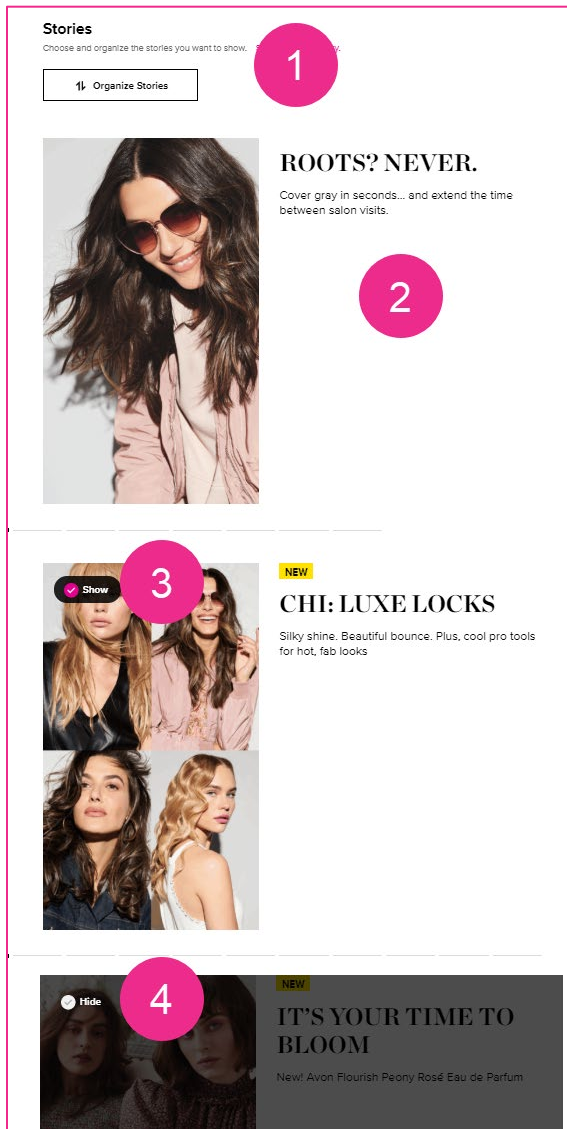
❶ **Organize Stories Button -** Stories are sections of content created by Avon that revolve around a theme such as a collection or a holiday. You can organize stories to show or hide and rearrange them when you click this button. By default, all stories show.

❷ **Feature Story –** Each campaign will have a feature story for the catalog. It will be shown for to all customers. The feature story cannot be hidden nor moved from the first position in the catalog.

❸ **Show Button –** If the story will be included in your personalized catalog, the Show button displays, and the content is in full color. All stories are shown by default. If you want to hide the story, click the Show button.

❹ **Hide Button –** If the story will be NOT included in your personalized catalog, the Hide button displays, and the content is grayed out. If you decide that you want to show a hidden story, click the Hide button.
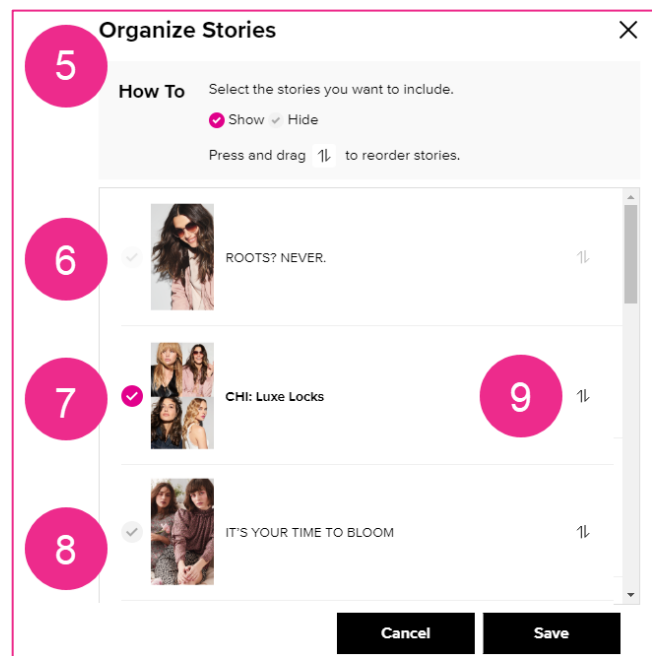
❺ **Organize Stories Panel** – If you click the Organize Stories button (Illustration ❶), you can select stories and rearrange them.

❻ **Feature Story –** Cannot be hidden or moved.

❼ **Pink Checkmarks –** If a story will be included in your personalized catalog, the pink checkmark displays. If you want to hide the story, click the pink checkmark.

❽ **Gray Checkmarks –** If a story will be NOT included in your personalized catalog, the gray checkmark displays. If you want to show a hidden story, click the gray checkmark.

❾ **Move Buttons** – Press and hold a move button to drag the story to a new position.

Selecting Categories & Offers
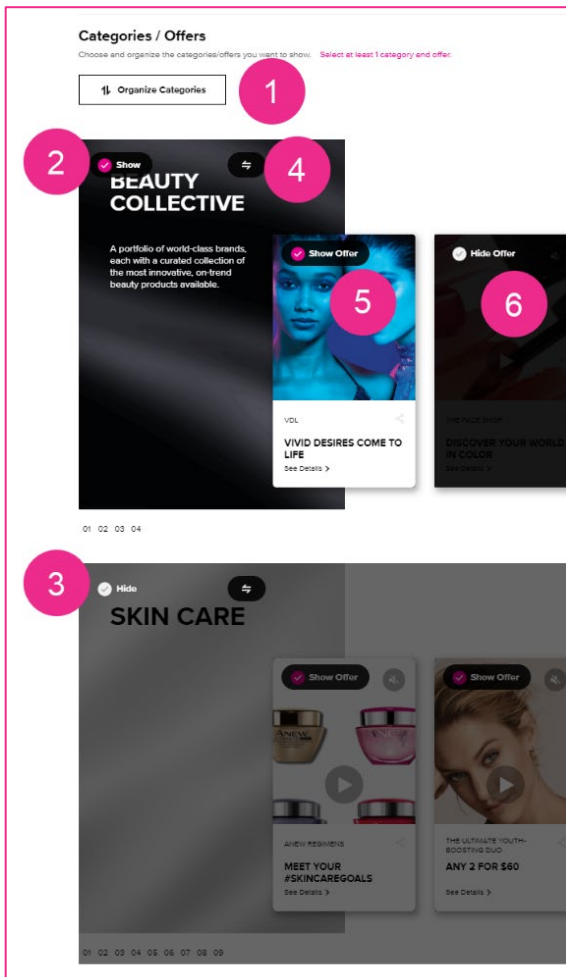
❶ **Organize Categories Button -** Categories are sections of content for our product lines such as skin care, makeup, fragrance, etc. You can organize categories to show or hide and rearrange them when you click this button. By default, all categories show.

❷ **Show Button –** If the category will be included in your personalized catalog, the Show button displays, and the content is in full color. All categories are shown by default. If you want to *hide* the category, click the Show button.

❸ **Hide Button –** If the category will be NOT included in your personalized catalog, the Hide button displays, and the content is grayed out. If you decide that you want to *show* a hidden category, click the Hide button.

❹ **Organize Offers Button –** You can organize related offers for the category to show or hide and rearrange them when you click this button.

❺ **Show Offer Button –** If the offer will be included in your personalized catalog, the Show Offer button displays, and the content is in full color. All offers are shown by default. If you want to *hide* the offer, click the Show Offer button.

❻ **Hide Offer Button –** If the offer will NOT be included in your personalized catalog, the Hide Offer button displays, and the content is grayed out. If you want to show a hidden offer, click the Hide Offer button.

❼ **Organize Categories Panel –** If you click the Organize Categories button (Illustration ❶), you can select categories and rearrange them.

❽ **Pink Checkmarks –** If a category will be included in your personalized catalog, the pink checkmark displays. If you want to hide the category, click the pink checkmark.
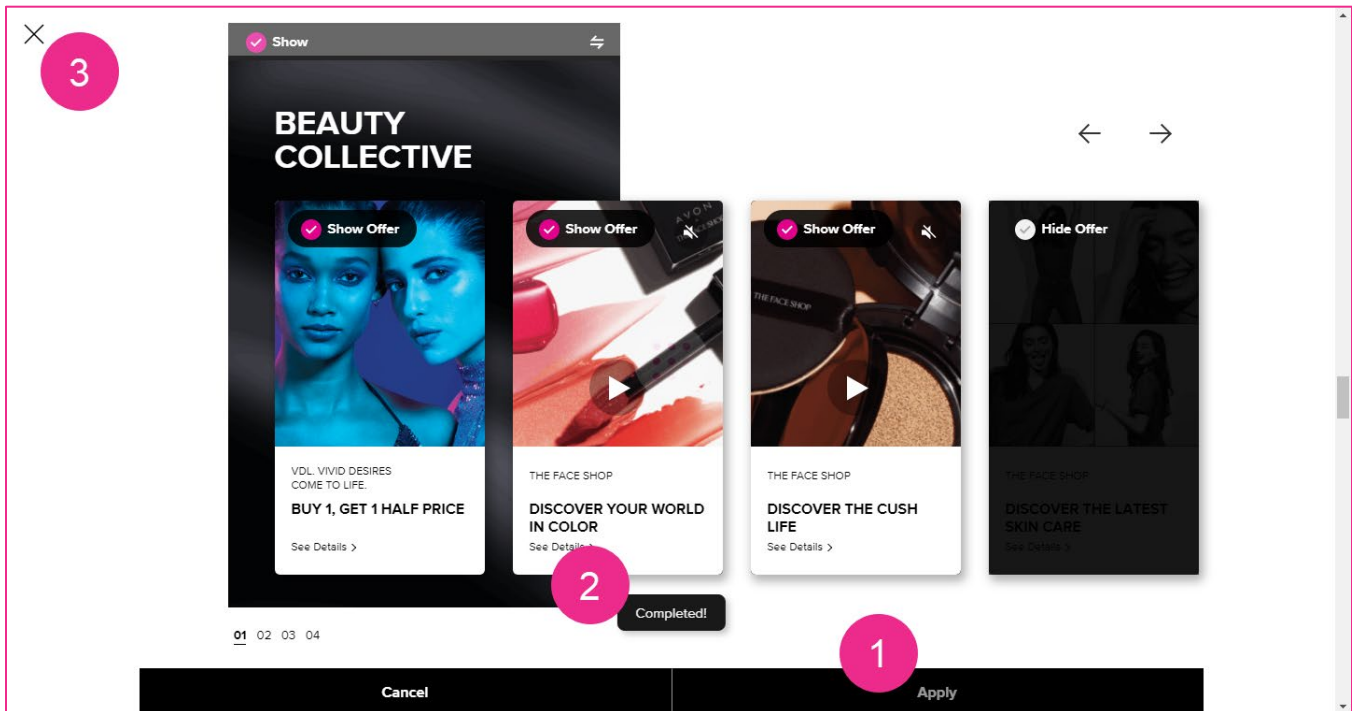
❾ **Gray Checkmarks –** If a category will be NOT included in your personalized catalog, the gray checkmark displays. If you want to show a hidden category, click the gray checkmark.

❿ **Move Buttons** – Press and hold this button to drag the category to a new position.
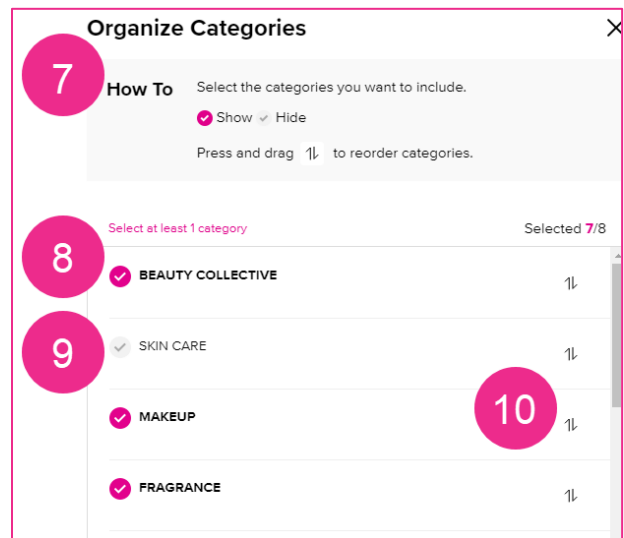
Applying Your Edits to the Catalog

❶ **Apply (or Cancel)** – Your edits will not be saved until you click Apply. To discard your edits, click Cancel.

❷ **Completed** – A message will popup very briefly to let you know that your changes have been saved.

❸ **Close Button** - When finished, close the Edit Catalog panel by clicking the X at the top of the screen.

(Wondering what the Beauty Collective is? It's the category of our world-class brands such as belif, VDL, Avon x The Face Shop)

Copying the Catalog

Copying an Edited Catalog (Next Campaign Only)

Once you edit a catalog in the next campaign, you'll have the option to copy the edited version for other customers. If you wish to copy your edited catalog for other customers, you'll need to do this in advance of the campaign going live. ==The copy option is not available in a current campaign.==

Stephanie Winner	stephanie.winner@gmail.com	-	-	Full Book	05:01 AM APR 14, 2020	✎ Edit	⬓ Copy
Terri Testing	terri.testing@gmail.com	-	-	Rep edited Book	07:20 PM APR 16, 2020	✎ Edit	⬓ Copy

When you click the Copy button, you can select the customers to receive a duplicate of the edited version.

- **The catalog name WILL NOT be copied** and will default to each customer's first name.

- **The personalized message WILLL be copied.** Be sure to use a more generic message if you plan to copy the catalog for other customers.

❶ **Selected Customers** – As you select names, they display here.

❷ **Pink Check** – If a customer is selected, a pink checkmark displays.

❸ **Gray Check** – If a customer is NOT selected, a gray checkmark displays.

❹ **Done Button** – After selecting the customers, click Done.

A copy of Terri's Catalog will be displayed for the selected customers on your store. It may take some time for it to appear for your customer.
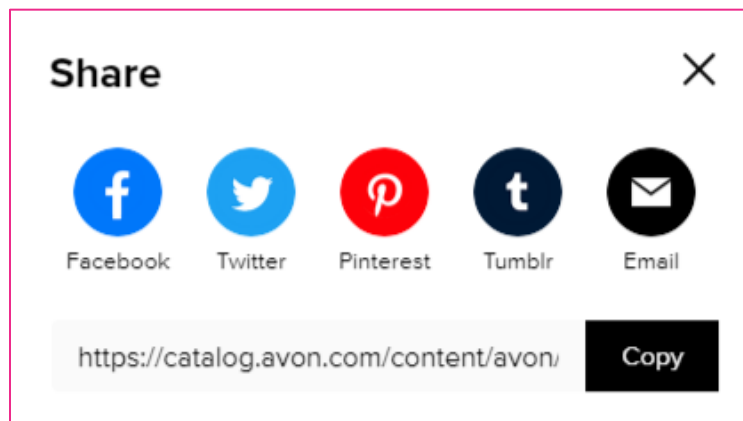
OK
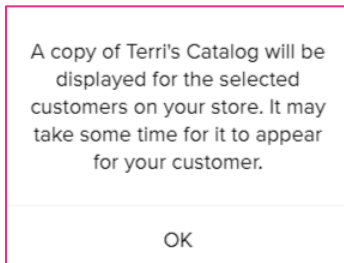
A confirmation message displays after you click Done.

Sharing a Catalog (Current Campaign Only)

You can share a catalog in the current campaign. Sharing the ***next*** campaign is not available since the campaign would not yet be active.

	C09		C10			C11		
Name	**Email**	**Phone**	**Survey**	**Published by**	**Published date**		**Action**	
My Catalog **MA GUADALUPE GARZA**	-	-	-	Full Book	04:24 AM APR 14, 2020		✎ Edit	≤ Share
Customers								
Cathy Customer	cathy.customer@gmail.com	4805555555	-	Full Book	04:24 AM APR 14, 2020		✎ Edit	≤ Share
Michelle Smith	michelle.smith@gmail.com	48012345678	-	Full Book	04:24 AM APR 14, 2020		✎ Edit	≤ Share

The sharing options you see will depend on which social media accounts you have. You could also send via email or simply copy the URL to the catalog and paste in a text.

Share ✕

Facebook Twitter Pinterest Tumblr Email

https://catalog.avon.com/content/avon/ **Copy**

View of the Digital Catalog Page

Customer View of the Digital Catalog Page on Your Online Store (Avon.com)

❶ If logged in, customer's name displays. In our illustration, "Cathy" is our customer.

❷ If logged in, a link to a quiz displays. Answering the quiz customizes content for the customer's digital catalog in a "*system-generated*" version of the book based on answers to the quiz questions. You can see the quiz questions at the end of this training document. ❸ If you have edited a catalog for this customer, it displays with a pink star icon.

❹ The full catalog version always displays.

NOTE: This page displays up to TWO versions of the catalog. The **full version** always displays. Keep in mind that if your customer completed the quiz **AND** you edited a catalog for them, your **rep-edited** version displays rather than the system-generated version!

❺ A teaser showing just the cover of the next campaign's catalog.

❻ Opens a page where customer can virtually try on some products.

❼ Opens a page where your customer can virtually find the best shade for their skin.

❽ Videos about Avon products.

❾ Social media images about Avon products.

View of the Digital Catalog Page

Representative View of the Digital Catalog Page on AvonNow.com

The Digital Catalog page on AvonNow has much of the same content customers see in your online store with a few extras for you as the Representative.

❶ Link to the same quiz that your customers see on your online store. which will customize future content for your digital catalog.

❷ If you have edited a catalog for yourself, it displays with a pink star icon.

❸ A full catalog version always displays.

❹ What's New

❺ Link to create a personalized catalog for customers. This is the same as clicking Digital Catalog button at top of page or Manage Business > Digital Catalog.

❻ Catalogs for the previous and next campaigns.

❼ Opens a page where you can virtually try on some products.

❽ Opens a page where you can virtually find the best shade for your skin.

❾ Videos about Avon products.

❿ Social media images about Avon products.

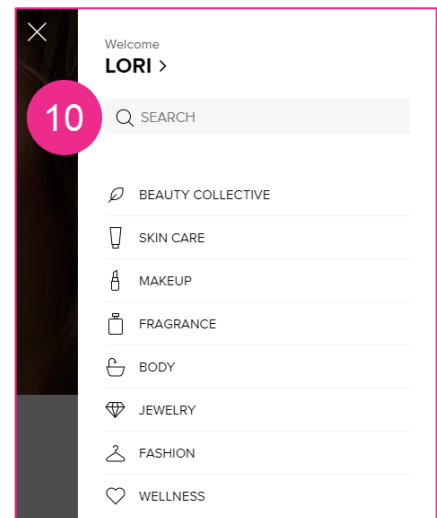## Navigating through the Digital Catalog

To open the catalog, click the cover image. There are lots of different ways to move around the catalog. Dive in and explore! Here's a tour to get you started…

❶ Button to close the catalog.

❷ Button to view all content in tile layout. See Illustration ❻.

❸ Button to scroll down in the digital catalog content.

❹ Representative information and message area (for customized Rep-Edited versions).

❺ Button to open menu so you can search or jump to a specific category. See Illustration ❿.
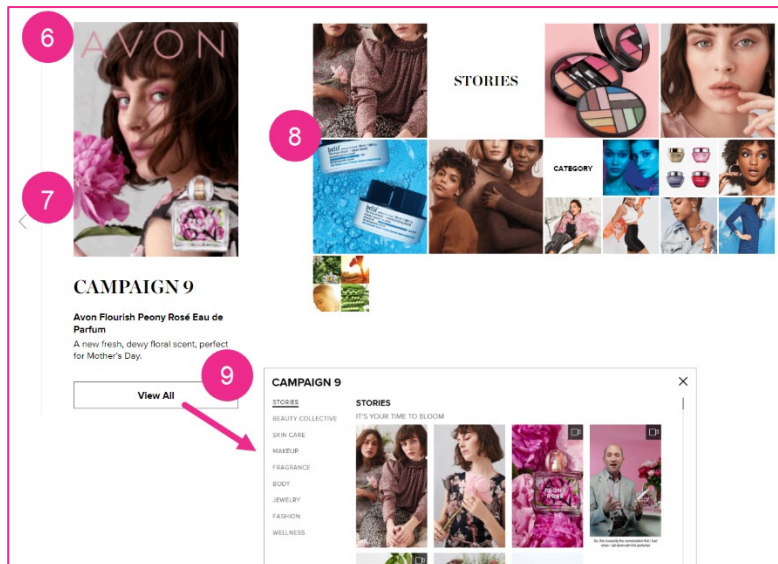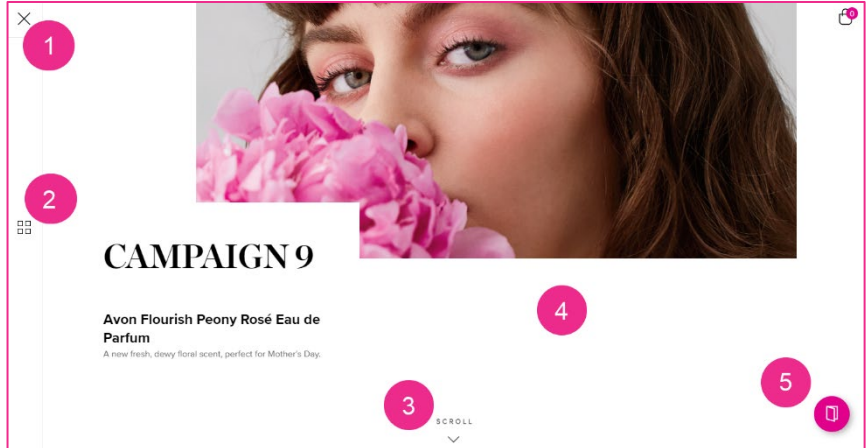
❻ Content displayed in **tile layout** after clicking button (Illustration ❷).

❼ Button to close tile layout view.

❽ Tiles to click to view content. If you hover your mouse on a tile, more content unveils.

❾ Button to view all content and example of all content layout.

❿ Menu that opens after clicking button (Illustration ❺). You can do a search for a product or jump to a specific product category.

Navigating Through the Catalog

Navigating through the Digital Catalog – Stories Section

Stories are sections of content created by Avon that revolve around a theme such as a collection or a holiday. Avon carefully selects which products to feature in each campaign's stories.
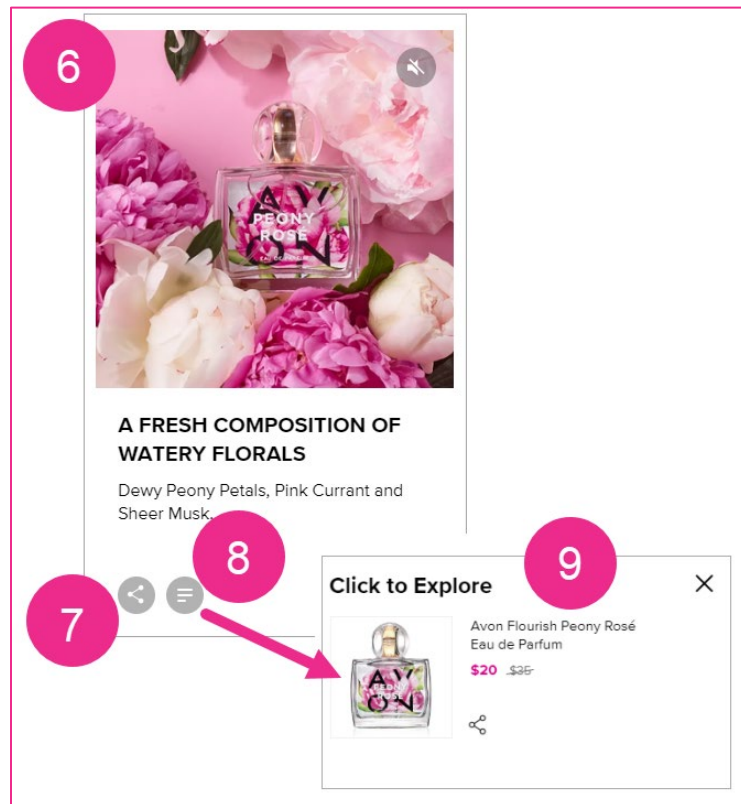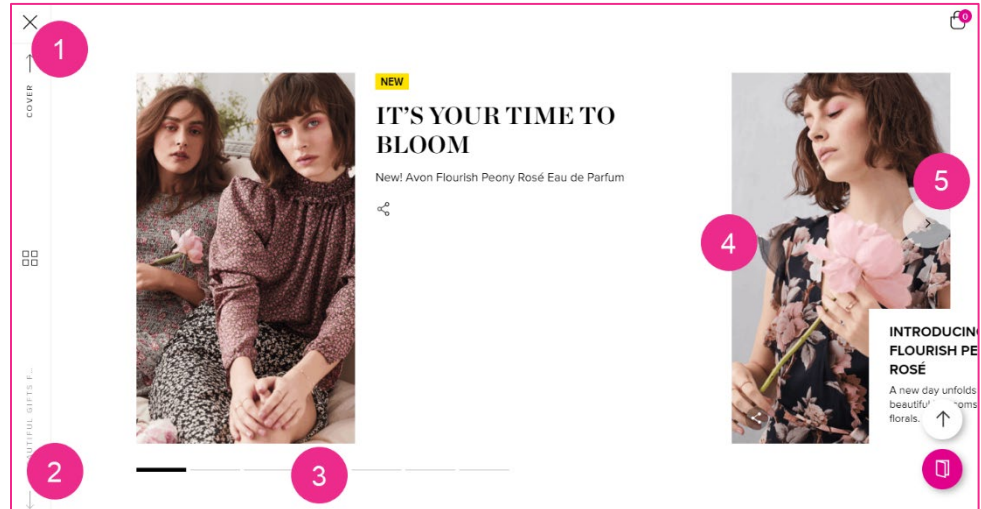
❶ Button to scroll up to previous content section.

❷ Button to scroll down to next content section.

❸ Buttons to jump to a story content section.

❹ Thumbnail to click to view content or play interactive content such as a video.

❺ Arrow to navigate through story content section.

❻ Content section within a story.

❼ Share Button to share the story on your social media, email, or text.

❽ View Product Info button that displays related products in the story content. See Illustration ❾

❾ Product Information overlay that displays when Product Info button is clicked. Clicking a product in the Product Information overlay will open the Quick Shop window. The product can be added to order.

## Navigating through the Digital Catalog – Categories with Offers Section

❶ Category content section with offers for products in the category (in this example, Skin Care).

❷ Buttons to scroll to next (or previous) content section.

❸ Buttons to jump to a specific product offer within the category.

❹ Arrow to navigate through the offers section. This is just a selection of offers – not all of the available offers.

❺ Link to See Details about the offer. See Illustration ❻.
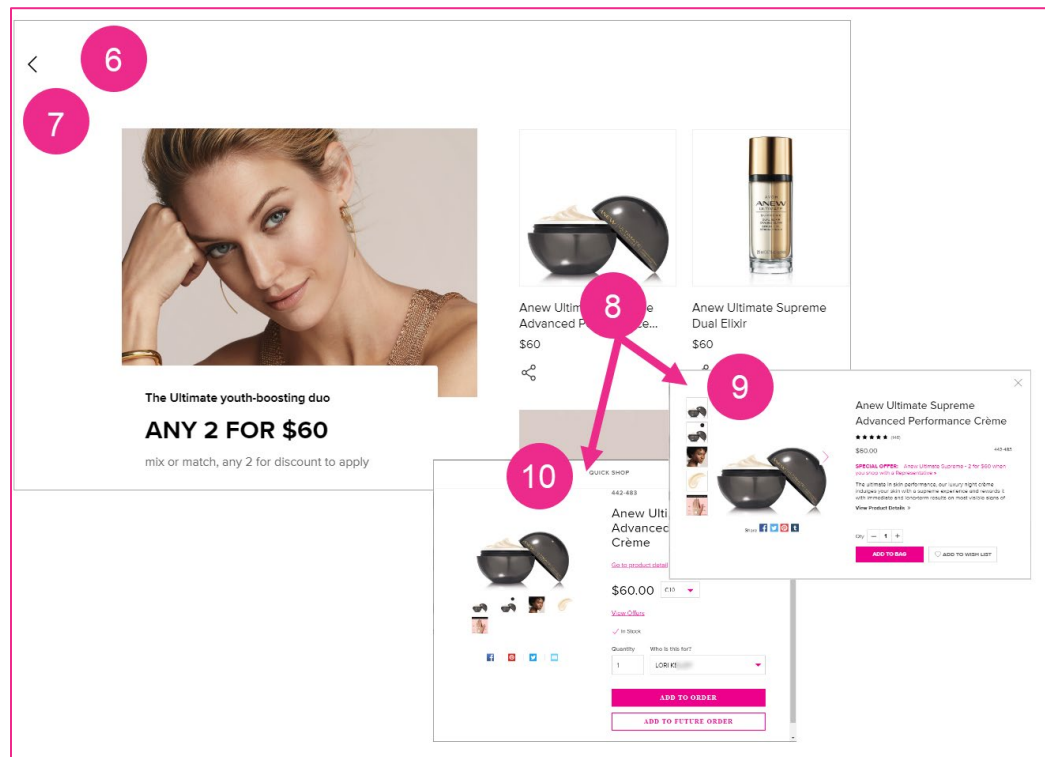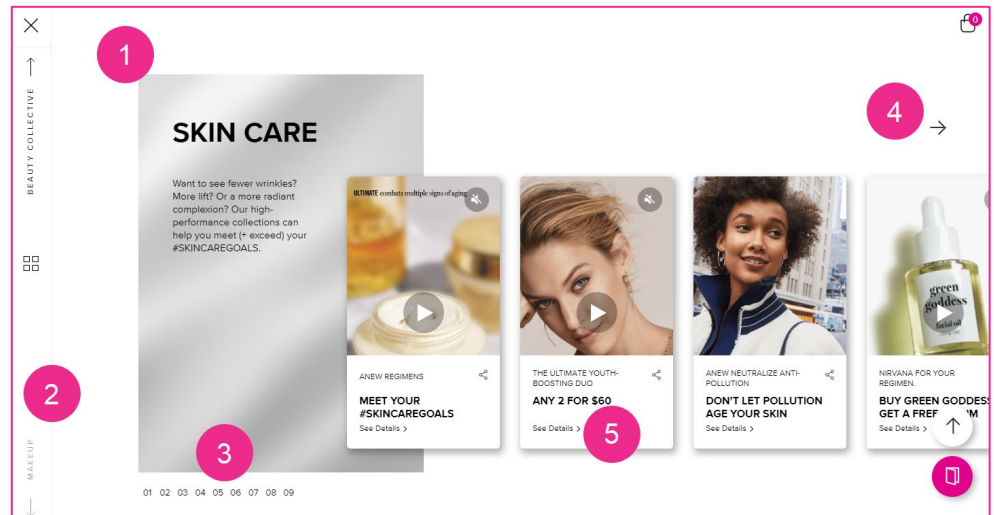
❻ Product offer details opens when link is clicked (Illustration ❺). Provides information about the offer and the associated products.

❼ Button to close product offer details and return to the digital catalog

❽ Clicking a product opens the Quick Shop window. See Illustrations ❾ and ❿.

❾ Quick Shop window (customer viewing digital catalog in your online store).

❿ Quick Shop window (Representative viewing digital catalog in AvonNow).

Customer Quiz

Curious about what questions we ask in the quiz in your online store? Remember, the customer's answers to the quiz will create a system-generated version of the catalog based on their preferences. When they answer the quiz, you'll see date in the SURVEY field in the catalog tool.
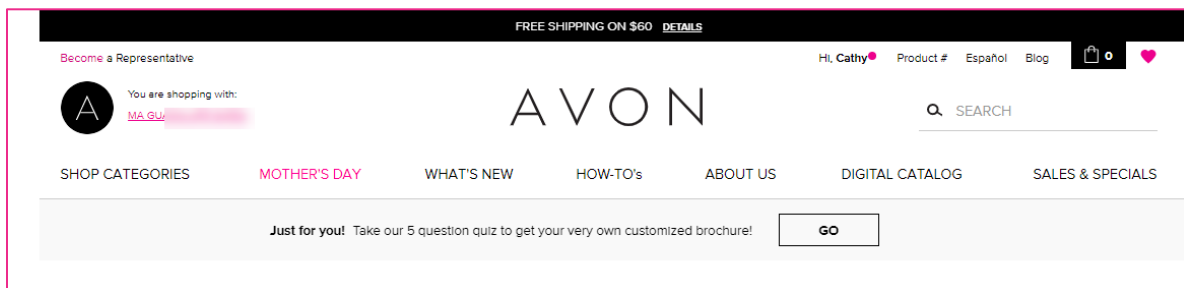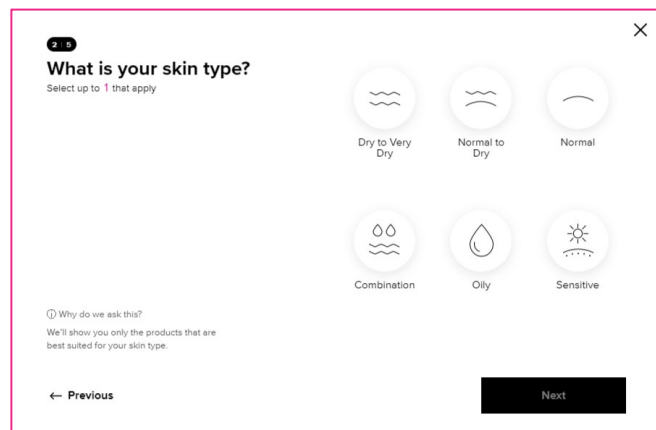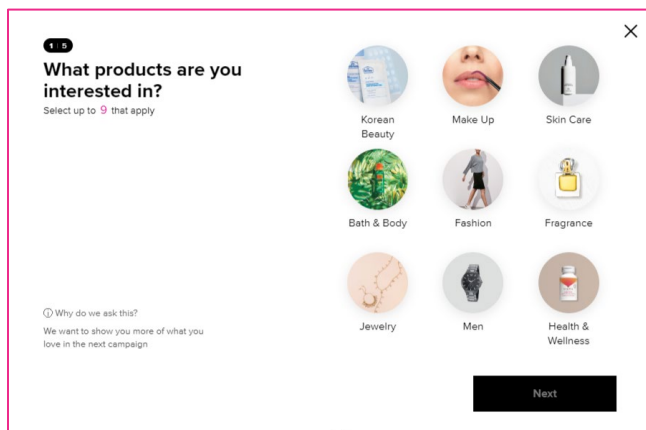

If the customer is signed into their account in your online store, they will see a prompt to take a quiz.

Here are the screen illustrations of the quiz questions.

3 | 5

What is your age range?
Select up to 1 that apply

- ○ 20s
- ○ 30s
- ○ 40s
- ○ 50s +
- ○ Prefer not to answer

ⓘ Why do we ask this?
We'll show you products that are best suited for your age range.

← Previous

Next

4 | 5

What is your skin concern?
Select up to 6 that apply

- ✓ Enlarged pores
- ✓ Hydration
- ✓ Lack of Radiance
- ✓ Lines & Wrinkles
- ✓ Loss of Firmness
- ✓ Uneven Skin Tones

ⓘ Why do we ask this?
We'll show you skin care products that are best suited for your skin concern.

← Previous

Next

5 | 5

How would you describe your skin tone?
Select up to 1 that apply

Fair   Light   Medium

Olive   Brown   Deep

ⓘ Why do we ask this?
We'll show you products that are best suited for your skin tone.

← Previous

Done

View the Traditional eBrochure

We just know that you'll be so excited to use and share the new Digital Catalog, and we also understand that it might take a little time to become familiar with all the fantastic features. We strongly encourage you to be prepared and get to know your new business tool!

To ease your transition period, **for a very limited time**, you and your customers can still access what we'll call the traditional eBrochure that you use today.

Representatives will find the traditional eBrochure in AvonNow in the Browse Products menu.
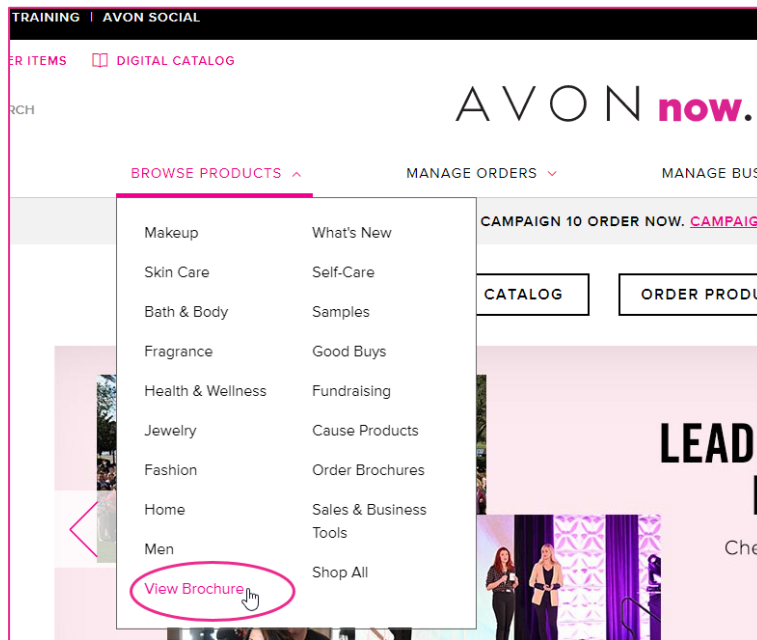
Your customers can see the traditional eBrochure from the Digital Catalog menu – Shop Brochures.