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Executive Summary

Campaign Objectives
To increase awareness, consideration and positive perception of female millennials within the United States.

Target Market
Generation-Y female consumers between the ages of 18-25.

Key Insight
Young female consumers use beauty products to feel like the best version of themselves.

Creative Strategy
Mary Kay can appeal to this younger target on a deeper level, emphasizing the confidence Gen-Y females feel when they use cosmetics.

Positioning
Mary Kay is positioned as a beauty brand with high-quality products, core values and an opportunity for women to succeed through its direct selling approach.

Media & Promotions
Strategically implement the creative messaging in a way that is interactive and intriguing to Gen-Y females. By putting products in hand and creating relationships between these two groups, Mary Kay will obtain a new youthful generation of loyal clients.

Budget Allocation
- Print: 23%
- Digital: 50%
- Out-of-Home: 12%
- Owned: 4.06%
- Earned: 10%
Marketing Summary

Mary Kay has brought confident entrepreneurs and loyal consumers together for 50 years. The brand understands that beauty is a unique trait that sets them apart from other beauty brands. While Mary Kay has successfully created long-lasting relationships with women, it’s now time for female millennials to connect with the brand like never before.

All women value beauty; it’s an integral part of their lives. However, young consumers don’t purchase products the same way past generations have. These young beauty connoisseurs value convenience and a brand with depth. Through this campaign, we will promote interaction between female millennials and Independent Beauty Consultants (IBCs), so they can build a meaningful relationship with Mary Kay.

“Putting makeup on makes me feel ready for the day.”
- Jenna, 23
SWOT Analysis

**strengths**
- Established brand with strong values and a rich history
- Provides a variety of quality cosmetics; it’s a one-stop-shop for beauty products

**opportunities**
- Provides a way for young women to be self-employed and to excel
- Can align itself as a high-end, unique beauty brand among young women

**weaknesses**
- The average age for IBCs in the US is 42, which is much older than our target market
- Young female consumers don't feel impulsive enough to purchase the product because of the traditional Mary Kay party technique of selling

**threats**
- Young female consumers see Mary Kay as outdated
- Young consumers can easily go elsewhere to seek similar beauty products

Competitive Market

<table>
<thead>
<tr>
<th>tagline</th>
<th>attribute</th>
<th>analysis</th>
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<tbody>
<tr>
<td><strong>CoverGirl</strong></td>
<td>“Easy, breezy, beautiful. CoverGirl.”</td>
<td>It’s a very recognizable brand because of the celebrities that endorse them in their advertisements. 1</td>
</tr>
<tr>
<td><strong>Clinique</strong></td>
<td>“Allergy Tested. 100% Fragrance Free.”</td>
<td>Women of all ages are loyal to and purchase Clinique. 2</td>
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<tr>
<td><strong>Avon</strong></td>
<td>“The company for women.”</td>
<td>They have a strong foundation of empowering women and being philanthropic. 3</td>
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<tr>
<td><strong>Revlon</strong></td>
<td>“Glamour, Excitement, and Innovation through High-quality Products at Affordable Prices.”</td>
<td>Revlon prides itself on being classic and values its history. 4</td>
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Mary Kay Positioning
Mary Kay is positioned as a beauty brand with high-quality products, core values and an opportunity for women to succeed through its direct selling approach.

How Gen-Y females perceive Mary Kay
Young females perceive Mary Kay as an outdated brand with high-quality products that are inconvenient to access.
Overall, Gen-Y females can appreciate Mary Kay for their quality products, but they tend to feel too young to appreciate IBC interaction and to create a relationship with the brand.

What’s your perception of Mary Kay consultants?
“Old and outdated. I don’t know any Mary Kay consultants - my mom went to a party once, but I don’t wear the same makeup she does.” - Andrea, 24

“They know what they’re talking about… Usually middle aged, bubbly and fun.”
- Courtney, 21

What is your perception of the Mary Kay brand?
“Good makeup, but inconvenient to purchase.” - Corina, 19

“Quality products, just a little antiquated.” - Elizabeth, 21
Primary Research

Thought & Perception Wall

We presented a Thought & Perception Wall to females on our campus in order to understand Mary Kay’s position within the beauty industry. We approached the women in a high-traffic spot and asked them to write phrases or words that came to mind when they thought of the brands represented on the Wall.

• We learned that female millennials perceive Mary Kay as an outdated brand.
• We also learned that female millennials were more familiar with drugstore brands, such as CoverGirl, as opposed to the direct selling cosmetic brands.

Survey

Out of 201 Survey Responses:

We learned that our target values quality in a beauty brand over all other factors.

Young consumers have not been exposed to the direct selling method of cosmetics.

Our target relies on accessible and convenient purchase channels for beauty products:

- **66%** purchase cosmetics at superstores, like Walmart or Target
- **61%** purchase cosmetics at drugstores, like CVS or Walgreens
- **60%** purchase cosmetics from specialty stores, such as Sephora or Ulta
- **6%** order cosmetics from a direct selling representative

Consumers do not consider IBC’s as a purchasing channel.
Primary Research

Mary Kay 5-Day Challenge

For our 5-Day challenge, we provided 12 young women with Beauty Bags. These bags consisted of Mary Kay facial, eye and lip products. Each woman used the products for 5 days, completely replacing their routine beauty regimen with Mary Kay.

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Hannah’s Birthday

Interview @ BBDO

Psychology MIDTERM!

Pretty & Professional Mixer

What We Learned

Through this study, we found that young women don’t consider the Mary Kay brand. However, after the challenge, they found that they love the products and would be willing to purchase Mary Kay in the future. In addition, 75% of participants said they would attend an event where they could meet Mary Kay IBCs and try more products.
Priority Consumers

Dolled Up Diva
She is willing to spend money on the high-end brands she loves. She has a great deal of knowledge about beauty care and values taking care of herself. She is brand loyal, but if an expert is convincing, she will try a new brand or product. The Dolled Up Diva is an avid smartphone user and routinely checks social media via mobile. She also browses the Internet for makeup tips and tricks.

How do you feel when you aren’t wearing any makeup?
“I do not feel like I look my best. I feel shy and try to avoid face-to-face conversation with people because I am afraid that they will think I do not look good without makeup.”

Convenience Consumer
Beauty and cosmetics are not top priorities for the Convenience Consumer. She’s running on a tight budget and schedule. The Convenience Consumer frequents drug stores for most of her beauty needs. Occasionally, she will splurge on a higher end product. The Convenience Consumer uses her smartphone to communicate with others and update her calendar. She checks her social media accounts occasionally on her mobile phone, but only goes in-depth on her desktop.

How do you feel when you are wearing makeup?
“I feel more confident and sometimes it encourages me to be more productive. For example, if I am wearing no makeup I am usually tired and don’t have energy to do much.”

Natural Girl
The Natural Girl could do without make up and only wears it occasionally. However, she does value quality skin care and she prefers beauty care that is natural and effective. The Natural Girl is a social media user, but does not check her accounts daily. She would not browse the Internet for beauty tips and tricks; she already knows what she likes.

How do you feel when you are wearing makeup?
“I can feel beautiful when doing a natural look, or I can feel glamorous using a little more makeup.”
Creative Strategy

Key Findings

- Our target cares about quality, price and color in that order of importance
- Mary Kay is seen as inconvenient and expensive, but has high-quality products
- Consumers wear makeup to feel like the best version of themselves

Creative Strategy:

Mary Kay is a brand defined by a rich history and motivated by female confidence. As a leader in quality beauty products, Mary Kay strives to help women feel strong and beautiful. Our campaign seeks to incorporate the brand’s commitment to consumers by encouraging women to express themselves in a unique way. Mary Kay will highlight female individuality, emphasizing the importance that our target places on revealing beauty from within. Through our strategy, we will show how Mary Kay assists in advancing the beauty that has always been there, communicating Mary Kay’s most important mission: empowerment.

Big Idea:

REVEAL YOUR BEAUTY WITH CONFIDENCE

True beauty goes beyond what is perceived by the naked eye. Every woman is beautiful in her own unique way. More than that, having confidence further develops that beauty. Mary Kay is simply helping women find the confidence to show their beauty off to everyone, whether it is to strangers or close family and friends. This big idea helps reinforce what the Mary Kay brand stands for, which is empowering women to be confident in what they have. When a woman feels confident, her true beauty shines through. With that said, our recommended tagline is:

Tagline:

BEAUTY EMPOWERED

Campaign Manifesto:

All women are beautiful. Expressed in different ways, every woman has an inner light that makes her shine. Your beauty stems from each unique trait that sets you apart from everyone else. This self-expression is lingering inside of you, searching for a way out. We want everyone to see you for the radiant woman you are. So don’t keep your light bottled up inside of you. Wear it every day for the world to see. We will help you wear it confidently. So keep your head held high and flash that brilliant smile of yours. Let everyone know that you are proud of the woman you are. Reveal your beauty with confidence.
Mobile Experience

Consumer Experience

The interactive Beauty Empowered Mobile App will make it more convenient for consumers to browse Mary Kay products and to make connections with IBCs in their local area. This application is a response to the insight that Gen-Y females view Mary Kay products as inconvenient to obtain.

With this app, users will be able to:

- Create their own “My MK” profile, complete with descriptions of their favorite Mary Kay products
- Browse products and easily search for the closest IBC via geo-location technology
- Create new orders for existing and potential clients

By interacting and ordering through the application’s services, Gen-Y females can obtain quality Mary Kay beauty products and IBCs can move their inventory quickly, while tracking sales easily.
Mobile Experience

IBC Experience

Speaking with local IBC’s, we found that they use numerous applications to manage their Mary Kay business. This creates complications and can get in the way of creating and maintaining profitable relationships with clients. Tracking product sales is also time-consuming for them. Organizing paperwork, such as new orders and receipts forces IBCs to consistently carry around unnecessary business-related burdens.

Features

- Message current clients to utilize inbound marketing techniques
- View sales reports and goals of products over a period of time
- Create new orders for existing and potential clients
- Analyze keywords via social listening tools through lead generators

This app will allow IBCs to control their business sales, marketing and promotional techniques all at their fingertips. Tracking sales with constant updates will allow IBCs to effectively manage their business and stay up-to-date with their clients needs. The Beauty Empowered App is exactly the support IBCs need to continue running their business and to inspire others to become an IBC.
Partnerships & Promotions

Partnership with Chegg

Chegg is a company that provides affordable textbook rental services to students, typically within the ages of 16 and 24. The company has started partnering with notable brands that are trying to interact with a younger audience. When female college students within our spot markets receive textbooks for the fall 2015 term, they will be surprised to see samples from the marykay at play line inside their orange boxes. Consumer who seek empowerment through education will see the Mary Kay positioning.

Partnership with End It

The End It Movement is an organization that is committed to ending global slavery, paying special attention to the trafficking of women. Mary Kay and the End It Movement will travel to 6 college campuses within our spot markets and educate college women on this issue. These small conferences will be complete with panels of speakers on the topic and giveaways of Mary Kay Beauty Bags. Local IBCs will have the opportunity to volunteer their time at these events, all while making connections with the college women. Through these interactions, young women will begin to see Mary Kay as a brand with integrity and one that lives by the ‘Golden Rule’, supporting our empowerment theme.
Social Media & Promotions

Pinterest

The Mary Kay Pinterest page will create pinboards such as, “Makeup Tips for a Job Interview,” and “Makeup Trends for Summer Music Festivals.” These pinboards will be integrated across all Mary Kay social platforms and will engage Gen-Y females with more youthful content.

Featured Post of the Week

Mary Kay has a reputable social media presence as a whole; however, these practices need to be implemented by every IBC. Independent Beauty Consultants need to have a significant social media presence on their personal accounts in order to advertise parties, make connections with a younger audience and maintain these connections. Independent Beauty Directors will nominate one IBC from her team for having the best or most popular social media post of the week. The official Mary Kay social media sites will give these IBCs a “shout out” and recognize them for their social success.

Promoted Tweets and Facebook Ads

Twitter has over 240 million active monthly users. Mary Kay will launch the promoted hashtag #MKEmpowered and will flood social media with information regarding the brand’s new interactive transformation. Facebook will also display promoted posts and statuses throughout the campaign.

Face the Holidays Contest

Followers of the official Mary Kay Instagram account will have the opportunity to win Mary Kay Holiday Beauty Bags when they post photos of themselves wearing Mary Kay makeup for 14 days in a row. These posts will be tracked by users utilizing the #MKEmpowered hashtag. They will be encouraged to share why Mary Kay makes them feel confident and empowered. This will encourage young users to share their love for the Mary Kay brand with their personal Instagram followers. It will also promote more social interaction between these young Mary Kay lovers and the brand.
Special Events & Promotions

Pretty and Professional Mixer

In an effort to bring IBCs and Gen Y females together, Mary Kay will sponsor Pretty & Professional Mixers at local hot spots within the campaign spot markets. Students and young professionals will gather at these mixers to mingle with local IBCs, who will be there to give away free samples and create relationships with these young women. Since our target tends to feel intimidated by direct selling parties, these mixers will be a way for IBCs to meet the women on a personal level and to grow their client base.

Mobile App Launch Party

Mary Kay will host an unforgettable event in Times Square for the launch of the new interactive mobile application. IBCs from all over the country will be invited to the event to celebrate this pivotal addition to the brand. We plan to purchase a billboard in Times Square that will be featured for the entire month of March. On March 21, the date the mobile application will go live, an enormous pink tent will be the focal point of Times Square. Passersby of all ages will have an opportunity to access the mobile application on one of 25 iPad minis. Visitors will also get Mary Kay Spring Seasonal Beauty Bags. This launch event will mark the transformation of Mary Kay into a youthful and fully interactive brand.

Pink Santa

Mary Kay will host holiday-themed events in large gallery-like venues in all spot markets. IBCs will invite clients to the event and the five who bring the most guests with them will receive pink stockings filled with seasonal Mary Kay products.
Print Advertising

Mary Kay is more than just a makeup brand. This ad shows consumers that Mary Kay can support all beauty needs with products for every kind of girl.

**Summer Spot**

Mary Kay is more than just a makeup brand. This ad shows consumers that Mary Kay can support all beauty needs with products for every kind of girl.

**White Mugs**

In every situation, women want makeup they can depend on. This ad shows that Mary Kay makeup can endure anything. Even the brightest of color will last throughout the day and well into the night.
Magazines leave long lasting impressions for our target audience. We utilized MRI data to demonstrate which magazines would correlate with our market most directly. The following magazines showed the top indexes for women ages 18-25 who use foundation makeup regularly throughout a given week.8-9

Candy Hearts

This sweet and simple Valentine’s Day ad shows that love and beauty go hand in hand. Every woman deserves to be loved for the confidence she embodies.

Mary Kay

Bring Your Beauty to Life

This ad exemplifies Mary Kay’s commitment to finding beauty everywhere. It is perfect for showing our Dolled Up Divas that they can shine in any setting.
Mary Kay girl wakes up, ready to start her morning routine.

As she makes her way to the kitchen, she walks past the mirror in the hallway. She doesn’t notice her reflection because she is sleepy.

She arrives in the kitchen, desperate for coffee.

As she drinks her coffee, she checks her phone for texts and emails. She wants to connect with the outside world, so she misses her sleepy reflection.

She is now in the bathroom, preparing her makeup to get ready for the day. She is looking down as she gathers her Mary Kay makeup, and still doesn’t notice her pretty reflection.

As she applies her Mary Kay eye makeup, her eyes start to pop and she becomes more energized and awake.

She applies her foundation and suddenly her face comes to life.

She has now applied her Mary Kay makeup and is confident with the way she looks.

“Mary Kay - Beauty Empowered” text appears onscreen and the commercial ends.
Through cross-referencing MRI data we found that millennial women are heavy internet users whether they are on their computers, smartphones or tablets. The following websites are top sites for our target audience that can garner high click-through rates.

Spotify Playlist

Spotify is a digital music service that is extremely popular with our target. Users spend a great deal of time accessing millions of songs through both a desktop and a mobile app. We plan to sponsor a branded playlist that features empowering songs by some of the industry’s strongest female performers. We also plan to interact with users through an audio advertisement promoting the Mary Kay brand.

BuzzFeed Quizzes

BuzzFeed is an online news and entertainment website that showcases shareable content from politics to quirky quizzes. It has a significant presence on social media and has a popular mobile app. Mary Kay will sponsor two BuzzFeed quizzes that will focus on confidence and strength. After the quiz is taken, users will be encouraged to visit the Mary Kay website and engage with the brand.

Pandora Takeover

Pandora is an online radio that allows users to personalize stations based on their music preferences. Gen-Y actively uses the site on a regular basis. We plan to take over Pandora’s homepage for a day to catch the attention of these music listeners and trigger their interest in the Mary Kay brand.
Out of Home

Subway Takeover

In the spot market cities located in New York City, Boston, San Francisco, Washington D.C and Chicago, the Mary Kay campaign will completely take over the subway station. Using the colors and imagery that comprise the brand, everything from trashcans, benches and wall-advertisements will endorse the campaign. This change from the norm will draw attention to Mary Kay and create awareness and buzz about its products.

Subway Stairs

In the spot markets with underground subways, Mary Kay will redo stairs leading down the tunnels. The bottom of the steps will feature a woman within our target that has yet to apply her Mary Kay makeup. She is smiling, but Has No makeup on. At the top of the steps however, the same woman is seen after using the Mary Kay products and she is smiling confidently ready to take on the day. The imagery will provide the link to the Mary Kay Website.
Out of Home

Elevator Wraps
Located in places like New York City, Chicago and Seattle, Mary Kay will transform the inside and outside of elevator doors to appeal to our target audience. The ad will provide an eye-catching image of freshly manicured Mary Kay hands on the outside and a mirror inside to reveal the confidence within.

Bus Wraps
Mary Kay will take over buses in our spot markets cities located in Austin, Boston, Atlanta, Minneapolis and Denver. We will wrap buses with different images of confident women that represent the brand and showcase the Mary Kay product line. The images and website link will grab the attention of onlookers and leave them curious.
Media Strategy

Objective
In order to achieve our campaign goals, our media plan will engage in high frequency promotion that is specifically tailored to engage our target market.

We have developed an effective campaign to generate interest in Mary Kay products for female millennials aged 18-25. Our strategy also seeks to encourage young women to become IBCs, which will further promote the brand.

We will utilize a variety of different mediums to promote this cause with a large focus on online advertising. Honing in on the digital medium allows Mary Kay to reach the largest number of young women due to their high internet use.

Media Mix
The campaign will use a blend of paid, earned and owned media in order to capture the attention of our target market and fully capitalize on the benefits of each strategic placement.

Through our strategically cross-referenced spot markets and in-depth MRI research, we are able to reach our target on a national base through online advertising while also having a presence in their local media.

Scheduling
The campaign will begin in February 2015 and end in February 2016.

Media placements were chosen to reflect the seasonal aspects of the campaign as a whole, while making sure to target our audience throughout the year.

We have put together 12 spot markets across the country by cross-referencing top ten lists representing active, professional, tech savvy, fashion forward and independent millennial women.

1. New York City, NY
2. San Francisco, CA
3. Seattle, WA
4. Austin, TX
5. Boston, MA
6. Denver, CO
7. Chicago, IL
8. Washington D.C.
9. Houston, TX
10. Atlanta, GA
11. Dallas, TX
12. Minneapolis, MN
What do you think of our tagline, “Beauty Empowered”?  
“I think empowerment is an important aspect in a brand. A lot of women use makeup to feel that way and I think that is something that should be shown in advertising.” - Nadia, age 20

Would you use a smartphone or tablet application to shop for beauty products? Why or why not?  
“Yes. I used my smartphone to repurchase products that I have in the past. I like that I can save my shades of foundation so I don’t have to have the product in front of me to purchase it.” - Klare, age 21

“The Beauty Empowered App would make my life as an IBC so much easier, and I think it would help me work more effectively so I could connect with more clients.”  
- Holly, age 21, Independent Beauty Consultant
To assure our campaign is successful, we calculated our Return on Investment (ROI) and then proposed tactics to measure the continued success of the campaign as it is implemented. Our goals for this campaign were to raise awareness, consideration and positive perception for the Mary Kay brand among Gen-Y females.

After assessing the number of impressions our campaign will make upon our target, we calculated an ROI of approximately 15%, assuming that 3% of our total impressions will purchase a Mary Kay product. In order to break even, we aim to achieve a conversion rate of .2% of all the total impressions.

Measurement:
To track the increase in awareness for the Mary Kay brand, we plan on monitoring:
- Increase in user interaction on Facebook, Twitter, Instagram and Pinterest
- Use of our hashtag #MKEmpowered on Twitter, Facebook and Instagram
- Number of downloads of the Beauty Empowered Mobile Application

To measure the increase in consideration for the Mary Kay brand, we will track:
- Amount of participants at our promotional events; such as, Pink Santa, Mobile Application Launch Event and Pretty & Professional Mixers
  - Repins and likes
  - Increase in attendance at local IBC parties nationwide
  - Clicks on Google AdWords
    - Number of entries in our featured social media contests

To measure the increase in positive perception of the Mary Kay brand, we plan to track:
- Quality of user interaction on Facebook, Twitter, Instagram and Pinterest
- People speaking positively on social media about Mary Kay’s partnership with the End It Movement
- A survey administered to IBCs and others who have downloaded the Beauty Empowered App to gauge its effectiveness
Connection
Architecture

**Bought**
- PR Events
  - Face the Holidays
  - #MKPartyNearYOU
  - Featured Post of the Week
  - Pretty & Professional
  - Pink Santa
- Magazine
- Google AdWords
- BuzzFeed

**Owned**
- MARY KAY website
  - MK app
- Twitter
- Facebook
- Instagram
- YouTube

**Earned**
- swag bag
- #MKEmpowered
- In Person
- word of mouth
- $$$$$

Featured Post of the Week
- Pink Santa
- Pretty & Professional
- Magazine
- Google AdWords

MEDIA

BuzzFeed Impressions: http://www.buzzfeed.com/advertise

Twitter Impressions - We cut 17 million in half http://www.convinceandconvert.com/twitter/7-surprising-statistics-about-twitter-in-america/

PR/PROMO:
18. iPad Mini www.apple.com/ipad

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Not pictured: Loren Turner, Giovanna DelGarbino