

Entertainment Tonight and Kohl's "Get the Celebrity Look for Less"

On-air weekly segment

- Premiered in February and airs for 13 weeks
- Fashion expert Lawrence Zarian demonstrates how to "get the celebrity look for less" in the Kohl's branded segment
- Prominent Kohl's mentions and graphic identification

Transactional online microsite

- ET/Kohl's microsite features clothing and accessories highlighted in on-air segments
 - Direct links to the Kohl's checkout "handbag"
 - Lawrence Zarian's video blog complements segments
- Co-branded widget plays on-air video segment, ET news crawl and links to Kohl's items
 - Widget is also available on kohls.com
 - Viewers can integrate widget into their social networking site(s)
 - Distributed on female and fashion targeted Glam and Sugar network websites as well as Gigya, RockYou and Clearspring widget sites for further social network placements

Results

- Kohls.com has sold out of featured items
- Campaign resulted in 30 million impressions and growing thanks to continuous widget activity

The screenshot shows the 'ET Online - Windows Internet Explorer' browser window displaying the Kohl's microsite. The main banner reads 'KOHL'S THE MORE YOU KNOW THE MORE YOU KOHL'S' with a 'ROLLOVER to find out why' prompt. Below the banner is a navigation menu with 'Home', 'Style VideoBlog', 'Shop', and 'Meet Lawrence!'. The central content area is titled 'GET THE CELEBRITY LOOK FOR LESS The Little White Dress' and features a video player showing four women in white dresses. Below the video is a grid of six items for sale:

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| Ella™ Pleated Trench Coat Sold Out | Dana Buchman Amalfi Wedge Sandals \$24.99 | Access Silver-Tone Bird Stretch Bracelet \$16.00 |
| | | |
| Dana Buchman Jacquard Dress Sold Out | Daisy Fuentes® Silver-Tone Circle \$17.42 | Dana Buchman Sardinia Dress Sandals \$42.99 |

At the bottom of the grid is a 'Get This Look' button and a 'Find A Kohl's Store' button with the text 'Shop for these great looks at a Kohl's store near you.' The right sidebar includes a 'Get the Inside Look' section with a video thumbnail, a 'Grab This Widget!' section with a widget preview, and a 'More Kohl's Celebrity Looks For Less' section with three items: 'Ruffles', 'The Boyfriend Jacket', and 'Flower Power', each with a small image and a brief description.



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