

# FashionTV Model Awards

To watch promo click here



# FashionTV Model Awards

FashionTV is offering the chance for models all over the world to take part in the ***FashionTV Model Awards***

Models will be voted for via QR code scanning and online on [fashiontv.com](http://fashiontv.com) and Facebook page

‘Scan me Votes’ – models with the most scanned votes will win additional prizes

Voters can get in touch with models through the application

Welcome to  
**Miss fashiontv  
2013 Model Awards**

Scout out the models and vote for the one you think should be the next Miss fashiontv.  
**Can you spot the winner?**

You can vote **10 times from any device!**  
**Vote** below and **scan the QR code** to get the votes rolling.  
**The winners will be announced on June 30!**

**Get voting NOW!**

**ROCKS HOTEL & CASINO**  
SUTHERLAND

**FASHIONTV.COM VIDEOS**

Miss fashiontv  
**AWARDS 2013**

**STEP 1**  
Select a Model

**STEP 2**  
Vote & Scan your Favorite

**STEP 3**  
Share with Friends



AZEMINA BILALIC



MAREEN WEHNER



MARINA PLAKALOVIC



LENKA JOSEFIOVA



KAROLINA KUZMARSKYTE



KATARINA PUDAR



GISELLE REINBERG



ARINA VYSKUBOVA

# FashionTV Model Awards Concept

- Period of contest: 1 year (12 months)
- Each month 32 models participate, 12 most voted of the month participate in seasonal voting
- 48 models (12 most voted from each season) will participate in the final of Miss FashionTV, which will be held in May during Cannes Film Festival
- The girl who gets the most votes wins title either Miss FashionTV of the month, season or year

month	number of participants	models participating in season	miss fashiontv of the season	miss fashiontv final participants
June	32	12 most voted of the month	summer season	12 models who got most votes during seasonal voting
July	32	12 most voted of the month		
August	32	12 most voted of the month		
September	32	12 most voted of the month	autumn season	12 models who got most votes during seasonal voting
October	32	12 most voted of the month		
November	32	12 most voted of the month		
December	32	12 most voted of the month	winter season	12 models who got most votes during seasonal voting
January	32	12 most voted of the month		
February	32	12 most voted of the month		
March	32	12 most voted of the month	spring season	12 models who got most votes during seasonal voting
April	32	12 most voted of the month		
May	32	12 most voted of the month		



# Step 1 – Model selection and registration

- Models will be selected by fashiontv staff to participate in monthly voting, based on popularity (Facebook friends, twitter followers, articles on the web etc)
- fashiontv will contact models and propose the participation
- Models will provide the information (photos, personal info etc) to fashiontv in order to create a profile
- Once the model is registered she will receive a link to the FashionTV Model Awards App
- Through the app she will receive a **personalized** QR code on her phone which she will use for voters to scan and page on fashiontv.com

# Model Voting Page



*AZEMINA  
BILALIC*

## PROFILE

Country: Bosnia  
Hair color: Brown  
Eyes color: Brown  
Height: 179  
Measurements: 88-67-90

[MY FACEBOOK PROFILE](#)

## VIEW HER PHOTOS:



Scan  
to vote for me!

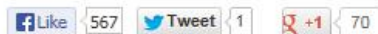


[VOTE>>](#)

TOTAL VOTES:  
**19448**

[Results>>](#)

Model:  
**AZEMINA BILALIC**



## OVERVIEW

My name is Azemina and I'm from Tuzla. I am 20 years old and would describe myself as a very outgoing, friendly person. I also love to travel and make new friends. Modeling and going to the beach are my two favorite hobbies. I study Education at university because I love children and helping them with special needs.





# Step 2 – Winning Votes

- Models can present their QR codes by holding up their phones for voters to scan
- Additionally voters have the choice to vote online as well as see the progress of the different models
- Model should share her voting page and QR code with her friends and follower through new media channels in order to get more votes
- Model should ask her friend and followers to share her QR code and voting page to accumulate more votes



Lenka Josefiova shared a link.

Sunday near Dubai, United Arab Emirates

Voting is still ON! Vote for me please in Miss Fashion TV 2013 to become Miss Fashion TV Facebook worldwide. Go to the this link:

<http://www.fashiontv.com/specials/miss-fashiontv-awards/40> and click on vote 10 times - each person can give 10 votes from each device every day until 30 th June. Please share this link with all your friends as well on Facebook, Twitter, what's app, BBM.. Thank you soo much for your support ♥ xxx



**Vote Now for Lenka Josefiova - Miss FashionTV 2013**

[www.fashiontv.com](http://www.fashiontv.com)

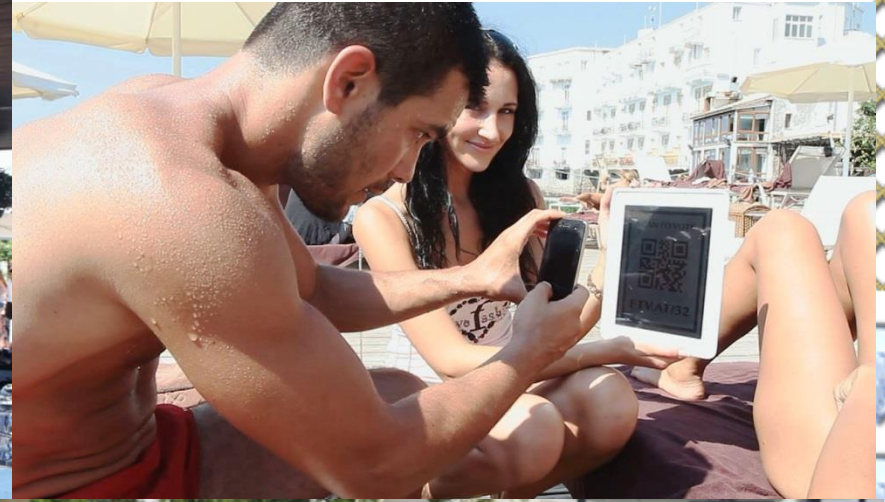
Welcome to Miss FashionTV 2013 Model Awards at the Rocks Hotel & Casino in the beautiful Cyprian town of Kyrenia!

Like · Comment · Share

3

Enis Onat Fashiontv and 6 others like this.

# Step 2 – Winning Votes





FashionTV will promote the competition and ask fans and followers to support candidates



**FashionTV**

Welcome to THE modeling competition of the year, Miss FashionTV 2013 Model Awards.

CHECK OUT these 29 beautiful girls and VOTE for your favorite model by clicking on the LINK next to their name which will take you through to their vote page. You can vote up to 10 times!!

So what are you waiting for, it's time to vote & crown THE FashionTV model of 2013!

<http://www.fashiontv.com/specials/miss-fashiontv-awards> — Who Will Be Miss FashionTV 2013? (29 photos)



Like · Comment · Share · 531 10 25 · 20 minutes ago ·

Models can present their QR codes by holding up in their hands during the fashion show



# Step 2 – Examples of Promotion

 **Adnan Malik**  
Sunday


VOTE for Lenka Josefiova for Miss Fashion TV 2013  
<https://www.facebook.com/events/139792432889937/>

 **VOTE for LENKA JOSEFIOVA for Miss Fashion TV**  
June 30  
F.Cafe - Fashion TV Cafe in Abu Dhabi, United Arab Emirates


 Join · 15 people are going

Like · Comment · Share

Lenka Josefiova and Rafael Serpas like this.

 **Mareen Wehner**  
June 20

Brauche eure Unterstützung! !:-)

 **Vote Now for Mareen Wehner - Miss FashionTV 2013**  
Welcome to Miss FashionTV 2013 Model Awards at the Rocks Hotel & Casino in the beautiful Cyprian town of Kyrenia!


Like · Comment · Share

 **FashionTV**  
June 20



10 days from now, one beautiful woman will be crowned Miss FashionTV 2013. Will it be JANAR NUR? YOU DECIDE, VOTE NOW! <http://on.ftv.com/11OekZX>

 **Vote Now for JanarNur - Miss FashionTV 2013**  
[on.ftv.com](http://on.ftv.com)  
Welcome to Miss FashionTV 2013 Model Awards at the Rocks Hotel & Casino in the beautiful Cyprian town of

Like · Comment · Share · Share

 **Olga Ukhova**  
5 hours ago

ПРОДОЛЖАЕТСЯ ГОЛОСОВАНИЕ за наших красавиц на конкурсе Miss Fashion TV Model Awards 2013!  
Девушки вышли в финал международного конкурса моды и красоты! Давайте поддержим их!!!!  
АРИНА ВЫСКУБОВА: <http://www.fashiontv.com/specials/miss-fashiontv-awards/48>  
ОКСАНА ПОЛИЩУК: <http://www.fashiontv.com/specials/miss-fashiontv-awards/47>

Like · Comment · Share







# Step 3 – Winner Selection

- The model with the most QR and online votes will be crowned Miss FashionTV
- She will become the face of FashionTV and represent the brand at global top events
- She will Jetset to glamorous photo-shoots, designer catwalks and take part in filming FashionTV top programs
- The model will also have a role in the upcoming FashionTV Luxury Films 'Luxury meets Justice' series starring Movie Star Jean-Claude van Damme



fashiontv



fashiontv

live



54 % ↑



46 % ↓

# Voters

Voters can either scan the QR code when presented it by the Model in person via Mobile phone or iPad

Or

They can go to the online page and vote for their favorite model

Once they have voted, voters can request information details to the Models Facebook Profile through FashionTV and get into contact with them to discover more behind their motivations







# Events during the voting period

Global clubs and bars can host events to coincide with the FashionTV Model Awards

Monthly and seasonal winners can be crowned for special prizes and gain global recognition as well as more votes due to increased popularity

If the event gets good local and global recognition FashionTV will air it on its global television network



# What are the FashionTV Model Awards?

FashionTV Model Awards bring stardom to winners

The models who take part will be seen globally via FashionTV global television network and new media channels

Winning models will have the opportunity to:

1. Walk the **Top Fashion Shows** in the world
2. Be part of photo-shoots with **Top Photographers**
3. Be part of the **FashionTV Luxury Films** as an actress
4. **Jetset** around the world for promotion
5. Walk **Red Carpets**
6. Be the face of **FashionTV**

# FashionTV Model Awards Benefits

FashionTV Model Awards provide an Aura of Glamour and aspiration

Models can tailor their image through events based on luxury, glamour and beauty

Models can be discovered first by top agents and model agencies – agencies can discover the next Top-Model

FashionTV Model Awards get global and local attention from all media networks

Models are selected on an Event basis. They need to attend events staged for finding models

# Sponsors

Brands – beauty and fashion, travel, luxury, technology

Sponsors can cooperate with FashionTV and clubs staging the events to promote their products and services

E.g. Make-up teams can offer make-up to contestants

Firms can advertise their products on FashionTV or on New Media channels during the FashionTV Model Awards and gain international and local attention



# FashionTV

💎 **FashionTV** is a global and the biggest fashion lifestyle program broadcasting the latest news and information to over 440 million households and 7 million public places worldwide. As the only global 24/7 television network focused exclusively on fashion, beauty, trends and style. And only TV equivalent to fashion print products (Vogue, Elle, Cosmopolitan, L' Officiel)

💎 **FashionTV** is a New Media leader, with a highly trafficked and expansive digital reach that includes YouTube channels (*299 million views in 1 year*), fashiontv.com (*12 mil visitors per year*), a Facebook page (*2+ million fans*) and more. In top 30 pages on Google+ with 2+ million followers.

💎 **FashionTV** represents Chic style, dynamic attitude, fresh and hip music, fashiontv symbolizes fashion in its true sense. Celebrities, models, designers fashionistas and trendsetters. We get the first the newest trends and share them with our audience.

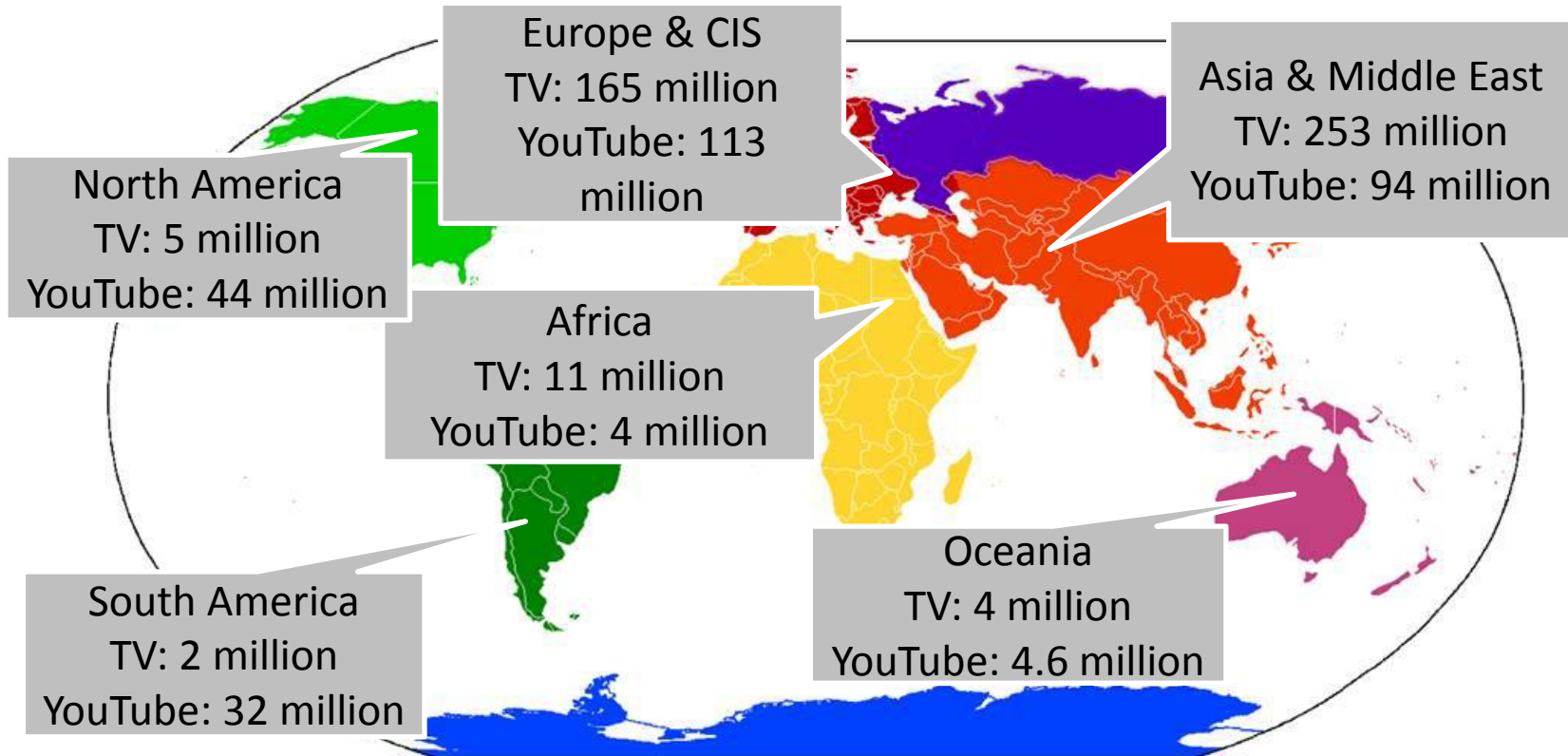
💎 **FashionTV** viewers are considered the most luxurious, glamorous and fashion-oriented target group among all media consumers, who not only love to watch the fashionable lifestyle on TV, but they also enjoy living it.



# FashionTV

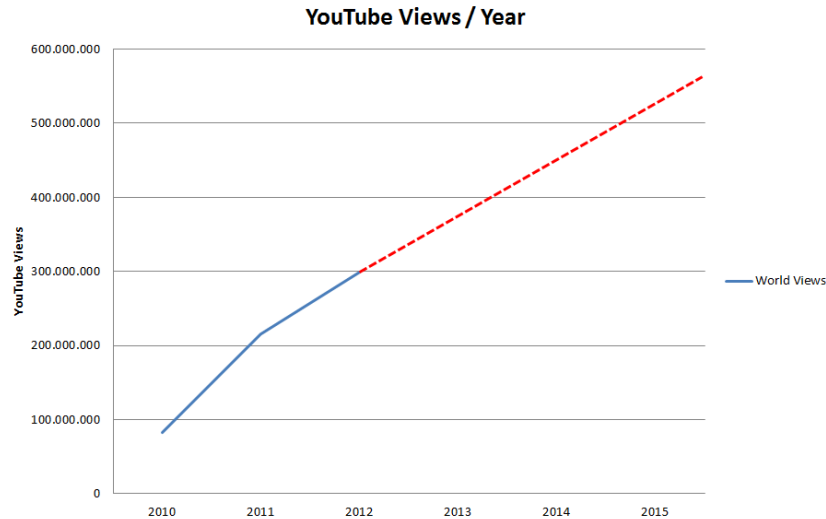
## TV Distribution vs New Media Annual Views (January 2012-2013)

- FashionTV is **number one** in fashion new media, having delivered more video views than top 10 fashion magazines.
- 124+ Million** views in last **5 months** on YouTube
- Annual growth is 120% in views

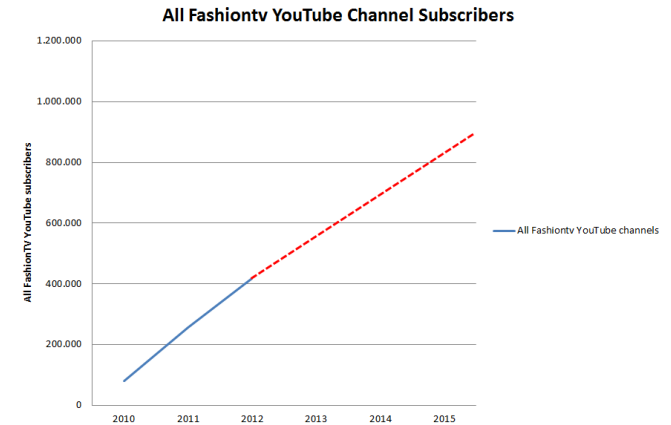


# FashionTV New Media World Growth

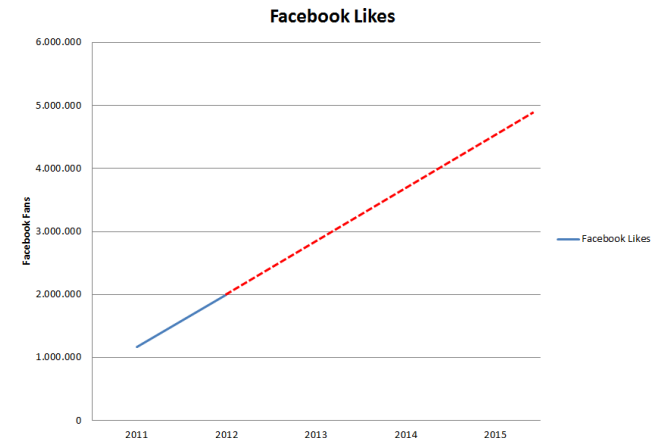
## YouTube Views World



## YouTube Subscribers



## Facebook Likes



World		
Year	Views	Growth
2010	83.230.991	-
2011	215.963.034	159,47%
2012	299.224.038	38,55%



# FashionTV Support

FashionTV will support the FashionTV Model Awards through publicizing the events via YouTube, Facebook, Google+ and sites such as VK.com

Additionally for top events in clubs FashionTV will air the material to its global fan base of more than 440 million households

FashionTV will offer clubs discounted rates for f. luxury beverages and accessories