



**Client**  
Avon

**Sector**  
Beauty – website for Avon’s Feel like a real Star campaign

**Realisation time**  
constantly, from the beginning of the Feel like a real Star campaign in December 2010

**Type of service**  
server management, consulting – regarding the creation of hardware architecture, server configuration, optimisation of the efficiency of the system keeping the campaign’s website.



server  
management



optimisation  
WWW services



consulting

# AVON – Feel like a real Star

## Case Study



## Project description

Hostersi manages servers dedicated to **Avon** for the needs of their global campaign entitled **Feel like a real Star**.

The goal of the campaign is to bring together Avon's consultants and clients. Thanks to the modern and advanced technology implemented, each user of the Internet service of the campaign can feel like a real star of show business.

The promotion of the campaign's website is based on viral marketing, mainly on social media sites such as Facebook or Twitter. **The number of unique users** may be close to **7 million**.

## Challenge

Consulting regarding the optimisation of the efficiency of www service which contains personalised application.

We designed from scratch and implemented the system architecture which would enable service to million users and would ensure permanent work of servers.

The campaign **Feel like a real Star** demanded the implementation of dedicated modern technical solutions.

Personalised application means linking a video with a photo of a user and the language version preferred by the user.

Due to the global range of the service, users are located in different time zones, which is an additional challenge for the technicians who need to be available and ready to react 24 hours a day, 365 days a year.



## Realisation

Hostersi's cooperation with **Avon** started with consulting in the scope of technical preparation of the application of the Internet service **Feel like a real Star**.

Hostersi advised during the creation of key technological solutions for the website, performing at particular stages of its increasing series of works optimising the effectiveness of system, therefore influencing the speed of the website's performance.

In the next stages, Hostersi designed and implemented dedicated hosting architecture, ensuring service to **7 million users**. They suggested distributed server architecture making use of **certain locations in Europe**, which had a positive influence on increasing the service's reliability.

From the beginning of the project, Hostersi has been responsible for the full service of the website regarding solving problems with servers and reacting to system failures 24 hours a day, 365 days a year. All the services are provided from a distance.



View of the main page  
[feellikearealstar.com](http://feellikearealstar.com)



## Business benefits

The experience and knowledge of Hostersi enabled us to prepare an efficient system which guarantees service for millions users from all over the world.

The website designed for the **Feel like a real Star** campaign is completely personalised, as proposed and serviced by Hostersi's infrastructure.

This guarantees the reliable functioning of the website in each country of the world. Thanks to Hostersi there are no technical obstacles for **Avon** fans to create a virtual social community.