



New Star Consultant Program

Mary Kay Inc.'s Star Consultant Program

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Objective: To “refresh” Mary Kay’s Star Consultant Program in order to 1.) create a more fashionable jewelry award that more closely represented the overall program theme and, 2.) effectively communicated the status of the wearer while streamlining the method for doing so.

The Mary Kay Inc. Star Consultant Program is a vivid example of a recent trend in DSA recognition – freshening effective career path and performance programs to satisfy changing demographics, business objectives or simply to reignite the excitement and enthusiasm surrounding the program.

The Mary Kay Inc. Star Consultant Program is a quarterly independent sales force and recruiting recognition program. Wonderfully conceived, the program fulfills the dual tenets of effective recognition combining a public (“Ladder of Success” jewelry) and a private (merchandise prize selection) component. The sleek new design of the Ladder of Success jewelry is not only more attractive than its predecessor but also is more consistent with the overall program theme (Star Consultant). The two-tone design symbolizes the bonding between the consultant (the white star) and the team members (oval yellow crest) as well as their mutually supportive relationship. The “Star” theme reflects the connection of the consultant and team members to Mary Kay Inc. The colored faux gemstone – sapphire, ruby, diamond, emerald and pearl – along with the individually numbered gold-tone team member crest immediately communicates and reinforces the achievement of the wearer.