







CREATIVE
The Beauty Lounge
PITCH

AMI ELLEN

THE BRIEF

Overview:

-  Online business based in the UK
-  Specialising in Make-up and Skincare
-  A range of high-end and budget products
-  Cruelty free & Vegan
-  Audience - 18-40
-  30 day campaign

Goals:



Increase Brand Awareness



Increase Sales

BRAND GUIDELINS

Logo:

The Beauty Lounge

Font:

Logo -
Jonathan

Text -
Cormorant Garamond Bol

Colours:



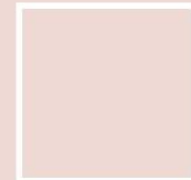
#DB5138



#9F7866



#B2938E



#EFD9D5

THE CAMPAIGN

Spring Collection

5 Make-up Bundles & 1 Skincare Bundle

Make-Up:



Eye Shadow
Blush
Highlighter
Lipstick



Skincare:

SPF Moisturiser
Cleanser
Moisture Mask
Lip Balm

THE CAMPAIGN

TV Advert -

Increase brand awareness

Instagram -

Increase sales

TV ADVERT



To create Brand Awareness



Options of channels to advertise on



Shown between 7pm and 11pm on popular channels



Showcase the new collection in a premium light

VISION BOARD



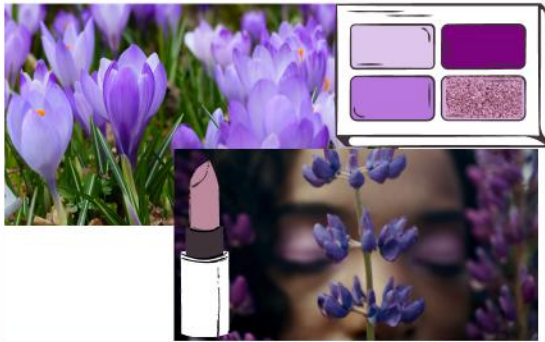
Daisy



Forget-me-nots



Tulips



Crocus



Blossom



Iris

FEATURES

 Total Time - 30 Seconds

 Focus - Release of a new collection








 Style - Zooming in & out (waltzer effect)

 Song - Eternal Days - Cykarl - From 17 seconds

 Camera Angles - Extreme Close Up ~ High Angle ~ Pan
Low Angle ~ Long Shot ~ Close Up

 Font - Jonathan / Cormorant Garamond Bol

 Cast Involved - 6 Models - All unique in their own way

 Colours -  Daisy  Forget-me-nots  Tulip  Crocus  Blossom  Iris

BUDGET

ITV

-

£10,000 - £33,000

Focus on ITV Be (reality channel)



Channel 4

-

£10,000 - £20,000

Have a lot of top-rated shows



Sky

-

£650 - £1,150

Sky Adsmart is a great platform that allows advertisers to target their ads to a select group of viewers

INSTAGRAM



Increase sales

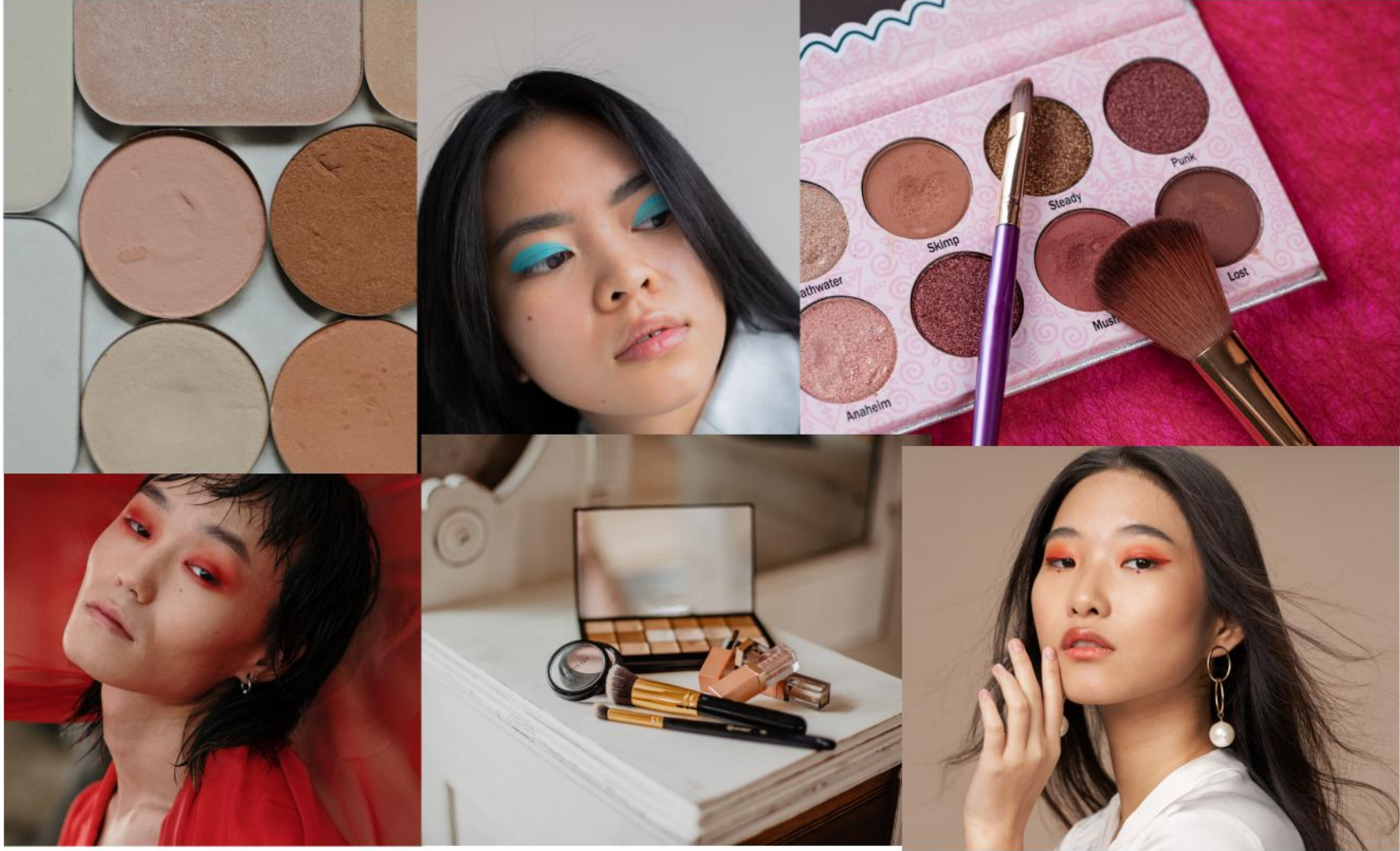


Posted at 11am on a Saturday



Web link attached to post

MOOD BOARD



INSTAGRAM

THE POST



INSTAGRAM

STORYBOARD

The Beauty Lounge
Spring Collection

Brand name and purpose
clear at the top



Range of ethnicities &
genders
Colours matching bundles



Website link to direct
customers to the landing
page



Brand guideline followed
throughout

INSTAGRAM

BUDGET



Set your own daily budget



Advertisement shown based on customer interest



Cost between 20p to £2 per click

CONTENT CALENDAR

March

15TH Start on editing

30TH Schedule the
Instagram Post

1ST Have the TV advert
scheduled for filming

27TH Finalised and ready
to go

April

Have the TV ad and the Instagram
post released at the same time