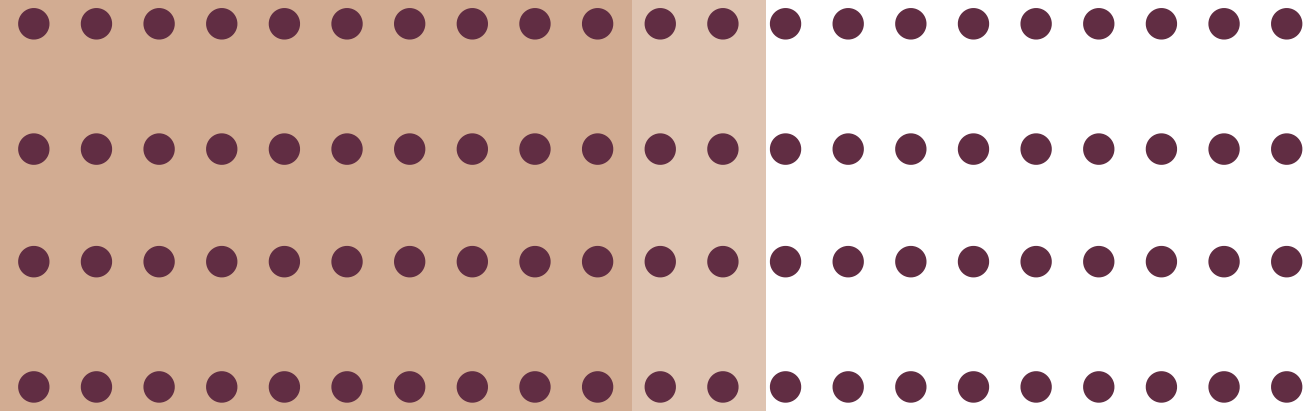
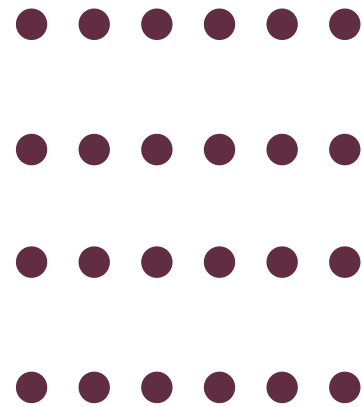
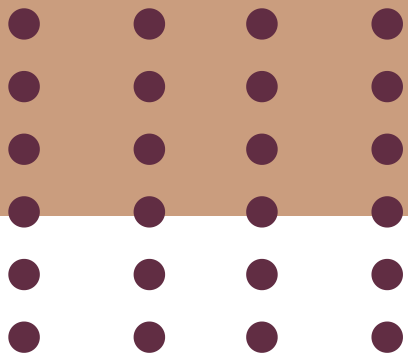
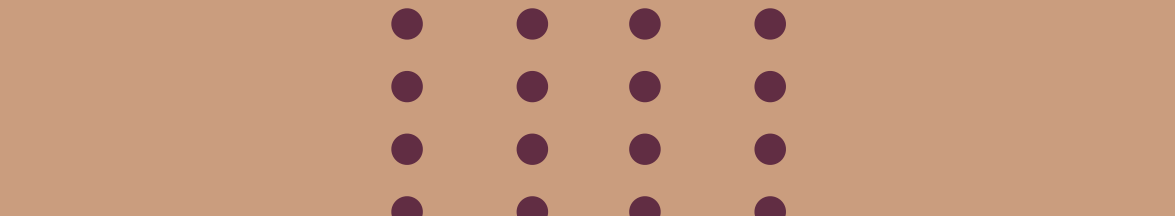


MAY 10, 2023

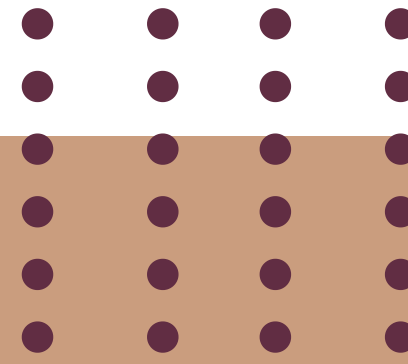
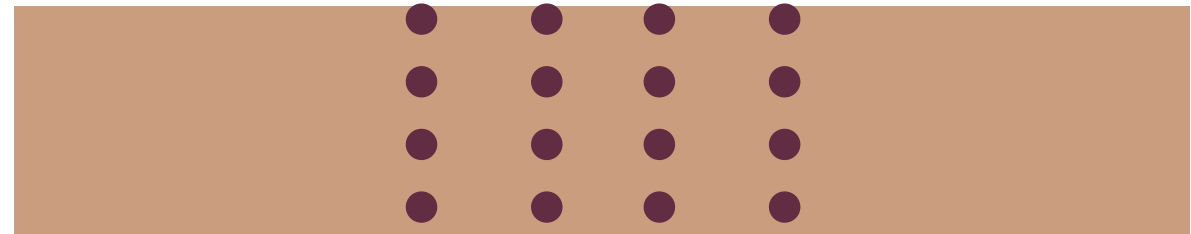
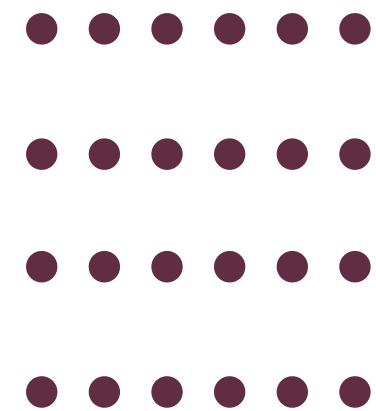


SMAD 443 Capstone Campaign

essie
as hard-working as you are



agency

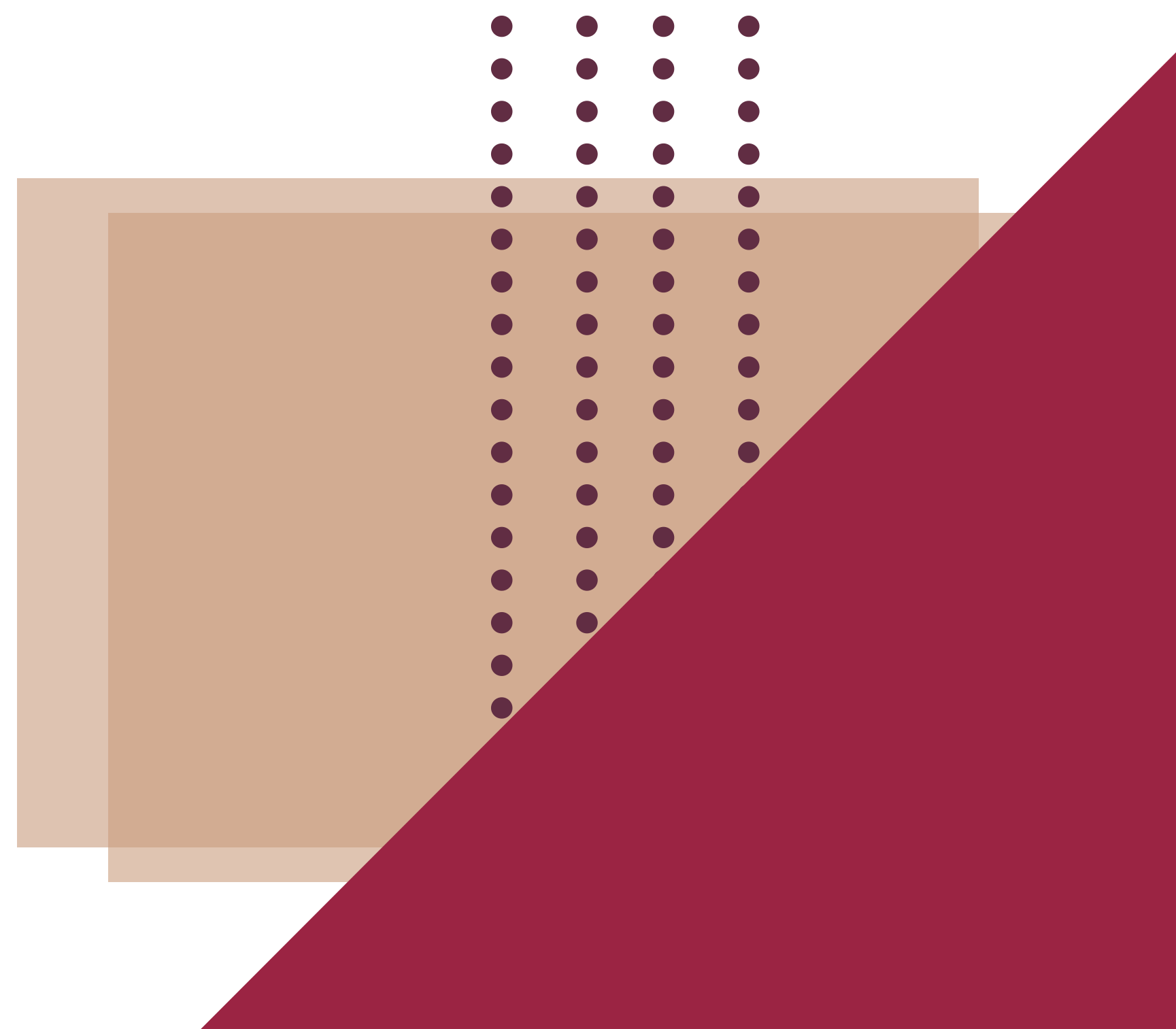


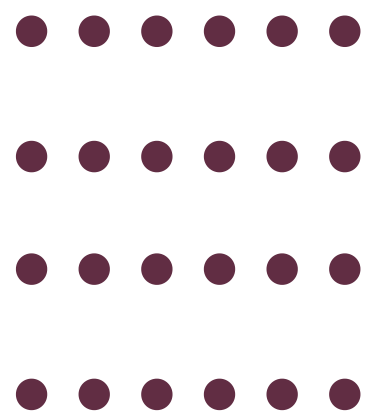
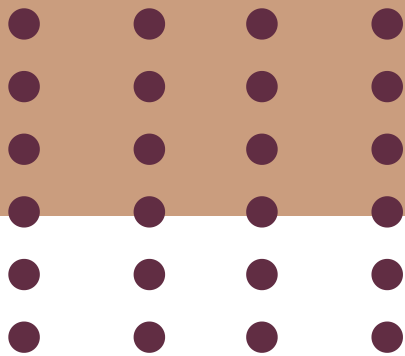
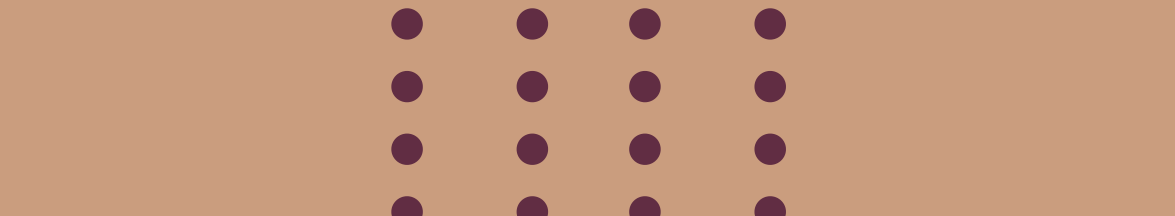
epitome

EPITOME

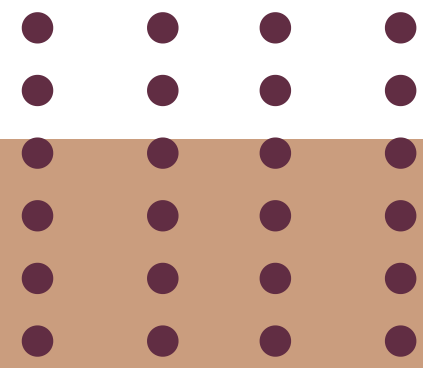
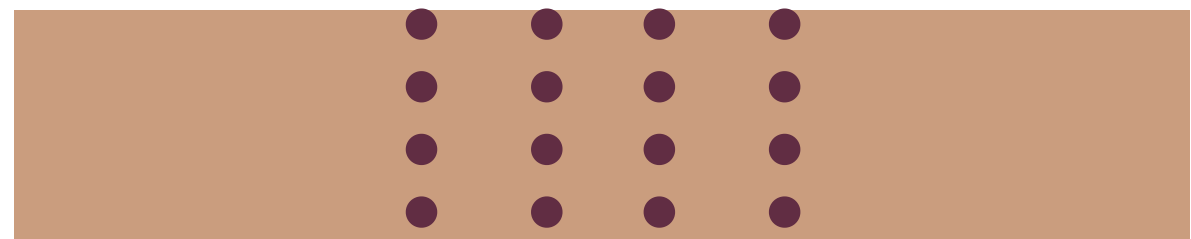
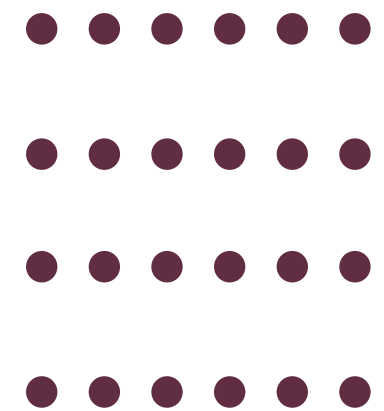
Mission

At epitome, our mission is to deliver exceptional marketing strategies and deliverables that exceed our clients' expectations. We pride ourselves on being the epitome of innovative and creative advertising solutions in the beauty and fashion industry.





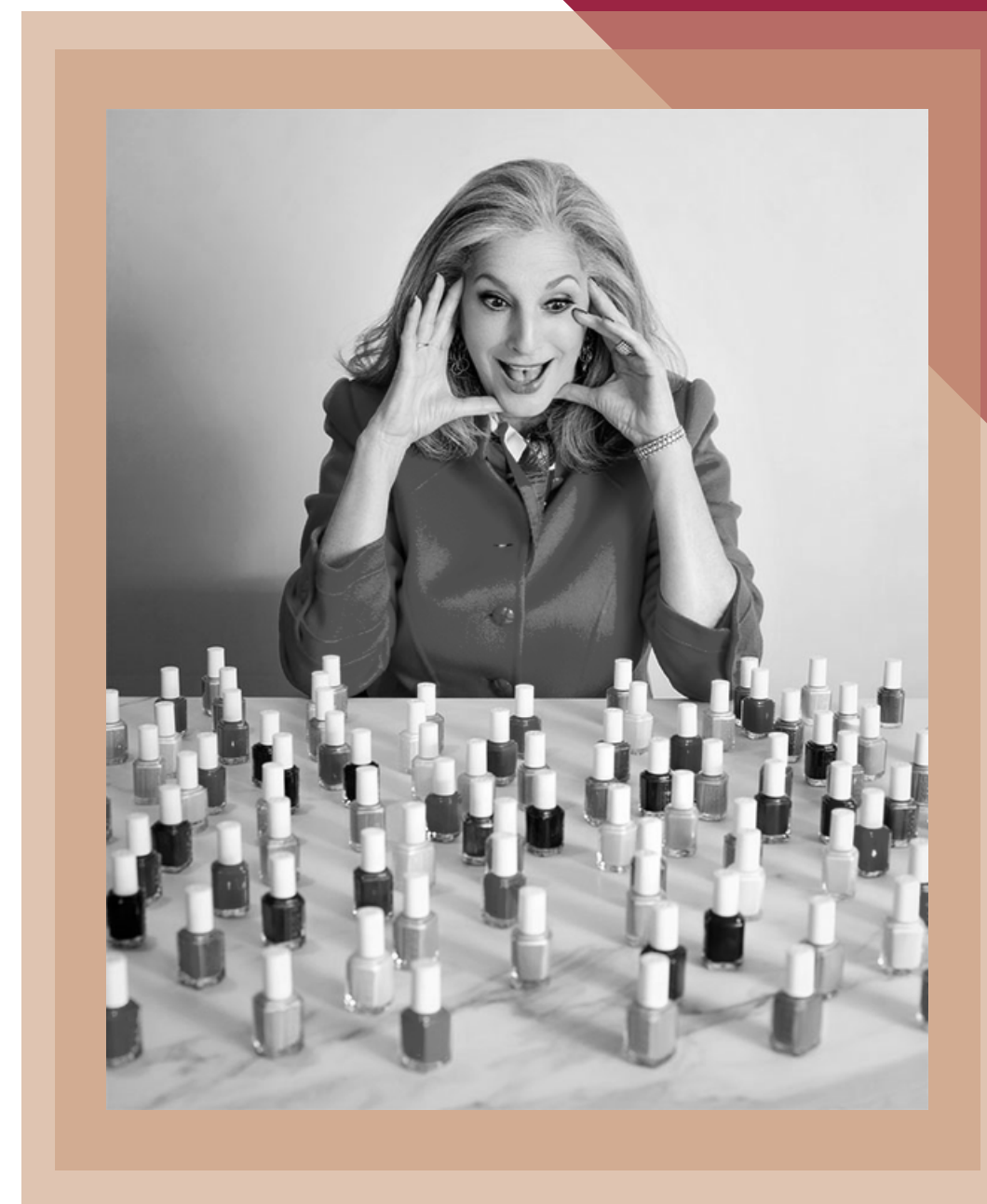
pre-campaign



history



Essie Weingarten founded Essie in 1981 when she left her steady fashion job in New York to try and sell her polishes to women in Las Vegas. In less than two weeks, her entire inventory had found been purchased. Essie is the true example of organic growth as word-of-mouth built the brand up and resulted in a fairytale business story. After conquering national domination, the brand began to be distributed internationally and L'Oreal purchased the brand in 2010.



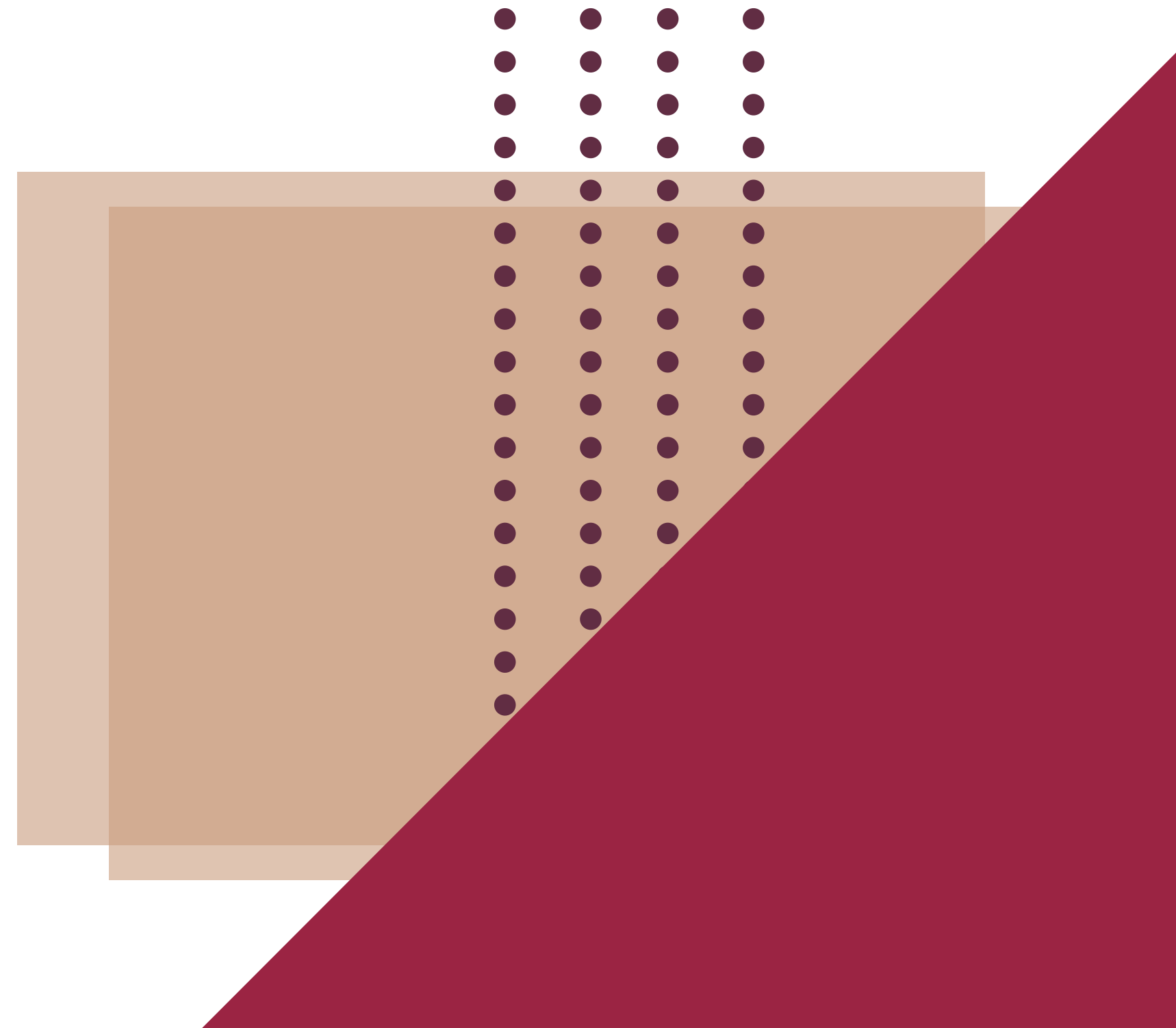
competitors

- OPI (\$9) - Infinite Shine
- Salley Hansen (\$5) - Miracle Gel
- Revlon (\$7) - Gel Envy
- Sinful Colors (\$2) - Sinful Shine

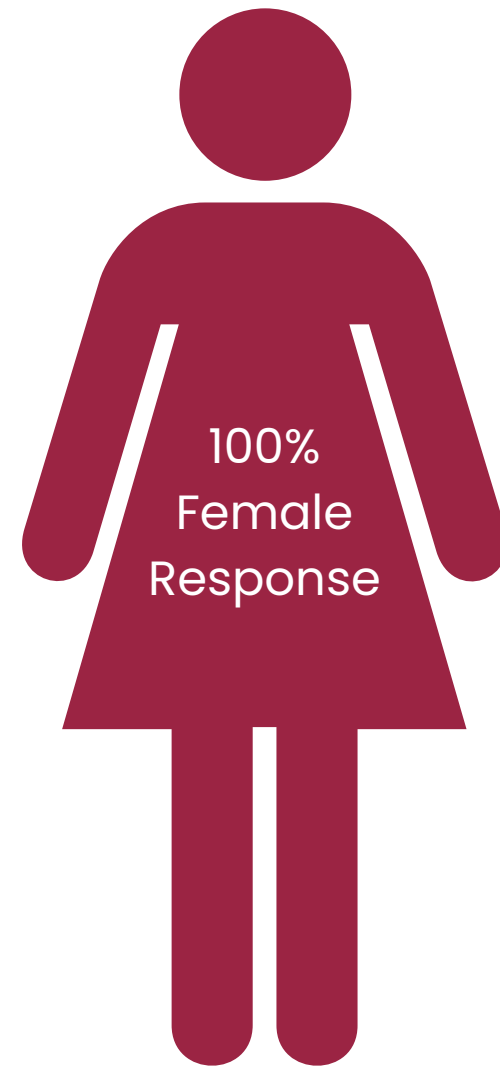
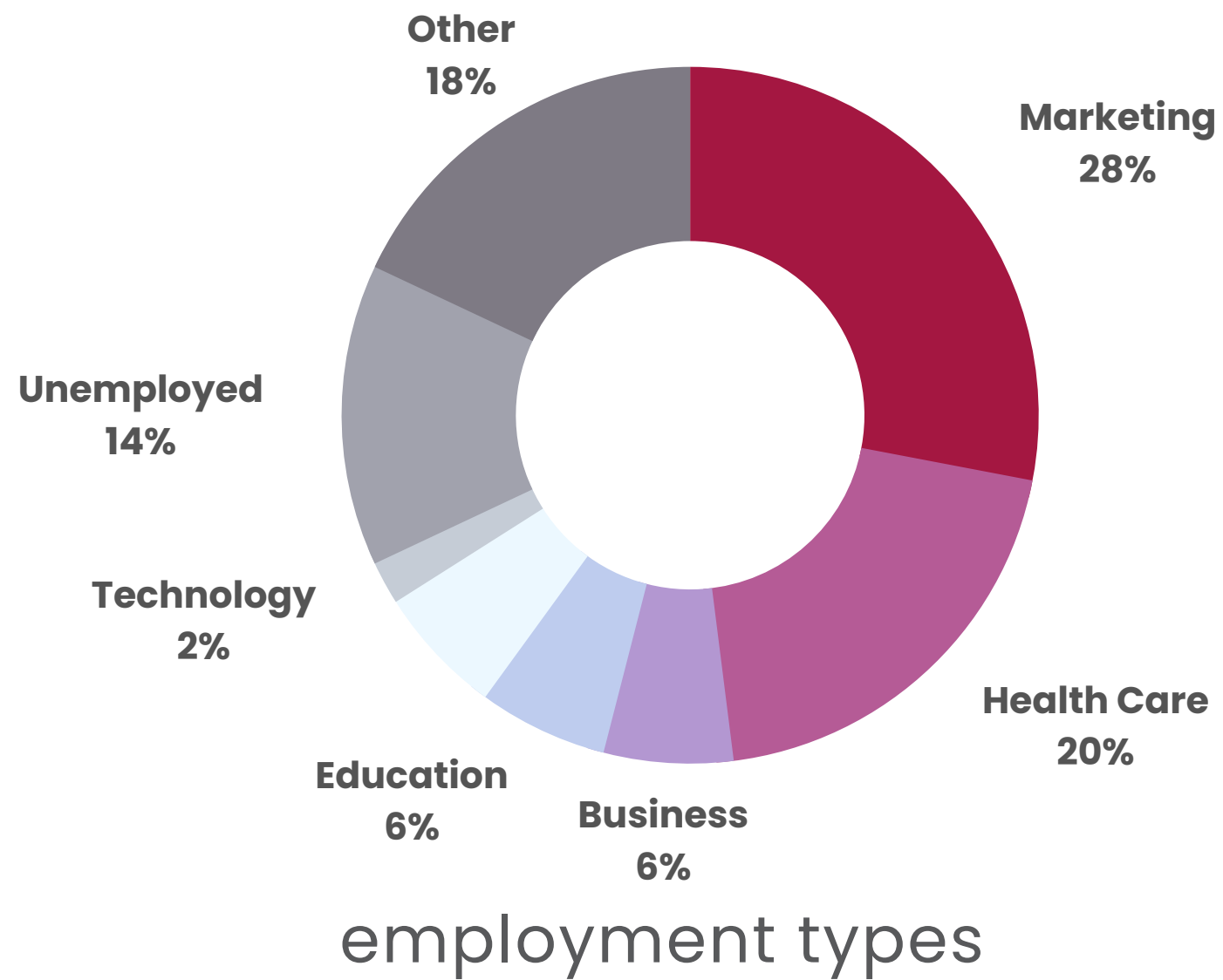
essie's unique feature

- longer wear and easy removal
- variety of nail polish lines

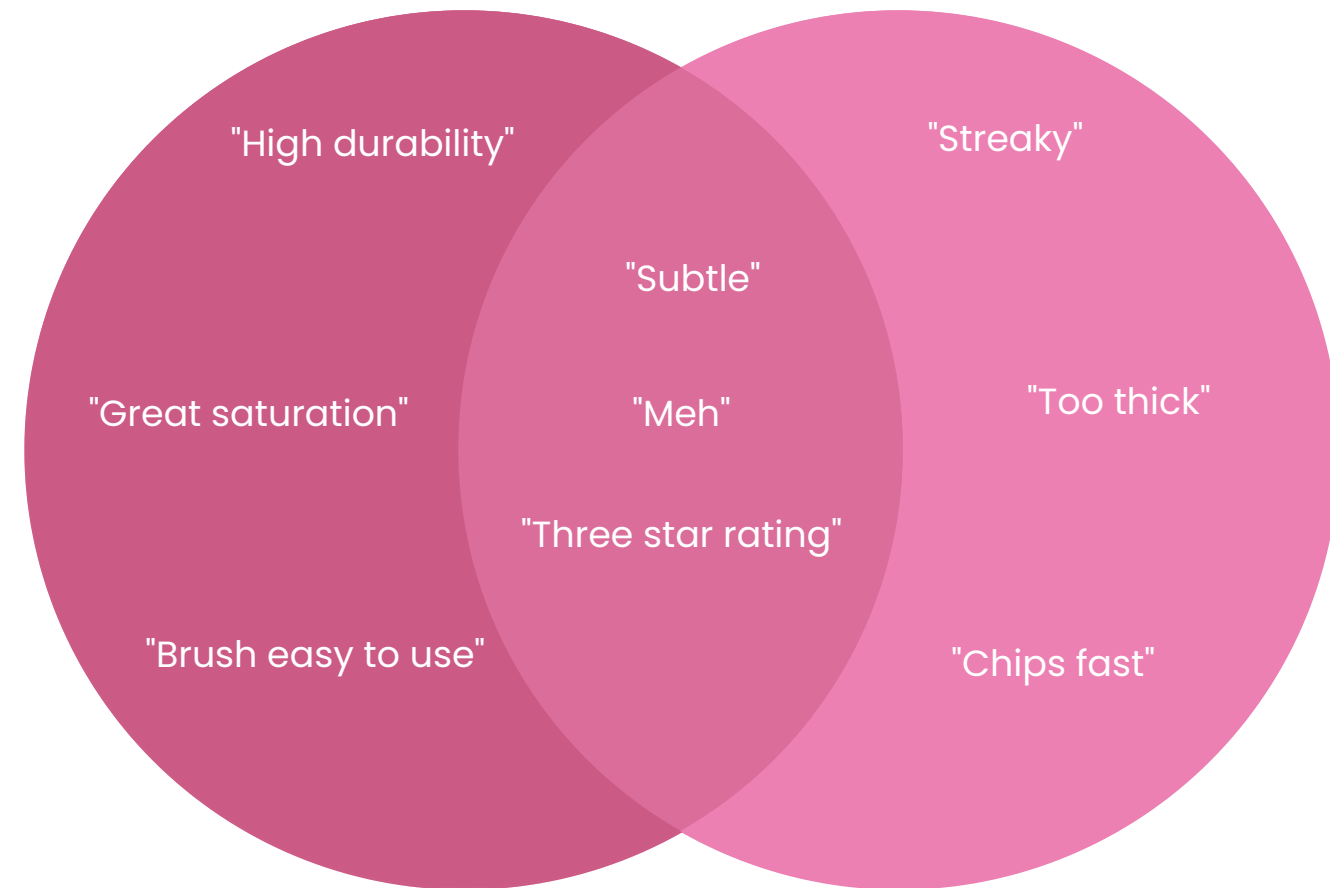
research



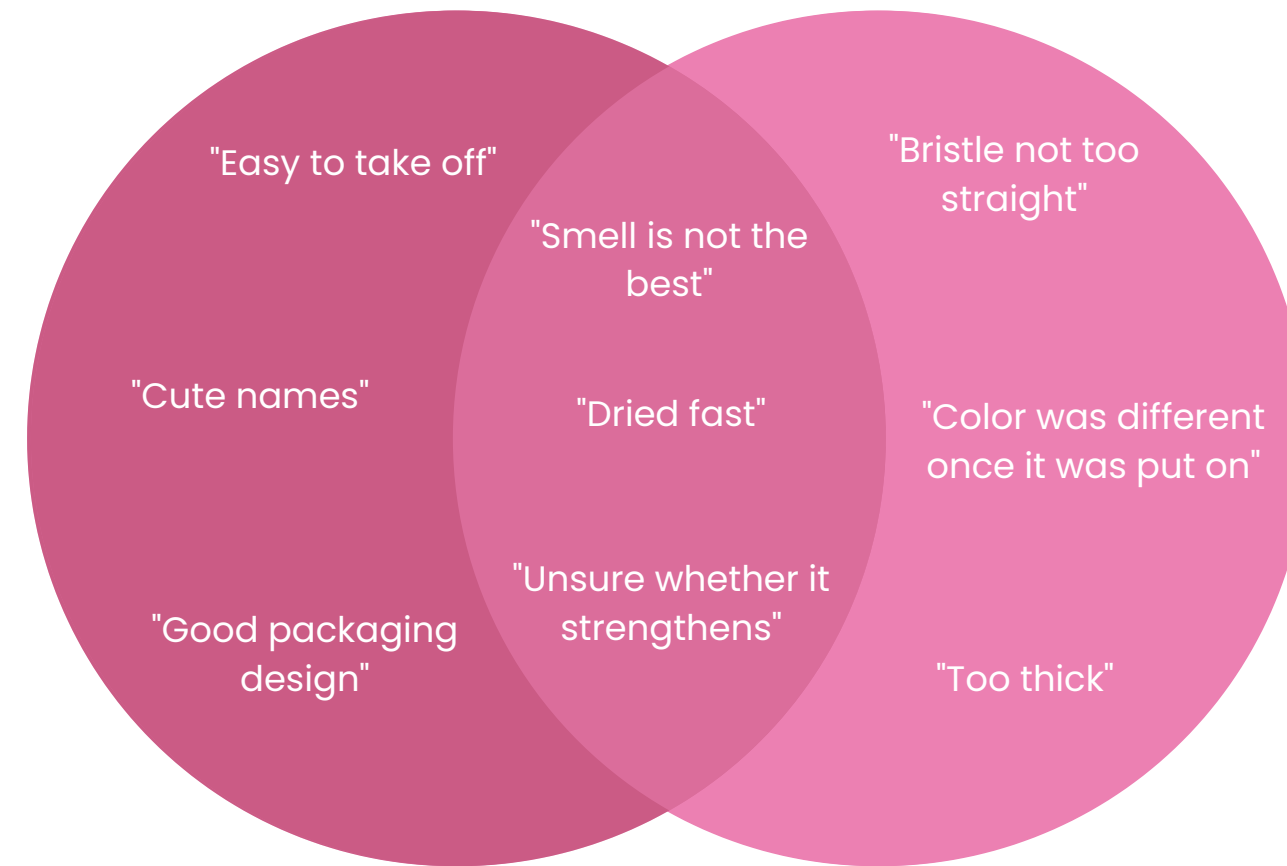
survey results



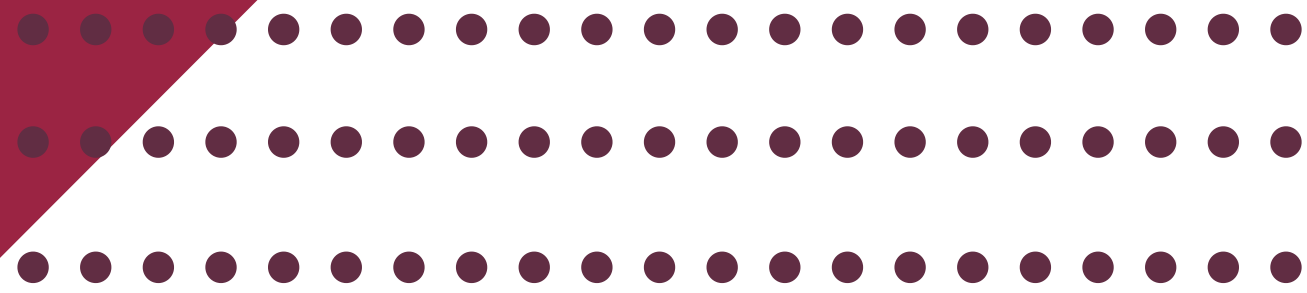
content analysis



essie



ulta



creative brief

target market

18–24 year old women that are entering the workforce and already avid nail polish wearers

message objectives

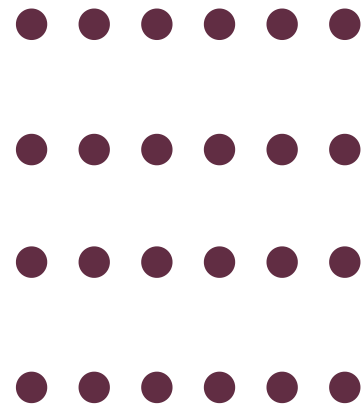
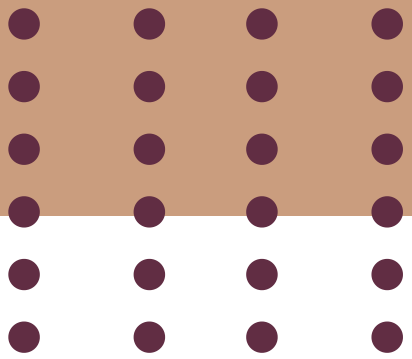
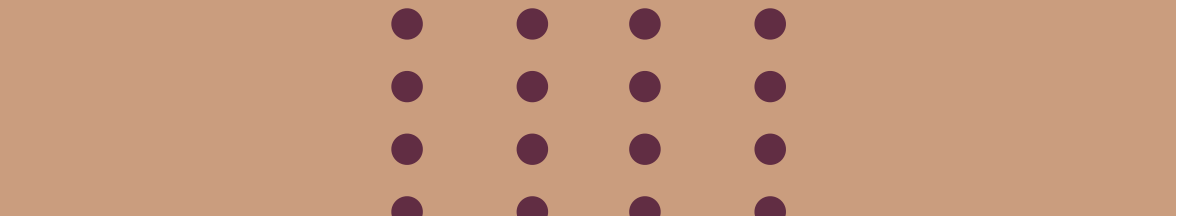
- associate Essie with female empowerment
- change the current attitude about the strength of the product

tone of voice

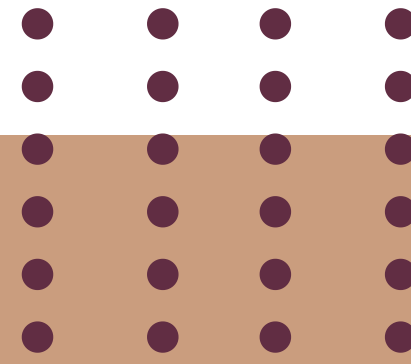
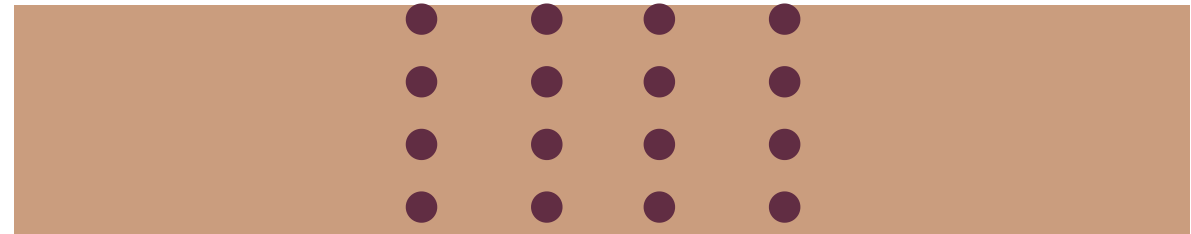
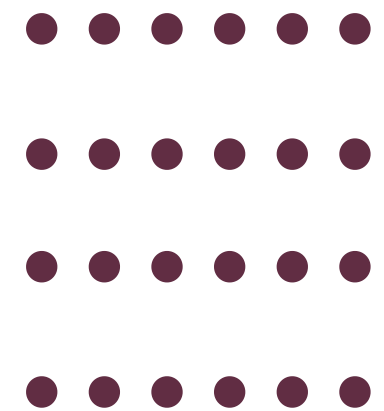
- inspiring
- strong
- motivating
- proud

big idea

Essie's "Gel Couture" longwear nail polish line allows women to express themselves while lasting throughout their hands-on careers.

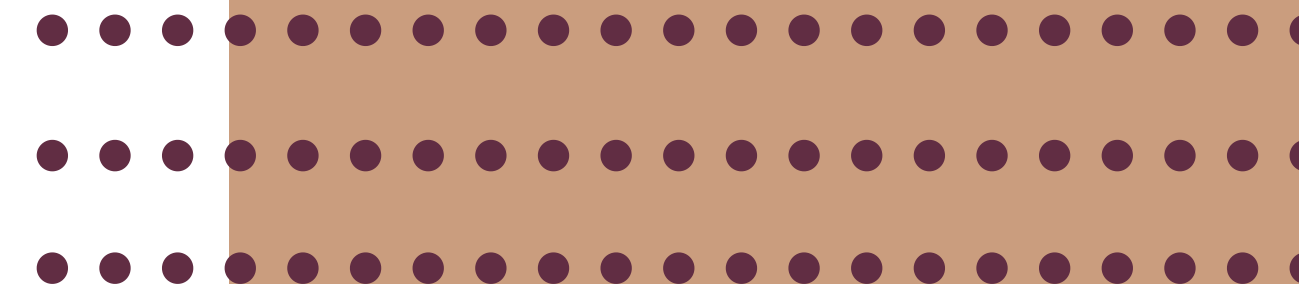


print



print

For our print ads we wanted to put Essie into realistic career settings. By creating ads that mimic different types of careers, we are able to directly relate to women in those jobs. We correlated each new color in the line to a specific job and featured it as an accent throughout. When choosing a magazine for our print ads to run in we chose Cosmopolitan because it's read a lot by our target audience.





Don't Experiment with your Nails. CHOOSE ESSIE

AS HARD-WORKING AS YOU ARE. **essie**

NUTRITION

Mum's Kitchen Rules

Your mum may have great advice for whether you should dump him or date him, and how to get that stain out of your silk dress, but is her nutritious worth its salt? Erin Kisby takes six women's 'mum diets' to dietitian Natasha Meering

Sit up straight. Brush your teeth before bed. Turn the TV off and go outside to play. Make sure you have breakfast before you leave in the morning. Sound familiar? With your health and wellbeing in mind, your mum probably doled out plenty of advice, like this and more, to you over the years. So, in honour of Mother's Day, we asked seven women what their mum's best piece of nutrition advice was, and had Natasha Meering, media spokesperson for the Dietitians Association of Australia, evaluate each response. Find out if mum really does know best.

Mum said:
"EAT AND DRINK HEALTHY WHOLE FOODS."

My health and happiness are a testament to Mum's advice on always basing breakfast, lunch and dinner around fresh fruit, vegies, and wholegrains, and avoiding processed and fast foods, especially soft drinks and cordials. I still follow her advice and love her for instilling such fabulous nutrition basics in me at such a young age.

- **Sam Sample,** founder, natural self-care brand Be Genki

Dietitian says: This is definitely sound advice, and worth following. Sam's mum was on top of her game. However, I would tweak the advice a little bit by recommending Sam add reduced-fat dairy, and lean meats, or alternatives such as legumes, and eggs to her diet that's based on her mum's advice of eating fresh fruit, vegies and wholegrains. This would provide her body with all the nutrients it requires, such as protein, essential vitamins, minerals and fibre. An easy way to make sure you're eating a balanced diet is including a variety of foods from the five food groups each day, which includes fruit; vegetables; lean meat, fish, poultry, eggs, nuts, legumes; grains - such as bread, cereals, rice, pasta and noodles; and reduced-fat dairy.





Find your perfect recipe.
CHOOSE ESSIE.

essie AS HARD WORKING AS YOU ARE.

NUTRITION

Mum's Kitchen Rules

Your mum may have great advice for whether you should dump him or date him, and how to get that stain out of your silk dress, but is her nutrition nous worth its salt? Erin Kisby takes six women's 'mum diets' to dietitian Natasha Meerding

Sit up straight. Brush your teeth before bed. Turn the TV off and go outside to play. Make sure you have breakfast before you leave in the morning. Sound familiar? With your health and wellbeing in mind, your mum probably doled out plenty of advice, like this and more, to you over the years. So, in honour of Mother's Day, we asked seven women what their mum's best piece of nutrition advice was, and had Natasha Meerding, media spokesperson for the Dietitians Association of Australia, evaluate each response. Find out if mum really does know best.

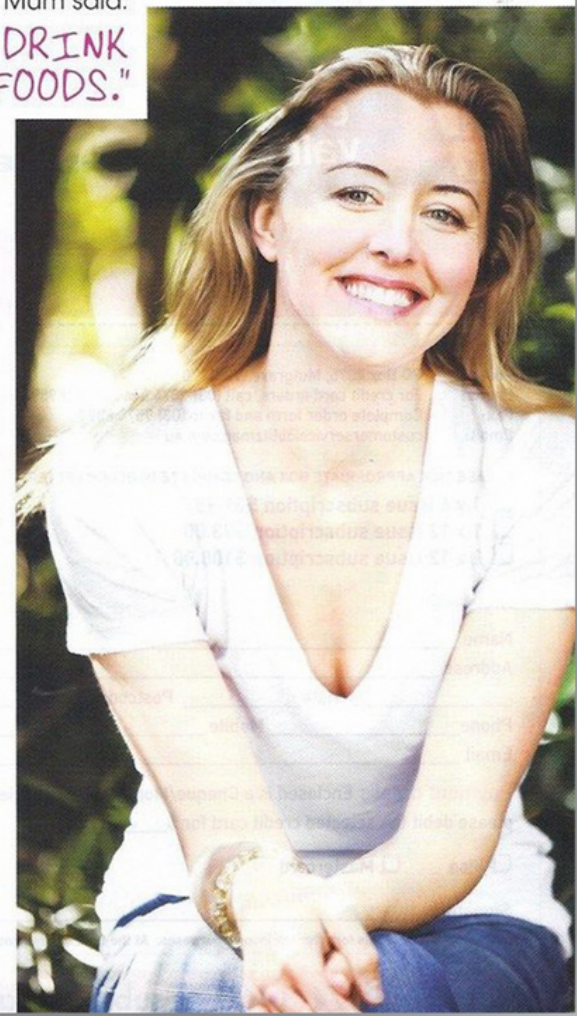
Mum said:


"EAT AND DRINK HEALTHY WHOLE FOODS."

My health and happiness are a testament to Mum's advice on always basing breakfast, lunch and dinner around fresh fruit, vegies, and wholegrains, and avoiding processed and fast foods, especially soft drinks and cordials. I still follow her advice and love her for instilling such fabulous nutrition basics in me at such a young age.

- Sam Sample,
 founder, natural self-care brand Be Genki

Dietitian says: This is definitely sound advice, and worth following. Sam's mum was on top of her game. However, I would tweak the advice a little bit by recommending Sam add reduced-fat dairy, and lean meats, or alternatives such as legumes, and eggs to her diet that's based on her mum's advice of eating fresh fruit, vegies and wholegrains. This would provide her body with all the nutrients it requires, such as protein, essential vitamins, minerals and fibre. An easy way to make sure you're eating a balanced diet is including a variety of foods from the five food groups each day, which includes fruit; vegetables; lean meat, fish, poultry, eggs, nuts, legumes; grains - such as bread, cereals, rice, pasta and noodles; and reduced-fat dairy.





Your nails
deserve an A+.
CHOOSE ESSIE.

AS HARD WORKING AS
YOU ARE.
essie.

NUTRITION

Mum's Kitchen Rules

Your mum may have great advice for whether you should dump him or date him, and how to get that stain out of your silk dress, but is her nutritious worth its salt? Erin Kisby takes six women's 'mum diets' to dietitian Natasha Meerding

Sit up straight. Brush your teeth before bed. Turn the TV off and go outside to play. Make sure you have breakfast before you leave in the morning. Sound familiar? With your health and wellbeing in mind, your mum probably doled out plenty of advice, like this and more, to you over the years. So, in honour of Mother's Day, we asked seven women what their mum's best piece of nutrition advice was, and had Natasha Meerding, media spokesperson for the Dietitians Association of Australia, evaluate each response. Find out if mum really does know best.

Mum said:

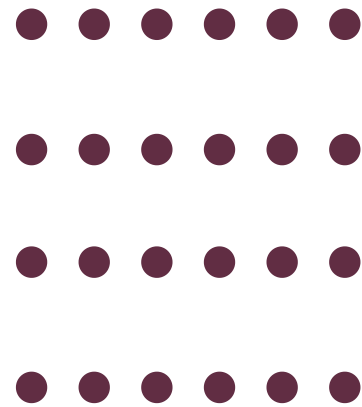
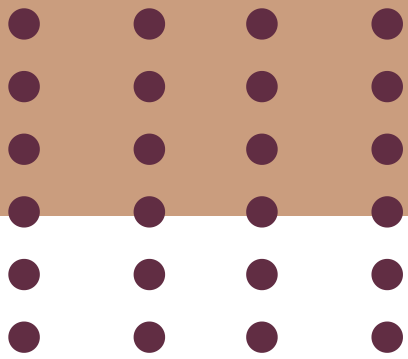
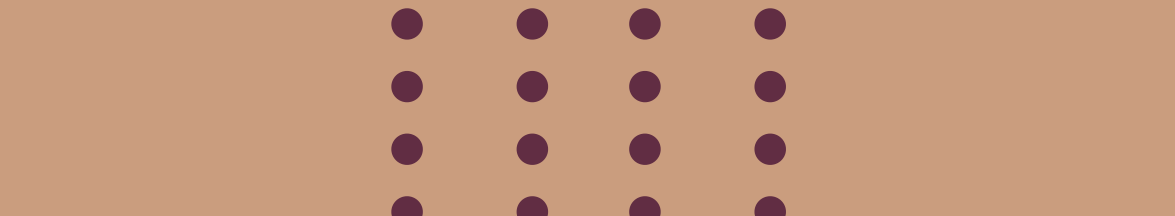
**"EAT AND DRINK
HEALTHY WHOLE FOODS."**

My health and happiness are a testament to Mum's advice on always basing breakfast, lunch and dinner around fresh fruit, vegies, and wholegrains, and avoiding processed and fast foods, especially soft drinks and cordials. I still follow her advice and love her for instilling such fabulous nutrition basics in me at such a young age.

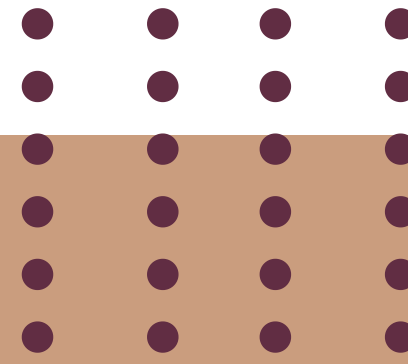
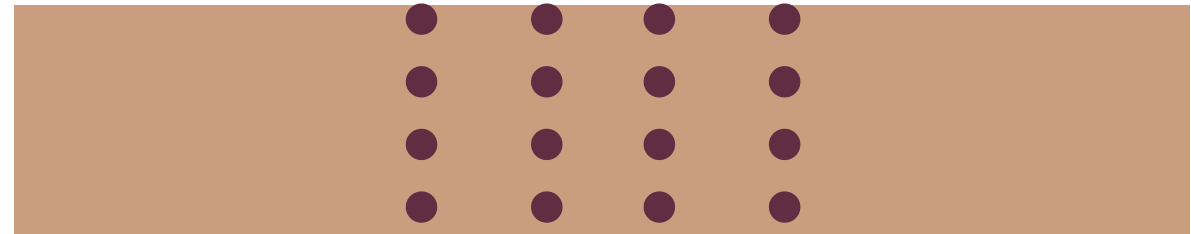
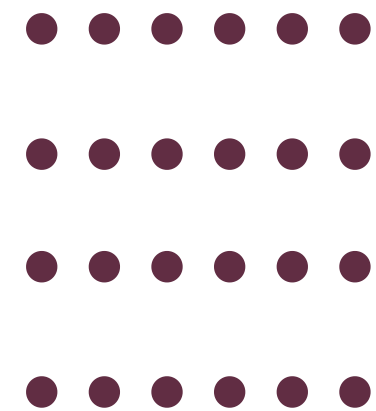
- Sam Sample,
founder, natural self-care
brand Be Genki

Dietitian says: This is definitely sound advice, and worth following. Sam's mum was on top of her game. However, I would tweak the advice a little bit by recommending Sam add reduced-fat dairy, and lean meats, or alternatives such as legumes, and eggs to her diet that's based on her mum's advice of eating fresh fruit, vegies and wholegrains. This would provide her body with all the nutrients it requires, such as protein, essential vitamins, minerals and fibre. An easy way to make sure you're eating a balanced diet is including a variety of foods from the five food groups each day, which includes fruit; vegetables; lean meat, fish, poultry, eggs, nuts, legumes; grains – such as bread, cereals, rice, pasta and noodles; and reduced-fat dairy.



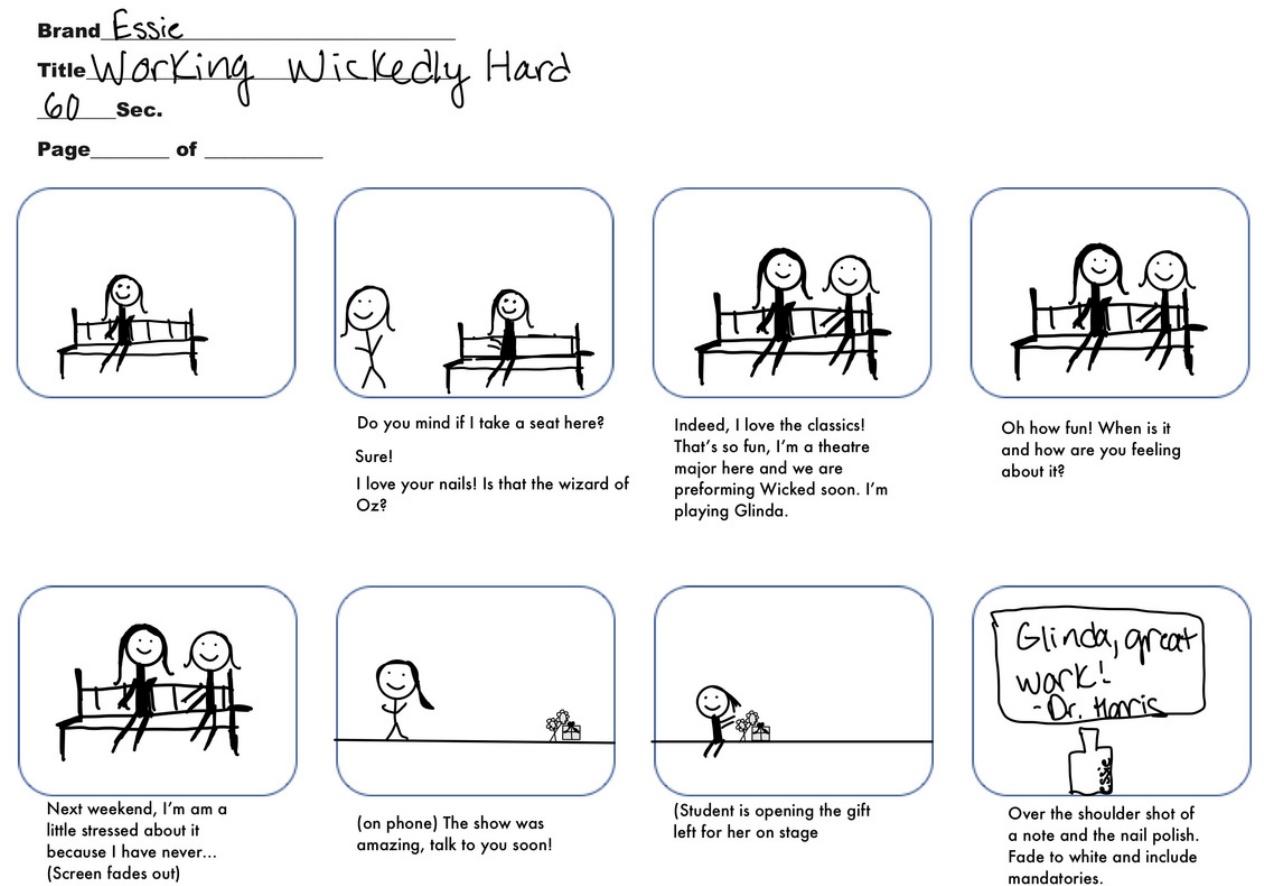


television



television

We wanted to represent another category of our target, students. Although being a student is not a paid job, the stress and responsibilities of students are very real and we wanted our target to connect with that—whether it's their current or past selves.



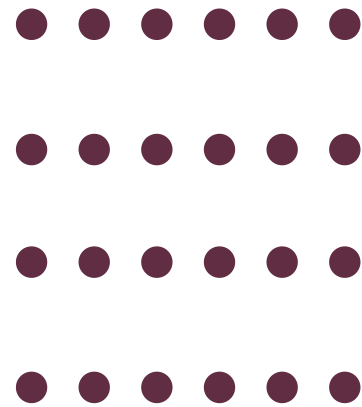
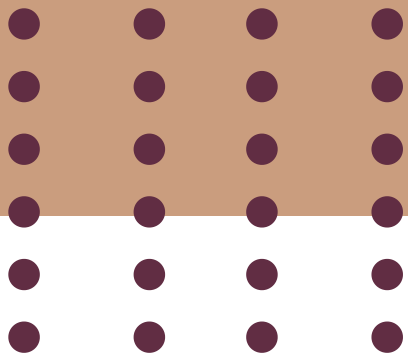
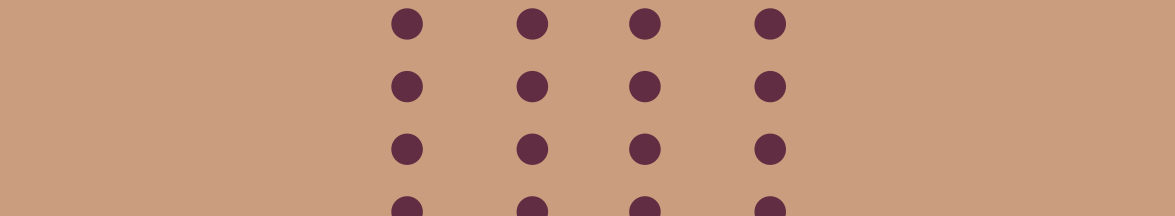
storyboard



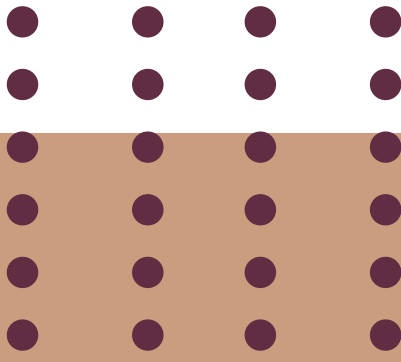
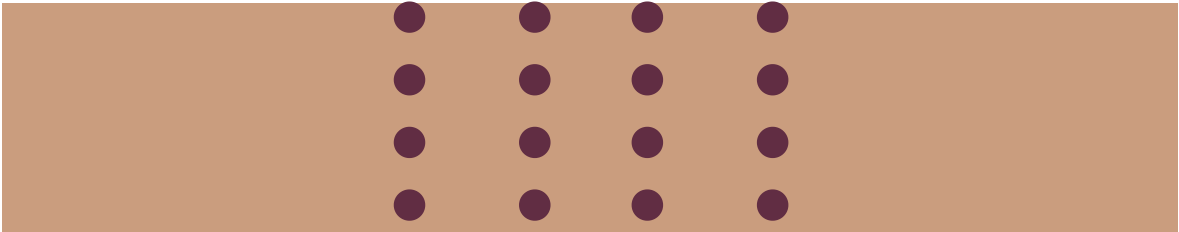
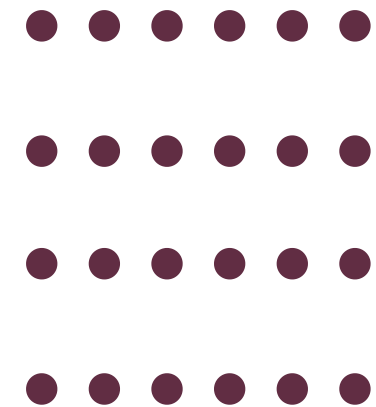
television



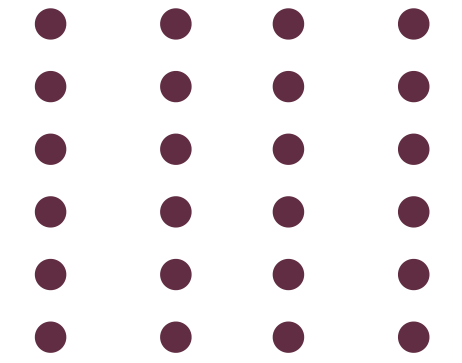
key frame



social media



social media



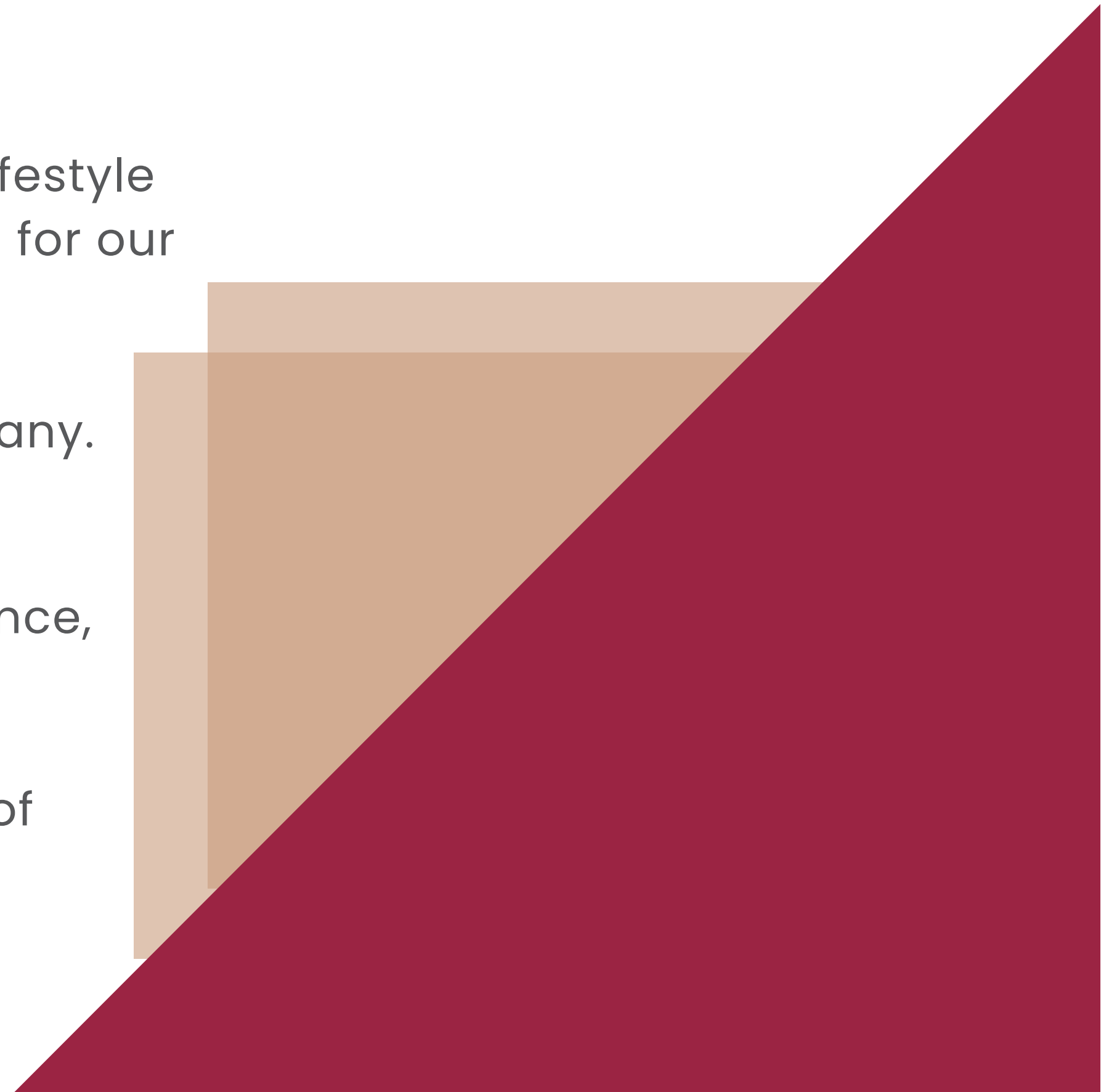
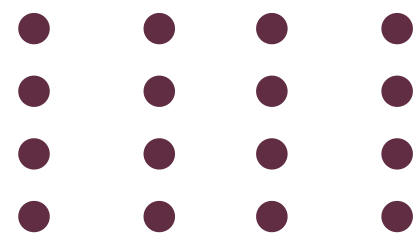
Lemon8

An upcoming beauty, wellness, and lifestyle app. We chose Lemon8 as a platform for our campaign due to its audience being majority women and the themes and goals of the app align with our company.

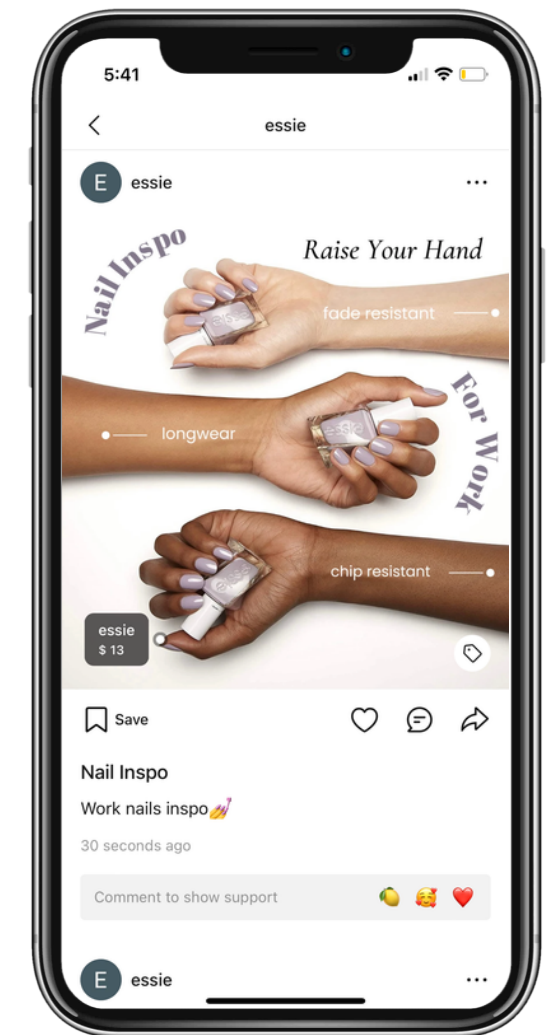
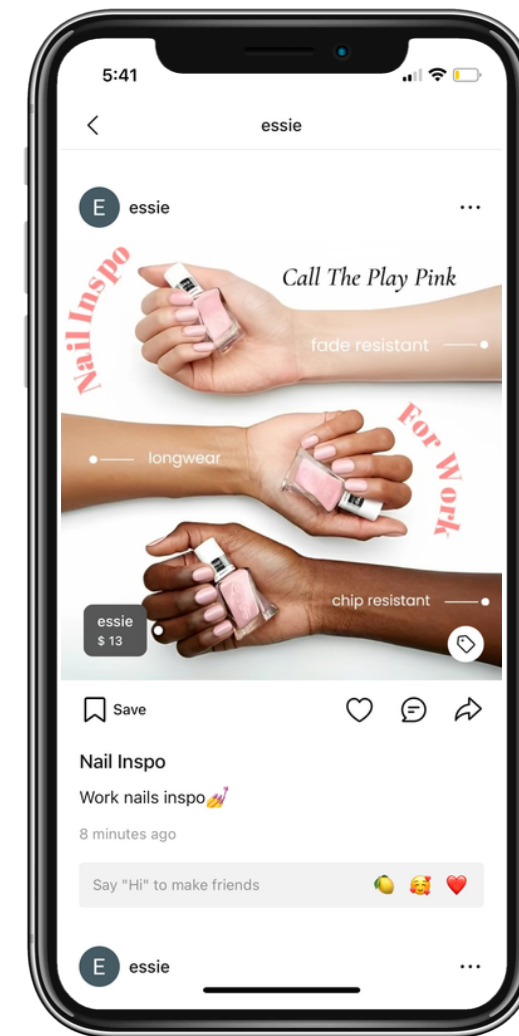
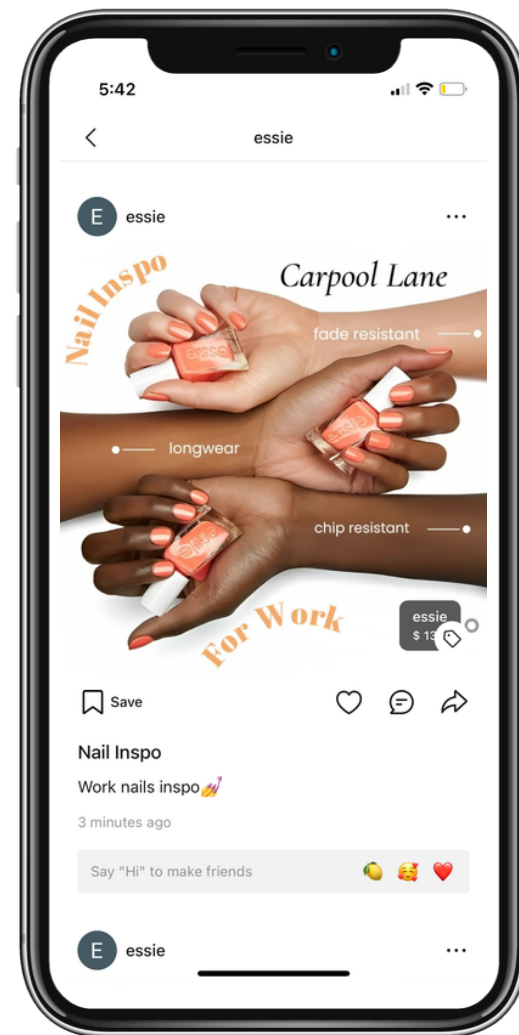
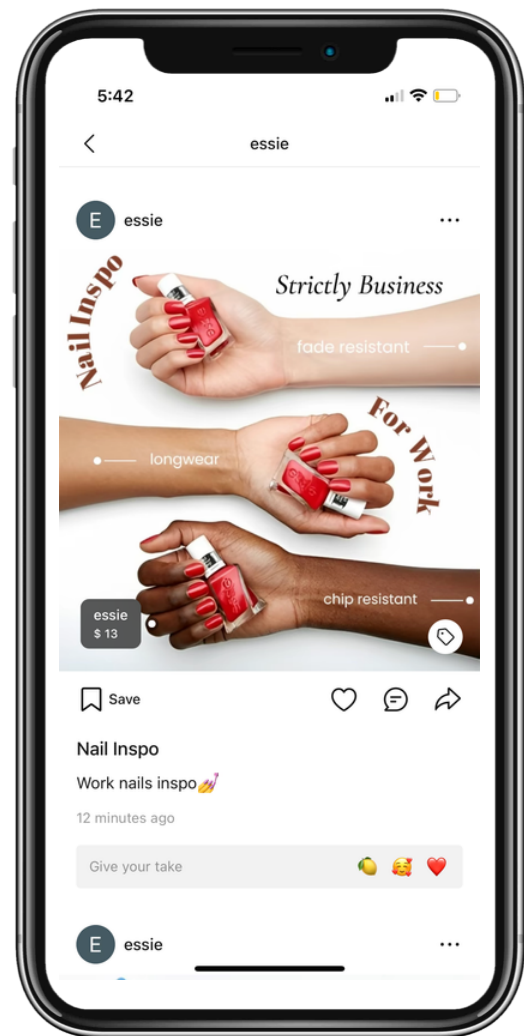
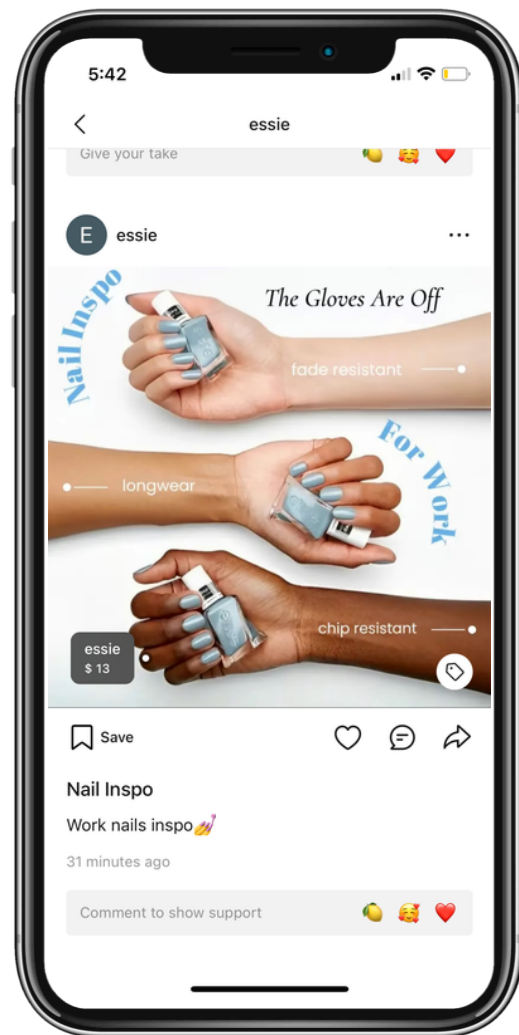


Instagram

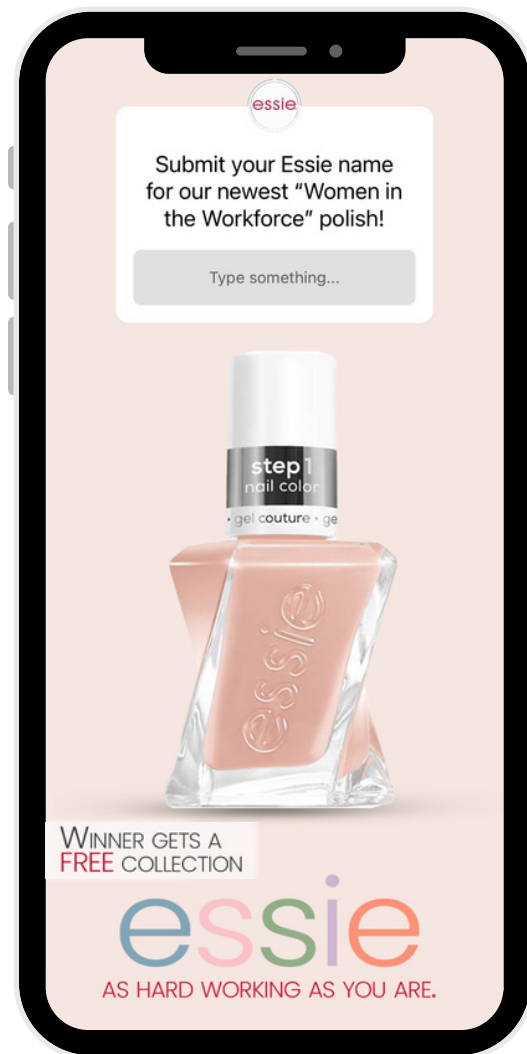
It's very popular with our target audience, and offers many different options for advertising. We wanted to use every method of posting to reach as much of our target as possible.



lemon8

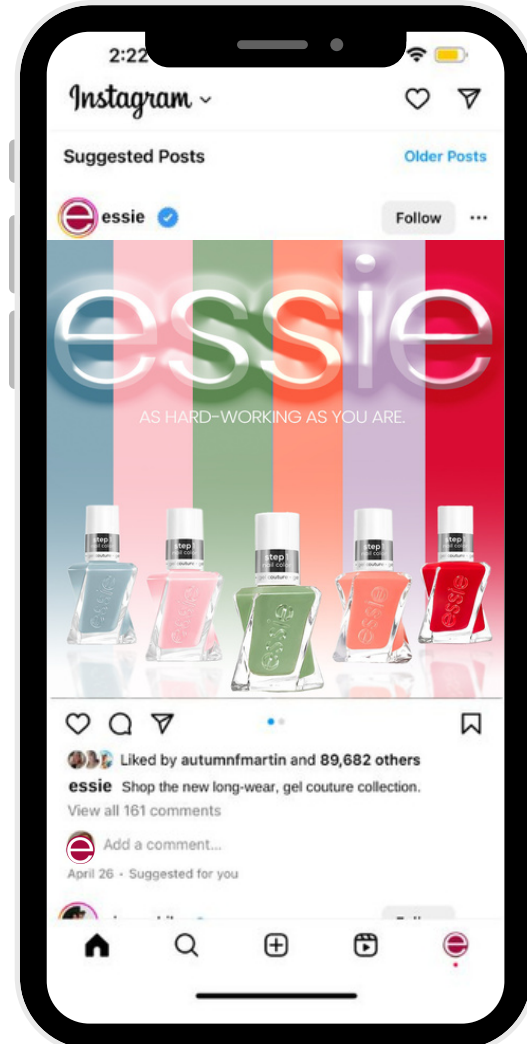


instagram

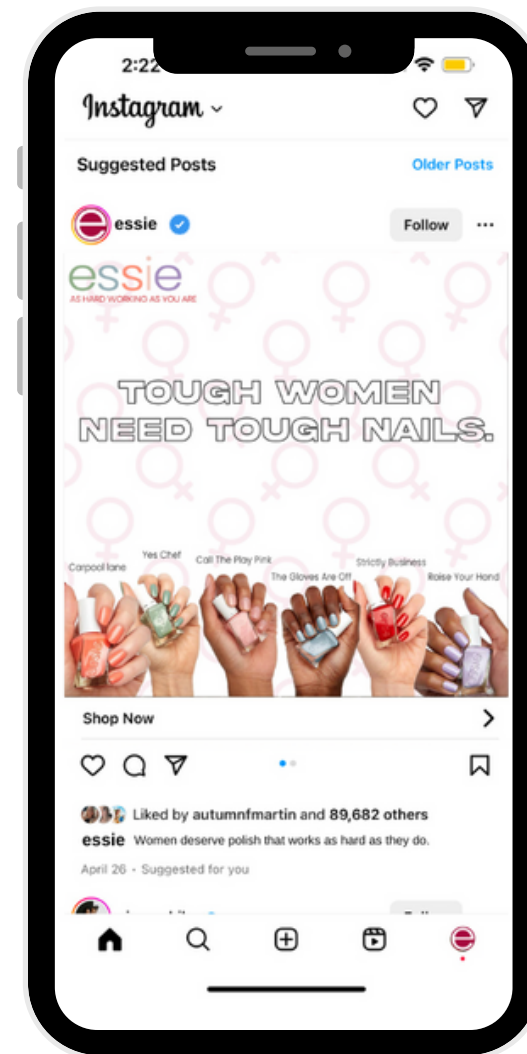


story

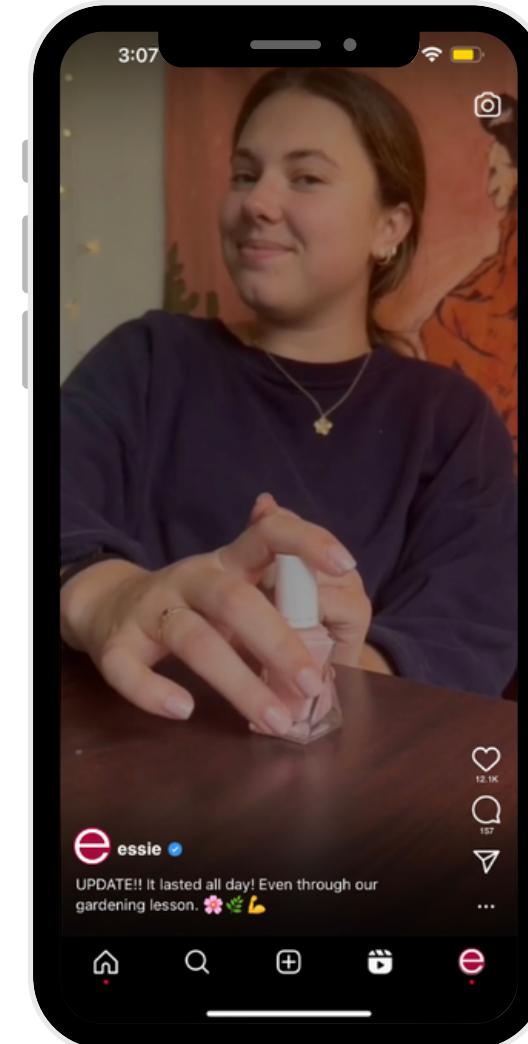
grid post



shop now



reel

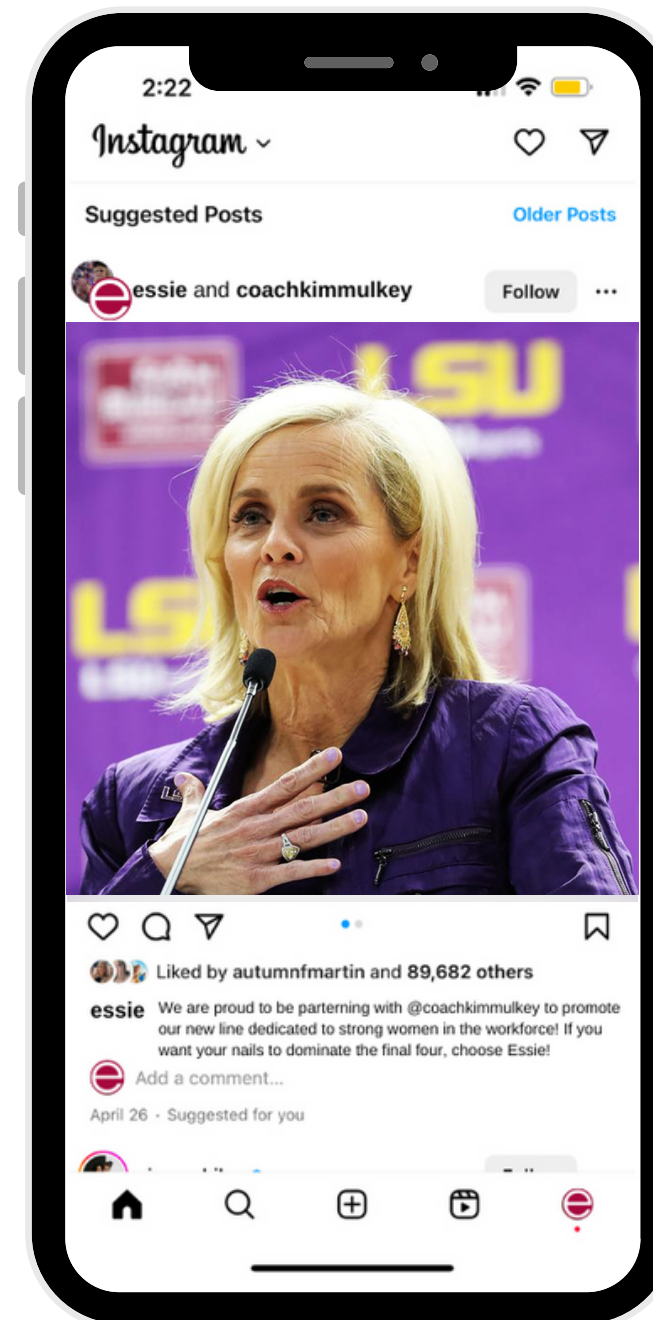
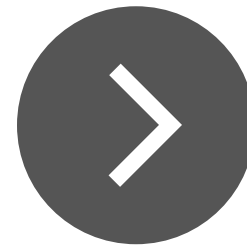
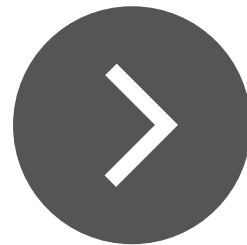
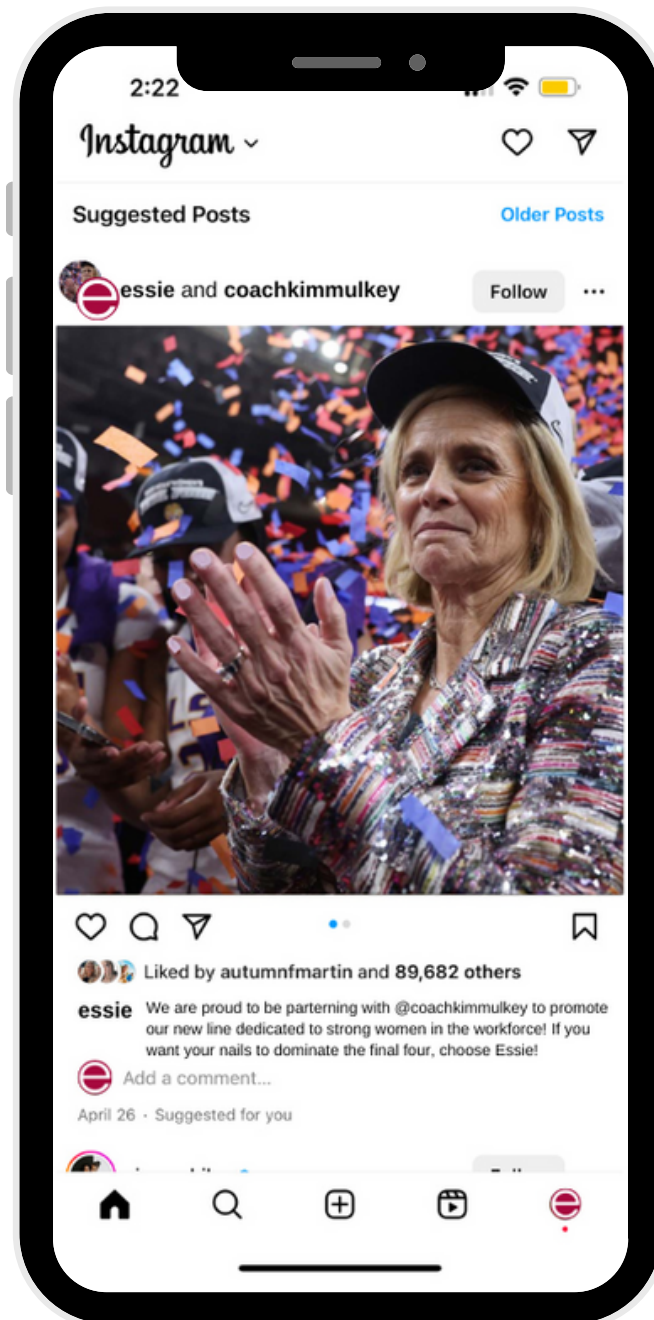




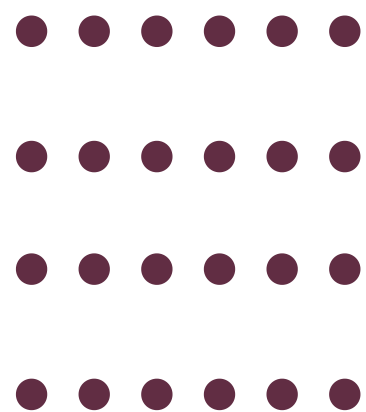
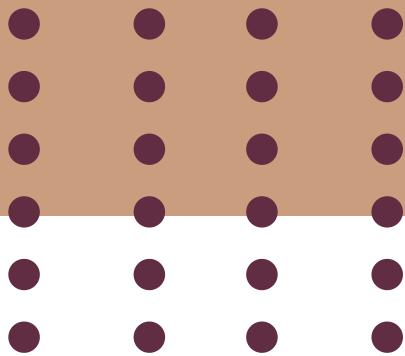
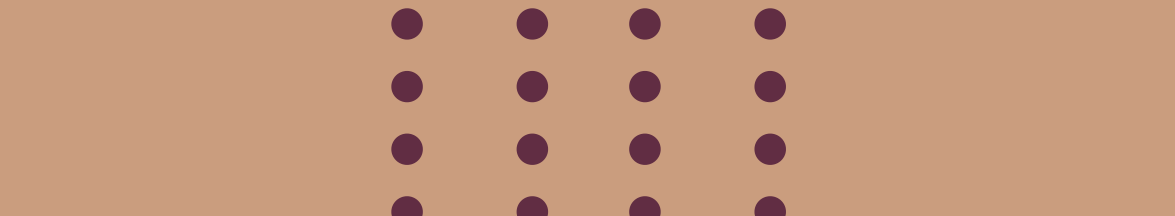
**Paint my nails with me
before teaching
kindergarten**

reel

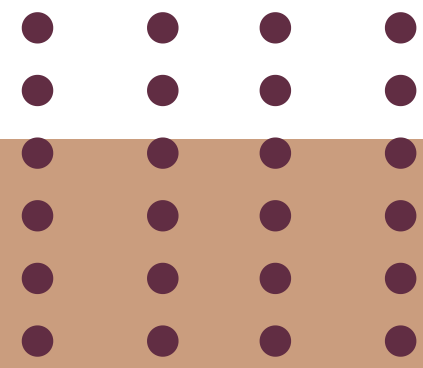
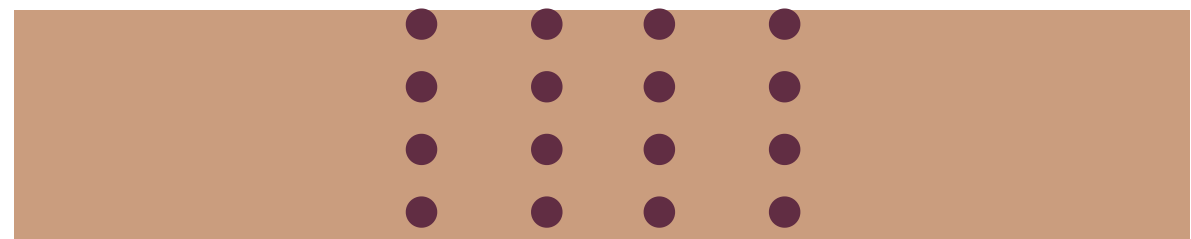
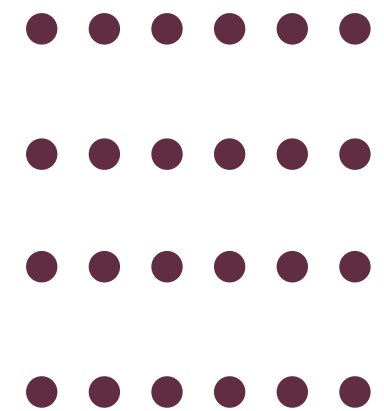
instagram



carousel



out-of-home





IT'S HARD TO BE A

Journalist

Teacher

Nurse

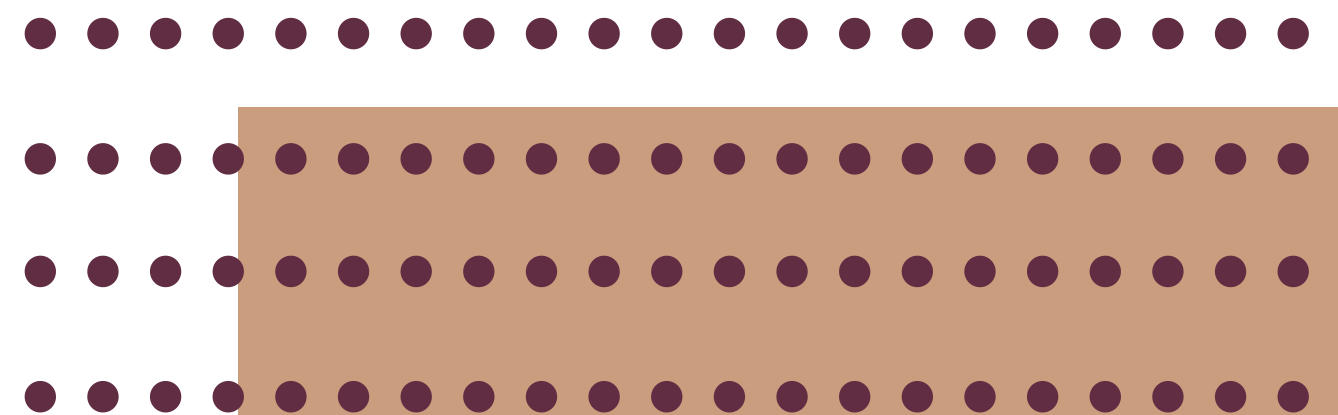
Chef

Coach

essie.
AS HARD WORKING AS YOU ARE.

OOH

We wanted to do one similar to our print ads and one out-of-the-box. The locations of the ads are very important to the message they convey. The first will be set in the interiors of buses and subways and the second in a busy corporate area on a digital billboard. We chose these because we wanted our ads to be seen by members of our audience to commute to work each morning.




Desk jobs can get messy,
but your nails don't have to.

CHOOSE ESSIE.



essie
AS HAND WORKING AS YOU ARE

TO OPEN
THE DOOR

WAIT FOR
GREEN LIGHT

TO OPEN THE DOOR
WAIT FOR GREEN LIGHT

IT'S HARD TO BE A

Lawyer

Mom

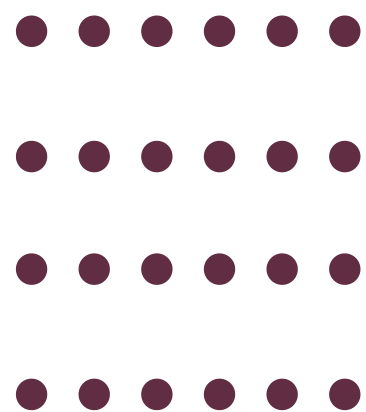
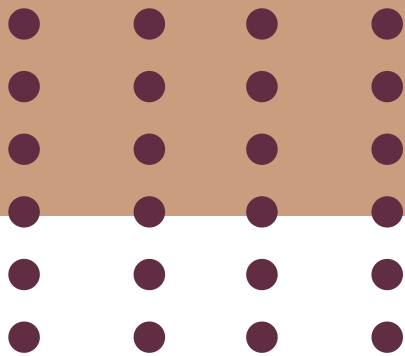
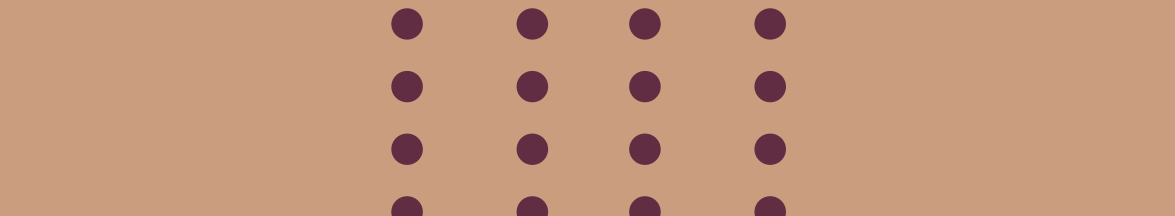
Journalist

Teacher

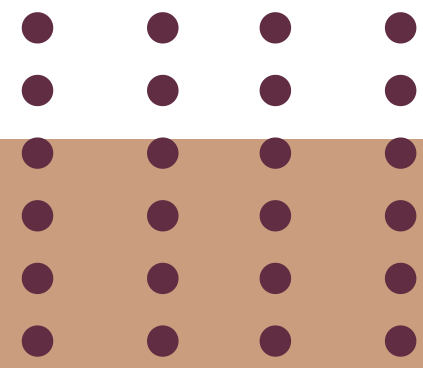
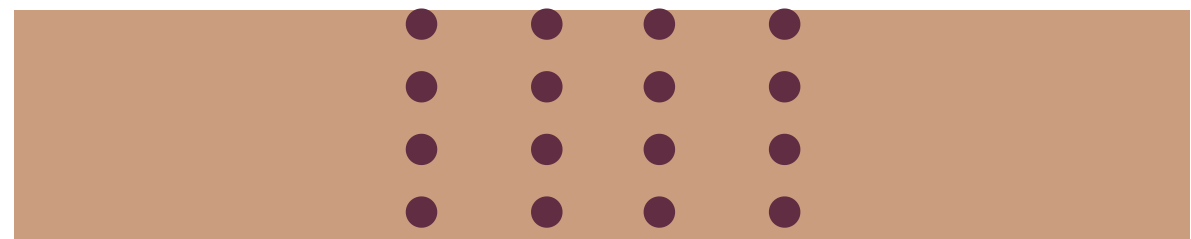
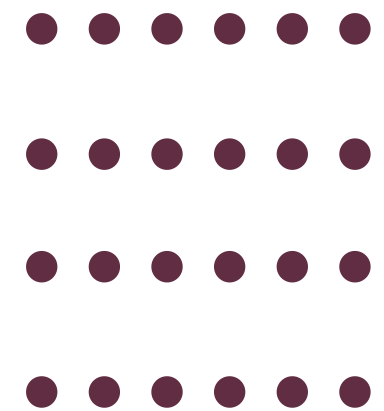
Nurse

essie.

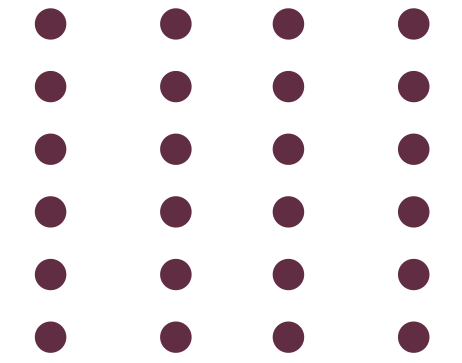
AS HARD-WORKING AS YOU ARE.



viral video



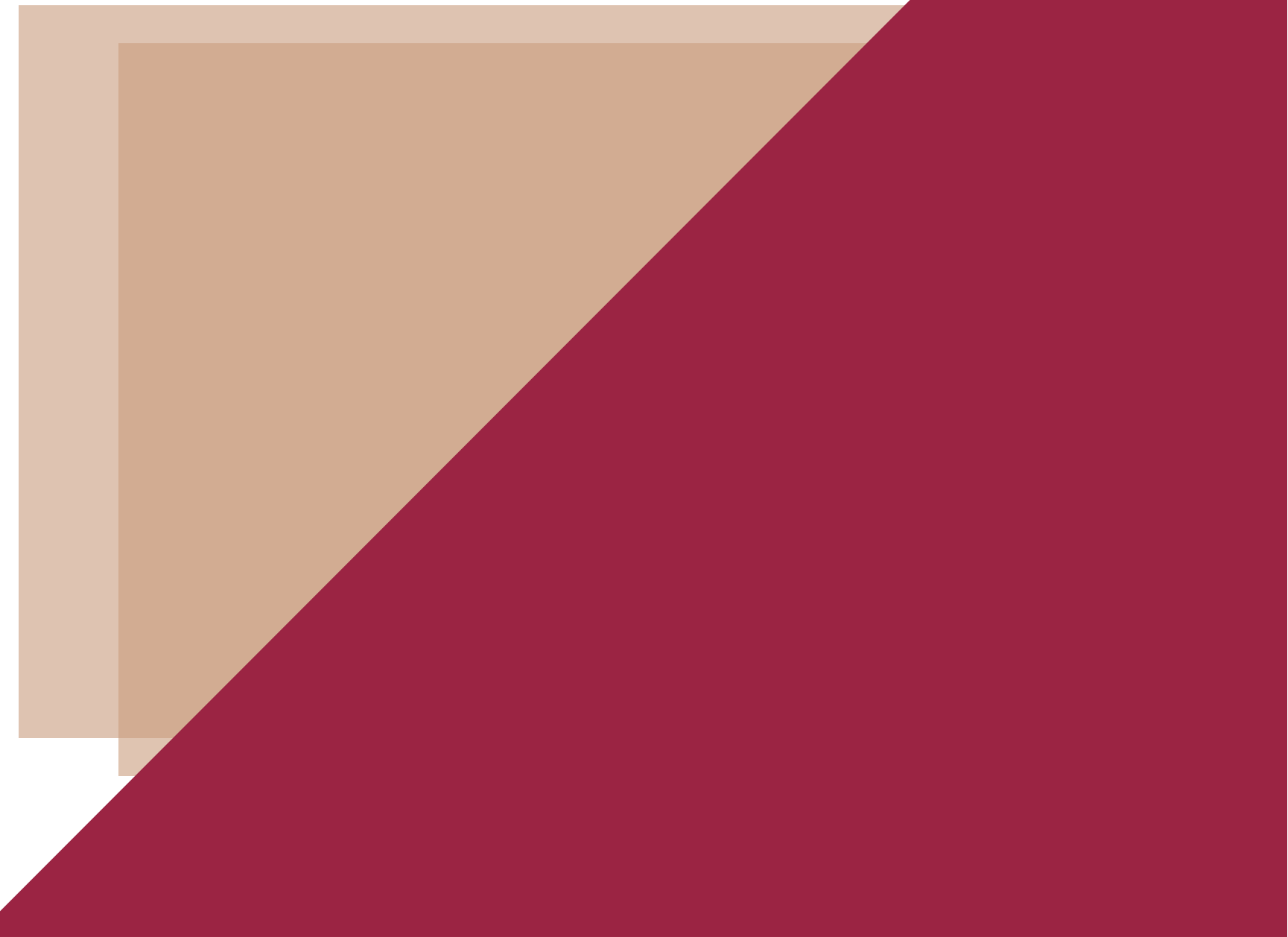
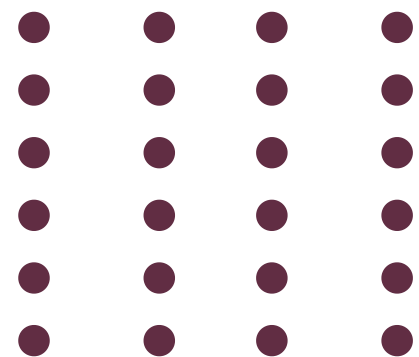
viral video



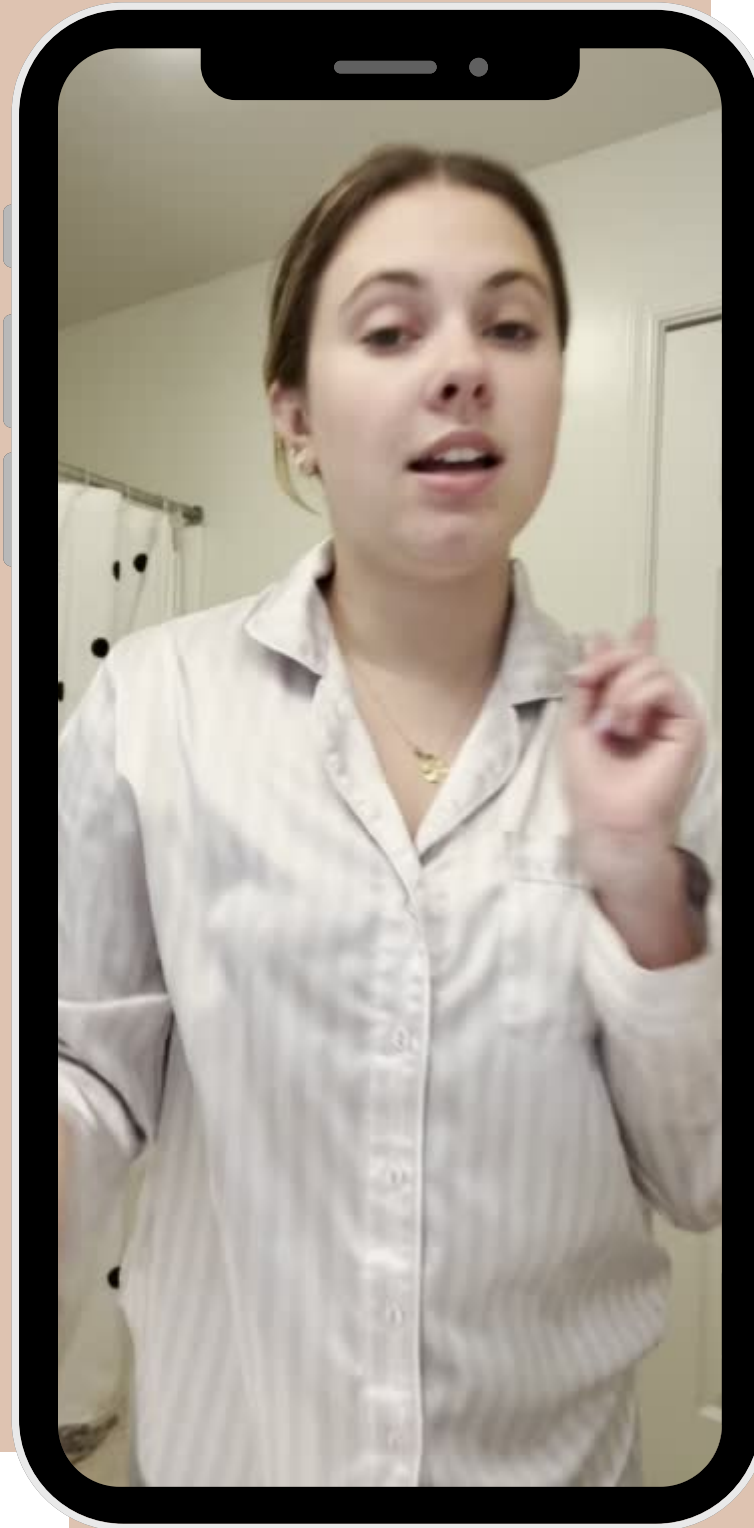
TikTok

We chose TikTok as our format because it is very popular with our target audience and a platform where beauty marketing thrives. The video is in a vlog-style format, with the “influencer” speaking to the camera throughout the video.

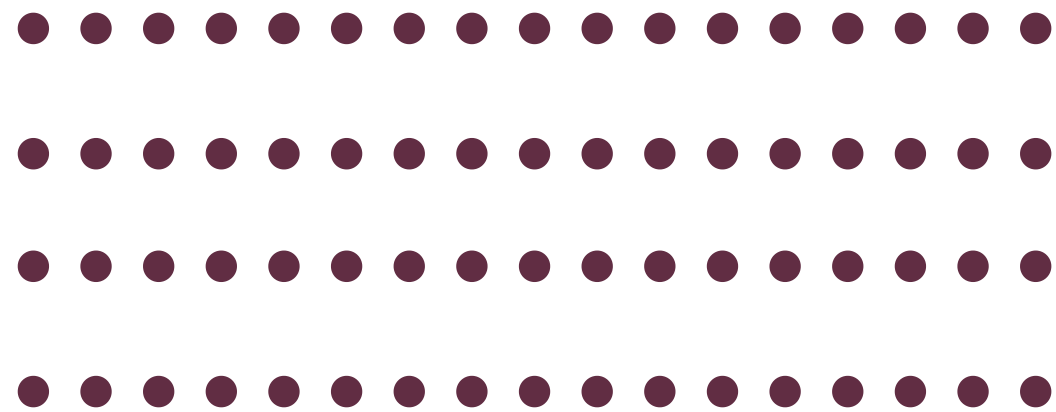
Currently, it is trending for influencers, such as Alix Earle, to make videos of themselves getting ready and telling fun, casual stories.



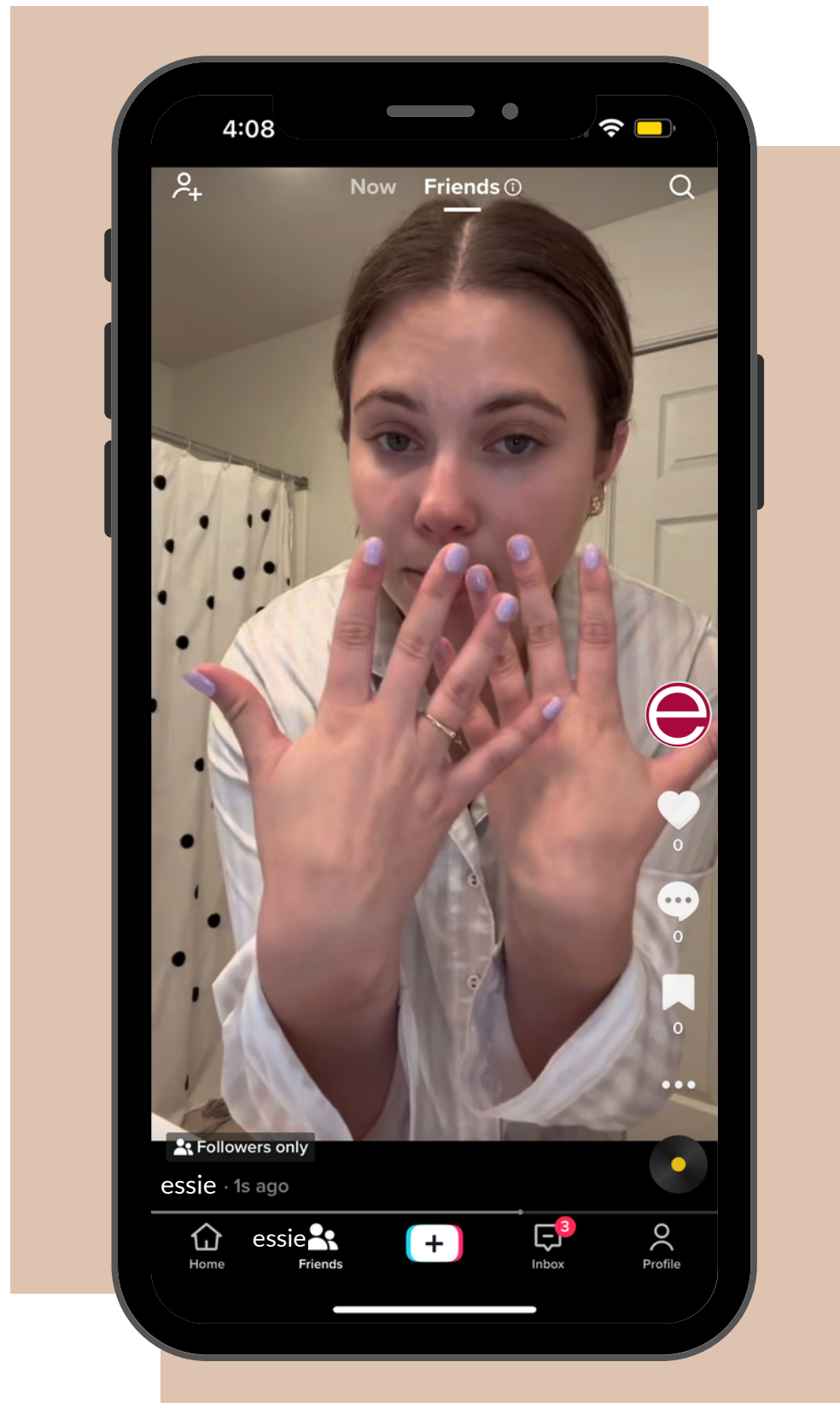
viral video



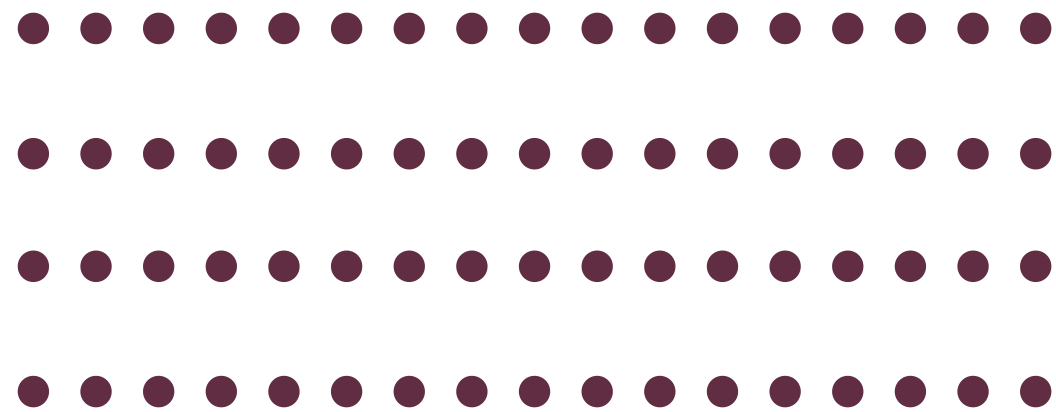
Viral Video

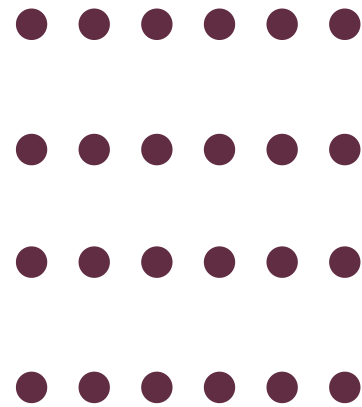
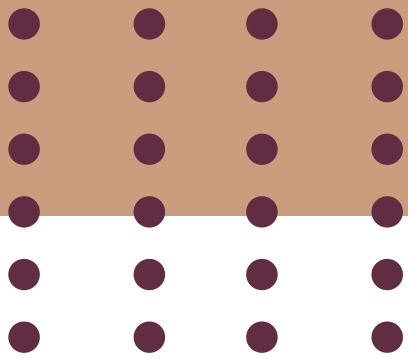
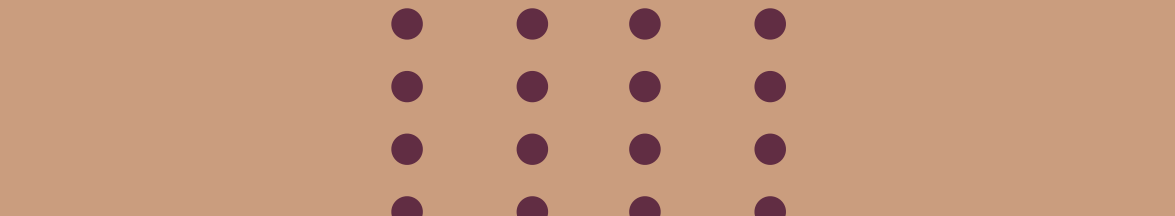


viral video

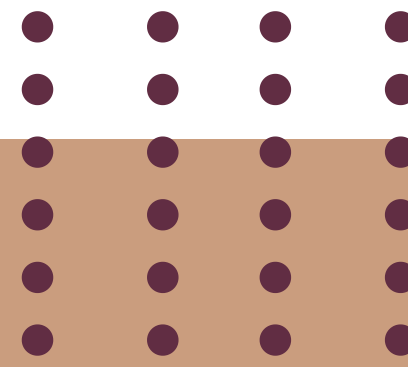
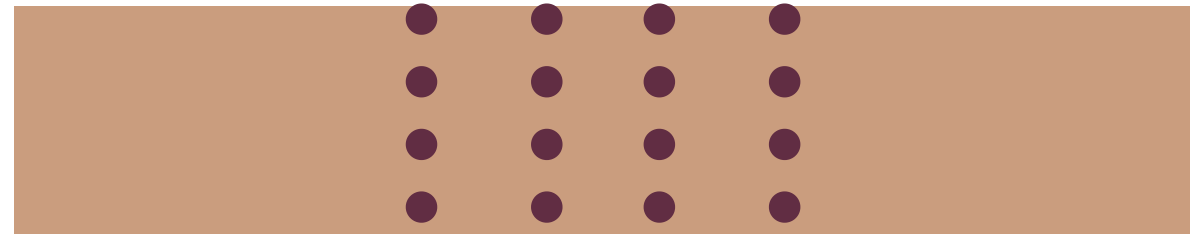
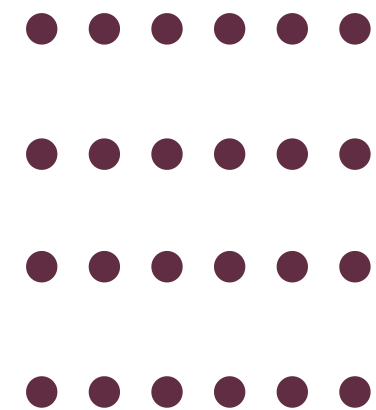


key frame





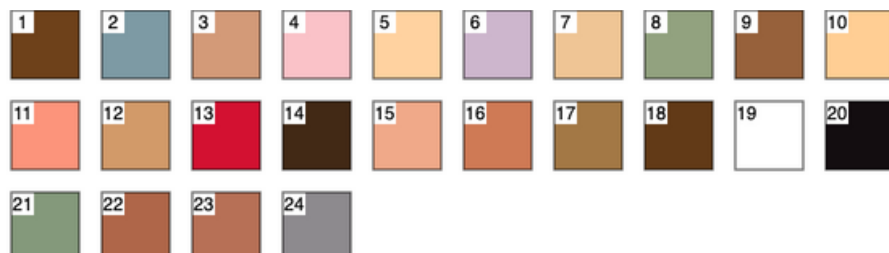
guerilla marketing

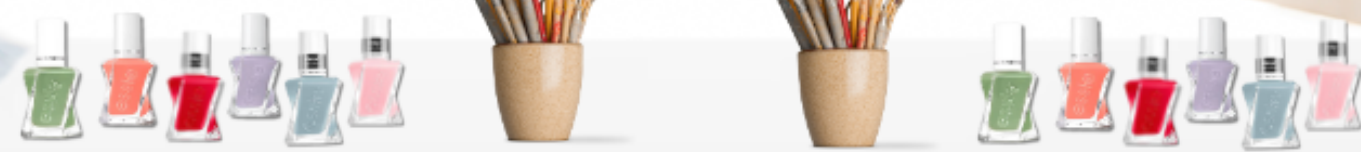


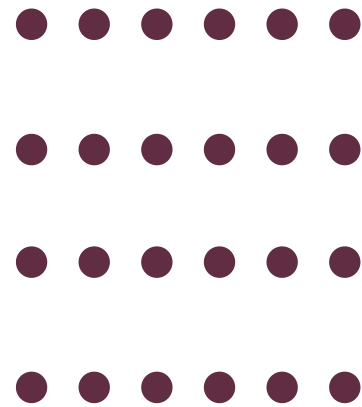
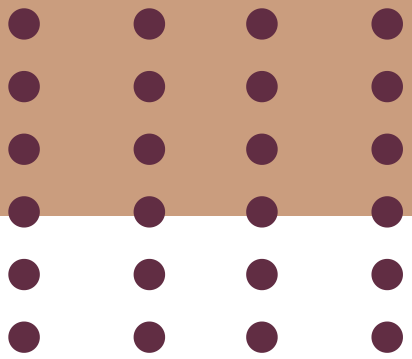
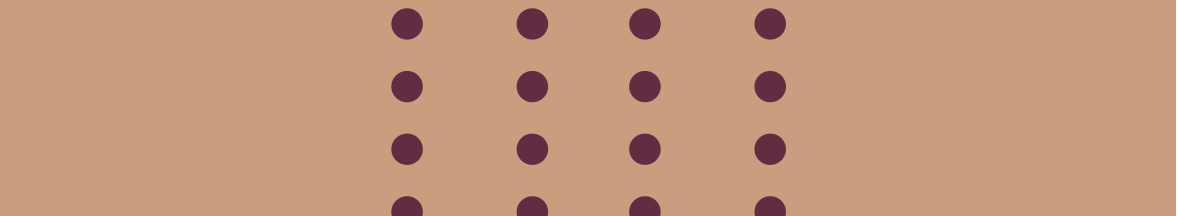
guerilla marketing



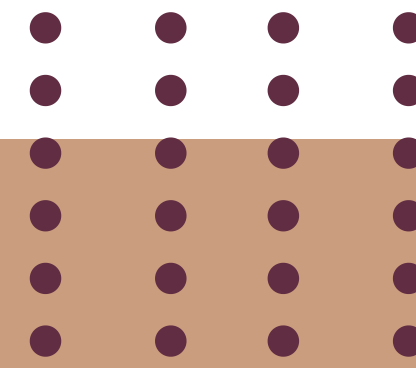
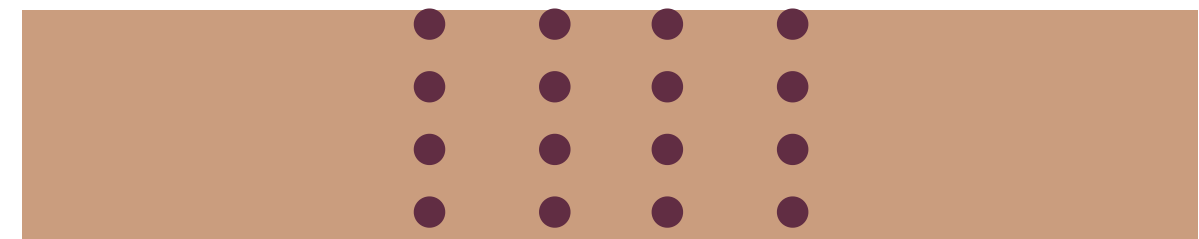
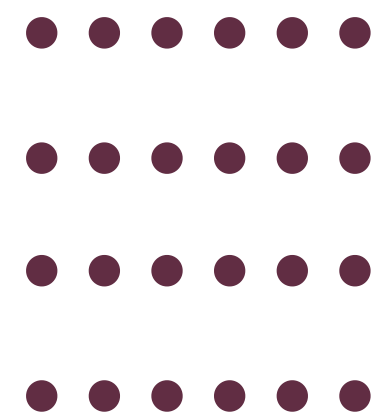
Since the big idea in this campaign for essie is structured around promoting a new nail polish line dedicated to hardworking women, we wanted to artistically emphasize the various colors and the diverse jobs we are acknowledging along with them. A large-scale paint-by-number template will be posted outside a public college campus to reach the lower end of the age range included in the target audience. The mural will foster discussion among the interactive audience about essie's promoted line and use colors that correspond to each polish.



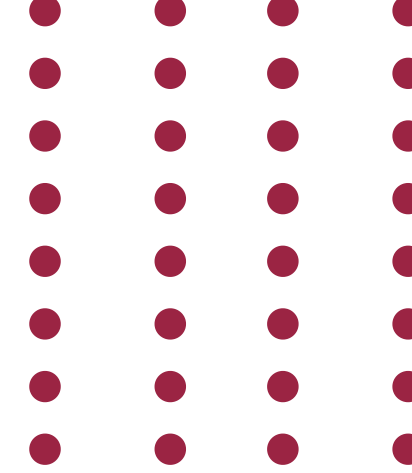




branded product placement



branded product placement



Emily in Paris
Season 2 Episode 5: "An Englishman in Paris"

Scene 1 1:35

EMILY and SYLVIE are discussing their personal lives when JULIAN walks in.

JULIAN
Sylvie, the person from **Essie** is here about the event.

SYLVIE
Oh, yeah, the **gel couture collection**.

EMILY
[gasps] I love those **polishes**! Come on, Sylvie, let's get happy.

End Scene 1

Scene 2 1:49

LUC is briefing ESSIE and the marketing team on the new collection party.

LUC
Guests will arrive for cocktail hour before the bateau-mouche departs for a beautiful night of dinner and dancing on the Seine. Giving us the perfect launch for your new collection.

SYLVIE
Yes. The guests will have the opportunity to try on the **nail polishes** while soaking in the romance of the city from the water.

ESSIE
And what about the music?

LUC
Music, yeah. Julian, you're in touch with talent?

JULIAN
Me?

LUC
Yeah.

JULIAN
It's under control.

End Scene 2

Scene 3 4:19

EMILY brings JULIAN to the waterfront to watch a live performer to book for the ESSIE event.

EMILY
She's so good right?

JULIAN
Yeah, I'm sorry, I'm a little distracted by the hot man fingering the strings.

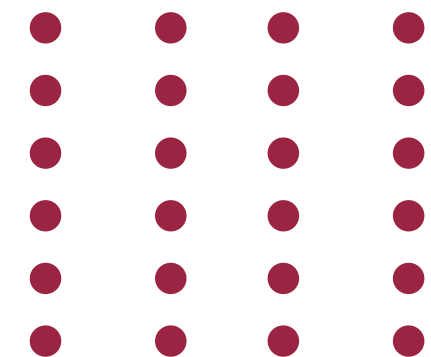
EMILY
Excuse me?

JULIAN
The guitar player.

EMILY
Well, I think they'd be perfect for our **Essie Gel Couture** party. **They'll pair great with some relaxing spa-time on the yacht!**

End Scene 3

Our agency chose *Emily in Paris* for Essie's branded product placement. The show follows Emily Cooper as she embarks on her new journey in Paris as the social media specialist at Savoir Marketing Agency. The show seems like the perfect move for Essie as the show's main demographic is women and it's main character is a hardworking woman within our target age range.



script

scene 1

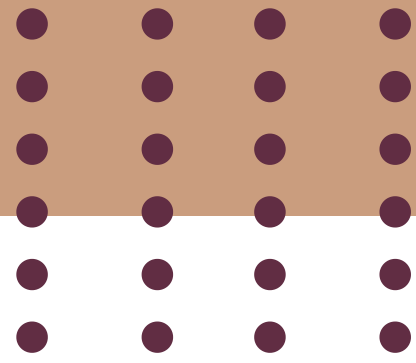
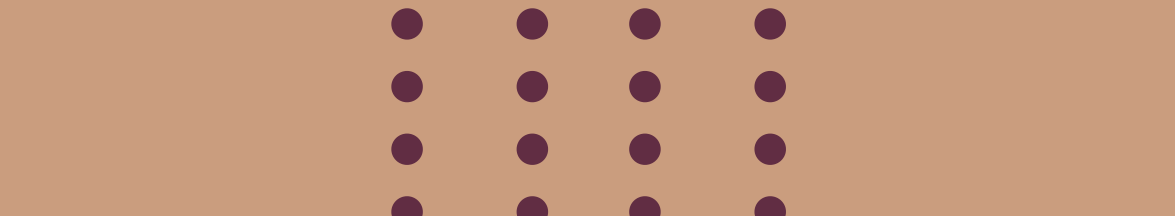


scene 2



scene 3





thank you!

