

Rodial

Face Palette Launch

360 MARKETING & CREATIVE PLAN 2018

BY SOPHIE BRADY

the PALETTE

Following on from the beautiful rose gold skincare range Rodial present a stunning new palette for the whole face in an on trend rose gold component.

The palette fills a gap in the current product offering by creating a handbag friendly palette you can update your whole look with in 'one piece'. The ingredients will be scientifically formulated so that they are good for your skin as well as bringing out your most beautiful self. The palette is very versatile and includes the following:

Banana Powder
Face Glaze
Eye Highlight & Contour x 4
Highpoint Glow
Bronzer in 2 tones

The Banana powder is a key make up bag staple.

The 'Glow' product has an **Ultra Violet** tone which was named as Pantones colour of the year for 2018.

The Bronze product has 2 shades so that it is **versatile** and can be used by a **wide range of skin colours**.

The Face Glaze can be used anywhere on the face or décolletage to highlight and achieve a beautiful dewy complexion.

Launches: Spring 2018

PALETTE KEY SELLING POINT

Scientifically formulated the palette allows the customer to present the most beautiful version of them self in one stunning 'piece'.



assets **REQUIRED**

LAUNCH TEASE

Make up artist and skinfluencers images and video content unboxing, reviewing and getting excited about the palette.
Make up artist and skinfluencer 30 second how to videos.
Make up artist and skinfluencer skin swatches.
Other branded tease content utilising behind the scenes footage from the model photo and video shoot.

MAIN PRODUCT LAUNCH

Model campaign imagery.
Still Life campaign imagery.
Product photography.
Swatch photography.
Swatch on skin.
Brand 'How to' video on how to use the product.

AFTER MAIN LAUNCH

Customer reviews.
Customer generated content showing product payoff.
More branded content from photo and video shoots.

TECHNICAL REQUIREMENTS

As campaign images will be used across a wide range of touch points images should be shot as hi-res as possible and close crops should be avoided at photography level to ensure flexibility of image use. Hi-res images will be supplied in CMYK and RGB format so that they are compatible for both web and print.

Social images will be 1080 x 1080px minimum.

Videos will also be optimised with specific screen requirements in mind.

campaign **INSPO**

“

The diversity agenda calls upon the industry to refocus business on consumers as people, to enable them to become the most beautiful versions of themselves, regardless of age, race, culture and gender.

”

The beauty economy special report 2017

The main campaign image would comprise of 3 beautiful models, shot closely together showing 3 different ways in which the face palette can be used. The models should also be shot individually to maximise content gathered from the shoot. Focus will always be above the chest.



KEY WORDS

Modern
Soft
Tough
Feminine
Diverse
Strong
Confident
Beautiful
Grit

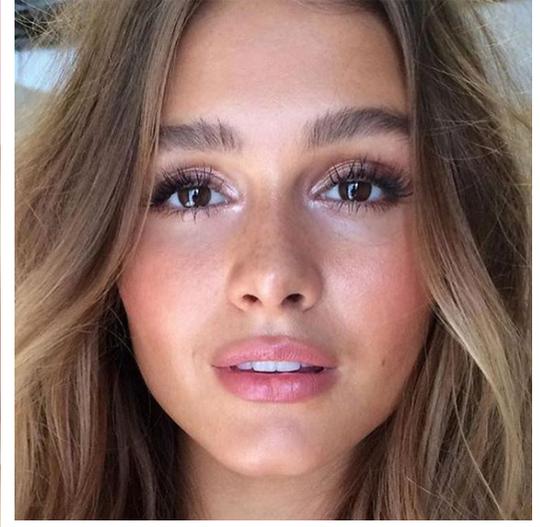
THE AIM

Getting the right balance of femininity, confidence and grit conveyed in the shot and overall campaign is essential. The models must look flawless yet real to resonate emotionally with people and drive impulses.

And, wherever there is impulse, there can be commerce.

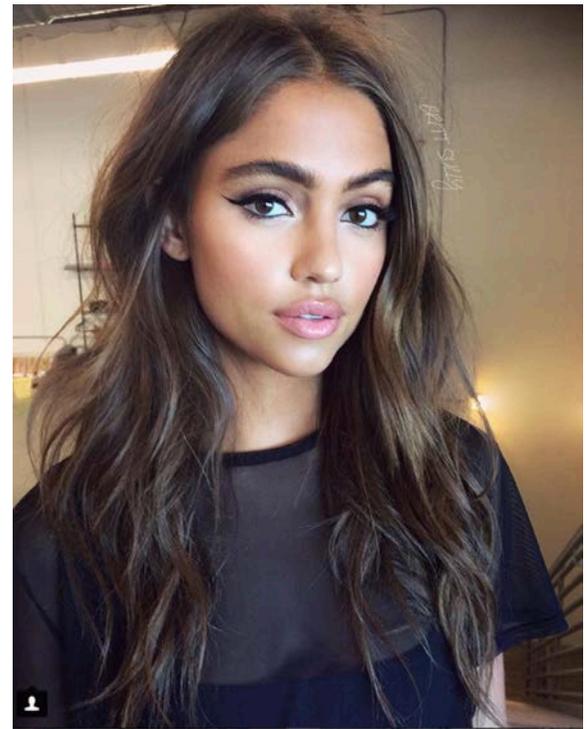
make up **INSPO**

Fresh, bronzed and dewy make up for all ages and skin-tones. Soft accents of colour, glazed highlights and boy brows are perfect for Spring. Each of the 3 models make up will be slightly different to show the palettes versatility but would also be complimentary to each other so that when images are used separately they are still recognisable as part of the palette campaign.



hair INSPO

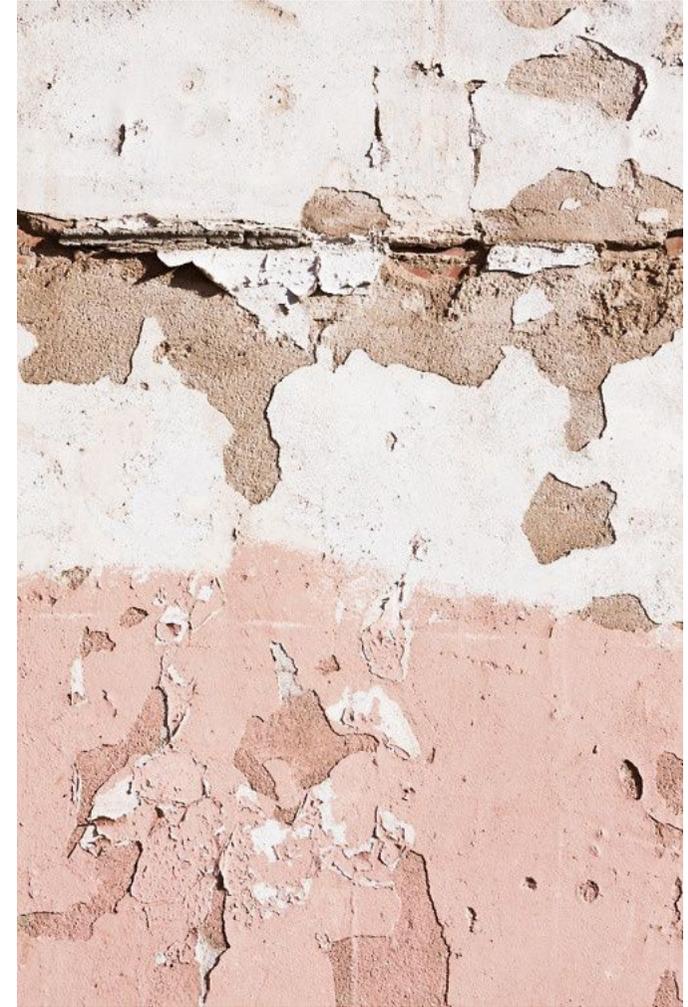
Soft, loose textured waves that can either be left down or pulled away from the face to create a fresh modern frame.



set INSPO

The palette will launch in Spring 2018 and the make up look achieved will be fresh and feminine therefore I think the backdrop should be a nude tone to really let the make up be hero. Nude is modern and can be edgy as well as feminine and delicate.

The flaking paint and exposed plaster is key in adding texture, grit and interest to the image. This texture can be used across the campaign to compliment creative imagery.



set PRODUCTION

LIGHTING

Lighting should be warm and bright to emulate daylight, ultimately showing off true colours and textures of the beautiful make up and the models faces.

STYLING

Styling should be complimentary in colour and un-intrusive.

PROPS

A range of stools at varying heights will be needed for the models to sit/lean on. Stools will not be in the shot.



hair & MAKE UP

Britt Sully would be my hair and make up artist of choice as her beautifully polished yet natural hair & make up looks would be a perfect fit for the Spring palette launch. She would need around 2 assistants to ensure that hair and make up was completed in a timely fashion.

<http://www.brittanysullivan.com>

BRITT SULLY / MAKEUP & HAIRSTYLING

BRITTANY SULLIVAN, LOS ANGELES, CALIFORNIA

MAKEUP & HAIR

MAKEUP ONLY

HAIR ONLY

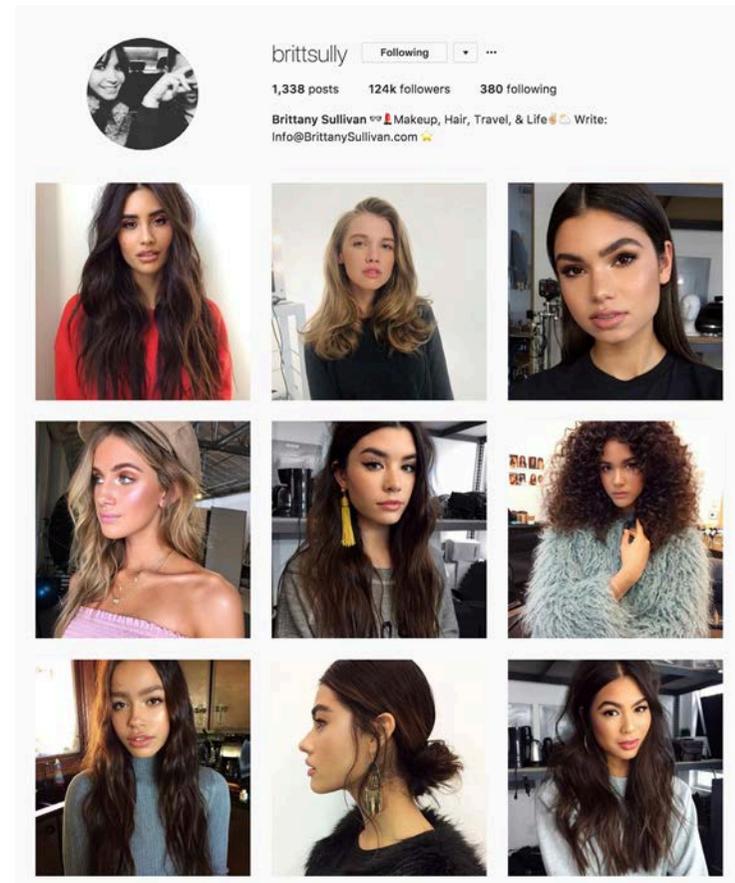


photo **GRAPHERS**

MAIN CAMPAIGN PHOTOGRAPHER

<http://arvedcolvin-smith.com>

<https://www.instagram.com/arvedphoto/?hl=en>



I have worked with both Arved and Jason and both are fantastic at their craft and bring a wealth of experience and knowledge to the table.

BEHIND THE SCENES PHOTOGRAPHER

<https://lloyd-evans.com/#closed>

<https://www.instagram.com/jasonlloyddevans/?hl=en>



vide **OGRAPHER**

Bespoke Banter are brilliant videographers who serve brands with a complete spectrum of production and creative services, under one roof.

<http://bespokebanter.com/FILM>

Bespoke banter would be tasked with 2 things:

1. An aspirational **shopable** lifestyle video that would be captured on the same day as the photoshoot. This modern take on campaign videos would focus on the the professional palette application, the beautiful models wearing the make up, interacting with each other and exploring their environment. This content would be used on the website, social media channels and could also serve as a digital background for the store environment.

2. They would also be tasked with shooting the branded tutorials to go on the website and social media channels. These would serve as education and inspiration for new and existing customers. (This would be shot on a separate day and would use more budget friendly 'new talent').

/BESPOKE.

HOME CONTACT



case STUDY

MATCHES FASHION

This year, Matches expanded its video team from one employee to six to support a marketing agenda that aims to produce about one video per week. The strategy: Anchor video content around the retailer's exclusive capsule collections and designer-driven trunk shows, which are important sources of revenue and drive 30 percent of the company's total sales. To make sure the company is seeing actual return from the time and money spent on its video output, each one is shoppable.

The retailer has been working with shoppable video platform Cinematique for the past three years to create shoppable videos that typically revolve around the announcements of new collection drops, like a barely-minute-long spot that showed Virgil Abloh, the designer of the brand Off-White, styling a model in the newest collection he had designed exclusively for the site. The videos, which live on Matches Fashion's online content blog, as well as Facebook, are product-heavy, with most featuring around 70 items in the course of their two- to three-minute runtimes.

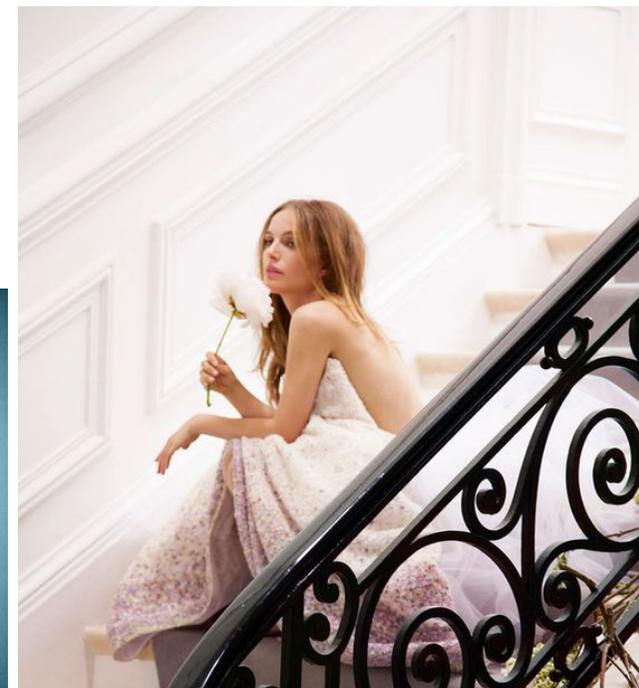
As the videos play, viewers are prompted to click the screen wherever they see an item they want to shop. When they do, a box with an item image and description appears in the lower left corner to signal that it's being saved for the viewer, before disappearing after a few seconds. When it's over, all the saved products are listed with more detail, like price, and paired with a buy-now button. That button sends the customer to the product page on the Matches site. The Off-White video, according to Cinematique, saw a 13 percent click-to-buy ratio, meaning that 13 percent of people who clicked through to product pages ended up purchasing. That percentage is nine times the Cinematique average, the company said, adding that an average of 120,000 people click through to product pages per video.

"More video, information and character story is what also helps bridge this gap to commerce and frees the viewer from feeling like they are constantly being sold to," Heller added.

<https://digiday.com/uk/4-fashion-brands-getting-creative-shoppable-video/>



video **MOOD IMAGES**



model OPTIONS

It is imperative to select the right models that can best represent the brand, 'turn it on' in front of the camera and interact with each other in a way that is natural and beautiful. I would there-for run 2 castings. The initial casting to short-list around 6 girls and then a 2nd casting to determine the best dynamics for the 3 up model shot.

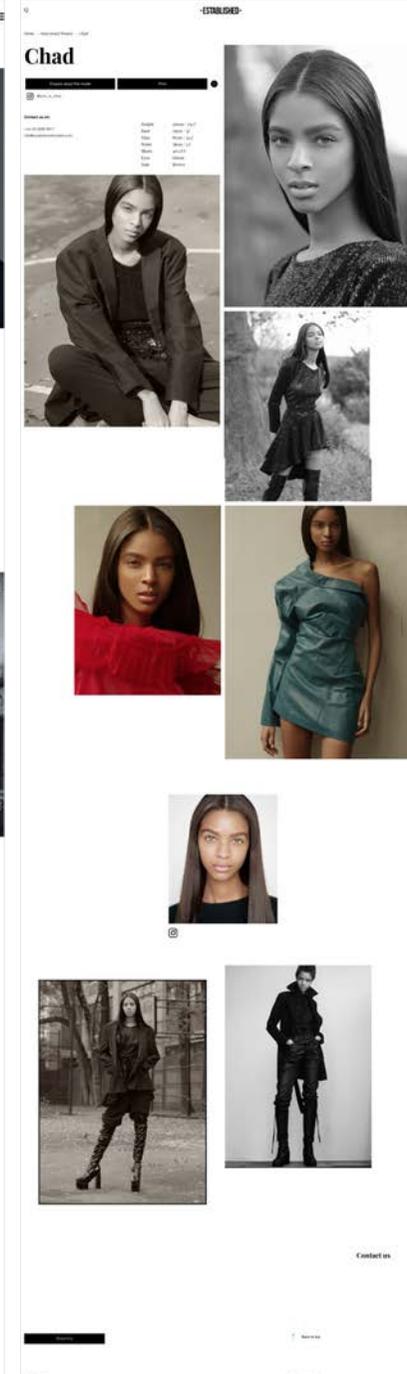
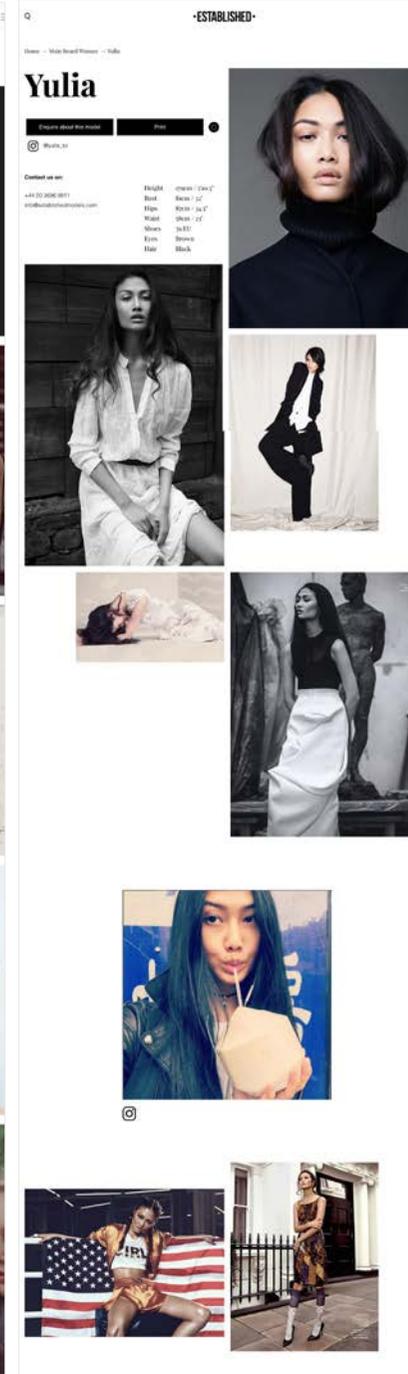
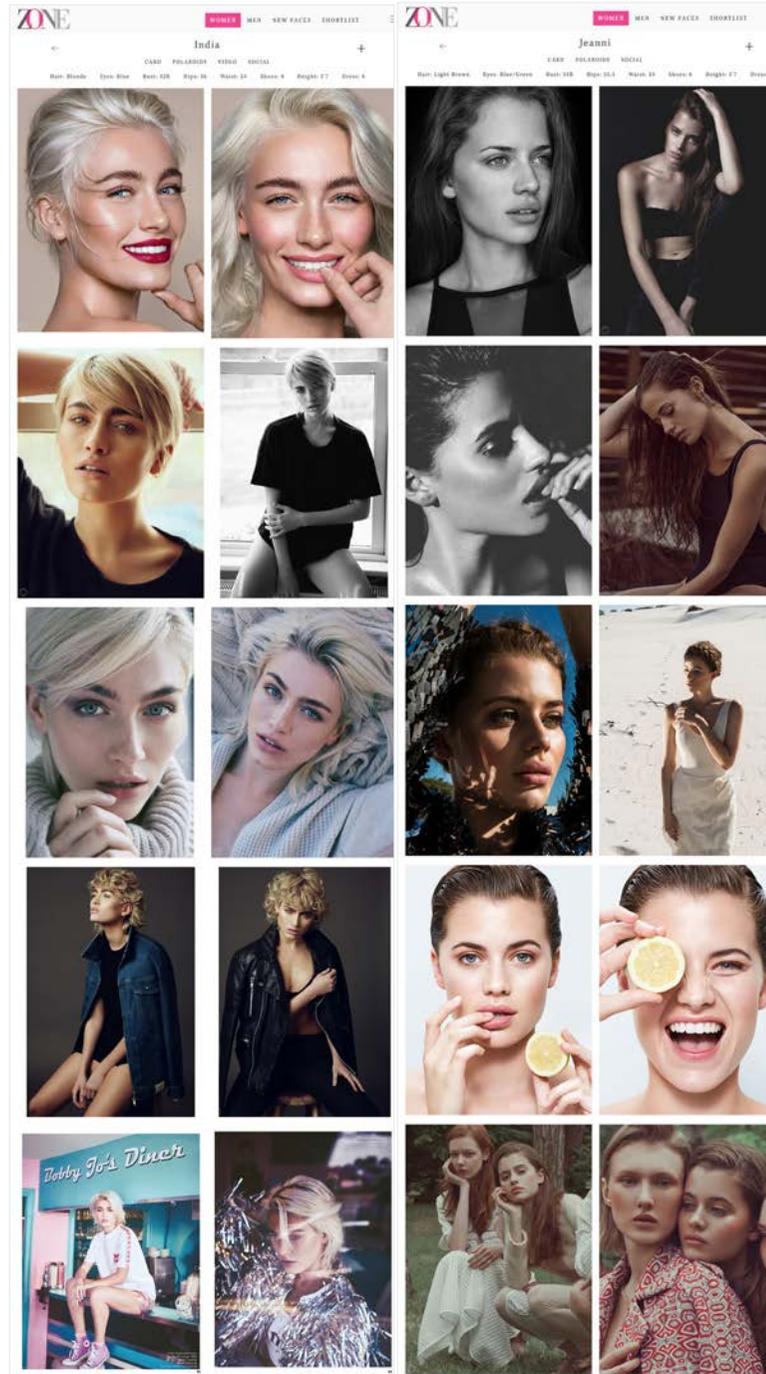
When casting models I always look for great skin, teeth and hair and consider the features in which we will be focussing on to promote the product. For example, if I am looking to promote a lip product the model must have great full lips. To promote a highlighting product the model must have great bone structure.

http://www.zone-models.com/2014/Zoom.aspx?model_id=758

<http://www.zone-models.com/zoom/Jean-ni/1085?browsepage=1085>

<http://establishedmodels.com/model/yulia>

<http://establishedmodels.com/model/chad>



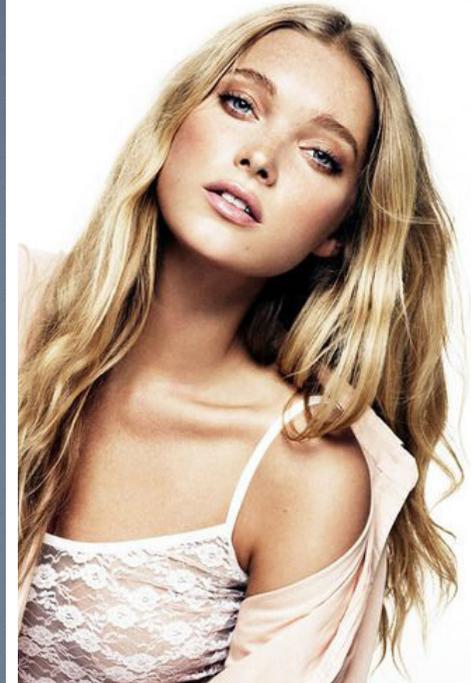
group **POSE**

The main pose should be natural and beautiful with a little edge and ultimately sell the make up being worn. With group shots only small pose adjustments from each model are required between each frame to get that 'killer shot'.



single POSES

Beautiful, strong poses to work the angles of the models face and showcase the product. Expression must be captured in the models eyes to make the image engaging, aspirational and impactful.



NICELY UNDONE

"A pretty colour on the lips really pops when you have a tan, says Harte. I love using Maybelline Color Sensational Rebel Rouge Lipstick in Knocking Home, £6.99, with some of my base on it's outer rim and the edges. I'm just not into being overly done up or sophisticated - I like a bit of rebellion." For a modern matter girl look, Addison poses Harte in a plumped-up pose by tugging her lip with Cosmetics Perfecting Lip Blush, £12, and a smooch of her favourite lipstick. She recommends a helpfully cream blusher like Bobbi Brown Pot Rouge in Chocolate Cherry, £19. "Even if you're wearing heavy eye makeup it doesn't mean you can't wear blusher. Place it on the apples of the cheeks, and the beauty is underneath."
 Heckler, Lohandgrace



product **STILL LIFE**

A slick still life image would also be created to support the palette launch. The image would be used across all touch points including web, point of sale and social media. For this I would use the brilliant still life photographer Dennis Pedersen.

<https://dennispedersen.com/still-life-photographer/beauty/>

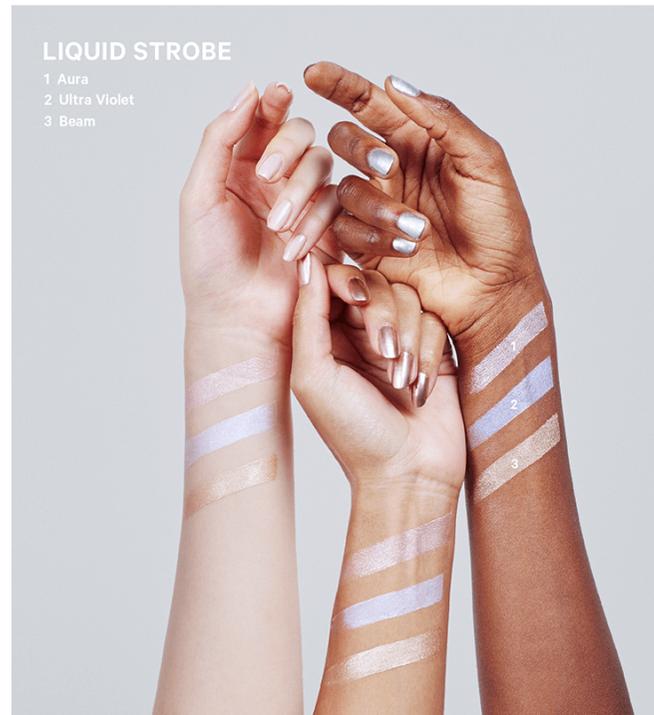


ecommerce ASSETS

The product must be shot and displayed beautifully on the website. Requirements include product, the product on skin and true to colour swatches.

Addressing the issue of the difficulty in purchasing new makeup products online it is important to show the product on a range of skin tones. A 'how to' video is a great tool to introduce the customer to a new product or new ways to use a familiar product.

Customer reviews also help customers to make an informed and confident purchase.



LIQUID STROBE

- 1 Aura
- 2 Ultra Violet
- 3 Beam



website BANNER

FREE STANDARD UK DELIVERY ON ALL ORDERS

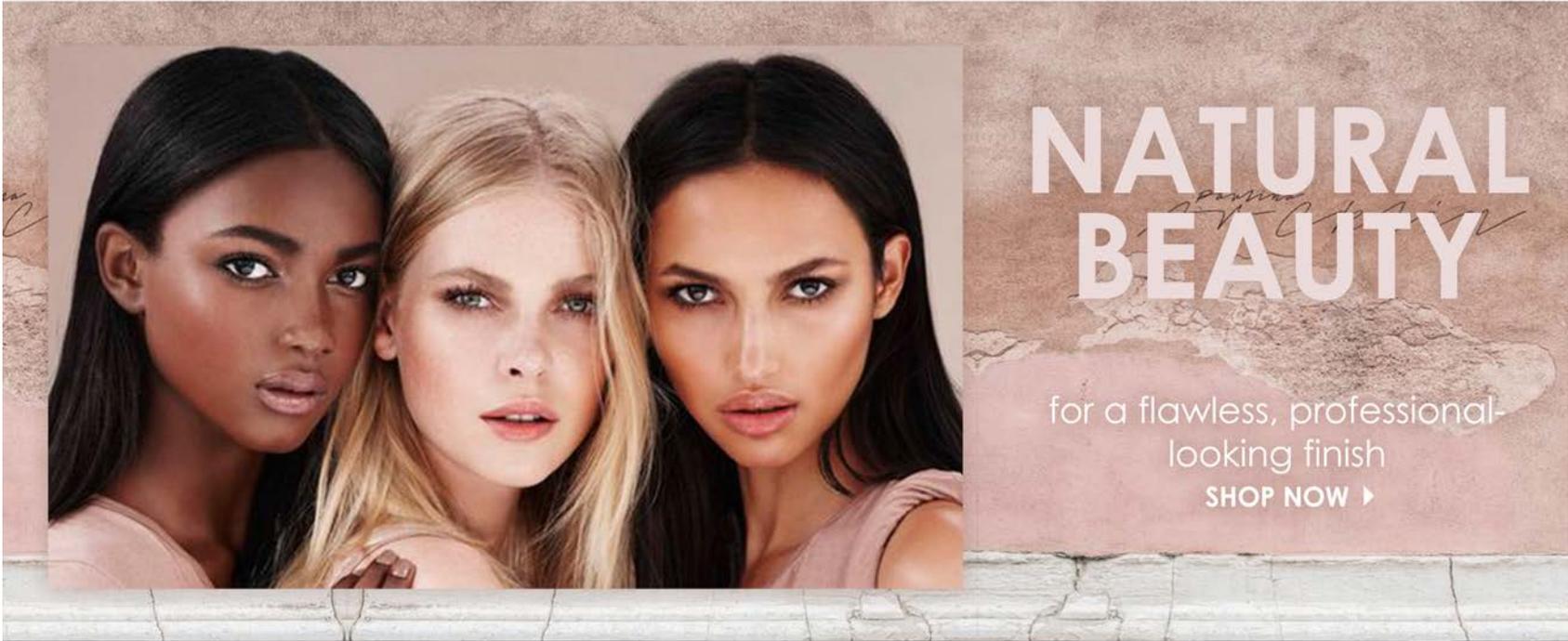
ACCOUNT BAG

Rodial

BEST-SELLERS SKINCARE MAKEUP BODYCARE GIFTS SALE EXPLORE

UK (£) SEARCH

2 COMPLIMENTARY SACHET SAMPLES WITH EVERY ORDER.



NATURAL BEAUTY

for a flawless, professional-looking finish

SHOP NOW ▶

"Rodial Dragon's Blood Eye Masks Are Seriously Good. I Bloody Love Rodial"

-Ellie Goulding



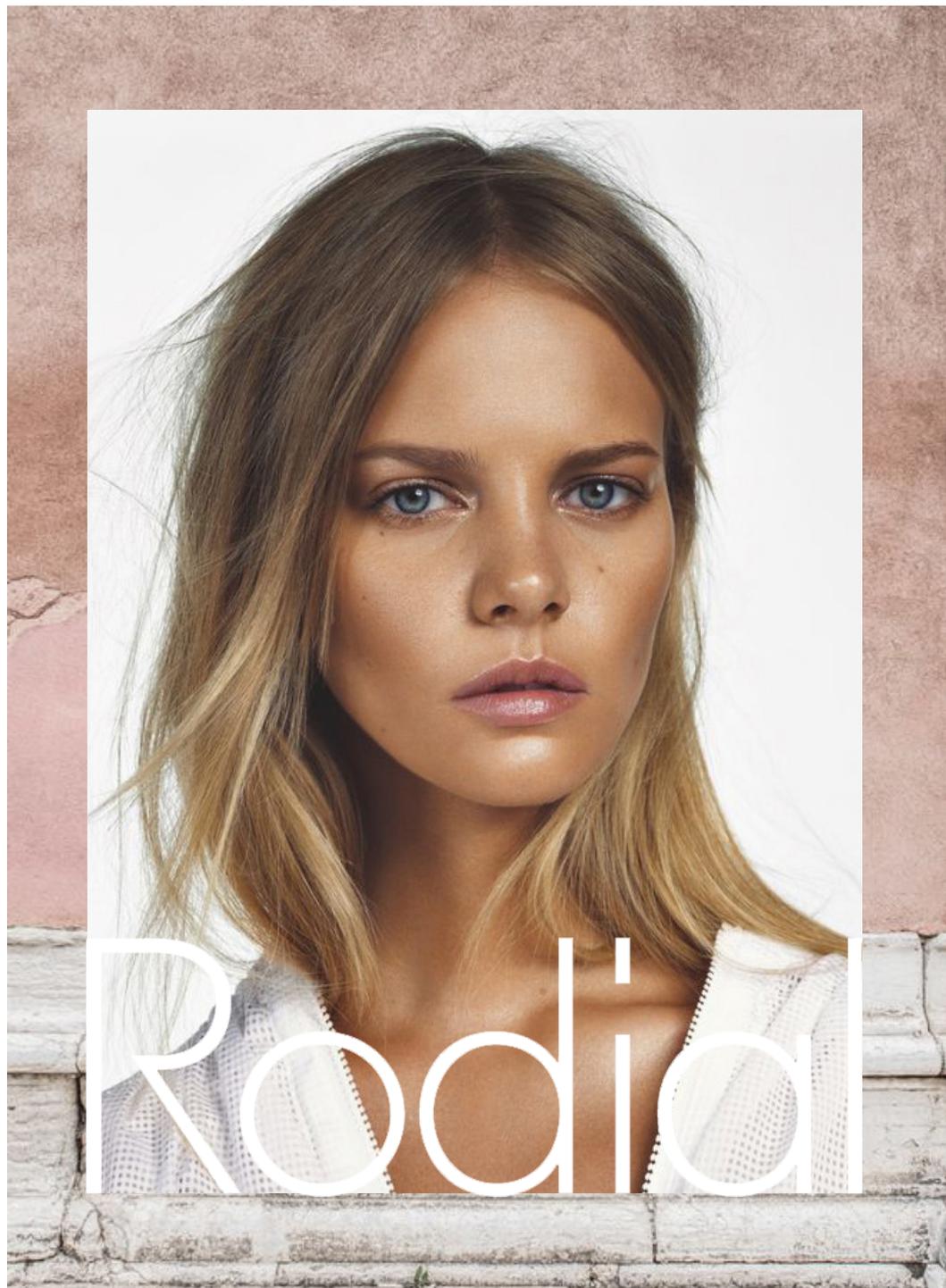
Festive Makeup Collection Gift when you spend £100

Enjoy our complimentary Festive Makeup Collection Gift worth over £68 when you spend £100 or more on your purchase. Filled with our best-selling makeup goodies, this is the perfect "to me, from me" gift to take you through this festive season.

Offer Code: FESTIVE

SHOP NOW ▶

POS **MOCK UP**



launch **TEASE**

A carefully selected group of Make up artist and Skinfluencers would be sent the beautifully packaged rose gold Rodial palette ahead of the launch to receive, review and generate some of the teaser content. Included in this beautiful package would be all the information they need to know about the product e.g. scientifically formulated, product payoff etc. An arrangement would be in place to confirm the kind of content that is to be generated and content schedule as well as a hash-tag to use when posting content on social channels.

The purpose of the tease is to:

Create intrigue and organic conversation among online and offline audiences.

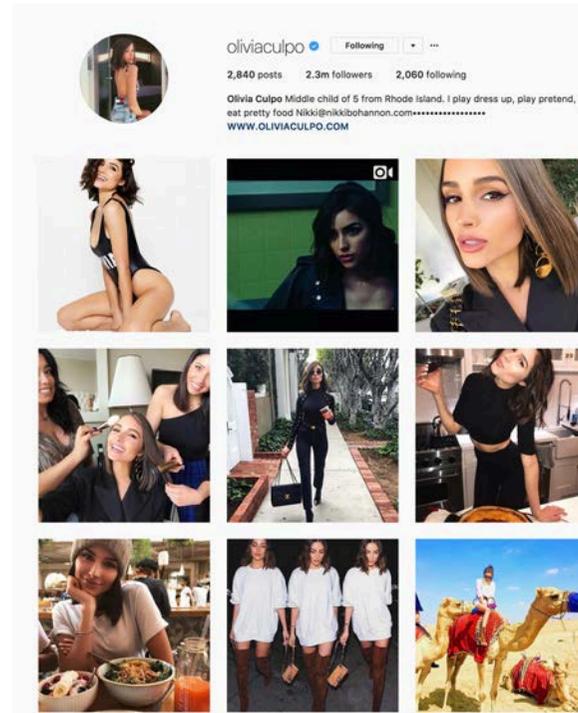
Encouraging new audiences and existing followers to interact with the brand's social channels.

Drive footfall to Rodial retailers.



mua & SKINFLUINCERS

Getting the right mix of people to be the brand ambassadors for the palette launch is essential. The panel should be made up of experienced MUA's/Beauty journalists, aspirational personalities with a mix of ages, colours and genders.

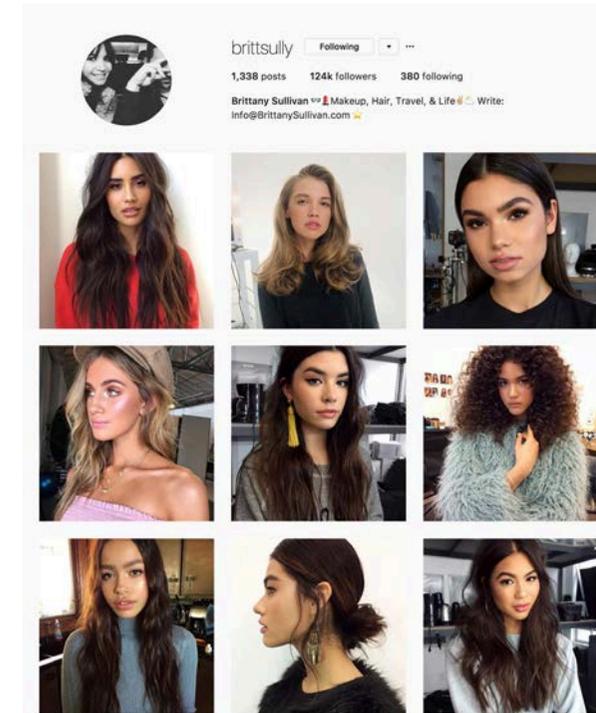


oliviaculpo Following

2,840 posts 2.3m followers 2,060 following

Olivia Culpo Middle child of 5 from Rhode Island. I play dress up, play pretend, & eat pretty food Nikki@nikkibohannon.com WWW.OLIVIAFULPO.COM

A grid of 9 images showing Olivia Culpo in various settings: posing in a black swimsuit, close-up portraits with different makeup looks, and lifestyle photos including a kitchen scene and a camel ride in a desert.

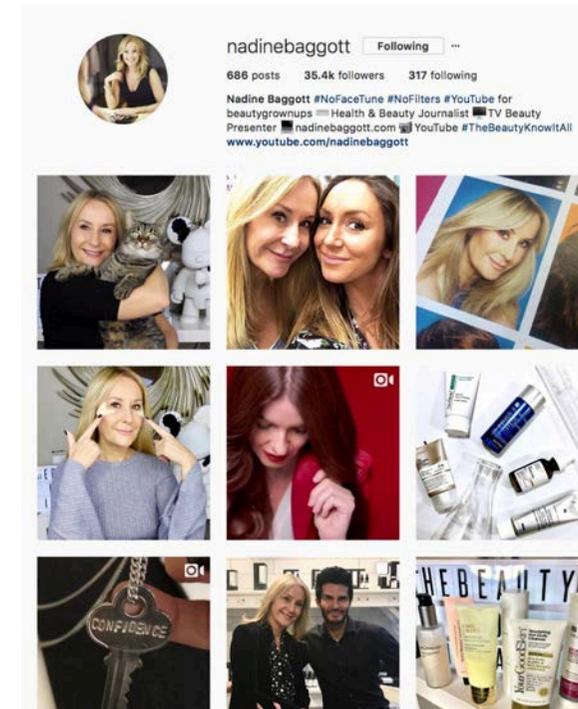


brittysully Following

1,338 posts 124k followers 380 following

Brittany Sullivan Makeup, Hair, Travel, & Life Write: info@BrittanySullivan.com

A grid of 9 images featuring Brittany Sullivan, mostly close-up portraits showcasing various hairstyles and makeup styles.

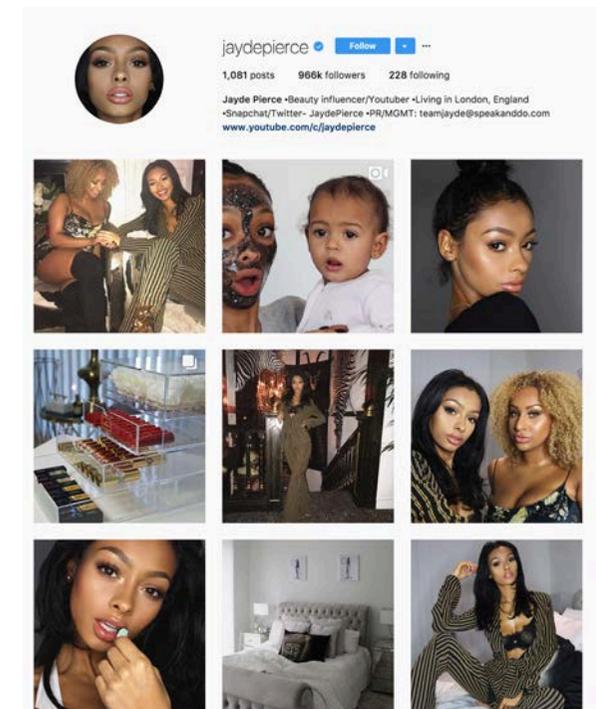


nadinebaggott Following

686 posts 35.4k followers 317 following

Nadine Baggott #NoFaceTune #NoFilters #YouTube for beautygrowups Health & Beauty Journalist TV Beauty Presenter nadinebaggott.com YouTube #TheBeautyKnowItAll www.youtube.com/nadinebaggott

A grid of 9 images featuring Nadine Baggott, including photos with a cat, beauty product reviews, and lifestyle shots.



jaydepierce Follow

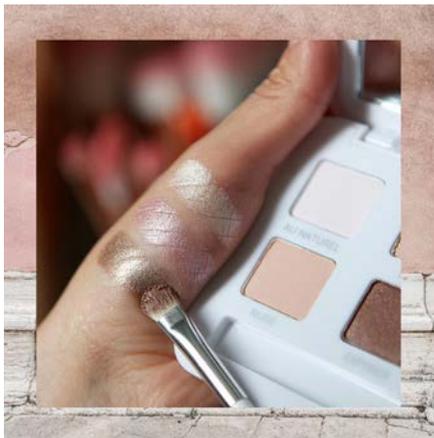
1,081 posts 966k followers 228 following

Jayde Pierce Beauty Influencer/YouTuber -Living in London, England -Snapchat/Twitter- JaydePierce -PR/MGMT: teamjayde@speakanddo.com www.youtube.com/c/jaydepierce

A grid of 9 images featuring Jayde Pierce, including beauty product displays, lifestyle photos, and close-up portraits.

social ASSETS

Branded social assets would be staggered across the palette launch cycle.



Instagram

Search



rodialbeauty

Follow



2,354 posts

92.8k followers

309 following

Rodial Official Rodial account. Sculpting faces with luxury makeup & skincare.
#Rodial to be featured. Follow our founder @mrsrodial.
goo.gl/rqA7hh



final **SUMMARY**

A beautifully modern, diverse and inclusive campaign oozing confidence with just the right amount of grit.

