



SUMMER 2022 CAMPAIGN

CASE STUDY

OBJECTIVES

- *Creating a 360-degree campaign that runs across digital, social, and in-stores.*
- *Building an immersive, interactive, and emotional experience for customers of all ages.*
- *Creating visual content that Millennials and Gen Z can relate to, re-post and re-share on their Socials.*
- *Creating visual content that is relevant to the season's beauty trends.*
- *Pushing Skincare and WOW product range to the forefront, while highlighting other brands and summer products.*
- *Building a hype on Socials for the campaign by collaborating with renowned faces in the Middle East, and releasing it in "drop" and "reveal" stages.*

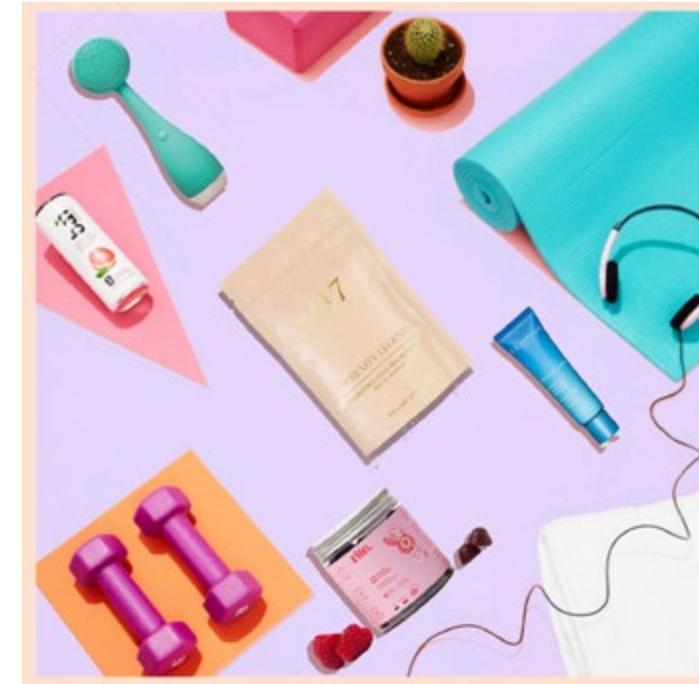


The JETSETTER

She's all about globetrotting, taking Instagram reels and selfies by exotic beaches.

The GLAM-TREPRENEUR

Owns a beauty line and a YouTube channel for makeup tutorials.

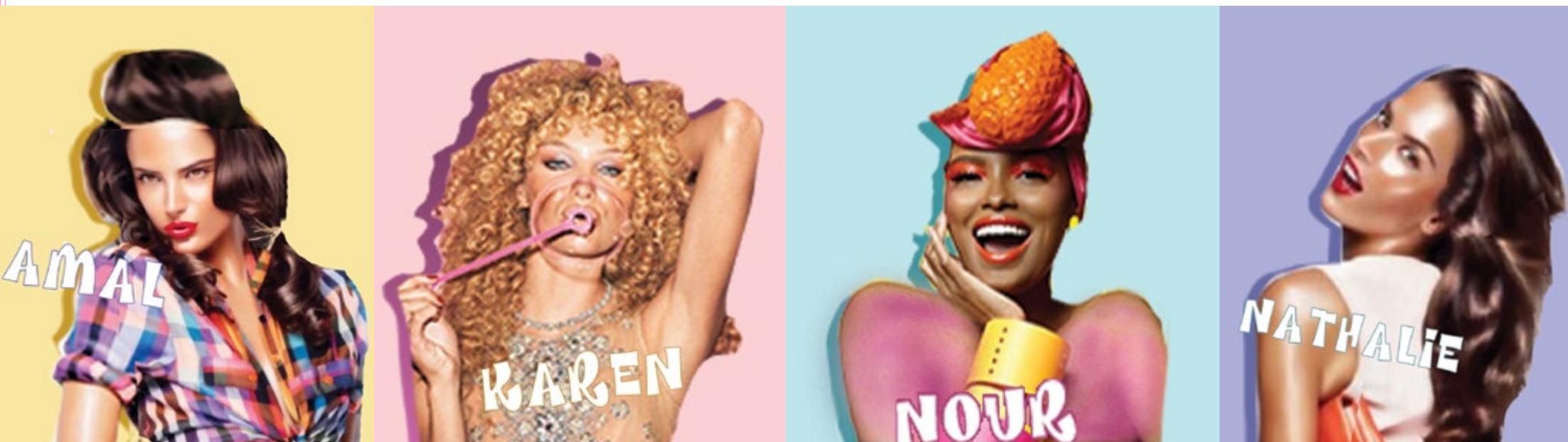


The MOMFLUENCER

She's constantly juggling between her kids and her TikTok.



Matching each summer composition with a real life persona: a powerhouse Influencer, a Youtuber, a TikToker, a Celebrity ...



*These 4 faces will be the stars of our new campaign. Each introduced with her own style and color, and each promoting different **FACES** products that we feel could match her brand.*

*Together they will look like a girl band from the 2000s, going on a tour: The **FACES Summer'22 Tour***

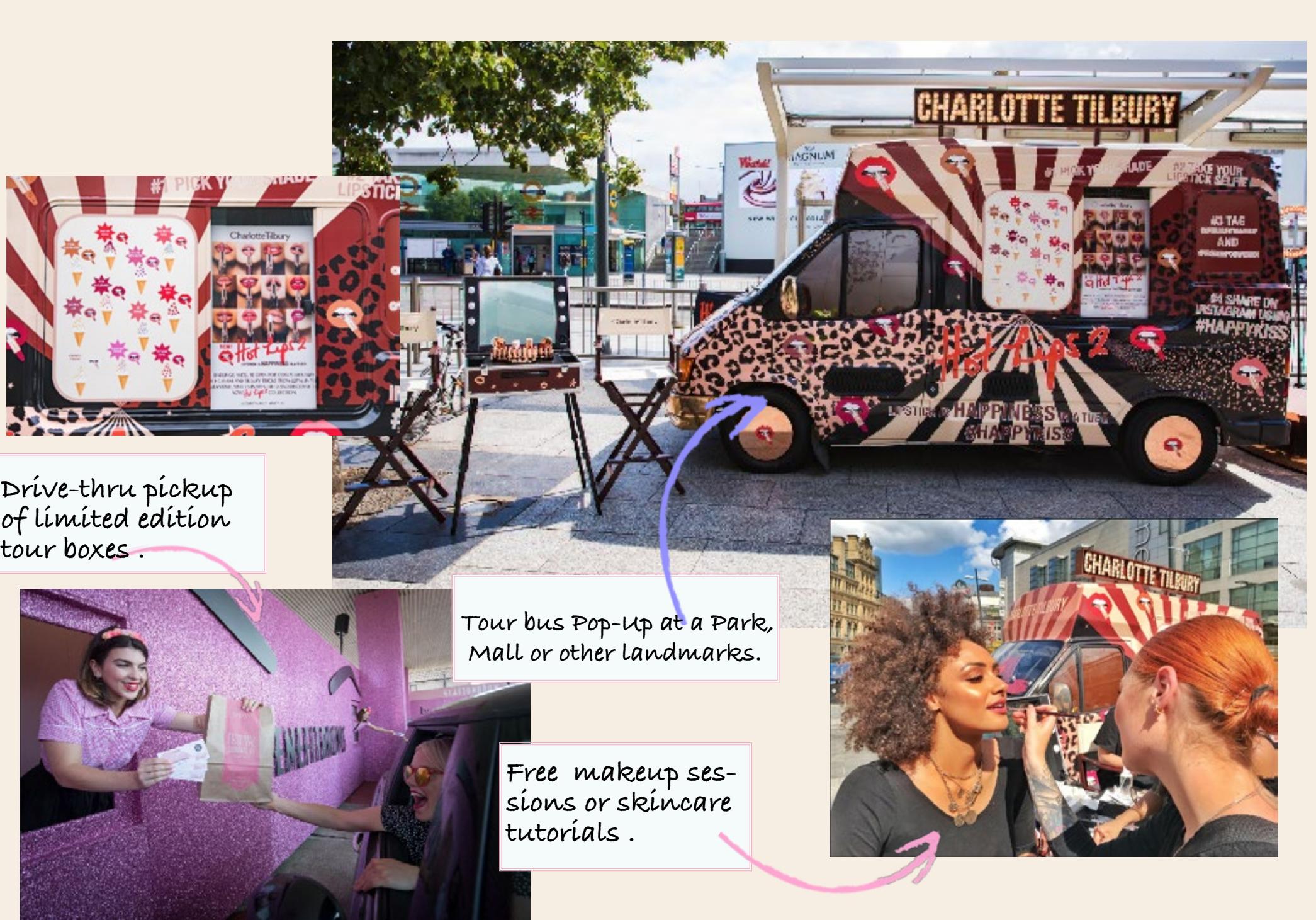
FACES
Summer Tour
2022

#FACESSUMMERTOUR



- van Wrap Advertising
- Tour Dates for Meet and Greet
- Tour Tickets
- In-Store Photo Booths
- Instagram/ Snapchat Filter
- TikTok Competition
- Mystery Box/ Swag Bag





IN-STORE POS and PHOTO BOOTH



Each locker belongs to a different influencer, featuring a range of FACES products of their selection and recommendation inside.



Decorated with photos from the campaign and stickers in true Y2K high school fashion .

These lockers will be the photo-booth, providing a selfie op for shoppers Insta .

MYSTERY BOX includes:

- Limited Edition Palette from WOW
- Band T-Shirt (signed by the 4 influencers)
- WOW Faux Lashes
- Pins
- FACES makeup headband
- etc. ...



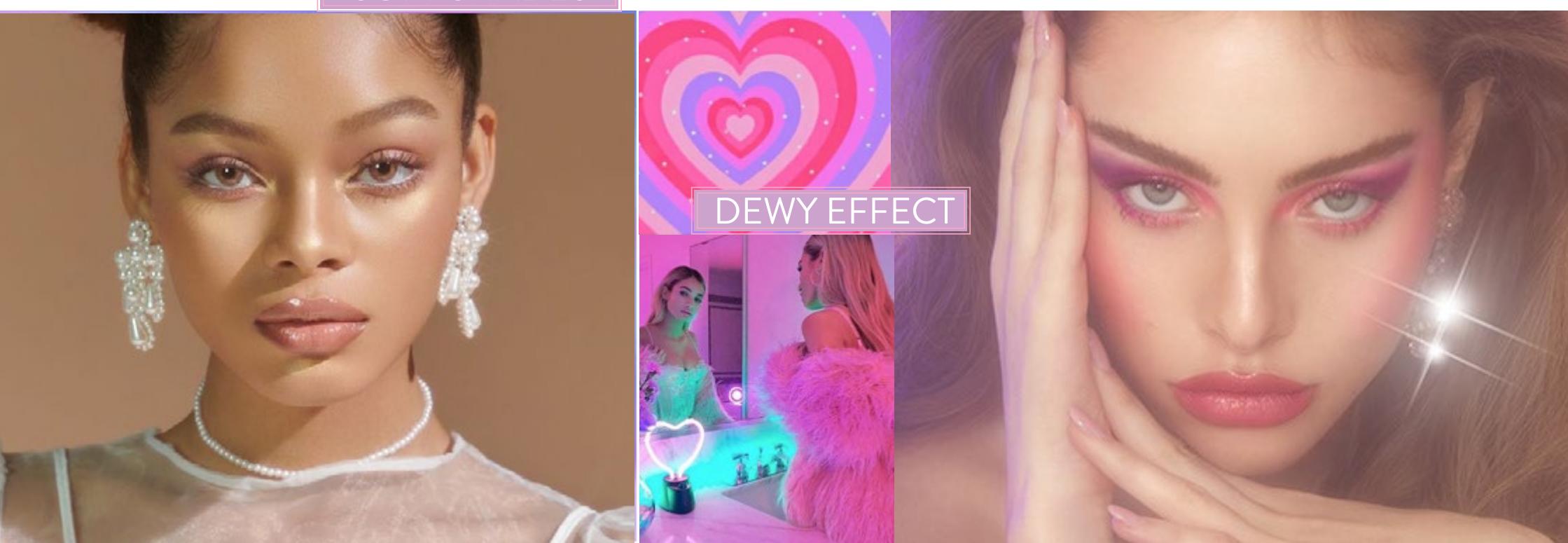
MAKEUP & STYLING



Y2K VIBES

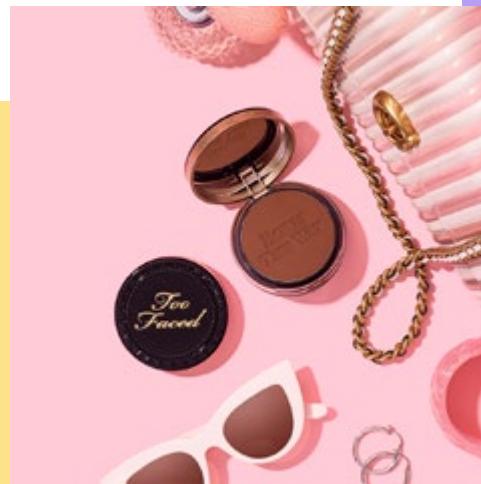
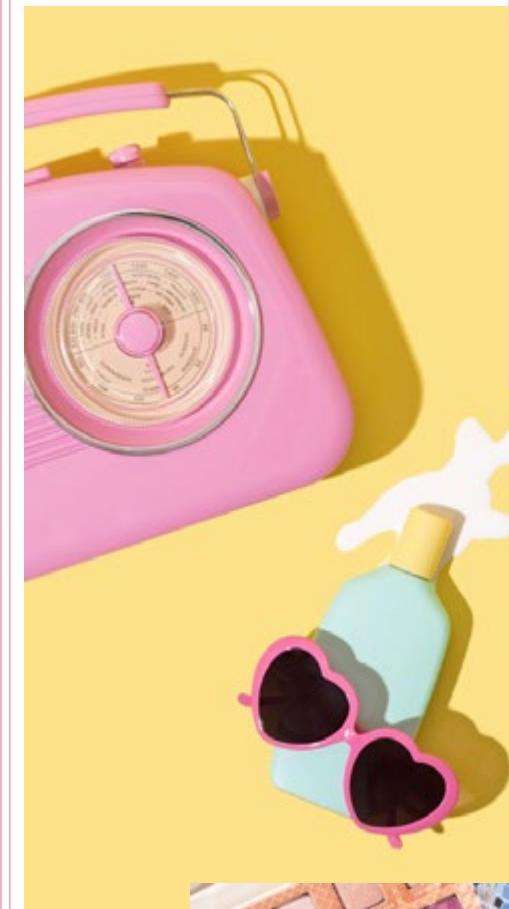


SOFT SHADES

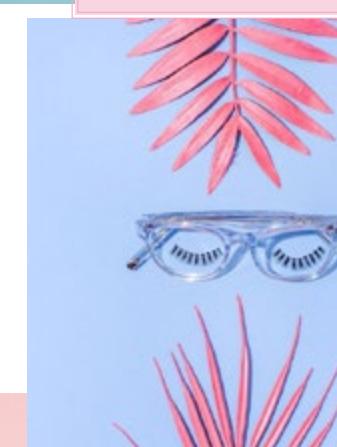
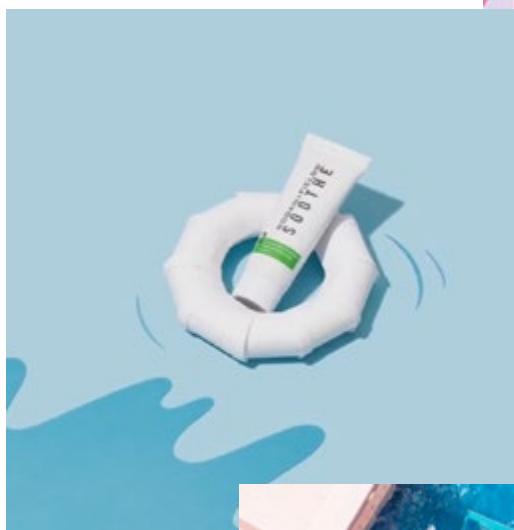


DEWY EFFECT

CONTENT

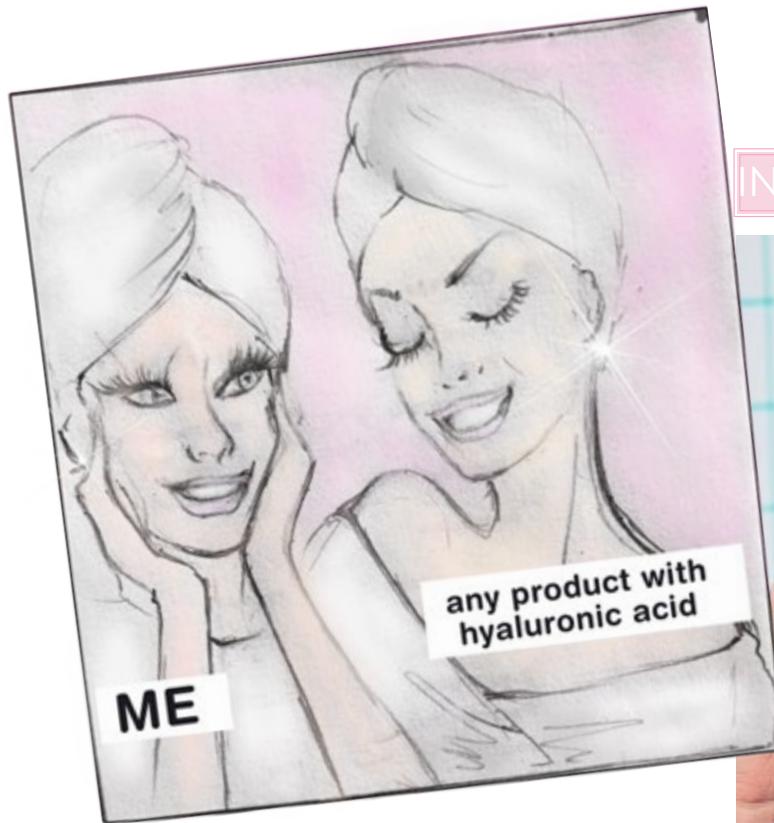


MINIMALIST



SUMMER COMPOSITIONS





IN A RELATIONSHIP ...with her PRODUCTS



MEME STYLE



TWINNING



GIRLS R&R NIGHT

