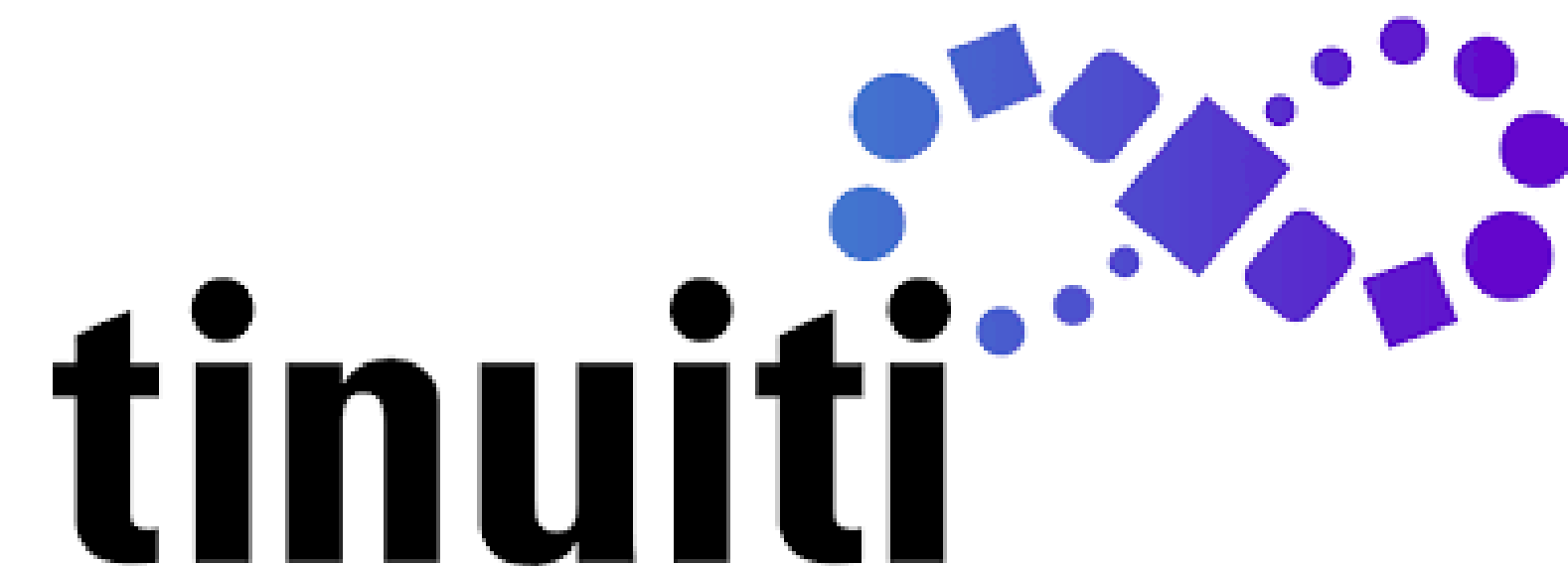


destin briant

MAY 2022 TEST PROJECT

COMPREHENSIVE AD CAMPAIGN



VEGAMOUR

SUMMARY

A comprehensive campaign concept for a skincare or beauty brand of my choosing. My “client” is **Vegamour**. Per instructions, the core branding has been retained with the assumption that Vegamour has come to me for an aesthetic refresh and would like to see my vision for a conceptual campaign across 2 channels; email and social.

CONCEPT

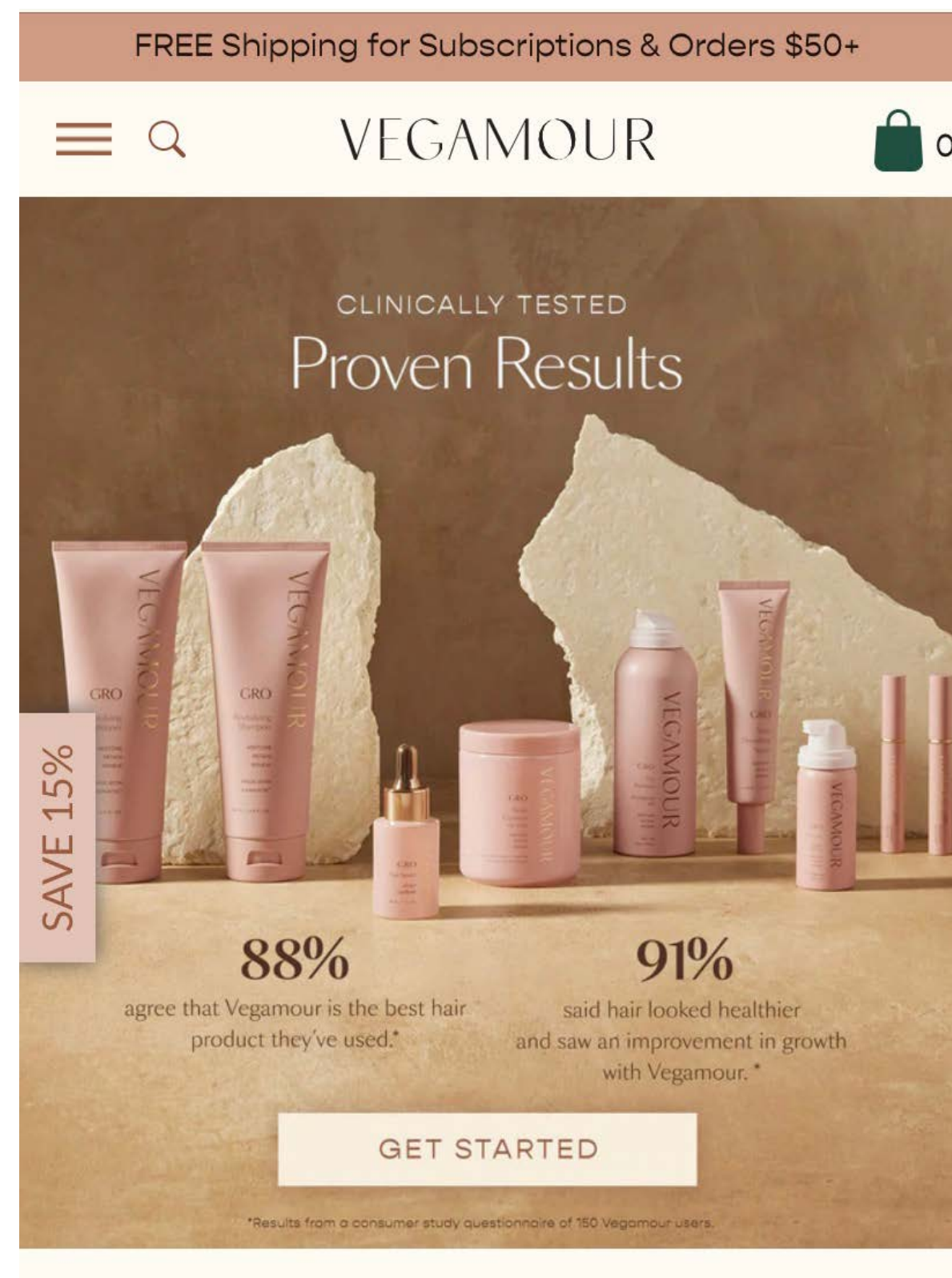
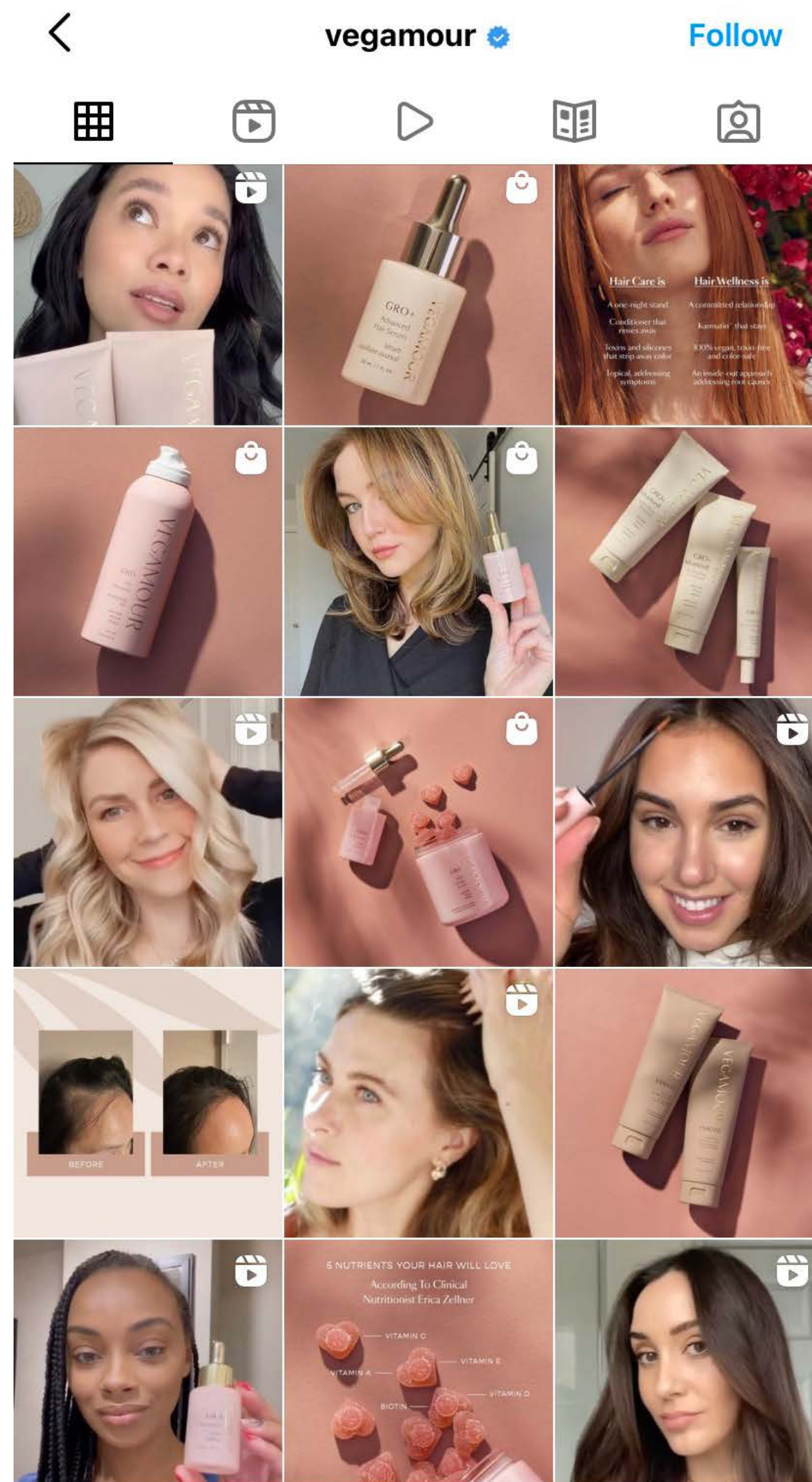
Vegamour is a popular haircare, skincare, and beauty brand whose core principle is their commitment to **sustainably harvested, plant-based ingredients** for **safe & healthy formulas**. I was introduced to Vegamour by a close friend who was experiencing hair thinning at the time. She has seen noticeable re-growth, which led me to trust Vegamour.

I am now in my late 20’s and have begun to notice hairline recession myself. Numerous other male friends of mine are also experiencing thinning or recession. Upon further investigation of Vegamour, my first impression was that the branding was **quite feminine**; blush pink & beige, all female models, and typeface choices similar to Revlon or Covergirl. Both males and females can certainly use these products. I believe there is a **missed opportunity** for Vegamour to target **potential male consumers** because of some of their current branding choices.

I created this campaign to **target millennial male consumers** (such as myself) who are beginning to see visible signs of aging. Consumers who view themselves as too young for Rogaine or drugstore brands. Consumers who have had adverse side effects from online-pharmacy finasteride. Consumers who grew up experiencing climate change and would prefer sustainably-sourced products.

I’ve retained Vegamour’s overall elegance for this concept, their use of monochromatic palettes, and lush-feeling images of plants that evoke their all-natural vegan formulas. My aesthetic changes include a **green color scheme**, use of a **bold geometric sans-serif**, and the featuring of a **male model** for the email campaign.

EXISTING CREATIVE

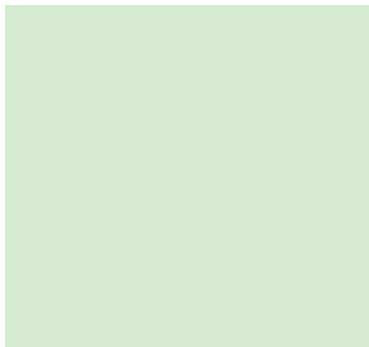


NEW CREATIVE

TYPEFACES

Vanitas Bold
Futura Demi Oblique
Futura Heavy
Futura Medium
Open Sans

COLORS



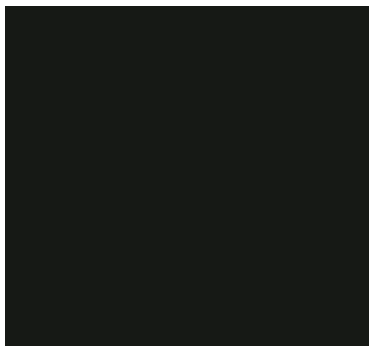
Lichen
#D7EBD2



Jade
#79A46E



Cedar
#22382A



Black Olive
#151814

MOOD



E-MAIL

INTRODUCING...
VEGAMOUR **FOR MEN**



ENJOY THICKER, FULLER HAIR

SHOP NOW



30% DISCOUNT
CODE:
576ABCD #
Exp.6/1/22



SAW PALMETTO
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna



COLLAGEN
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incididunt ut labore et dolore magna



ASHWAGANDHA
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna

SHOP NOW FOR 30% OFF!

★★★★★
"Amazing! Saw results in under 1 month.
My recession as started to go away. So
very pleased!"
-Juan B.

★★★★★
"I swear my hair has twice the thickness
than just a few months ago when I
started."
-Alex J.

★★★★★
"I started losing my hair in my mid 20's. I
am 33 now and have been using this for
3 months and looks like I am 22 again."
-Justin C.

MEN'S PROUDCTS YOU MAY ALSO LIKE



CREAM
SHOP NOW



SHAMPOO
SHOP NOW



LOTION
SHOP NOW

FOLLOW VEGAMOUR FOR MORE DEALS & PROMOTIONS



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VEGAMOUR **FOR MEN**



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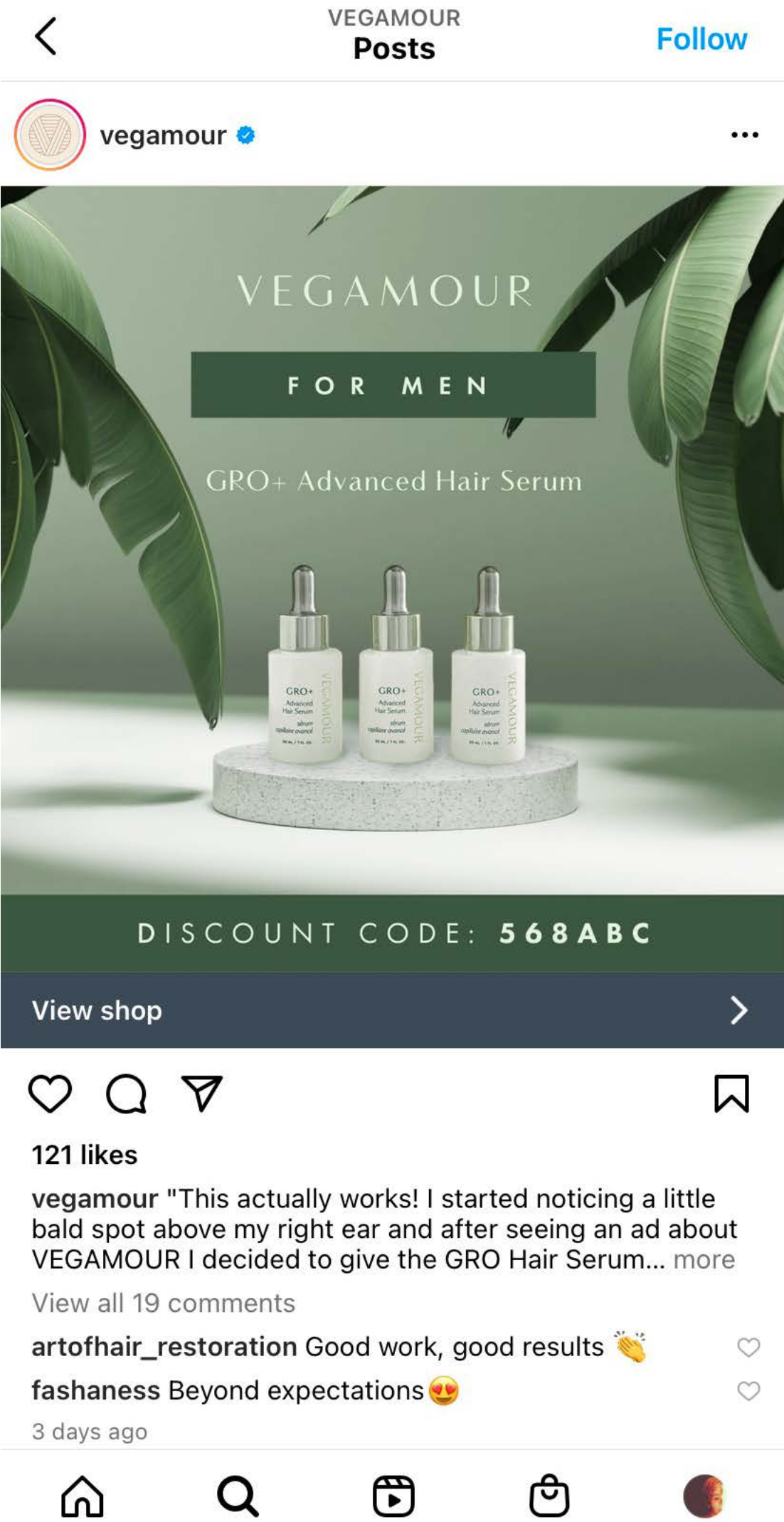
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