

Creative Brief

Brand: Softlips

Project: Campaign Creative Concepts

Date: 4/06/15

Brand Idea: With its innovative packaging plus 5-in1 formula, Softlips is an effective lip balm with style
Tone: Feminine, contemporary

What is the business problem/opportunity?	Softlips Cube is the newest lip balm product in a line that has been around for decades. With less than 2% market share, the brand is counting upon Cube to help increase consumer awareness, secure/maintain distribution, and increase sales at the shelf. GOAL: Grow to 2.5% market share		
What is the role of communications?	The Softlips Cube campaign will be used to continue to build awareness of the product with the target audience. Compelling creative will be used to reinforce the product's two points of differentiation: 5-in1 formula and stylish form factor. These reasons to believe will drive the consumer to make purchases in the F/D/M channel, with particular emphasis on Walmart, Target and Drug retailers.		
Who is the target?	The core target audience is the female, 16-24, who is currently using a "cosmetic" balm such as eos or Maybelline Baby Lips.		
What do they think/feel/do now?	My lips are important to the way that I look. I want them to appear healthy and hydrated, not chapped and dry. I prefer the newer brands such as eos and Baby Lips to old ones such as Chapstick and Blistex. The new formulas work better and don't feel waxy or like medicine. They come in great flavors and they look cool, too.		
What do we want them to think/feel/do?	I love Softlips Cube because it is effective <u>and</u> stylish. I feel a difference from the moment it glides on. The 5-in1 formula does everything that I need a lip balm to do: hydrate, replenish, smooth, protect, and even add a bit of shine. It comes in a perfect little attention-grabbing package. Plus, it's easy to find in my bag, too.		
What is the single message we want to communicate?	Softlips Cube is the stylish lip balm that works.		
Why can we communicate that?	<ul style="list-style-type: none"> ○ 5-in-1 lip perfecting technology ○ Innovative form factor ○ Glass-like cube adds premium appeal 		
What is the context change?	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> From: <ul style="list-style-type: none"> - I remember that Softlips comes in the skinny stick - I used to love the flavors that Softlips came in - I'm hesitant to switch from eos - What I'm using now isn't effective enough </td> <td style="width: 50%; vertical-align: top;"> To: <ul style="list-style-type: none"> - Softlips Cube uses an innovative new formula in a domed balm that's easy to apply - Softlips comes in four delicious flavors, with Limited Edition flavors offered at key times - Softlips Cube glides on better than other balms and offers more benefits than any other lip balm on the market - Softlips Cube offers 5-in1 lip perfecting technology </td> </tr> </table>	From: <ul style="list-style-type: none"> - I remember that Softlips comes in the skinny stick - I used to love the flavors that Softlips came in - I'm hesitant to switch from eos - What I'm using now isn't effective enough 	To: <ul style="list-style-type: none"> - Softlips Cube uses an innovative new formula in a domed balm that's easy to apply - Softlips comes in four delicious flavors, with Limited Edition flavors offered at key times - Softlips Cube glides on better than other balms and offers more benefits than any other lip balm on the market - Softlips Cube offers 5-in1 lip perfecting technology
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Communication Hierarchy	<ol style="list-style-type: none"> 1. Softlips Cube offers 5-in-1 lip perfecting technology 2. Softlips Cube comes in a stylish package 3. You'll look and feel stylish when you use Softlips Cube
Mandatories/Considerations	<ul style="list-style-type: none"> ○ Feature Cube packaging ○ Emphasis on 5-in1 ○ Softlips.com ○ Social media icons where appropriate ○ iBotta icon where appropriate ○ Store logos where appropriate and targeting allows
Creative Deliverables	<ul style="list-style-type: none"> ○ Spring 2015 <ul style="list-style-type: none"> ○ Digital banners ○ Animated videos ○ Editorial style content for native placements such as gloss.com ○ Social media posts and graphics ○ Cough/Cold <ul style="list-style-type: none"> ○ :15 TV spot for DRTV schedule ○ :15 and :30 radio spots for digital delivery ○ Digital banners ○ Social media posts and graphics
Timing	<p>Project timelines to be provided.</p> <ul style="list-style-type: none"> ○ Spring campaign to run in two waves with pulsed media schedule <ul style="list-style-type: none"> ○ Wave 1- Spring Summer (5 weeks) <ul style="list-style-type: none"> ▪ Creative due week of April 20 ▪ Placement April 27 – May 25 ○ Wave 2 – BTS/Hello Kitty (9 weeks, 8 weeks running) <ul style="list-style-type: none"> ▪ Creative (BTS/Hello Kitty) due week of June 29 ▪ Placement mid-July – Labor Day ○ Cough/Cold campaign to run October – January <ul style="list-style-type: none"> ○ Dates TBD