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Advertising problem

- Advertisement medium have low audience reach
- Advertisement concepts do not induce buying desire

“I think we need to see more M.A.C advertisements in general...” – Prema Jahan



“I don’t see any commercial. I occasionally see Bobby Brown but I don’t see any commercial of M.A.C.” - Myeongseon Lee

“The first one was freaky and a little bit scary. I like that the second one focuses on diversity but it does not motivate me to buy.”- Komal Siddiqui



Recommended Advertising Strategy

- Increase brand exposure
 - Consumer Product Knowledge
- Emphasize on M.A.C's Point of Difference
 - Choose M.A.C instead of other cosmetic brands
- Strengthen brand's diversity brand image
 - All Ages, All Races, All Genders



“...need M.A.C. advertisements specifically on people of different color, more products, M.A.C’s impact on our skin and beauty, why M.A.C is better, and people’s opinion about M.A.C products.” – Prema Jahan

Slogan Reveal- 2nd Runner Up



**"Not everyone
sees
themselves as
an artist."
-Precious**

**For The
Artist In
You**



**"Artist can be
interpreted in
many different
ways so I don't
really care for
the slogan."**

-Karen

Slogan Reveal- 1st Runner Up

Enhance
The Beauty
Within


"The slogan is so general, it could be used for any cosmetics brand."

-Jacqueline


"I've heard enhance your beauty so many times, even in shampoo commercials, it's just so basic." -Gail

"Enhance the beauty within is a bit cliché."

-Tenisha



I feel pretty!



Zarina Irshad

Our Winning Slogan!

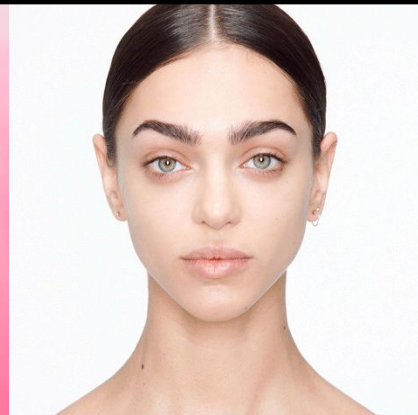
"It's catchy and makes me feel like I can use the makeup to enhance what I already have."

-Sadia

**M.A.Cnify Your True Self.
Whenever, Wherever.**

"I like it a ton, it's a great play on words and it's something that could stick with people like the Geico or Nike slogan does." -Zay

"Clever. Know the brand immediately because it says M.A.Cnify. Also, reminds you that you can take it wherever you go, seems like it should be easy to carry and stands out more." -Tasnuba



"I find it really creative and I like the idea of magnifying our beauty using their brand." -Mariana

Zarina Irshad

Advertising Consumer Insight #1

- People want to use a cosmetic product that caters to them, their specific skin tone. They don't want to feel alienated.



D.I.V.E.R.S.I.T.Y



"I look for things that suit my skin color...as a woman of color many brands don't have anything for me." - Wilness

Advertising Consumer Insight #2

- Many of M.A.C's current advertisement's have been said to be very intimidating. People want to spend money when they feel welcomed.



E.N.C.O.U.R.A.G.I.N.G



“I thought it was a spoof or something, but are they for real?...They're doing too much, and the concept isn't cute”-Annabell

Christian

Primary Target Audience

Expressive:

I'm not afraid to speak my mind.



Go-getter:

Once I set a goal, I abide by it. No one can get in the way of my ambitions.



Trendsetter:

I like to keep up with the current trends and incorporate my own style.



Independent:

I tend to take charge of my own decisions. I'm focused and like to take initiative.

All Ages, All Races, All Genders

Secondary Target Audience

I love when my favorite celebrities collaborate with makeup brands



I enjoy watching makeup tutorial videos on YouTube

I always want to look presentable



I love experimenting with makeup and coming up with different looks

I get excited when new makeup gets released



I keep up with the latest trends by using social media/influencers

Young women
Ages: 19-27

Consumer Media Habits

Social media/Web:



Television/Radio:



Wendy Camacho

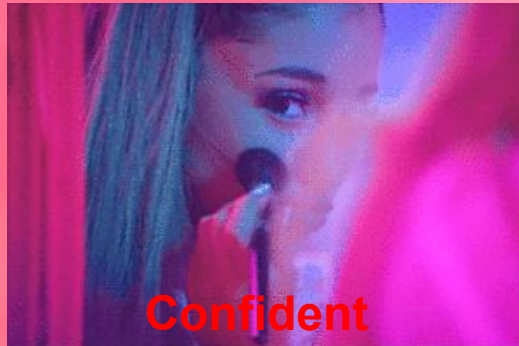
Point of Difference

1. Eco-friendly recycle program
 - ★ Free lipgloss, eyeshadow, or lipstick with 6 empty containers
2. Makeup artists qualify for 40% discount
3. Launches social funds to give back
 - ★ M.A.C. Kids Helping Kids
 - ★ M.A.C. AIDS Fund
 - ★ M.A.C Viva Glam



Josephine Mobley & Ruksana S.

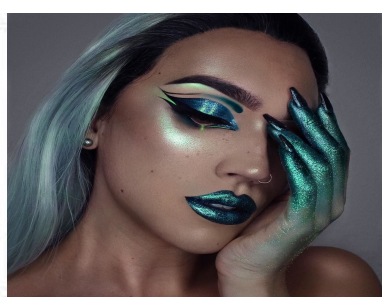
Tonality/Personality



Josephine Mobley

Print Advertisement 1

- (Headline)
- (body) For all ages, for all races,
- (slogan) M.A.C.nify Your True Self. Whenever, Wherever.
- Pictures of multiple people (male and female).



Do You Look How You Want to Look?

MAC allows you to achieve any look you desire.
We are for All Ages. For All Races. For All Genders.



“M.A.Cnify Your True Self. Whenever, Wherever.”

Print Advertisement 2

- (Headline) Missing the perfect touch for your perfect look?
- Focusing on Viva La Glam.
- Body copy referencing how they send money to the AIDS Foundation
- Slogan M.A.C.nify Your True Self. Whenever, Wherever.

Missing the perfect touch for your perfect look?

100 percent of
the **proceeds** of every **VIVA
GLAM** product going directly
to men, women and children
affected by HIV/AIDS



M.A.C.nify Your True
Self.
Whenever, Wherever.

M.A.C

Viva glam

Finding the missing touch for your perfect look?

Here your match awaits!

100% of the **proceeds** of every **VIVA GLAM**
product going directly to men, women and
children affected by HIV/AIDS!

M.A.Cnify Your True Self.
Whenever, Wherever.



COMMERCIAL STORYBOARD

- 0:00-0:05



Alarm rings, woman wakes up not in the best mood. She throws on a simple outfit, some generic lipstick and leaves her house.

COMMERCIAL STORYBOARD

- 0:06-0:10



Everything is going wrong and her lipstick can't seem to stay on. Feeling defeated, she passes by her local M.A.C store and pops in.

COMMERCIAL STORYBOARD

- 0:11-0:15



She walks into the store in hopes to find new lipstick in hopes of turning her day around when she discovers the new Viva Glam lipstick and applies it.

COMMERCIAL STORYBOARD

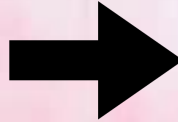
- 0:16-0:20



Immediately her luck and day completely turn around. She begins to get compliments for not only her lipstick but her look as well.

COMMERCIAL STORYBOARD

- 0:21-0:25



As she enjoys her day she encounters another women in the bathroom looking for lipstick of her own when she offers her lipstick and delivers the line “M.A.C.nify Yourself”

COMMERCIAL STORYBOARD

- 0:28-0:30



The other women smiles back while the visual turns to black and the slogan followed by the logo appears in center of the screen.

Closing Summary

- Target: Reaching a younger target
- Campaign: Emphasizing that MAC is a “go to brand”
- Promotional: More use of social media to increase brand and product awareness
 - Holiday/ Event Contests



Ruksana S.

Sponsorship

- Objective: Increase brand awareness by affiliating with TV shows/events
 - Say Yes To the Dress- inform viewers MAC does wedding makeup
 - Beauty Pageants- affiliation will awareness through multiple countries



Promotion strategy

- Sign up for membership for birthday coupon code
- MAC Snapchat filter
- Valentine's Day Event
 - Book an appointment
 - Post on social media (use #M.A.C.LOVE)
 - Win 2 tickets to Maldives



COMMERCIAL STORYBOARD

- 0:06-0:11



(Scene change) Women in coffee shop buying coffee. Goes to the bathroom only to see her lipstick has faded. Annoyed, she fishes for her lipstick, only to realize she left it at home.

Kevin Galban

COMMERCIAL STORYBOARD

- 0:11-0:14

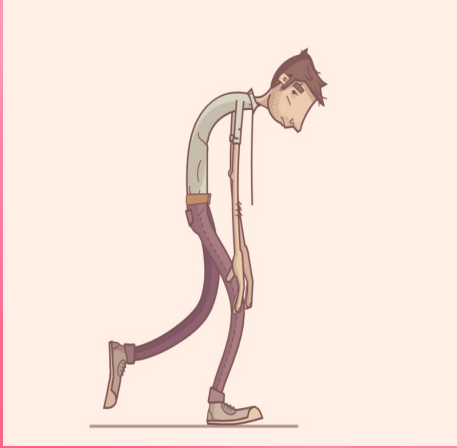


As soon as she leaves the bathroom, her order is called. Still in a foul mood, she grabs the coffee and leaves the shop. Not paying attention, she bumps into a woman and spills some coffee on her own shirt.

Kevin Galban

COMMERCIAL STORYBOARD

- 0:14-0:19



Walking around defeated, she passes by a M.A.C store.
She decides to pop in. (Bkgd: diverse array of people in store (all races, all ages, all gender))
Amazed at the wide array of lipstick and chooses one.

Kevin Galban

COMMERCIAL STORYBOARD

- 0:19-0:21



(Quick screen pan) M.A.C lipstick in hand, she checks if it smears. To her delight, it doesn't smear.

COMMERCIAL STORYBOARD

- 0:21-0:23



(Quick screen pan) She's at work. She's at her best and everyone she is working with is smiling. She pops into the bathroom.

COMMERCIAL STORYBOARD

- 0:23-0:28



See another woman fussing over her lipstick (Another race). She offers her M.A.C lipstick. The woman looks at it and takes it with a look of gratitude on her face.

Kevin Galban