

Book Title

THE UNIVERSITY OF CHICAGO

ADVERTISING

! Gender fluid brand.

- MAC - artists are not commissioned sales-people, so customers do not feel pressure to buy products. * Average amount spent in store is \$45.

- Free samples to make up artists. - Free samples for bloggers reviews = keeping the word of mouth going
→ Pay Per Click ads.
→ Celebrity endorsement

* brand of Este Lauder
* founded in 1984 by Frank Toskan
* make up artist quality cosmetics
* more than 100 shades for eyes, lips, face.

Originally marketed to people in the high fashion industry
Created a big promotion by giving free samples to the artists for free of mouth.
That strategy is based on the word of mouth.
The quality and durability of Mac has given company the recognition in the celebrity world.

Competition:

- 1. Nars
 - 2. Urban Decay
 - 3. Maybeline.
- { 1+2 = more expensive but comparable to MAC.

3. Maybeline is a drug store make up but has an outstanding quality // NARS + UD → target millennials & Gen 2e who want to spend money on make up.

What is MAC?

1A = 233 MALE CONDOMES
23 FEMALE CONDOMES

\$202 million new 6 shades of

VIVA Glam

To support men, woman, children living with and affected by HIV throughout the world
1st colour was red, as a symbolize the fight against AIDS/HIV through out the world.
100% of selling price of M.A.C's Viva glam goes to people of all genders to stop living with AIDS.

1994 - first cosmetics brand to bring a charity for AIDS
PURPOSE: To provide MAC with an advertising campaign for the year 2012 that will promote their AIDS fund & Viva Glam lipstick
PROBLEM: Not many countries are aware of V.G & MAC AIDS Fund.

Brand Personality Analysis

* creating + offering high quality products.
* Brand uses bold colours + intense pigments → inspire a confident & fearless look
* storytelling > just selling products.

TARGET MARKET

MAC Cosmetics doesn't limit its products to a certain sex, but instead celebrated each sex and sexuality, regardless of whether the individual be male, female, genderqueer, transgender, hetero, gay, cross-sexual, abiogenetic, transsexual, pansexual, and others, which is seen by the brand's slogan: "All Races, All Sexes, All Ages," (Coleman-Lochner, 2013). Notwithstanding, the MRI Reporter shows that ladies are the essential clients of this corrective organization with over 51.8% of the all out client populace, however men additionally buy items from this brand by speaking to 48.2% of MAC clients are men

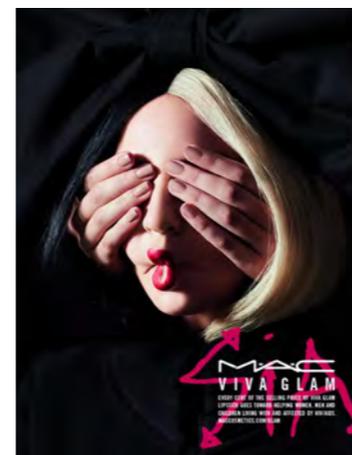
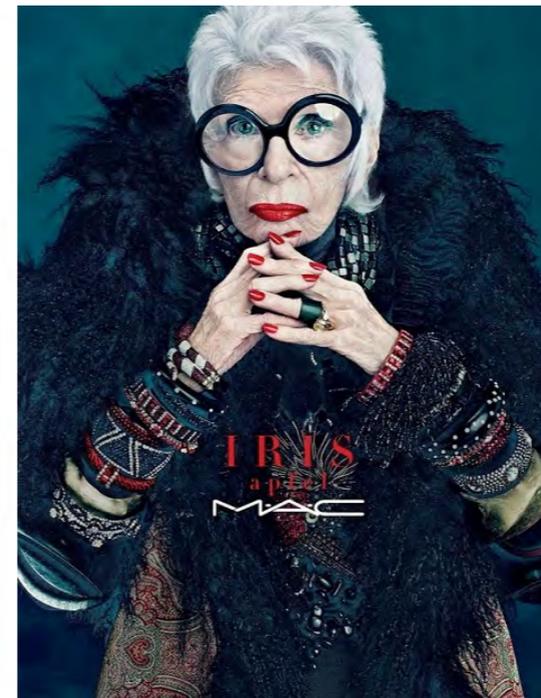
MAC Cosmetics doesn't explicitly target one age or age run, yet rather Millennials and Generation Xers. Using female famous people including Lady Gaga, Rihanna, Miley Cyrus, and other youthful social stars, it is accepted that its objective market age ranges from youngsters to mid-forties.

Also female Millennials look towards cosmetics and other beauty products to express their originality and creativity ("Millennials and Beauty: Serving the Eye of a New Generation of Beholders," 20014).

Since MAC Cosmetics can be pricier, it is accepted that a greater amount of their business based stores are in metropolitan territories inside a similar region as top of the line retail establishments and esteemed outlets. The store is vigorously populated in urban territories and MAC cosmetics counters are intensely dispersed around prosperous-network shopping centers and malls.



via @gabriellezamora

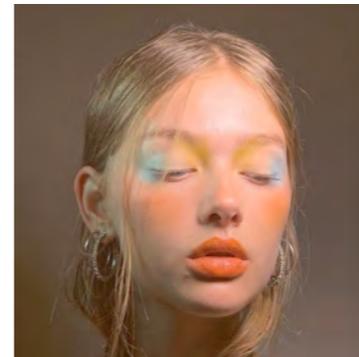


COMMERCIAL PROPOSAL



The aim of this commercial is to show verticality of the brand. Hashtag #MAC4YOU carries the idea of bringing in a variety of looks which can be created using the same MAC products which they have already had for a while but in a new creative way - the styles of make up which will be presented in the second half of the video

MAC



COMMERCIAL BREAK DOWN

First Part

- Models :
1. KAMI
 2. Sulti
 3. (?)

Locations :

Daylight

Museum: NP, V&A, ..

White Houses

Walking little dog

Kamila

- o Heals
- o Trench

↓ In the scene 2 models walking in a street dressed classy (hopefully in a smart coat or trench) one will be walking a dog.

(!) models having a short conversation between one 'n' other ~> adding illusion of classiness: **THINK OF A TALK!**

3 girls : on a phone, close up shot

Many shots

1. Video of a walk
2. Video of a face
3. Video of girls bumping into each other (faces/kiss on a cheek)
3. Dog scene
4. 3rd girl in a museum looking at ART "CLASSICAL ART" → After coming out calling on a phone + 3 more short phrases.

MAKE UP.

- o Maybe do it in MAC → 3 classic but different make up.
- + Vary lip colour
- * eye shadow or eyeliner.

Hair

Classy → Slight wave.

Clothes : pumps, boots, heels.

turtlenecks, shirt, dress (need a moodboard)

TRANSITION

→ First part ends with a last girl coming out from a museum → calling a friend → ASKING: "what are you up to?"

→ The girls on the other side of the phone is 2 half on a video. ~~making~~ coming out of a museum making the transition of day time into night.



0.55.39.
Second PART of A Video

Starting of with a girl picking up her phone

"Finish off her make up"

sneakpics of crossing an out fit → putting on lipgloss → leaving home

TUBE SCENE

face close ups

girl on tube

Girls walking down into underground.

How to meet other girls?

③ (?) ^{2nd} meet one girl on tube, 3rd girl can be picked up on the way to a party

Maybe: The 3rd girl could be coming out of a store

lighting up a cig(?)

is it classified as a cig promo

→ coming out side shop bumping into friends offering them some ~~gloss~~ ~~gloss~~

→ new make up close up. → 3 models going to a party

→ she is offering them make up, gloss, to touch up

~~important~~ Do not forget to:

integrate mac products

throughout a video.

What might be needed?

Scene 1: 2 girls on a st. with a dog; blush // bronzer

Scene 2: Girl in museum: red lipstick (Sultana)

Scene 3: Girl on the phone touching up eye liner

→ lip tint / gloss / lip stick

Scene 4: The 3rd girl before party → highlighter

Location: Shoreditch

!! (!) Need moodboards!!

MODELS

The models which I was initially going to use were people I didn't personally know which was stressing me out because I didn't know who were the people and how well we will understand each other and the idea is going to be right, and then was the time I realised I want to use my friends.

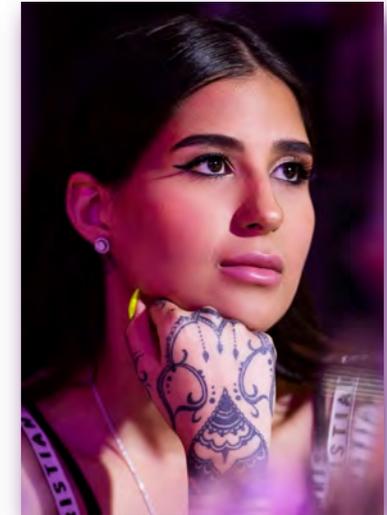
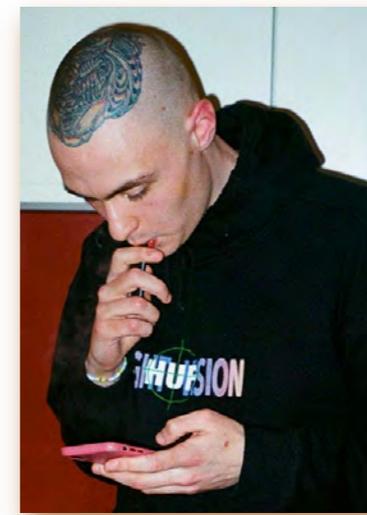
The idea for the models is still to carry a range of people in my commercial supporting the idea of the brand being diverse and innovative.

In my idea surely I would like to also use one or two boys in my video as MAC brand is gender neutral.

FIRST PART



SECOND PART



I used people who are beautiful to me and in my opinion can sell the image - they are all real people who are my friends, who do not have a very skinny structured faces, they are just pretty people like any one - and these are the people with the beautiful facial features who should be on MAC instgram and promote their products of a basic social media post

- not a super glam photoshoot.

- nor the interesting make up BUT a regular person could not recreate it.



MAC



MAC

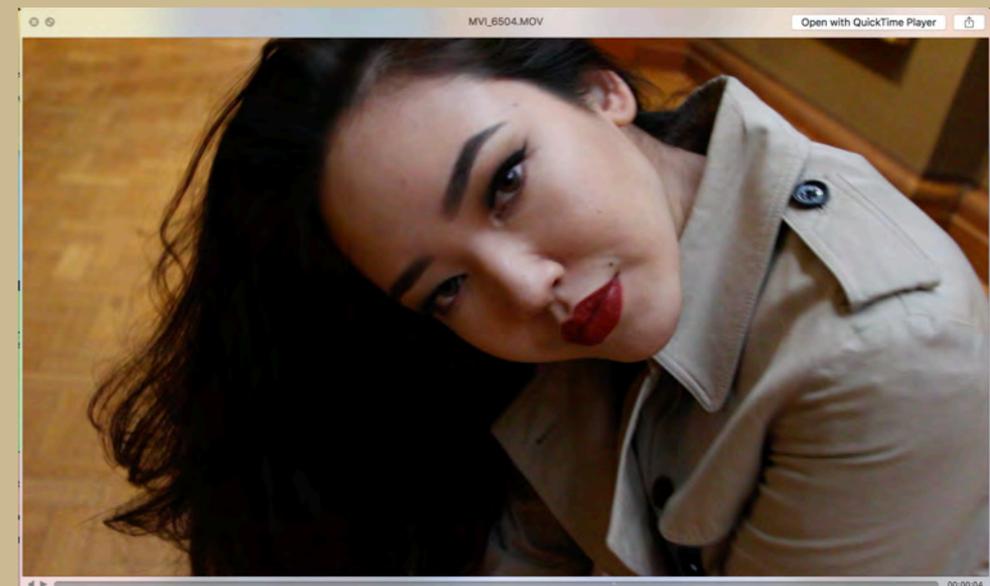
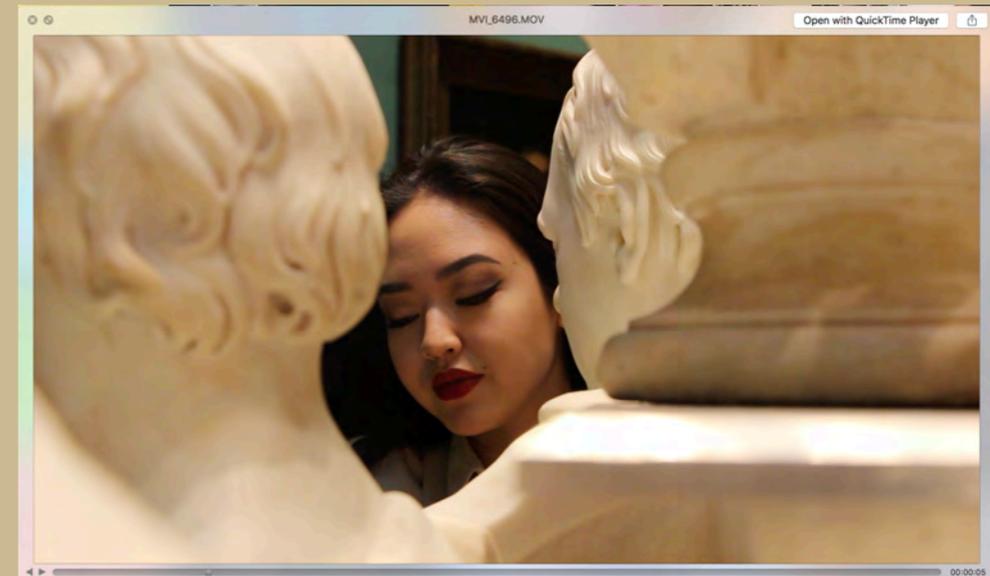


TESTS SHOTS FROM THE SECOND SCENE

EMERGENCY MODEL CHANGE

Due to very hard organisation of the dates with the girls, the models had to be switched for different shots with in the cast of part A models.

This is the only part of the video which was shot on actual Canon EOS R - and it was very tricky as it was very heavy so that afterwards I decided to film on the new iPhone



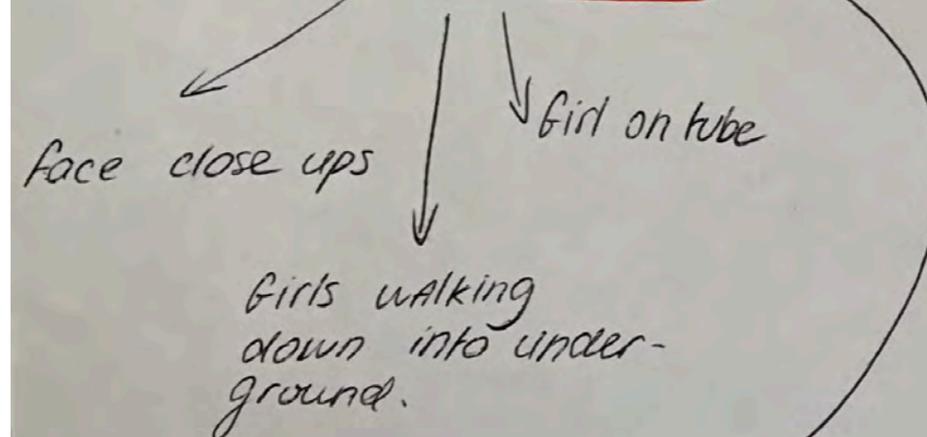
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Second PART of A Video

Starting of with a girl picking up her phone

"Finish off her make up"

sneakpics of choosing an outfit → putting on lipgloss → leaving home

TUBE SCENE



How to meet other girls?

③ (?) ^{2nd} meet one girl on tube, 3rd girl can be picked up on the way to a party

Maybe: The 3rd girl could be coming out of a store lighting up a cig(?), is it classified as a cig promo.

→ coming out side shop bumping into friends offering them some ~~gloss~~ ~~gloss~~ → new make up close up. → 3 models going to a party → she is offering them make up, gloss, to touch up

~~important~~ Do not forget to: integrate mac products throughout a video.

what might be needed?

Scene 1: 2 girls on a st. with a dog; blush // bronzer

Scene 2: Girl in museum: red lipstick (Sultana) ~~XXXXXXXXXX~~

Scene 3: Girl on the phone focusing up eye liner → lip tint / gloss / lip stick

Scene 4: The 3rd girl before party → highlighter

Location: Shoreditch

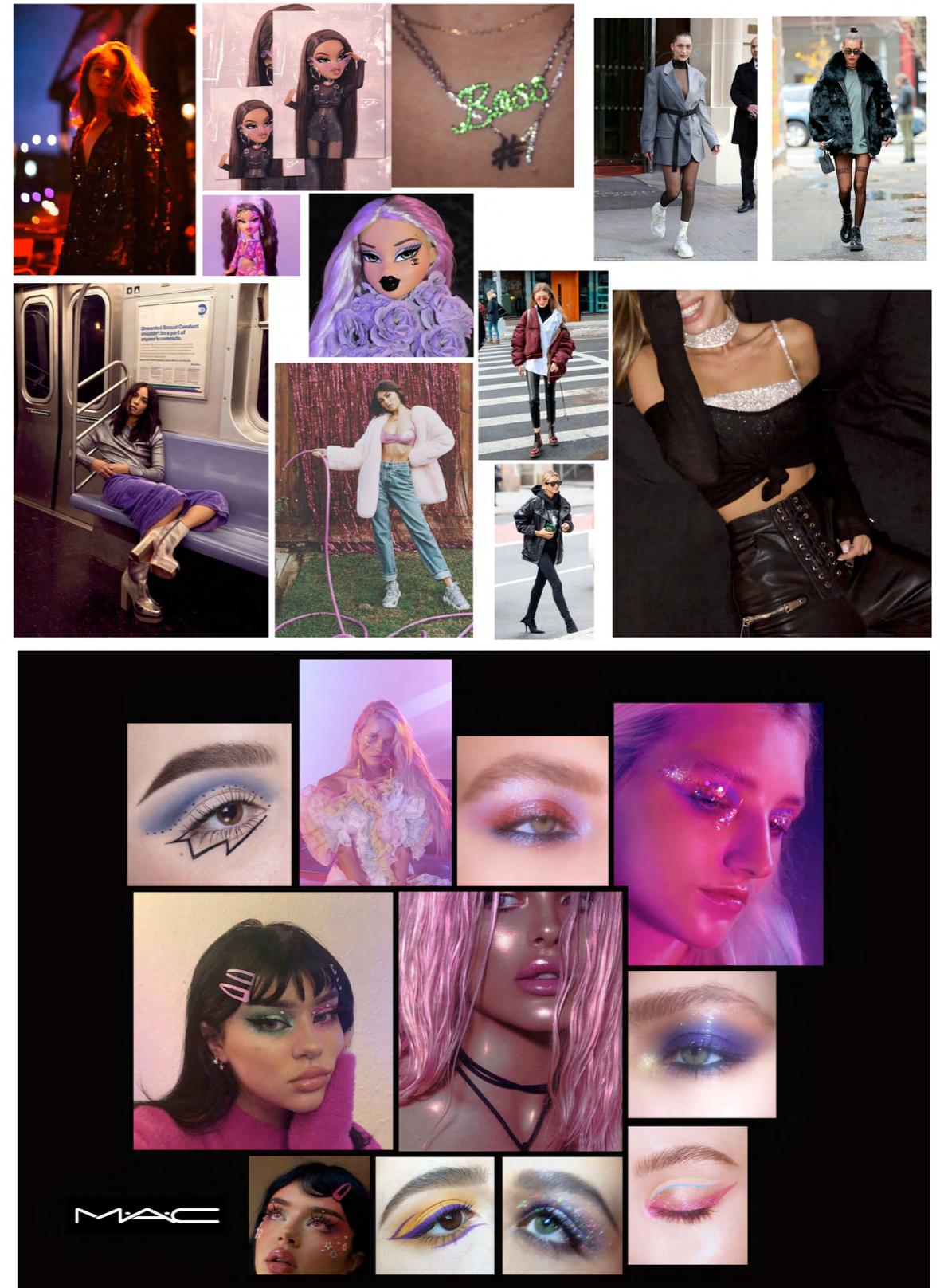
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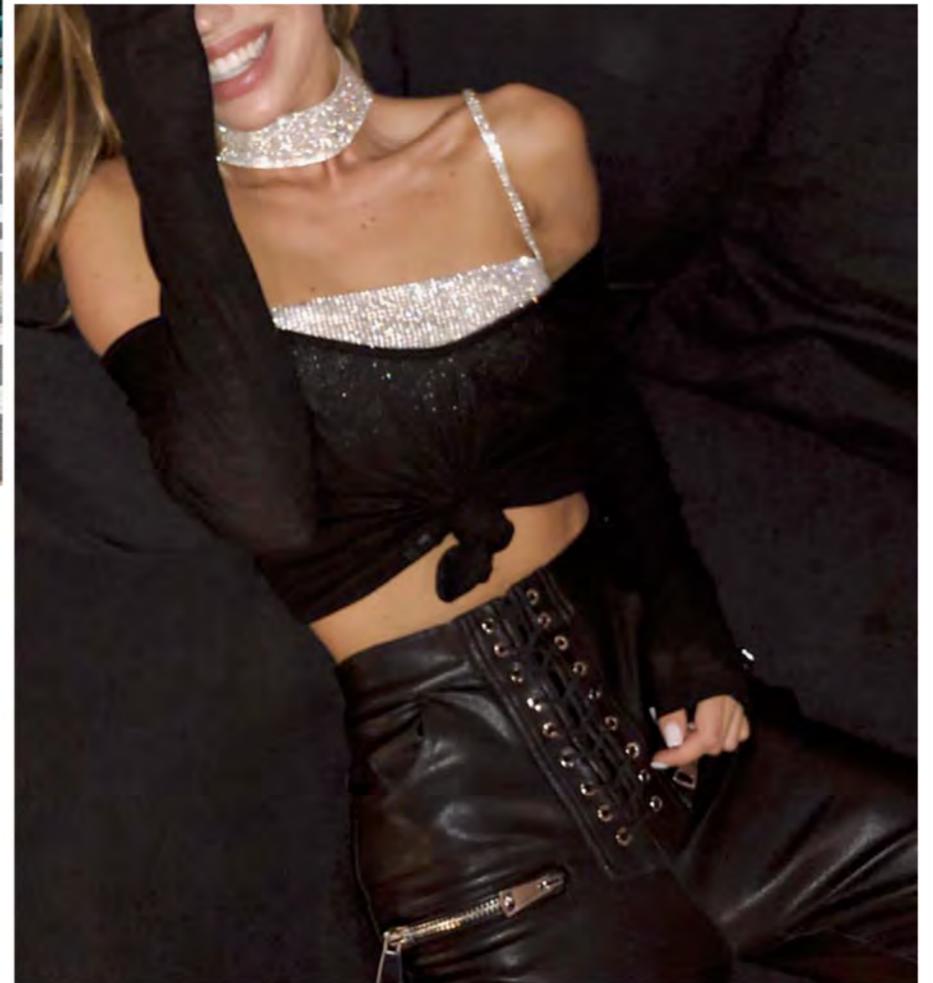
AIM OF SECOND PART

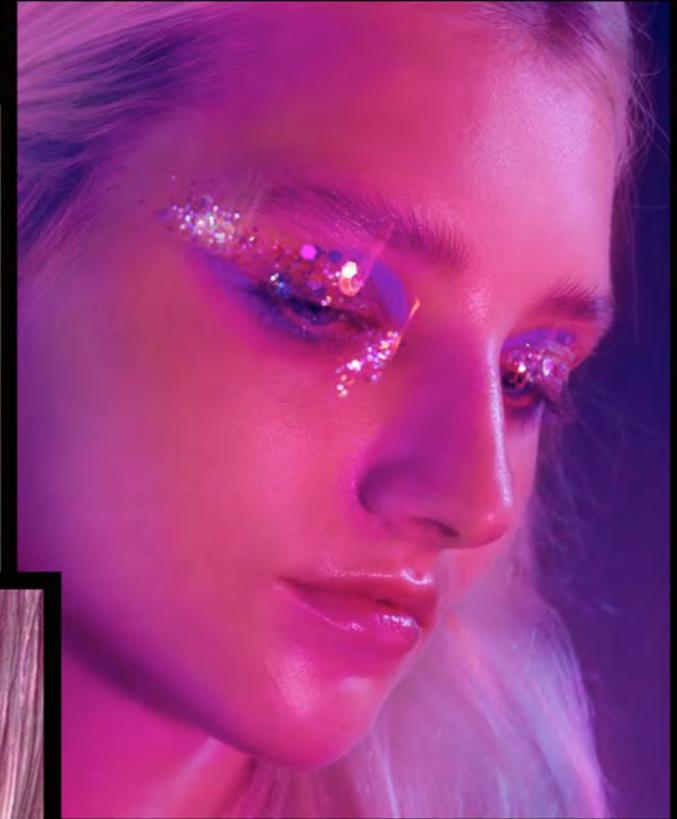
The aim of the second part is not to create bold innovative make up looks which would be fun and cool - and possible to wear on a night out.

The ideas behind these looks and to get inspired, to work with these looks and develop them, to make them more artistic and what suits you the most.

Through these experimental looks I want to show the brave identity and the variety of colours and pigments which MAC has and had for a long time! And ways of how would you use these products - bringing more attention to the brand







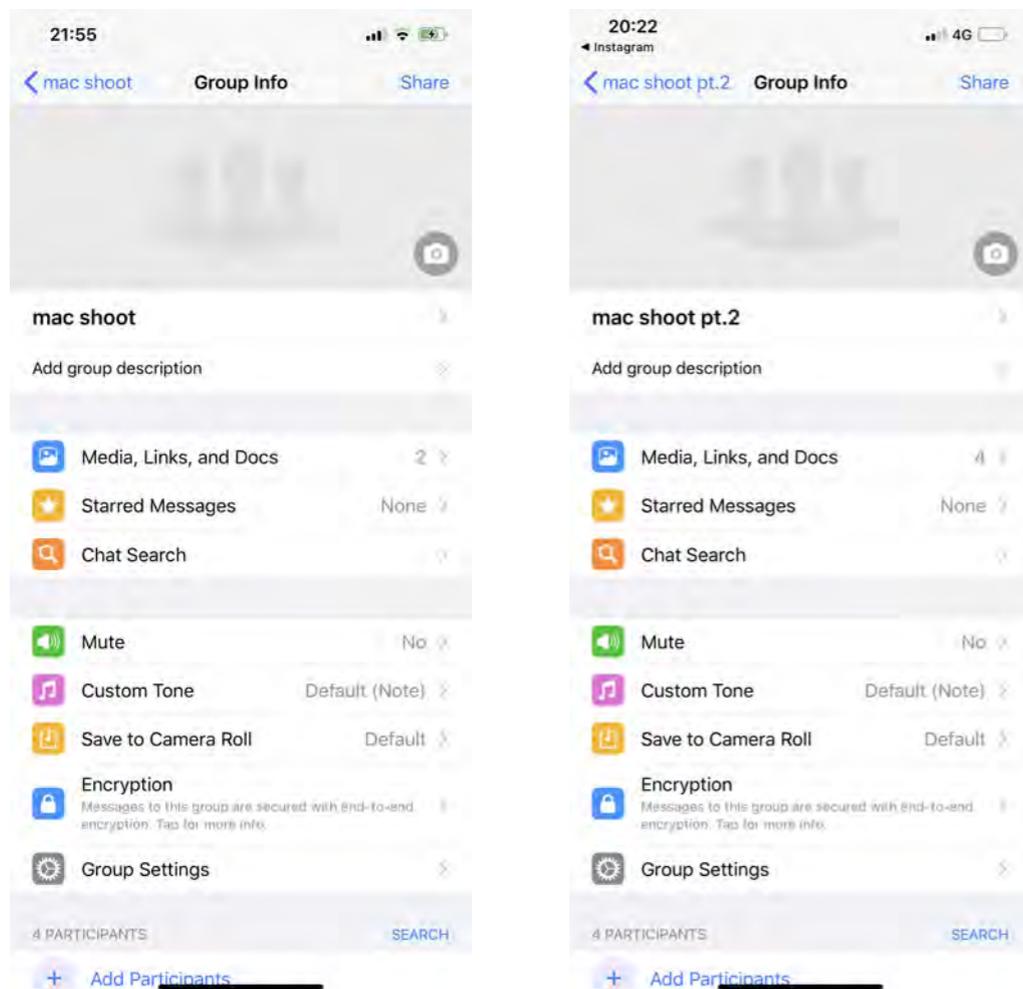
MAC

LOGISTICS

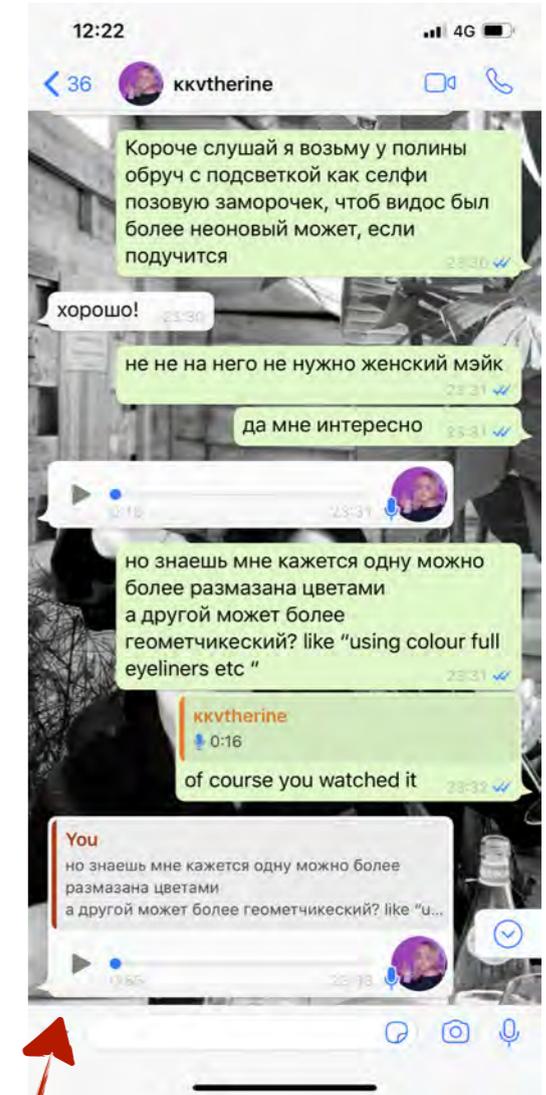
Organising this shoot was pretty hard as I have different shots which will include different people in each one of them.

The initial first part of the video is still divided into two set of video shots: It was quite hard to arrange the first three girls in the shot because none of them could do the same dates.

In order to organise all three days of the shoot I organised 2 WhatsApp groups, where all the details of the shoot were discussed



Discussing make up ideas with the make up artist who dropped out of the shoot - last minute



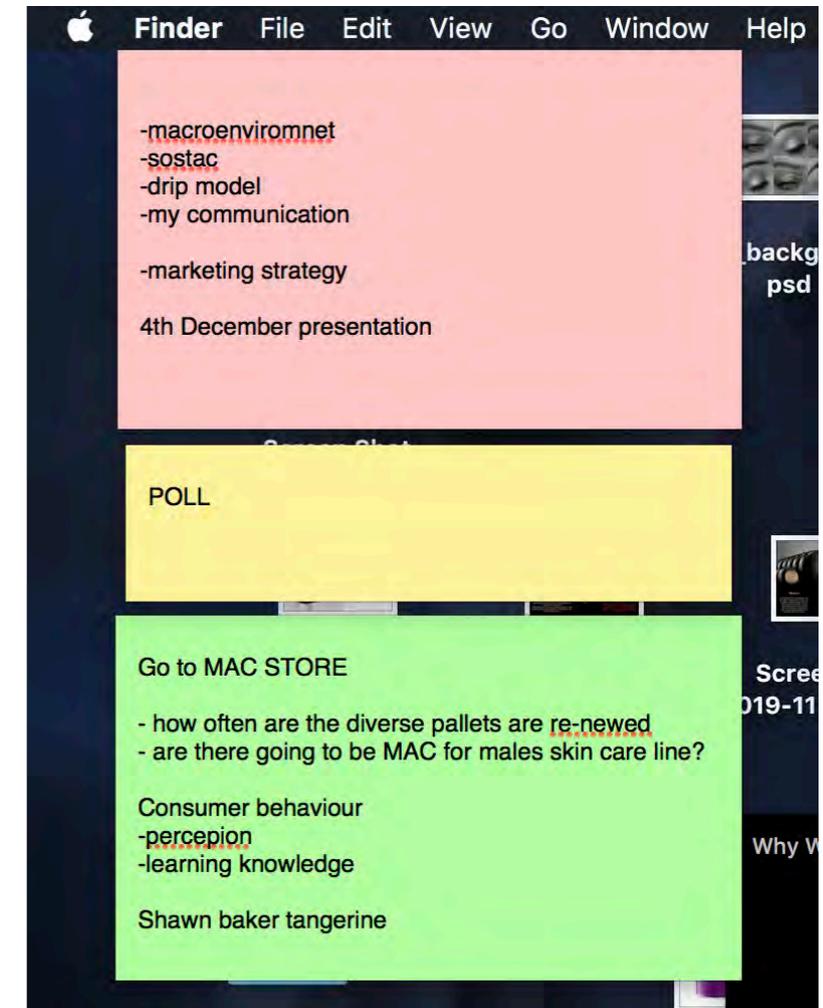
During the process of the shoot, the male model had to be changed, and the make up artist cancelled the day before the shoot.

It had put me under a lot of pressure but I'm happy with the result, at the end of the day models and I were doing all the make up

ORGANISATION

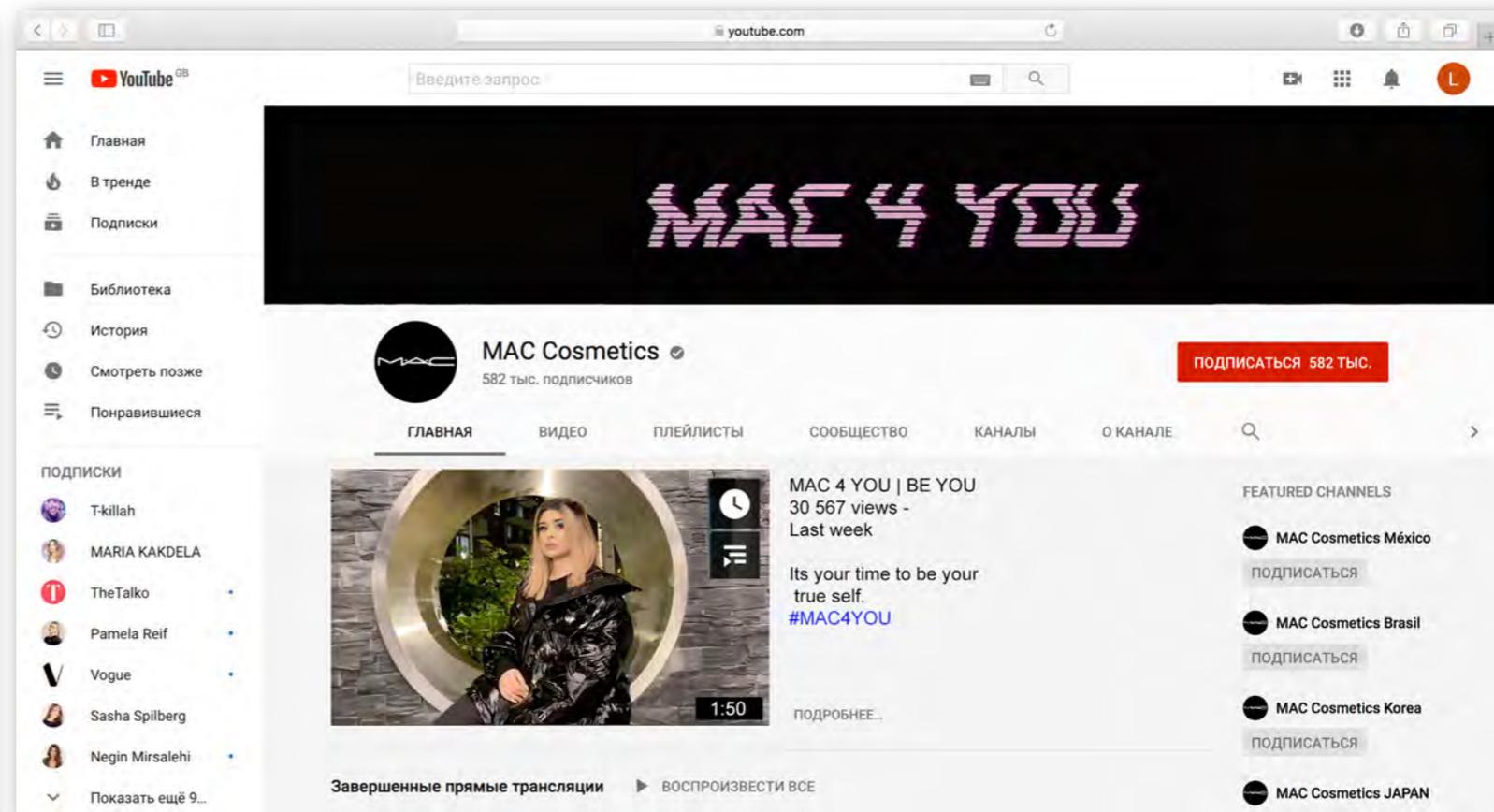
As a reflection of my last year I decided to push my self to my fullest ability and start the module giving me plenty of time before deadlines.

I tried planing and making little notes on my laptop desktop for myself in order to remember little things I had planned and wanted to add to my project.

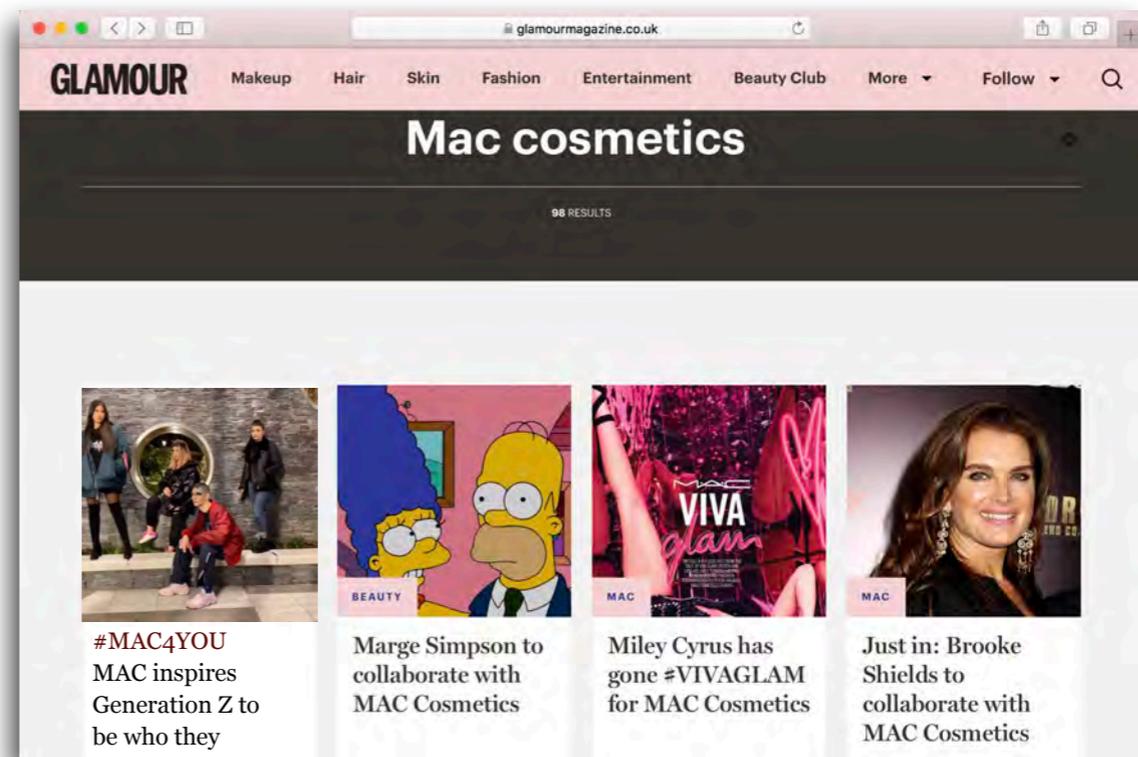


NOVEMBER 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 SWOT	28 →	29	30 PESTEL →	31	1	2
3	4	5	6 • PLAN FOR VIDEO • 3 EVIDENCE OF MAC DIVERSITY	7 HARRIET TUTORIAL.	8	9
10 • creating moodboards for each part	11	12 • Mix • Put together what inspired you.	13	14 • Competitors (why?) • +position map	15	16
17	18	19	20	21	22	23
24 PART 1 KAMI	25 - CREATE MOCK UP.	26	27	28 PART 1 SULT+ DEEPS	29	30 PART 2

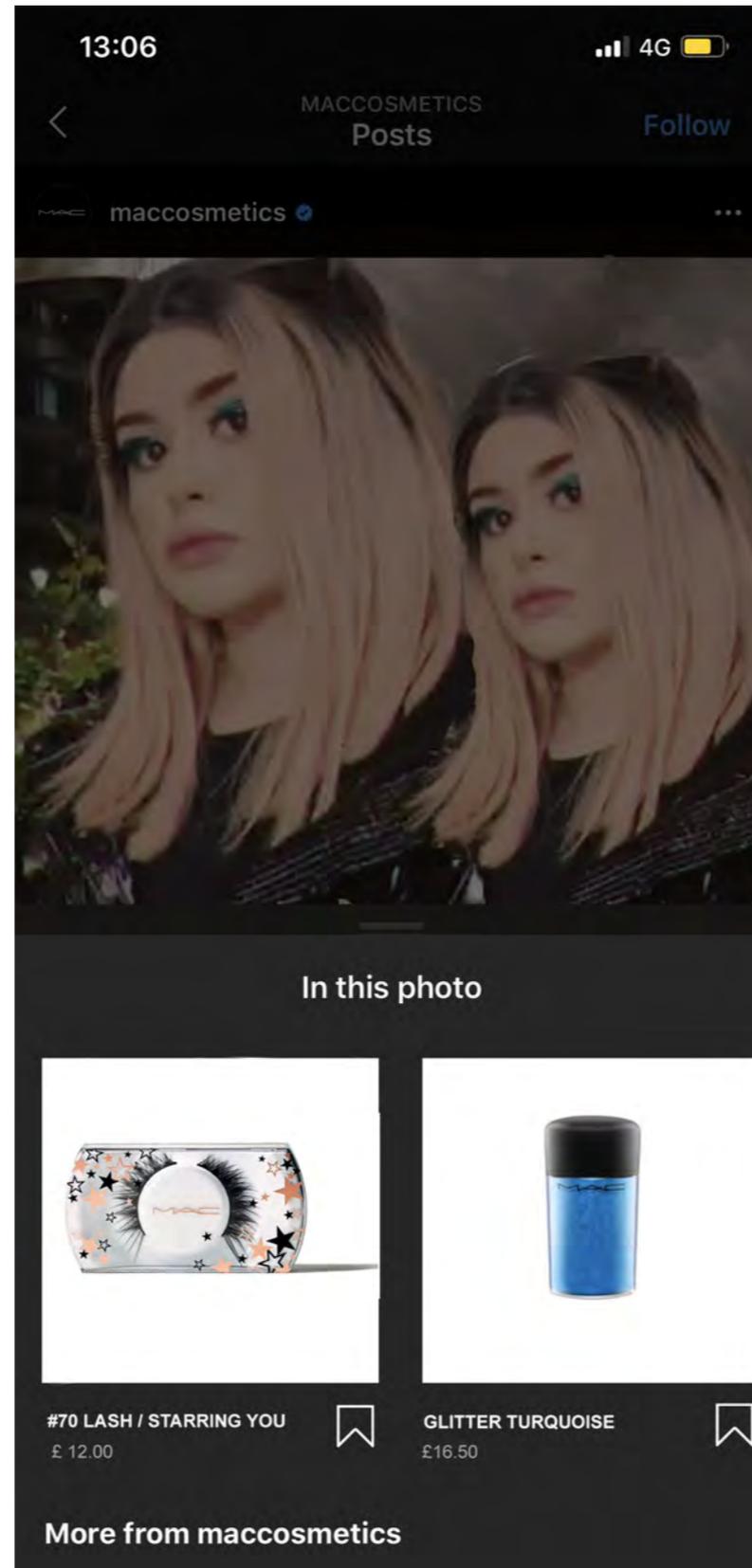
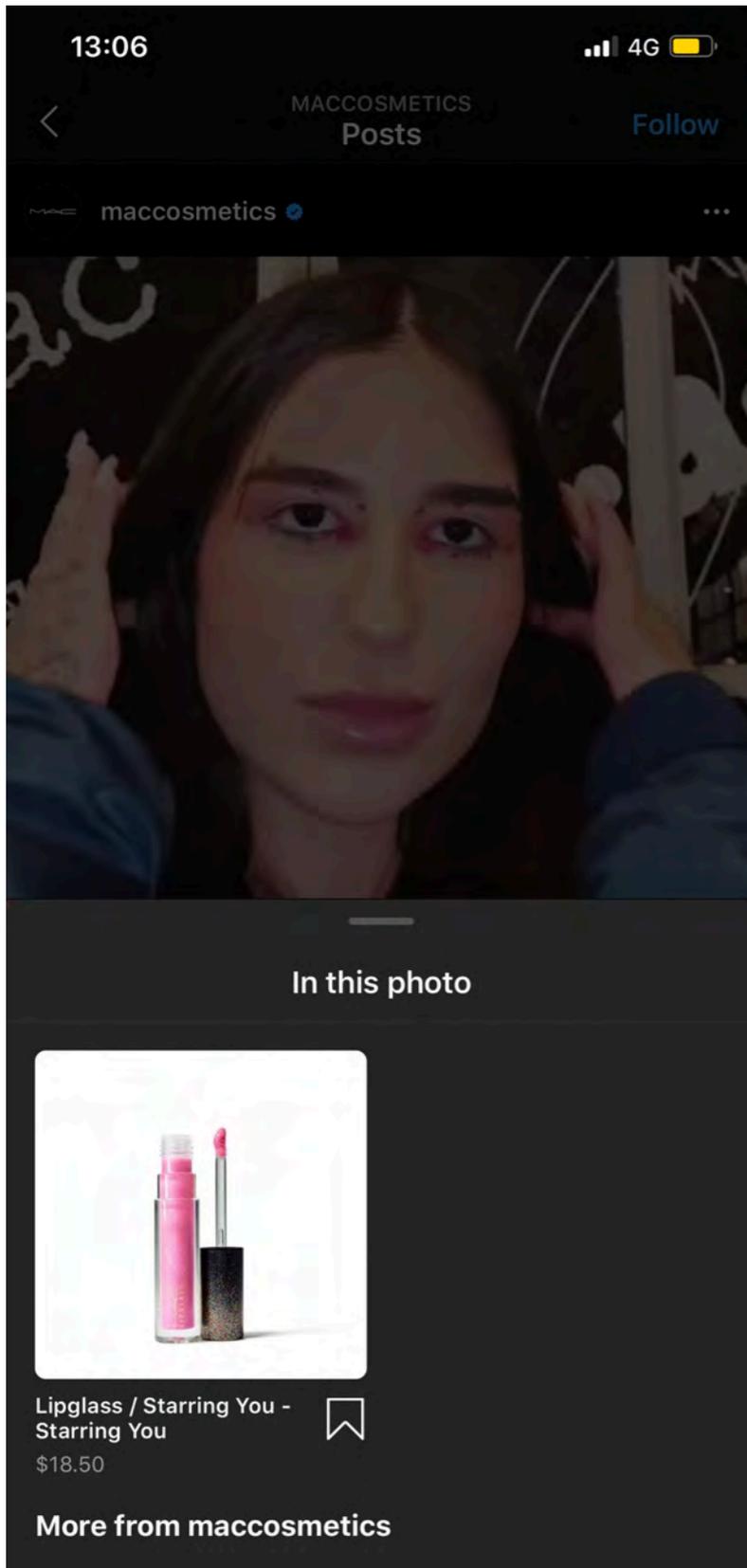
Printable Calendars by Betacalendars.com ~ EDIT WEEK ~



It came to my attention that MAC Cosmetics does not have as much activity as it could be, releasing a new commercial with following tutorial of original ways of wearing make up



To reach out to the target Gen Z, the videos and photos which I will take are going to be uploaded on Instagram, Youtube, Fashion / Make up related interacting platforms which Gen Z uses i.e. Glamour website.



A mock up of a post on MAC's instagram page linking up to speculative products.

Also the models which are used in the video are age and appearance related to Gen Z.

CREATING THE MAKE UP LOOKS PT 2



For the innovative looks we used to create colour eye shadows, we used blush on eyes and stuck on reign-stones, also we experimented with a used of colour all over the face and original colourful cut crease look with a winder eyeliner, referring back to the 'classing way' but showing and example of a new brave of wearing eye liner and cut crease.



TEST SHOTS

n 1
d