

Project Name: Pretty Cosmetics

Project Idea: Marketing for a local cosmetics brand

Team Members:

1. **Habiba Amr (leader)**
 2. **Jana Adel**
 3. **Nagham Ashraf**
 4. **Raneem Khaled**
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 6. **Jovany William**
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Work Plan

1. Research & Analysis

- Audience personas:
 1. Girls and Women with problems with their skin, whether it is dry or if they have acne, or even if they want a glassy skin
 2. Girls and women who have problems with their hair, whether it is short, dry, or even if it has split ends, or suffer from hair loss.
- Age of Audience: from 18 to 40

2. Visual Identity

- Logo design



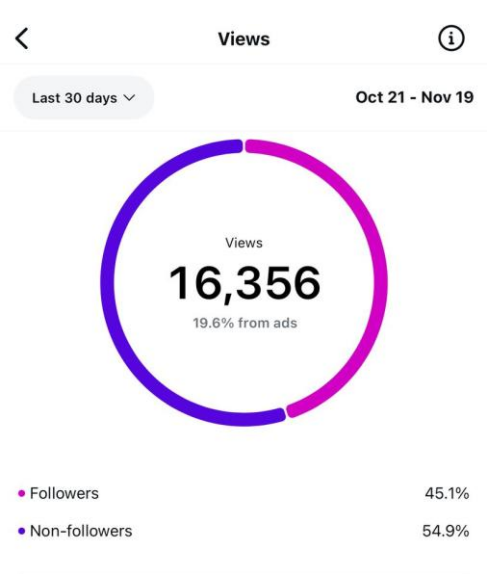
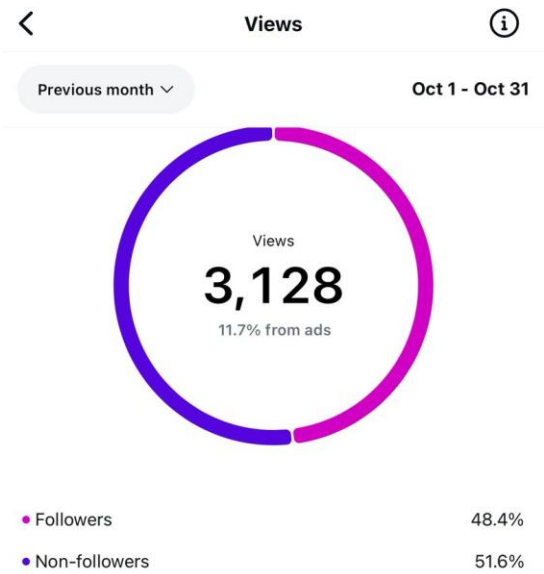
3. Main Designs

Poster



KPIs (Key Performance Indicators) :

• Views



Before

• Interactions



Before

After



After

Instructor

Youssef Ayman

Project Files

You can find the full project files here:

<http://drive.google.com/drive/folders/1nMGVqDB9MRJlexrJdp2UV65opjoCeMyg>

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