**DIGITAL CONTENT AND COPYWRITING**

**ASSIGNMENT 3: Blog and direct writing**

**Student Name: Kim-Lynne Vester**

**Name your brand here:**

Your brand name and URL:

Revlon

Revloninc.com. (2020). *Home*. [online] Available at:

<https://www.revloninc.com/>

[Accessed 7 Mar. 2020].

**Blog Post**

**1. Psychographics**

Start writing here:

1. Clientele who look for a high-quality product at a low price. Consumers who are just starting up in the makeup industry but can’t afford much they would want to be recognized whilst wearing Revlon
2. Consumers who work a lot and move around allot according to their lifestyle
3. Wearing a full face of Revlon makes consumers have a desire to always be on trend with their makeup looks/style.
4. Natural face of makeup, users buy Revlon just to cover what needs to be covered up and don’t want to go spend hours in a store trying on face products that they don’t even know about.

Marker’s comments:

/3

**2. Blog topic**

Start writing here:

1. New releases
2. Trends

Marker’s comments:

/2

**3. Blog post**

Start writing here:

Revlon has taken a risk to seek out a new target market and we are here for it. Their new range of products has us peeping through the glass to see what’s next, what’s new and **what’s next in trend.**

many of Revlon’s demographics are aged ”20 – 70, and a focus on ages from 20-30”. Meaning that the type of people that they are now attracting are trend setters, influencers and consumers who enjoy comparing different brands. This clientele is the type to use the range of **Fierce liners** and **Ultra HD Lips.**

Revlon’s core products which we are all commonly known to, takes the attention from their frequent and loyal customers. These types of individuals have more in common than they might tactually think. They are each following a different, but similar pattern of some sort, such as the following:

The lifestyles of going to work and not wanting to dress up too much, wearing core makeup wouldn’t take up a lot of thought. Knowledge of the product, consumers wouldn’t want to hear long stories on what it does as a product, they just want to know if it does the job

Comfortability not being overwhelmed or attacked when entering a store and being bombed with what type of skin they are, types of moisturizers, etc. Affordability being priced at a lower price rate; they have secured the interests in consumers that don’t have much but still can afford good quality. The trust in that Revlon wouldn’t change their production system

All these individuals have their mind sought out on Revlon, they are driven on what they see and what is being executed by Revlon. We can only sit back and see what more Revlon introduces.

Demographics of Revlon:

<https://www.coursehero.com/file/p73lrcf/Revlons-current-demographic-target-market-is-women-whose-age-ranges-from-20-70/>

Marker’s comments:

/15

**Email**

**1. Template**

Paste your screenshot here:A screenshot of a cell phone

Description automatically generatedA screenshot of a social media post

Description automatically generatedA screenshot of a cell phone

Description automatically generatedA screenshot of a cell phone

Description automatically generated

Marker’s comments:

/15

**SMS**

**1. Purpose of SMS**

Start writing here:

* To create awareness of the product that is being advertised that it is on promotion
* To move the reader closer to buying the brands product which is being advertised.

Marker’s comments:

/2

**1. SMS**

Start writing here:

Get your glow at your nearest Clicks store,

with Revlon’s 3 for 2 mix and match

on all Colourstay lip and eye products.

Marker’s comments:

/3

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| --- | --- | --- |
| **Section** | **Mark** | **Out of** |
| **Total** |  | 40 |
| **Percentage** |  | 100% |
| Marker’s comment: | | |