*Hello, I am Vanessa, The creative director of the advertising compaign and right now im going to present the description of the ad and content.*

First of all, on the billboard you can see a famous model “ Kendall jenner”. What did we choose Kendall Jenner ?

Because In previous advertising campaigns, the swarosvski brand has made several partnerships with celebrities. We can mention Bella Hadid, Harry Style, Maddie Ziegler. So we wanted to continue using another celebrity.

We went on celebrity Marketing for more effective campaigns

Kendall Jenner has less makeup so that allows several women to identify to her. She has a wet skin effect that inspires good health, the natural

So we represented this woman with Swarovski jewelry, a necklace, earrings, a bracelet and a ring in order to give a more sober, simpler, and less bling-bling side.

The colors are soft, we have a soft blue in the background