



Generation 3000 Creative

Lindsey Polevoy, Olivia Emery, and Kate Ruddy

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01

Brief Summary

Challenge

Not enough older millennials are aware of the Ordinary “Buffet” serum and are unfamiliar with how skincare products work, even though they are the demographic who would most benefit from the product. Our goal is for our target to put their trust in our serum and give it a try.

Target Audience

Uneducated about
skincare ingredients

Older Millennial
(age 35-41)

Worried about signs
of aging

City-dweller



Want an inexpensive,
quality solution

Active on Instagram and
Facebook

Eco-conscious

Support clean and
safe products

The image features a light gray background with two horizontal lines. The top line is dark gray and has a curved end on the right side. The bottom line is also dark gray and has a curved end on the left side.

“The Buffet” speaks for itself.



02

Creative Concept

Ideas Explored

Made by scientists,
not businessmen.

**You wouldn't let a CMO
teach you chemistry.**



Clinical Formulations
with 11 Peptides
Hyaluronic Acid
and Vitamin B5

The Ordinary.

"Buffet"
Anti-Wrinkle
Peptide Serum
with 11 Peptides
and Hyaluronic Acid

So why let them make your skincare?
"The Buffet" targets fine lines with
peptides not marketing.

We're not going to tell
you to buy "The Buffet".

**We're not going to sell you one
more thing you don't need.**



Clinical Formulations
with 11 Peptides
Hyaluronic Acid
and Vitamin B5

The Ordinary.

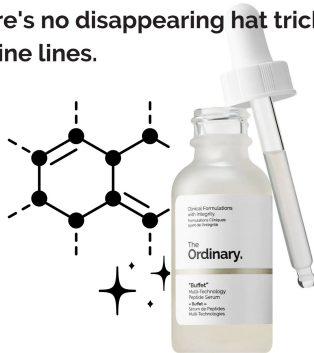
"Buffet"
Anti-Wrinkle
Peptide Serum
with 11 Peptides
and Hyaluronic Acid

"Buffet" by The Ordinary uses peptides and
hyaluronic acid to target fine lines and dryness.

That's all you need to know.

It's not a miracle. It's
just "The Buffet".

**There's no disappearing hat trick
for fine lines.**



Clinical Formulations
with 11 Peptides
Hyaluronic Acid
and Vitamin B5

The Ordinary.

"Buffet"
Anti-Wrinkle
Peptide Serum
with 11 Peptides
and Hyaluronic Acid

That's why the "Buffet" puts its trust in peptides
and hyaluronic acid. Science speaks for itself.

Made by scientists,
not businessmen.



03

Print Ads

Print Ad

**You wouldn't let a CMO
teach you chemistry.**



So why let them make your skincare?
The Ordinary's "Buffet" serum targets fine lines with peptides, not marketing.


**You wouldn't let a CMO
teach you chemistry.**



So why let them make your skincare? The Ordinary's "Buffet" serum targets fine lines with peptides, not marketing.

Print Ad

Yeah, we know the
packaging's boring.



When you put the scientists in
charge, they tend to skimp on flair.
Add The Ordinary's age-supporting
"Buffet" serum to your routine.

Print Ad Body Copy

Your new favorite at-home
lab experiment.



Ever wondered how your skincare works? The Ordinary's age-supporting "Buffet" serum makes it simple. **Peptides** act as building blocks for collagen and keratin, smoothing fine lines and wrinkles. **Hyaluronic acid** locks in water molecules, leaving your skin hydrated and plump. Trust scientists to make your skincare, not businessmen.



04

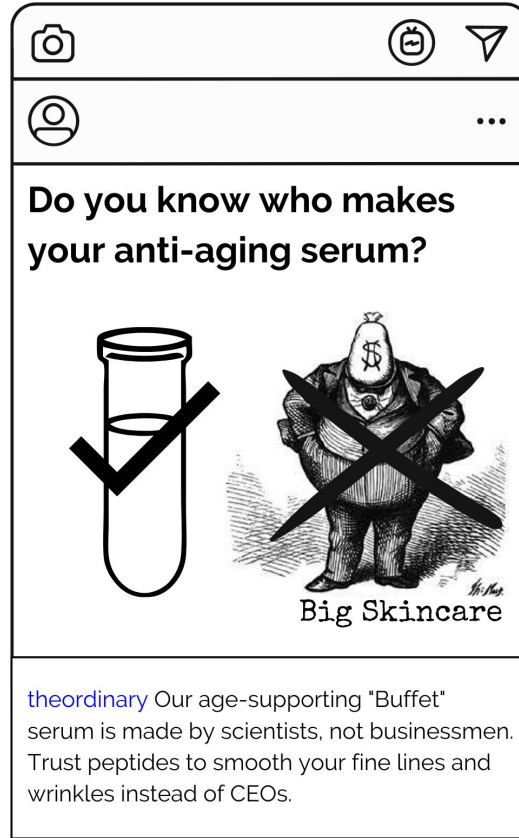
Social Ads

Social Ad Instagram Story (w/ interactive quiz)






Social Ad

Instagram Post




Social Ad Facebook

 **The Ordinary** 
1d · 

"Buffet" uses peptides and hyaluronic acid to improve skin elasticity, smooth the appearance of crow's feet, and reduce dryness.

Up your skincare routine and visit theordinary.com

We're not greedy. We just want you to have nice skin.



"Buffet" age-supporting serum by The Ordinary is made by scientists, not businessmen. Trust peptides to target fine lines, not marketing.

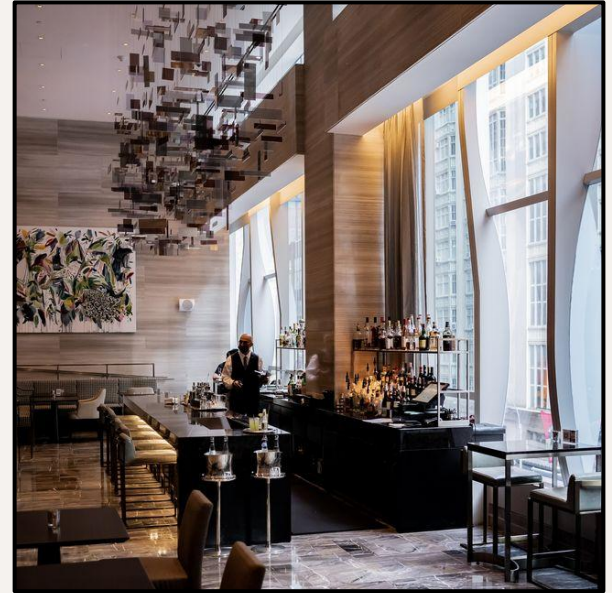


05

Experience

The (Breakfast) Buffet by The Ordinary

- Partner with the **Park Hyatt** during **New York Fashion Week**
- Sponsor a **breakfast buffet** for guests



The Living Room at the Park Hyatt

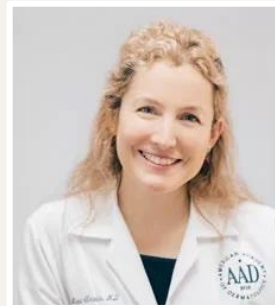


The (Breakfast) Buffet by The Ordinary

- Host guest speakers such as board-certified **dermatologists, scientists**, and trusted public skincare **influencers** to break down ingredients and explain their effects
- Provide **free samples** of The Buffet and **information booklets** re-capping the skincare talks
- Our emphasis is on **educating** our guests!



Dr. Joyce Park
(@teawithmd)



Dr. Lisa Travis
(Upper West Side
Dermatology)



Dr. Prudvi Kaka
(CSO, DECIEM)



Thank you!

Questions?

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