**AD DESIGN**

**ADVERTISING CAMPAIGN**

**LAILA SKIN CARE**

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**INTRODUCTION TO LAILA SKIN CARE AS A BRAND**

The name of my brand is Laila Skin Care which is a range of moisturizers for the face and body, for all types of skin. This brand consists of various face creams, hand creams, body creams, anti-ageing creams and sun protection creams. This is a high end brand which is going to be sold in select stores and mostly through orders placed on its website.

**UNIQUE SELLING PROPOSITION**

The unique selling proposition of the products under this brand is that all the moisturizers for both the face and body are tested by dermatologists, made with natural ingredients and have a skin safe fragrance. The name Laila is derived from the Arabic name Leila which means night or dark beauty.

**CAMPAIGN**

This campaign will focus on how your skin should never hold you back from doing what you want to do and hence this will be promoted through newspaper advertisements, magazine advertisements, outdoor advertisements and two television commercials. All of the advertisements will be dominated by art.

**TARGET AUDIENCE**

The target audience is upper middle class and higher class women between the ages of 25 to 60.

**LOGO, FONT STYLE AND COLORS USED**

My logo consists of a circle of leaves with Laila Skin Care written inside it. The small leaves also look like tiny hearts. The leaves represent the natural ingredients used in all Laila Skin Care products. The word Laila in my logo is written in lower case cursive with the font style “Playlist Script” to show the delicate nature of the brand. Skin Care below it is written in uppercase letters with the font style “Old Standard” which represents serious business. ‘Playlist Script’, ‘Old Standard’ and ‘Lora’ are the three main font styles used across all Laila Skin Care product advertisements and other promotional items. The word Laila is in the color Rose Gold while the circle of leaves and the word Skin Care is in the color Winter Green. The logo wants to show elegance and delicateness along with seriousness and strength.

**INSIGHT**

The insight for this brand is the fact that a lot of women nowadays are conscious of what they put on their skin and are very picky. Laila wants to have the safest as well as best range of skincare there is in the market to let women have one brand they can depend on and count on for a long time.

**TAGLINE**

Laila Skin Care’s tagline is “turn your magic on” which is also written in the font “Playlist Script.” This tagline is used in all the advertisements except the outdoor advertisements which have a different slogan. One more tagline, used in one of the television commercials and reflects the message behind the campaign is “don’t let your skin hold you back.”

**COMPETITORS**

Laila Skin Care will be competing against the likes of Olay, Estee Lauder, L’Oreal and Nivea. The unique selling propositions of these brands range from ultimate sun protection to freedom from dry skin.

**COLORS AND FONT STYLE**

The different colors associated with this brand are Rose Gold, Winter Green and White. The different font styles used across all the ads are Playlist Script, Old Standard and Lora.

**MAGAZINE ADVERTISEMENTS**

The magazine advertisements for Laila Skin Care will be placed in high end women’s magazines like Vogue, InStyle, Glamour and Allure and have a more mysterious and seductive look with heavy body copy about the ingredients used in its products. It also includes the brand logo, tagline and website. The magazine advertisements are vertical rectangles and have a dulled look to accentuate the logo and body copy.

**NEWSPAPER ADVERTISEMENTS**

The three newspaper ads are in continuity and contain announcements about subscriber only discounts, a Laila Skin Care pop up store and festival time discounts. The newspaper advertisements are vertical squares and have the same theme. The mood is fun and bright, with different parts of the body highlighted.

**OUTDOOR ADVERTISEMENTS**

The outdoor advertisements consist of billboards and transit advertisements. Both these advertisements are art dominated with the logo placed prominently to the left as well as a slogan which reflects the message of the campaign. The billboards will be placed on highways and the transit advertisements on buses. Both the outdoor advertisements are horizontal rectangles highlighting the women, slogan and logo.

**TELEVISION COMMERCIALS**

Laila Skin Care has two television commercials promoting the campaign which will also be streamed on YouTube. One television commercial brings out the beauty of touch and the second advertisement caters more to the meaning behind the campaign. It shows women in action and not letting their skin get in the way of achieving success.

**MERCHANDISE**

The merchandise consists of caps which are black and rose gold, with the Laila Skin Care logo.

**POINT OF PURCHASE**

The point of purchase is a dangler and flyer which promotes a buy one get one free offer and a website discount respectively.

**MEDIA TO BE USED AND STRATEGY**

The media which will be used to promote this campaign will be print media which consists of newspapers and magazines, as well as television, outdoor and social media. Laila Skin Care advertisements will be placed in national newspapers, regional magazines and on global television channels. The outdoor advertisements will be placed on highways and buses. Laila Skin Care will also offer to sponsor popular influencer’s videos online, in order to be reviewed and increase brand recognition. This brand will also have a presence on Instagram to promote new products, keep customers engaged and interested as well as post reviews and make use of various Instagram tools like Stories and IGTV. Laila Skin Care will also be promoting a pop up store in New York to give out samples and inform more women about the benefits of using this range of skincare products.