

# Maybelline "Express Yourself" Campaign Brief

## Campaign Objective

Launch Maybelline's new SuperStay Vinyl Ink liquid lipstick line with a focus on long-lasting, high-impact color for the modern, on-the-go consumer.

## Key KPIs

- 15% increase in social media engagement across platforms
- 25% boost in direct-to-consumer sales within first 3 months
- Achieve 75% positive sentiment in online product reviews

## Target Audience

Primary focus on Gen Z and younger Millennials (18-28) who are makeup enthusiasts but value efficiency. They are digital natives who balance busy schedules with active social lives. They're budget-conscious but willing to invest in products that deliver on promises. They follow beauty influencers but make independent purchasing decisions based on authentic content.

## Campaign Theme

"Express Yourself, No Touch-Ups Required"

## Messaging Direction

Highlight the 16-hour wear promise through relatable scenarios of busy young professionals moving seamlessly from work to social activities without worrying about their makeup. Emphasize bold self-expression and confidence.