

BABE LASH.®

*Black Friday /
Cyber Monday*

CONCEPTING

In this three-part campaign, we're going to launch the new Red Glass Plumping Lip Jelly, promote the BFCM sales and encourage our Babes to treat themselves throughout the rest of the holiday season.

Plumping Lip Jelly Red Glass Launch (11/09)

Black Friday/Cyber Monday (11/27 & 11/30)

Holiday Sale (12/2-7 & 12/13-15)

Concepts

Unwrap Babe Lash

Unwrap the excitement of the holiday season with new products, deals, and other Babe Lash Benefits.



PERSONA

**SHE'S SMART,
INFORMED
& KNOWS
EXACTLY
WHAT SHE
WANTS.**

POTENTIAL HEADLINES

Unwrap Confidence. Unwrap Beauty. Unwrap Babe Lash!

Unwrap 30% Off!

We've got something for every Babe!

We've got a little gift for you...

Little Gifts, Lots of Glam!

POTENTIAL SUBJECT LINES

Unwrap your next deal!

Tap to Unwrap the sale!

A gift for them PLUS a gift for you!

Your First Gift? Red Plumping Lip Jelly

Your Next Gift? 30% OFF

POTENTIAL CTA'S

Shop Babe Faves!

Shop it, Gift it!

Unwrap Deal!

Shop! Shop! Shop!

Tap to Unwrap

Love it, Gift it!

CASADEI

Key Pieces For Fashion Week

SHOP NOW

Punk chic gladiator

Setvalli Space Cowboy

Tacchi speechless

Pump Animalier

In this season
THE LONGER YOUR GIFT LIST, THE BETTER.

Enjoy
25% off
your purchase of \$100+

OR

30% off
your purchase of \$150+

In stores & online. Use code **GIVEMORE**.

NORDSTROM

Women Men Shoes Handbags Accessories Beauty Designers Juniors Kids Sale

WHAT WE LOVE
RIGHT NOW

1

BREEZY DRESSES
INCLUDING STYLES BY FREE PEOPLE

SHOP NOW >

FOR YOUR
BFF

ESTÉE LAUDER
Advanced Night Repair

FOR YOUR
MOM

FOR YOUR
SIS



Madwell

NEW ARRIVALS GIFT WELL GIBBE SHOP ALL SALE FUD & STORE

Here's something to unwrap a little early:
25% OFF
OUR FAVORITE STYLES*

FOR TWO DAYS ONLY.
(AND YES, FREE SHIPPING.**)

Use code **UNWRAP25**. Just through tomorrow, so click away. Online only.

SHOP NOW

Stocking Stuffers

SCHOOLHOUSE

BONOBOS

New Pants Shirts Tailored

Chambray Your Way
The beauty of chambray is its versatility—and comfort.



Last chance
25% -50% off
SITEWIDE

CYBER MONDAY
SHOP NOW >

STARTING NOW!
BIGGEST
CYBER MONDAY EVER

UP TO **80% OFF**
BIGGEST SALE. EVER.

SHOP SALE >



Slip
away

Sensual silhouettes with delicate details mix well with grown-up grunge accessories for an ode to the '90s.

SHOP SLIPS

\$150 OFF
THE GIFT OF SLEEP

This week, save \$150 when you spend \$1000 on mattresses and more.* Use code **GIFT** through 11/28.

SHOP NOW

April showers brought May flowers. And...
SHOP SALE >

EXTRA 30% OFF

SPRING SALE STYLES

Only at jcrew.com.
Use code **HEYMAY**.
SHOP SALE >

AVON
AVON.COM CAMPAIGN 8

crazy
FOR LIPSTICK!
ANY 5 FOR \$20!

introducing our most luxurious lip color yet
ULTRA COLOR INDULGENCE

joy

EXTRA 60% OFF* ALL SALE STYLES

SHOP SALE >



EXECUTION



DESIGN:

Creative layouts
Strong typography
Unique overlays



PHOTOGRAPHY:

Close up, focus on the face
Authentic & approachable
Creative product flat lays
Softer light
Stop Motion

LITTLE GIFTS,
LOTS OF
GLAM!

TAP TO UNWRAP »



HAIR, MAKE UP & WARDROBE:

Understated glam
Not over styled hair
Neutral clothing
(nothing distracting from product)

All That Glitters

Celebrate your beauty with a new
classic red lip from our new Red Glass
Plumping Lip Jelly, BFCM/Holiday sales,
and (of course) glitter.



PERSONA

**SHE'S
CONFIDENT,
FUN-LOVING
& READY TO
SHARE HER
BEAUTY WITH
THE WORLD.**

POTENTIAL HEADLINES

Leave a little sparkle wherever you go!

All that glitters is Gold!

All that glitters is Red!

All that glitters is 30% OFF!

Let your Lashes Shine with 30% OFF!

This Holiday, Do Beauty Your Way

POTENTIAL SUBJECT LINES

30% OFF!! Show your lashes Love!

Lights, Camera... LASHES!

Celebrate your beauty with 30% OFF!

Get your Babe Lash on!

Shine bright with a little extra gold!

POTENTIAL CTA'S

Give Me 30% OFF

Go for GLAM

Embrace Your Beauty!

Glitz, Glam & Lashes

Shop 30% OFF

Share the Lashes!



So Long,
Summer!

SALE

Up to 50% Off

shop the sale
online & in stores

EXTRA 40% OFF

TOM HOLLAND
FOR IMPACT
BRACES

ONLINE ONLY
THE
DESIGNER
SALE

WE'VE
TAKEN
UP TO
60%
OFF*

SELECT
STYLES
ONLINE NOW;
IN STORES
12/19

SHOP NOW



JUST A FRIENDLY REMINDER
TO SHOP BEFORE IT'S OVER!

20% OFF

OUR TOP PICKS*

USE CODE **EARLYBIRD**,
THROUGH TOMORROW.

START SHOPPING



NEW ARRIVALS GIFT WELL GUIDE SHOP ALL SALE FIND A STORE

FREE SHIPPING ON ALL ORDERS.*

SOMETHING (PRETTY AWESOME) AWAITS

CLICK ON

Twitter Facebook Instagram Pinterest YouTube Blog



— MAKE UP —

#10000000	#10000000	#10000000	#10000000
#10000000	#10000000	#10000000	#10000000
#10000000	#10000000	#10000000	#10000000
#10000000	#10000000	#10000000	#10000000

primavera verano

SALE

TAKE UP TO 50% OFF RAG & BONE, 3.1 PHILLIP LIM,
HELMUT LANG, CUSHNIE ET OCHS + MORE

SHOP NOW

EASY

JOIN

THE WEEKEND

EDIT

Our favourite pieces for an effortless weekend.



MAGAZINE

QR CODE



EXECUTION

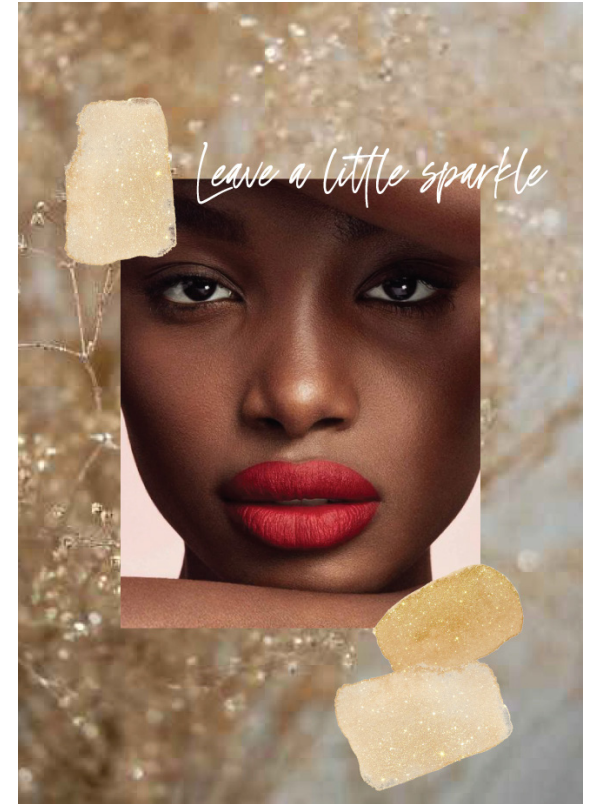


All that glitters
is *Red*.

DESIGN:
Bold typography
Unique layering
Relevant messaging

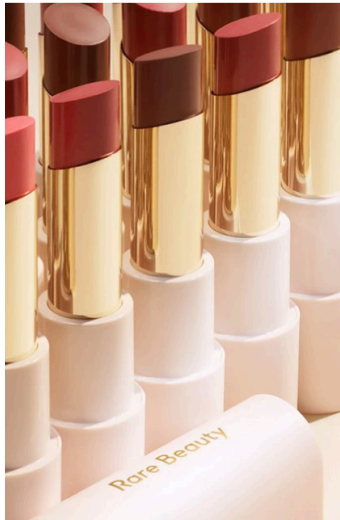


PHOTOGRAPHY:
Strong shadows, unique close
ups & cropping
Focus on product
Strong facial expressions

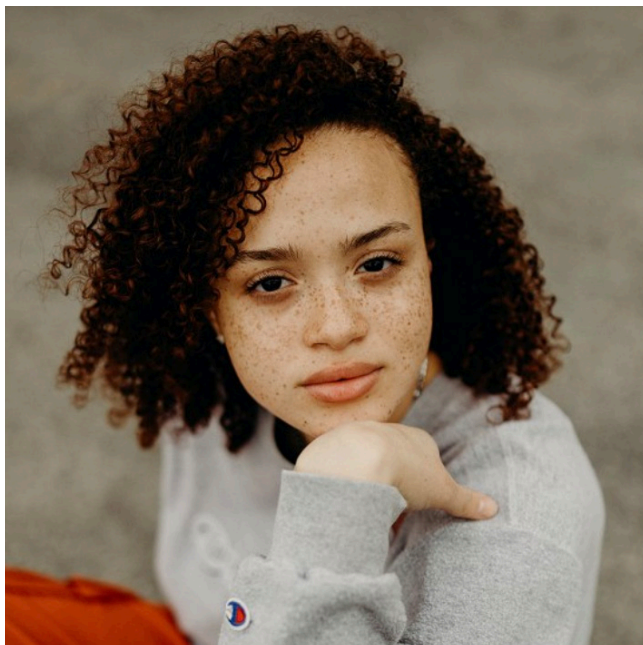
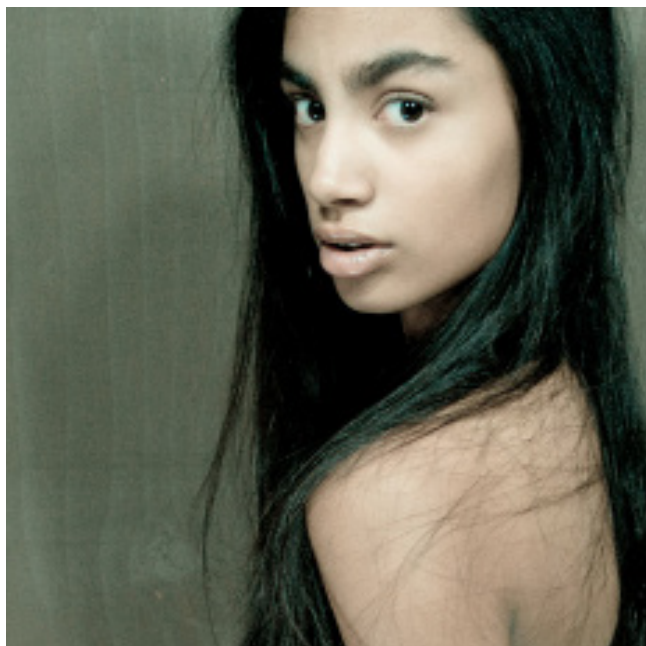


HAIR, MAKE UP & WARDROBE:
Amplify the look
Loose and natural hair

Product Photography



Models



Supporting Content

Social Engagement

Create a “This or That” Holiday Babe Lash Template for followers to fill out and share.

Create downloadable Babe Lash holiday branded wallpapers.

Emails

Promote sales, introduce new products and call out other Babe Lash benefits.

Holiday Gift Guide

Create a gift guide similar to Mother’s Day with product suggestions for every holiday Babe.

Product Highlights

Highlight a new product each day/week during the campaign to educate and incentivize purchases. Can be through emails, social media, web banners, etc.