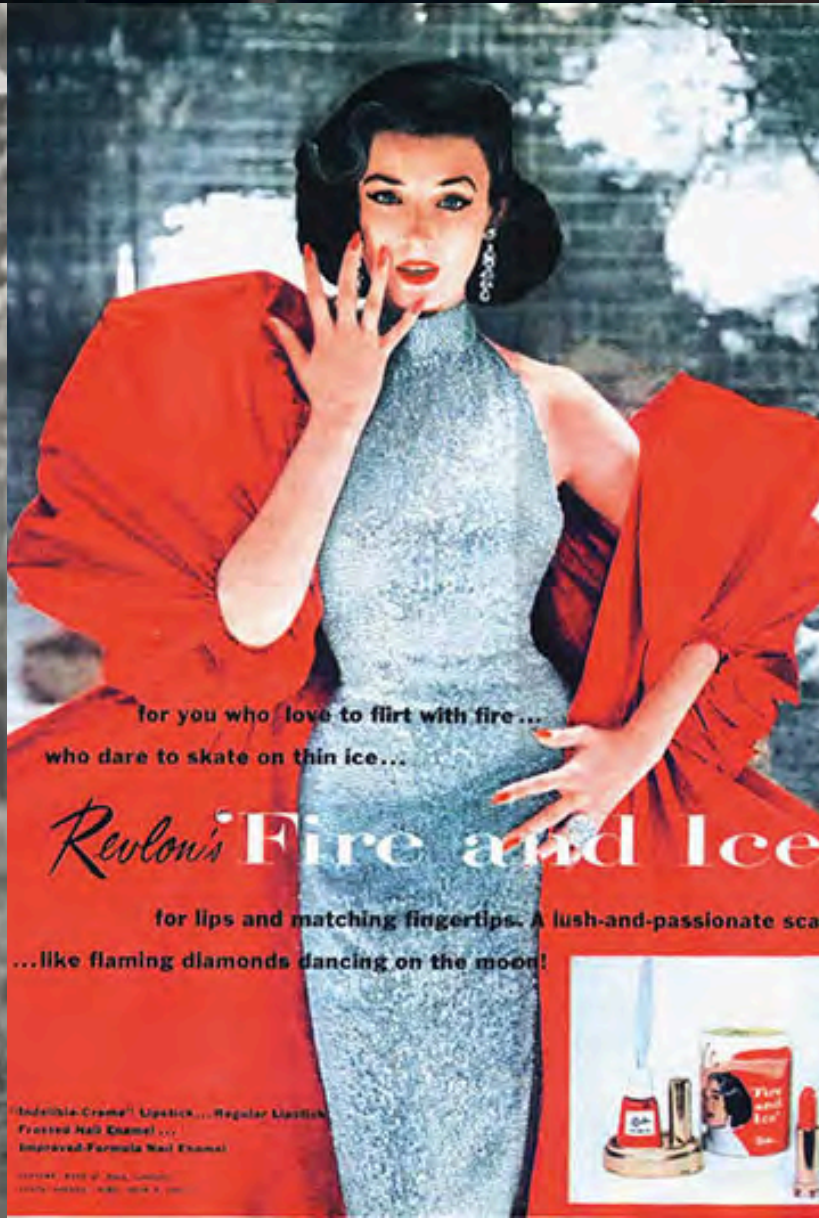ALEJANDRO, ANTONIO, MATILDE, TAMAR, NICO, LUIS, FRANZISKA

MOCK UP
* REVLON
CREATIVE ASSIGNMENT

BRAND RESEARCH

Strengths:

Global Presence: Revlon can access a variety of markets around the globe because its goods are available in more than 150 countries.

Weakness:

At the moment, Revlon's brand image is poor. The company is not actively addressing this issue and perceived as not being inclusive.

Threats:

Vigorous Competition: L'Oréal, Estée Lauder, and MAC 5 are just a few of the well-known companies that pose a serious threat to Revlon.

Opportunity;

The expanding trend of genderless perfumes presents a substantial business opportunity.

MARKET RESEARCH

Other gender neutral fragrances:

- Gucci's Mémoire d'une Odeur
- Tom Ford's Oud Wood
- Calvin Klein's CK One Essence

CAMPAIGN OBJECTIVES

01	Reposition the Revlon Brand as Inclusive and Progressive
02	Embrace and Reflect Gender Neutrality in Beauty
03	Celebrate Individuality Within Unity

TARGET AUDIENCE
EUROPEAN STUDENTS

As part of the plan to reposition Revlon in the market, the target audience should feel connected with our new tone.

Revlon pushes towards integrating the experience of an audience that values bold and disruptive campaigns, that are willing to defy social norms and raise a conversation about the established ideas in the world of fashion.

OUR MOCK UP

ENCODING PROCESS

1. COLORS

- B&W: inclusivity/neutrality
- RED (fire) + BLUE (ice) = compatibility/completeness

2. CHARACTERS

- inclusivity
- targeted towards our peers
- gender encompassing
- individuality within unity

3. FLOWERS

- aludes to fragrance
- gender inclusive
- symbolise fire = renewal / rebirth
- shared natural beauty

4. POSE/EXPRESSION

- low angle = elevation of characters
- no over dominance of on person/gender

5. OUTFIT

- gender neutral
- status neutral
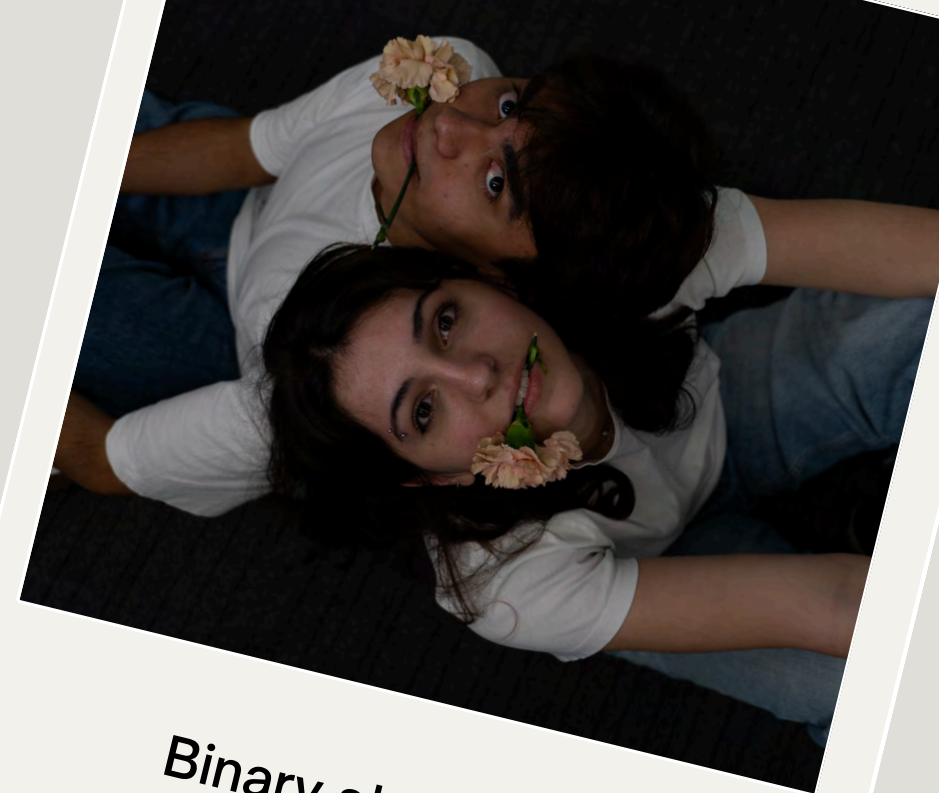- keeps focus on greater meaning

6. BOTTLE

- associations with fire, ice, and completeness
- simple - follows the trends
- gender neutral

one for all

OTHER ATTEMPTS

Too dominant

Binary stereotype

Missing contrast

Too casual

CONCLUSION

THANK YOU

ALEJANDRO, ANTONIO, MATILDE, TAMAR, NICO, LUIS, FRANZISKA