

Gender-neutral Fragrance Campaign

Reflect by REVLON[®]

YOUR SCENT, YOUR STORY

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SWOT Analysis

Strengths

- **Long-standing reputation in cosmetics and fragrances**
- **Worldwide brand recognition**

Weaknesses

- **Revlon is often associated with traditional gender norms.**
 - Problematic: Past perfume ads reinforce essentialist femininity/masculinity
 - Limits the appeal to Gen Z consumers, especially in Europe
 - Falling behind in diversity and inclusivity.
 - Audience backlash (from conservatives)

Opportunities

- **Growing Popularity of Gender-neutral products**
- **They're not just trending—they're expected.**

Threats

- **Stiff competition from brands like Fenty, Glossier, and even niche fragrance startups that already champion inclusivity.**

Task

Creative goal: To design an outdoor advertisement (bus shelter ad) that challenges binary beauty norms and invites everyone to see themselves in the product. *Literally.*

Campaign Concept Vision

- Bold but relatable
- Symbolic yet simple
- *Reflect* individuality while still connecting to the Fire and Ice legacy.

Addressing a weakness while taking advantage of a market opportunity

Denotative Symbols

explains what each symbol literally shows

The Perfume Bottle (Mirror-like Design):

- Reflective surface visually mimics a mirror
- Clear, minimalist bottle with no floral, musky, or gendered design elements



Back-to-Back Figures Inside the Bottle:

- Male and female figures placed symmetrically, back-to-back
- Both faces visible in profile, shown equally and neutrally



Hands Holding the Bottle:

- Two pairs of hands cradle the perfume bottle from below
- The hands appear neutral in tone and identity (female and male)



Tagline – “Your Scent, Your Story”:

- Emphasizes individual ownership and personalization of the fragrance

YOUR SCENT, YOUR STORY

Connotative Symbols

unpack what each symbol implies or communicates emotionally

Mirror Symbolism:

- Mirrors reflect truth; **authenticity**.
- Implies that the fragrance is an extension of whoever wears it; **universality**
- *One bottle. Infinite identities.*

Back-to-Back Positioning:

- Represents **balance, duality, and equality** (e.g., masculinity/femininity, fire/ice)
- Avoids traditional gender binaries and hierarchies; **non-conformity**.

Hands Holding the Bottle:

- Symbolizes **support, inclusivity, and shared humanity**; embracing **diverse** identities
- Hands nurturing the bottle may reflect collective care for individual stories

Tagline Interpretation:

- Personal narrative is at the core of the scent
- Invites the user to project their identity into the product



Symbol Analysis: Color Contrast

Denotative (Literal Meaning)

Inside the Bottle

- B&W tones. Monochrome, no color saturation

Outside the Bottle (Background)

- Colorful setting—light, possibly natural tones



Connotative (Implied Meaning)

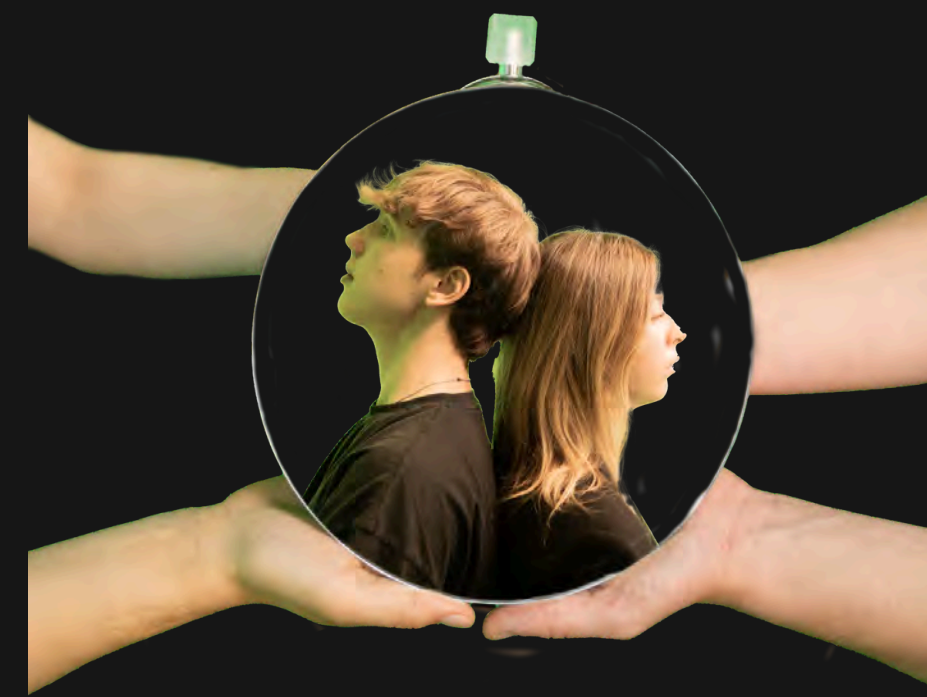
Black & White Figures in Bottle

- Symbolizes **timelessness**, **neutrality**, or **universality**
- Suggests that inside the scent (or self), identity is **distilled**, **pure**, and not distracted by superficial traits

Color Outside the Bottle

- Represents the external world; rich, diverse, and full of sensory input
- Suggests a contrast between how we present ourselves internally vs. how the world surrounds us

Progres of creating the AD



AI generated

REVLON®

official logo
(taken from the internet)

