

Molly Hightower

Summer 2014

SC 3353

Strategic Message Planner

Client: Molly B Cosmetics

Product: Sun-Kissed Lips

Advertising goal

What is the campaign's goal?

The goal of this campaign is to introduce a new sunscreen, Sun-Kissed Lips, to active women of all ages to prevent sun damage to their faces and lips.

Client: key facts

What are some key facts about the client that might be of interest to consumers?

- Ashlee, Molly and Jayme Hightower started Molly B Cosmetics in 2010.
- The Hightower sisters developed a high-end cosmetic line for women who spend a lot of time in the sun.
- Molly B products are made with eco-friendly ingredients.
- Molly B containers are recyclable and made with recycled materials.
- Molly B products include mascaras, eyeliners, lip liners, lip glosses, concealers, eye shadows, foundations and moisturizers for all skin types.
- Molly B Cosmetics' headquarters is in Bartlesville, Oklahoma.

- Molly B products are sold exclusively in the United States.
- Molly B Cosmetics can be found at Wal-Mart and Target stores.

Product: key features

Some of the key features of Sun-Kissed Lips

- Sun-Kissed Lips is applied in the morning as part of the makeup routine.
- To be most effective, Sun-Kissed Lips must be applied at least 45 minutes before spending time in the sun.
- Sun-Kissed Lips prevents skin from burning using coconut oil and UVA absorbers.
- The olive oil in Sun-Kissed Lips helps prevent sun blisters.

What is the product's purpose?

- Sun-Kissed Lips prevents dry, cracked, swollen lips and protects against facial sunburns.

What is the product made of?

- Sun-Kissed Lips is made with the finest blend of nourishing oils that help bring out natural skin tones.
- Sun-Kissed Lips is made with sugar, a natural humectant, which prevents moisture loss from the skin.
- Sun-Kissed Lips contains vitamins A, E and C to protect against intrinsic and extrinsic aging.
- Sun-Kissed Lips contains grape seed polyphenols, which protects, and softens the skin.

- Sun Kissed Lips contains cucumber extract to calm the skin after sunburn.

Who and what made the product?

- Molly B Cosmetics created Sun-Kissed Lips. Sun-Kissed Lips is manufactured at a factory in Bartlesville, Oklahoma.

Target audience: demographics and psychographics

Who is the target audience?

The target audience for Sun-Kissed Lips is active women of all ages.

How would you describe them?

- These women are active and outdoors a lot.
- These women are in the middle to upper class.
- These women spend more than three hours in the sun at one time.
- These women spend a lot of time around people and can't have swollen or cracked lips.
- These women have demanding careers that require a lot of time and energy; they don't have time to worry about their face being sunburnt.
- These women need a quick and easy way to help prevent sunburnt skin.
- These women read makeup reviews online before choosing products.

What are the product's benefits?

- Sun-Kissed Lips brightens, moisturizes and firms skin.
- Sun-Kissed Lips soothes skin after sunburn.
- Sun-Kissed Lips reduces redness from sunburn quickly.

- Sun-Kissed Lips has SPF 50 to prevent skin damage from harmful UV rays.
- Sun-Kissed Lips gives you a touch of sun, but not the burn.
- Sun-Kissed Lips protects skin from UVA and UVB rays.
- Sun-Kissed Lips is made for all skin colors and skin types.

Direct competitors and brand images

What are the manufacturer's direct competitors, or who sells a similar product?

- MAC Cosmetics: This brand is known for its quality products. The target audience is familiar with this brand. MAC Cosmetics has many skin care products to nourish skin but lacks something that helps enhance your tan and contains high SPF.
- Mary Kay: This brand is a trusted global name in skin care, makeup and body care. The target audience trusts this brand, but they are looking for new products. The target audience knows this brand from older generations. The target audience is looking for new skin care products.
- Revlon: Revlon is one of the oldest and most trusted names in cosmetics. The target audience knows this company, but it has been lacking new products in recent years. The target audience is looking for a product that protects from harmful UV rays and prevents skin damage.

Indirect competitors and brand images

- Chap Stick: The target audience knows most types of Chap Stick keep lips from cracking, but they don't always contain SPF. Chap Stick does not prevent your lips from swelling in the sun or help protect the rest of the face.
- Vaseline: For years, the target audience has heard this is a good way to treat chapped lips and burnt skin, but it's not healthy for skin. It is made from byproducts of the oil industry such as leftover residue created during the refinery of crude oil.

Product brand image

1. What's the product's current brand image?
 - There is no current brand image of Sun-Kissed Lips, because it is a new product. Molly B Cosmetics brand image is a trendy, new cosmetic line for people that love being in the sun.
2. What is the desired brand image?
 - Molly B Cosmetics wants active women to view Sun-Kissed Lips, as the answer to protect their skin while enhancing their tan.
3. What's the brand image challenge?
 - The brand image challenge for Sun-Kissed Lips is that it is being introduced into a market with a lot of lipsticks, Chap Sticks and moisturizers. This makes it a highly competitive market, which could be difficult for a newer company to establish brand awareness among the target audience.


Strategic message: the promise

- Sun-Kissed Lips will provide women with the answer for enhancing their natural tan and prevent sunburns. This simple facial sunscreen is guaranteed to keep the harmful rays from damaging their skin.

Supporting evidence: the proof

List any facts that support that message.

1. Sun-Kissed Lips is made with sugar and nourishing oils. These ingredients help keep skin from burning and enhance skins natural tan.
2. Sun-Kissed Lips is made by Molly B Cosmetics. Molly B Cosmetics has been a trusted brand since 2010.



Looking for that natural glow?
Try **Sun-Kissed Lips** sunscreen today to
enhance your natural tan and say
goodbye to that sunburn.

Sun-Kissed Lips

Molly B Cosmetics product

Made with nourishing oils that help bring out
natural skin tones and contains SPF 50.

Molly B
Cosmetics

Title: Summer day fun
Client/Sponsor: Molly B Cosmetics
Length: 30 seconds
Air Dates: June 30 to July 7

Name: Molly Hightower
Section: Summer 2014

SFX: Sounds of people enjoying the
beach

ANNOUNCER:

Do you and your friends spend those
summer days working on your tan?
Are you tired of looking red when you
leave the beach?

SFX: Sounds of cheering, people
saying yes

ANNOUNCER:

Well, then it is time for you to try Sun-
Kissed Lips. It is a new type of
sunscreen that will enhance your
natural tan and won't leave you
looking red. Also helps prevent
cracked, swollen lips.

SFX: People on beach getting more
excited.

ANNOUNCER:

Made with a nourishing blend of oils
and contains SPF 50. Beach, lake or just
a day outside, Sun-Kissed Lips is the
beauty product to have this summer.

Title: Summer day fun
Client/Sponsor: Molly B Cosmetics
Length: 30 seconds
Air Dates: June 30 to July 7

MUSIC: Upbeat

ANNOUCER:

MUSIC: fades out

(Fade, out at: 29)

Try Sun-Kissed Lips today!

Your Name: Molly Hightower
Title: Summer day fun
Client/Sponsor: Molly B Cosmetics
Length: 60 Seconds
Air Dates: June 30 to July 9

WS – Grand Lake (:04)

WS – Show group of friends
having fun together on a boat.
(:04)

WS – Friends having fun on the
beach. (:04)

CU- Show sunburnt face (:04)

CU – Cracked and swollen lips
(:04)

WS – Girls jumping up, excited
on the beach (:04)

MUSIC:

(Light, bouncy mood music.)

ANNOUNCER:

Do you love spending your
summer days relaxing on the
lake?

Do you spend spring break at
the beach?

But by the end of the day do
you turn bright red?

Do you have cracked and
swollen lips? Is the sun
getting in the way of your fun?

Well, then Sun-Kissed Lips is
the answer. It is a new
sunscreen that is guaranteed
to bring out your natural tan

Your Name: Molly Hightower
Title: Summer day fun
Client/Sponsor: Molly B Cosmetics
Length: 60 Seconds
Air Dates: June 30 to July 9

WS - Girls still jumping on
beach.

WS – Girls tanned and smiling
because they love Sun-Kissed
Lips.

FADE TO BLACK AT: 59

RT- :59

and protect skin against
burning.

Sun-Kissed Lips is made with
nourishing oils and contains
SPF 50.

GIRLS:

Try it today! So you will look
Sun-Kissed tomorrow.

Scene: 1 Shot: WS



Light, bouncy mood music playing

Scene: 2 Shot: WS



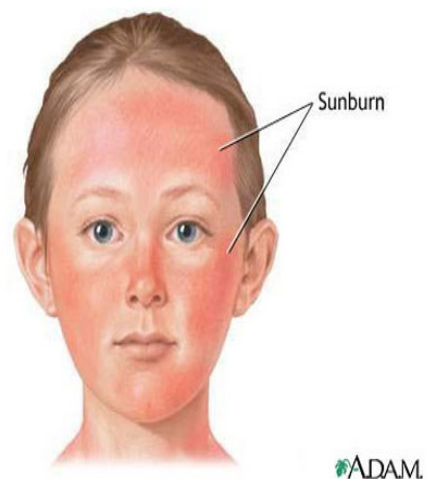
Do you love spending your summer days relaxing on the lake?

Scene: 3 Shot: WS



Do you spend your spring break at the beach?

Scene: 4 Shot: CU



But by the end of the day do you turn bright red?

Scene: 5 Shot: CU



Do you have cracked and swollen lips? Is the sun getting in the way of your fun?

Scene: 6 Shot: WS



Well, then Sun-Kissed Lips is the answer. It is a new sunscreen that is guaranteed to bring out your natural tan and protect skin against burning.

Scene: 7 Shot: WS



Sun-Kissed Lips is made with nourishing oils and contains SPF 50.

Scene: 8 Shot: WS



Try it today! So you will look Sun-Kissed tomorrow.

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