



La Mer

Advertising and Promotional
Agency Pitch

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THE CREATIVE BRIEF: Product Launch

Target Market

- 30-50 years old
- High Salary \$\$
- Unisex shaving cream
- Event: targeting men

Objective

- Product knowledge
- Produce sales
- Product Release

Product



La Mer shaving cream
Price: 100\$

Location

- Nov 23rd - 25th 2019
- Pop up shop in Holt Renfrew men's section
- On their tracks while they shop
- Collaborating with a barber shop that gives off a 50's inspired vibe/look.
- Allow men to experience true luxury



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THE BIG IDEA

Piercing Insight

- When your skin isn't feeling its best, it is hard to walk around and feel proud and confident about yourself.
- Having dry and un replenished skin can easily be uncomfortable and make you self conscious.
- You are not confident when your skin is dehydrated! The solution? Hydrate yourself with La Mer !

Brand Connecting

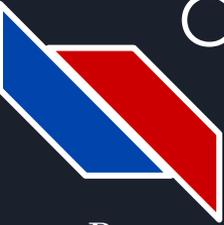
Luxury - Softness - Smooth Sensations - Hydration - Natural Ingredients
Vitamins from the Sea - Sea Sourced Renewing Energies - High Quality - Pure Ingredients

Succinct Expression

From Sea to Skin



Creative Strategy:



Bold

Masculine

Luxury



Purpose

- Creating a story for the product launch and attract attention towards our event/ pop up shop

Title of Event

- Experience Luxury with La Mer (which we show in the Video)
-

Date

- Event during 23rd- 25th November

Location

- Take place in Holt Renfrew with the illusion of vintage 50's barbershop

All Promo Activity

- Sales promotion / Advertising

Social Media Handle

- Promotion on Instagram (using social media handles)

THE CREATIVE & MEDIA STRATEGY

Advertisement #1 60 Second Instagram Advertisement



Scene 1

A 40 year old man will be walking into a barber shop and we will see the iconic barber pole, the leather chairs as well as the barbers tools.



Scene 2

The barber will be preparing his tools (sharpening them) and cleaning his station for his next cut. He will then pour a glass of whisky on ice for the gentleman.



Scene 3

Close up on the shaving process; using different angles when filming and showcasing the application of the cream (showcasing the new product without mentioning it)



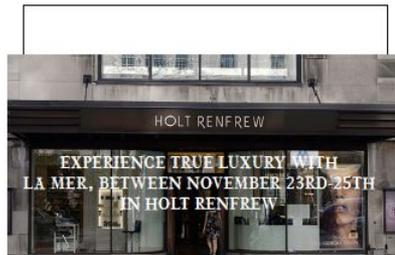
Scene 4

Finishing the cut and applying the hot towel on the gentlemen's face.



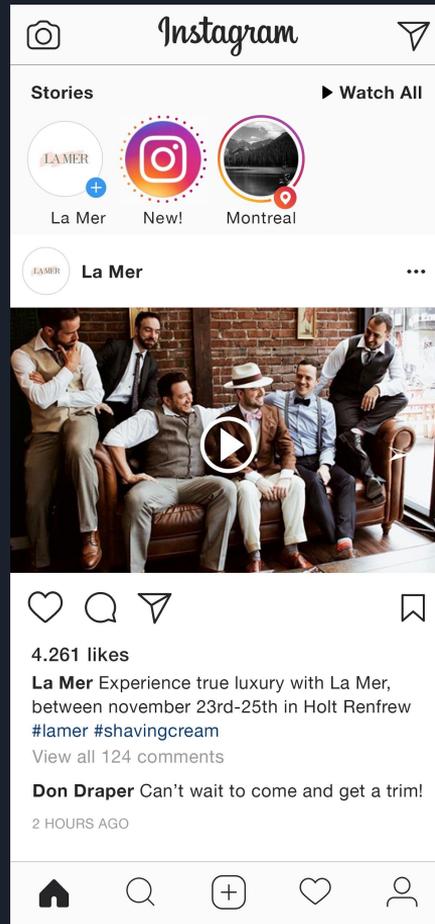
Scene 5

Once the hot towel process is finished, we will zoom out and see the gentleman sitting on a chair next to the ocean. This hydrating miracle can take you to another place.



Scene 6

At the end of the video, the previous ocean scene zooms out and we realize that we are actually in 2018 in a pop up shop in Holt Renfrew. The phrase "Experience true luxury with La Mer, between november 23rd-25th in Holt Renfrew."



Teaser of Video will be published /countdowns leading up to the barbershop event



THE CREATIVE & MEDIA STRATEGY

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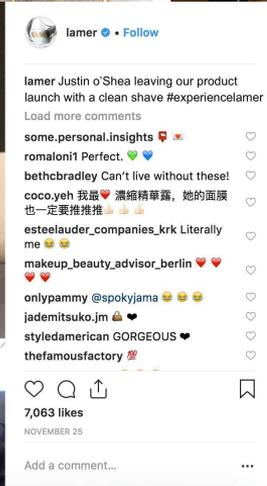
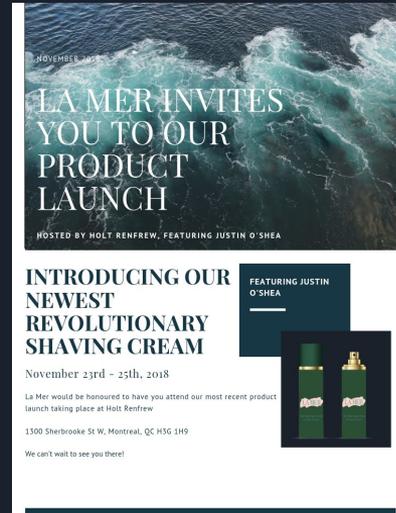
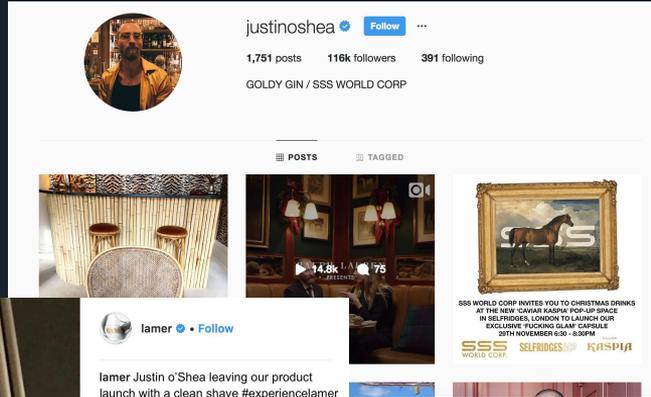
BURBERRY
WATCH THE FILM

Media Strategy

Media Type	Online			Offline	
Media Company	Instagram	Holt Renfrew Website	GQ online website	IMA outdoor Montreal	Montreal Gazette Newspaper
Type of Ad	60 Sec Video Ad	Web Banner	Online Article	Street Billboard	Gazette Article
Media Audience Description	We will be doing a 60 sec storytelling advertisement.	A banner appearing at the top of the Holt Renfrew Website.	A article called 8 things you tell your barber. It will be written and paid for by La Mer themselves.	This street billboard will be placed downtown Montreal on Saint Catherines street.	An article in the Montreal Gazette in the business section.
Reach	Reach all our instagram followers which is 668K. On average 25% are men which is 167,000.	We would reach on average 190K in total and 40% are men 76,000.	QC online has a reach of 2.4 million users. With our article we will try to reach 25% of that which is 600,000 men.	We would like to reach by this Ad at least 200,000 men in a few weeks of the billboard being up.	The total weekday reader are 228,000. 57% of the are males so our total reach would be 130,000 men.

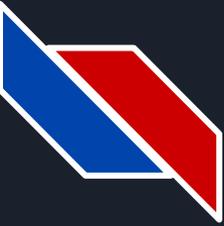


SOCIAL MEDIA PROMOTIONAL ACTIVITIES



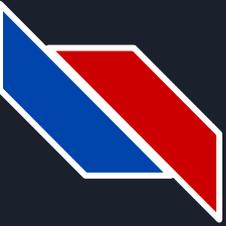
- Instagram live hosted by our chosen influencer allowing La Mer followers to see the event
- Instagram post featuring Justin Oshea endorsing the new product
- Newsletter sent by email to VIP La Mer consumers inviting them to the event

CALENDAR OF ACTIVITY & BUDGET



	A	B	C	D	E	F	G
1		Advertising Campaigns		Social Media Promotional Activities			
2	Ad/Promo Activities	60 Video Ad	GQ online Article	Live Event	Influencer Engagment	Newsletter	
3	Media Type	Instagram	GQ online Magazine	Instagram	Instagram	Email	
4	Date of Publication	November 7th, 2018	November 23rd, 2018	November 23rd, 2018	November 19th, 2018	Novemeber 14th, 2018	
5	Length of pulication	15 days	30 days	3 days	8 days	1 day	
6	Visual and copy writing	Official La Mer Logo	Official La Mer Logo and link to website	N/A	Official La Mer Logo	Official La Mer Logo and link to website	
7	Cost	.20 cents per click To reach 63, 000 -170,000 It will cost 150\$ daily Budget: 2250\$	1,500\$-2,000\$ For a standard article with a link added.	it will be done on our instagram so it should cost 0\$. 100\$ for props	\$10,000-\$15,000 (Posts and speacail guest at event + hotel + fees)	Email marketing cost companys \$300-\$500 depending on the brand	
8	Reach	167,000	600,000	167,000	116,000	100,000 +	Total for All
9	Total cost	\$3, 750-\$4, 250		\$10, 400-\$15, 600			\$14, 150-\$19, 850

CONCLUSION



➤ Consistency of the our campaign

- We built all our promotional activities /campaigns around “Masculine - Bold- Luxury” (following these Guidelines)

➤ Big Idea

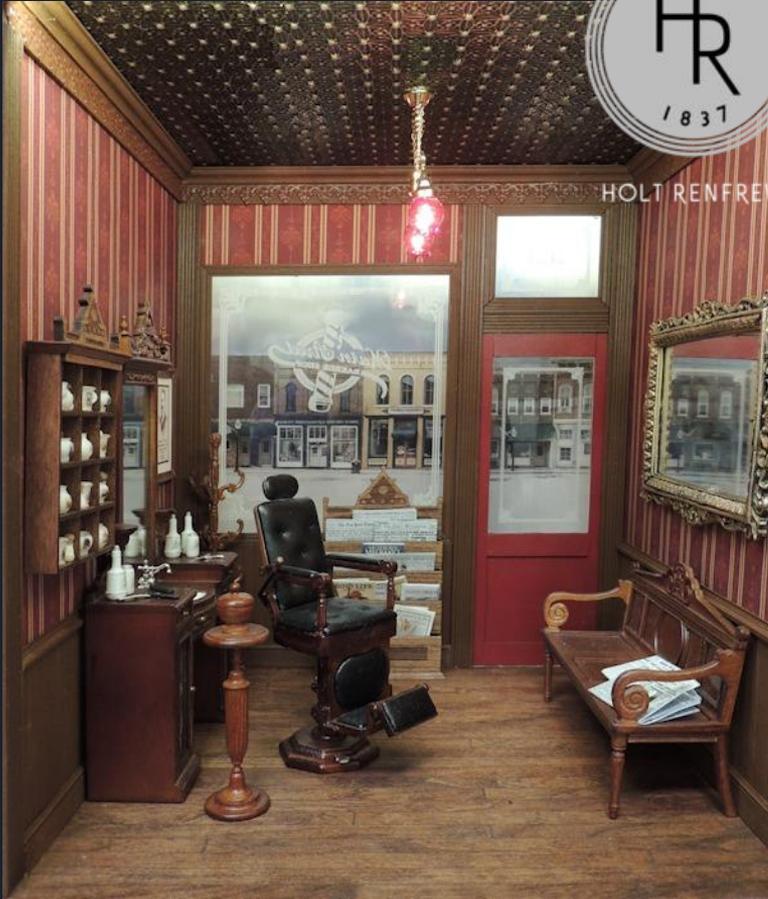
- Creating Luxury when purchasing the 100 dollar shaving Cream (that promise to keep your skin smooth and hydrated)
- The purpose of the ads and promo = exactly what the big ideas represents
- The shaving cream is not like any others it promises to keep your skin smooth and hydrated
- **From sea to skin**

➤ Relevance of our campaign and the success of the Ads

- The event targets the clientele our product was made for ;
 - 30-50 years old
 - High Salary \$\$\$
 - Event: targeting men



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Thank You
Any Questions ?