

# Christian Louboutin

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# Agenda

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-  Review the Creative Brief
-  Big idea - One Shade Fits All
-  2 ADs
-  Media Strategy
-  3 Social Media Promotional Activities
-  Calendar of Activity & Budget
-  Conclusion

# Review the Creative Brief

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## The Objective of the Campaign

The objective of the promotional campaign is to highlight customizable features, such as engraving, just in time for the holidays. In addition to the launch of lipsticks, which are not available in store seasonally. They want event to create aware to the Christian Louboutin Beauty line as it is fairly new and allow consumers to get a hold of products that are not always available in store.

## Summary of the Event

The cocktail event (5-A-7) at Holt Renfrew Montreal 4th floor on December 9th, 2017. It is the perfect time to purchase personalized gifts for the loved ones right before the holidays. Also, red carpet affairs.



# Review the Creative Brief

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## The Target Audience

Affluent women, aged 25 to 35, with degree and an established career. They work within the realm of business, marketing, fashion, or media industries. They live in an urban setting and are in a relationship or married. They are loyal customers, shopping not only for a product but for an experience. Physical appearance is very important to them, and they value prestige, luxury, and brand image.

## Review the Style guide

- Elegant and minimalistic
- Using mainly shades and tints.
- Classic serif fonts should be used as headline text, accompanied by simplistic sans serif fonts for the use of subtext.
- The black and white Christian Louboutin logo should be placed in the bottom right hand corner of print and social media advertisements. PANTONE 18-1663 TPX should be used as the Louboutin red.

The slogan to be used for this promotional campaign is "Dare to be Louboutin"



# Big idea - One Shade Fits All

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- Big Idea - To evoke the idea and feeling that Louboutin : "Dare To Be Louboutin". One Shade Fits All- to deliver the notion that the perfect gift for the holidays is a Louboutin Gift product!
- Knowing that the iconic red is the unique selling proposition of Christian Louboutin, We wanted to connect the red and relate it to Christmas in a way that will help expose the product and allowing it to be relevant to the brand and the holiday.



# First Ad

- Christmas theme
- Grayscale - Pop of red color
- Classic Christmas
- Limited lipstick
- Social media - detail about our event





# Second Ad

- Christmas theme
- Grayscale
- Ornaments - Limited lipstick
- Focus on event : Holt Renfrew
- Social media - detail about our event



HOLT RENFREW

December 9th, 2017  
4th Floor 3pm - 7pm  
Holt Renfrew Montreal  
Red Carpet Affairs

*One Shade Fitty All*

'Tis' The season To Be Daring.  
"Dare to be Louboutin"

*Division  
Louboutin*

The advertisement features a central image of a Christmas tree composed of various styles of high-heeled shoes, primarily in black and red. The background is a light gray. The text is arranged in a clean, modern layout with a red border around the entire ad.





# Media Strategy



Media type	OFFLINE		ONLINE		
Media company	Elle Quebec Magazine	Bell Advertisement	Facebook	Instagram	Elle Quebec Website
Type of ad	Print Ad	- Street Column Ad - Billboard	Sponsor Ad	Carrousel Ad	Web banner
Media audience description	The reader is curious, smart, loves fashion, and uses fashion as a way to transmit to the world who she is and who she wants to be. She's the first person to try something	Reach an urban mobile clientele  Advertisements are centrally located in areas in which our potential consumer lives/ works	Based on the selected audience insights selected: specifically targeting Women, aged 25-35. Interests: Family, cosmetics, fitness, Christian Louboutin, etc.	Based on the selected audience insights selected: specifically targeting Women, aged 25-35. Interests: Family, cosmetics, fitness, Christian Louboutin, etc.	Loyal customers & they're curious, smart, loves fashion, and uses fashion as a way to transmit to the world who she is and who she wants to be.
Reach	2.0 Million readers across all platforms. 1.4 million weekly readers in Greater Montreal	Over 1.5 million people throughout the city where people are more likely to converge.	Potential reach: 2, 500, 000 Daily potential reach: 8,100 - 51,000 Conversions: 160 - 710 - based on 1 day click conversion	Potential reach: 2, 500, 000 Daily potential reach: 8,100 - 51,000 Conversions: 160 - 710 - based on 1 day click conversion	Potential reach: 279, 954 each month  Elle Quebec Mobile app - Banners appear Potential reach: 98,598
Cost	\$ 44,900 (Double) \$ 22,455 (1 page)	\$18,363.80 (4 weeks)	\$ 10,500 (35 days)	\$ 10,500 (35 days)	\$20 CPM Budget: \$1000

# Advertising - Billboard & Mega Column



## Billboard Location

- Old Montreal



## Mega Column Location

- St- Catherine, Sherbrooke



# Advertising - ELLE Quebec Magazine



2.0 Million readers across all platforms.  
1.4 million weekly readers in Greater Montreal



\$ 44,900 (Double)  
\$ 22,455 (1 page)



Christian  
Louboutin



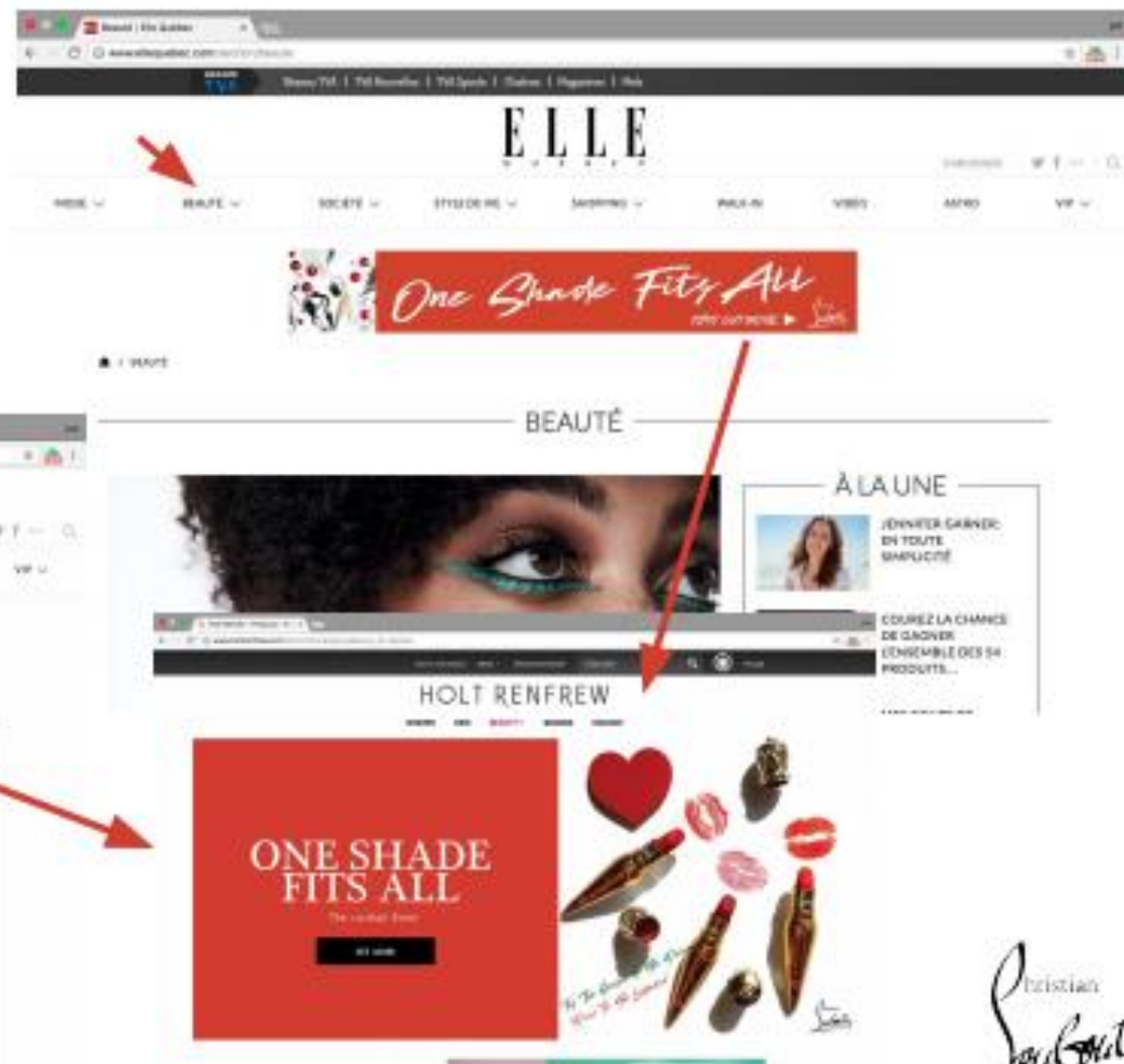
# Advertising - Website Banner



Home & Beauty page



Find more : link to Holt Renfrew our event page



Christian  
Lacouture



# Advertising - Facebook

ROGERS 7:44 PM 17%

Search

Suggested Video

**Christian Louboutin**  
5 hrs · 48

"Dare To Be Louboutin" - The Cocktail event at Holt Renfrew Montreal 4th Floor on December 6th, 2017. (5pm - 7pm) <http://www.holtrenfrew.com>



One Shade Fits All

'Tis' The season To Be Daring..  
"Dare to be Louboutin"

The Perfect Gift, Louboutin Beauty

74 2 Comments 4 Shares 87.6K Views

Christian Louboutin - Home

Secure - <https://www.facebook.com/christianlouboutin/>

Christian Louboutin



Home About Photos Videos Posts Events Notes Community

Like Follow Share


Sign Up Message

Write something on this page...

Photos



Company



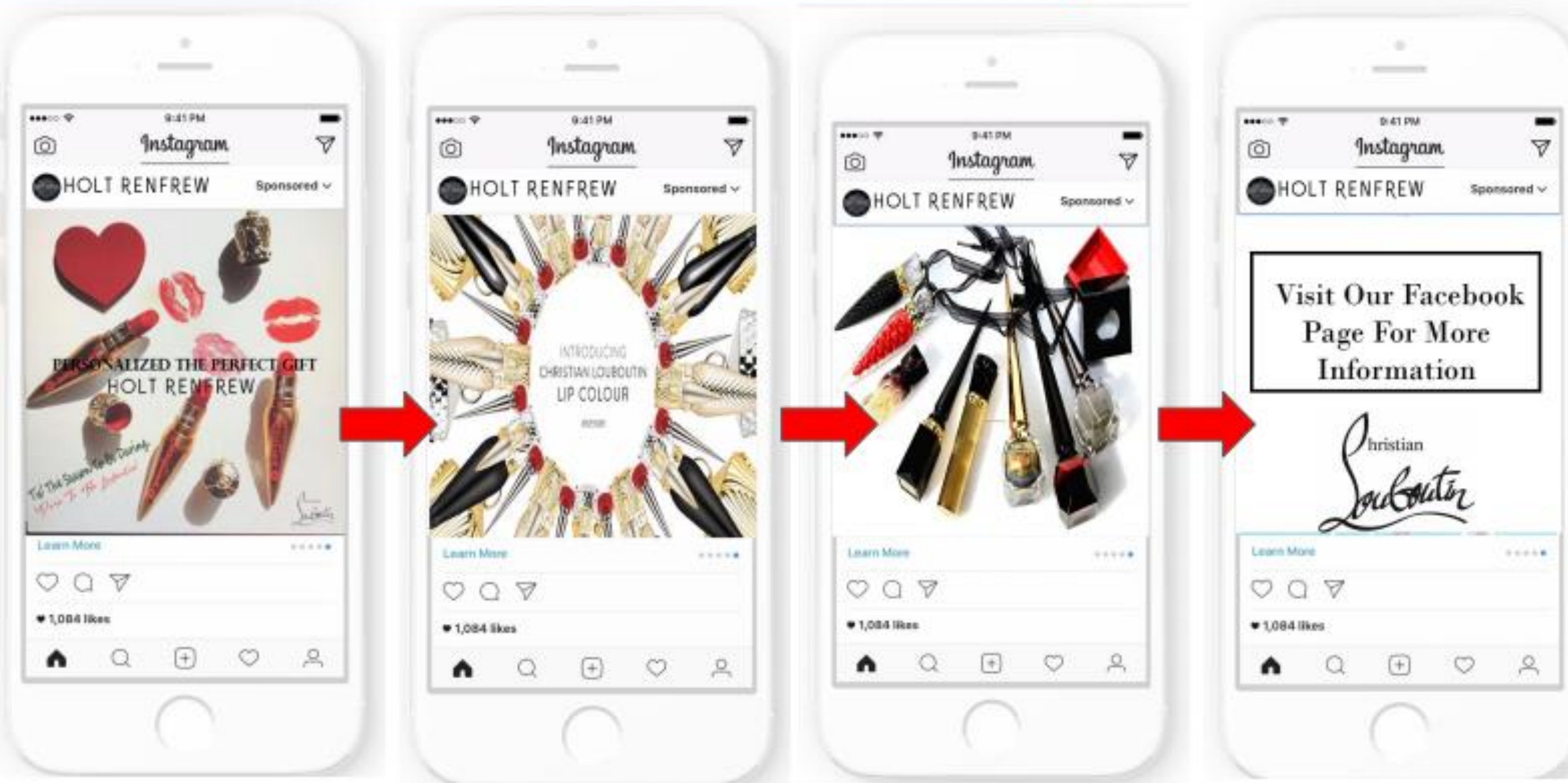
About Christian Louboutin

Christian Louboutin was created in 1992 when the designer opened his first boutique at 18 Jean-Jacques...

See More

Christian  
Louboutin

# Advertising Carousel Ad - Instagram





# Media Strategies



Send out Press kits to Magazines  
inviting beauty editors of local  
magazines as well as big magazines  
(Public Relation)

For example:  
Beauty Editor  
Katherine Lalancette  
Content Creator/Editor and Tv  
Contributor



Katherine Lalancette  
Content Creator and  
Editor/TV Contributor



Productrice de contenu mode et  
beauté at Québecor Média



Fashion and Beauty Contributor,  
Breakfast Television Montreal at  
Rogers Media



*Dare to be Loudoutin'*



*Christian  
Loudoutin'*



*Dear,*

Thank you for supporting us on our special day  
Your love and support means the world to us

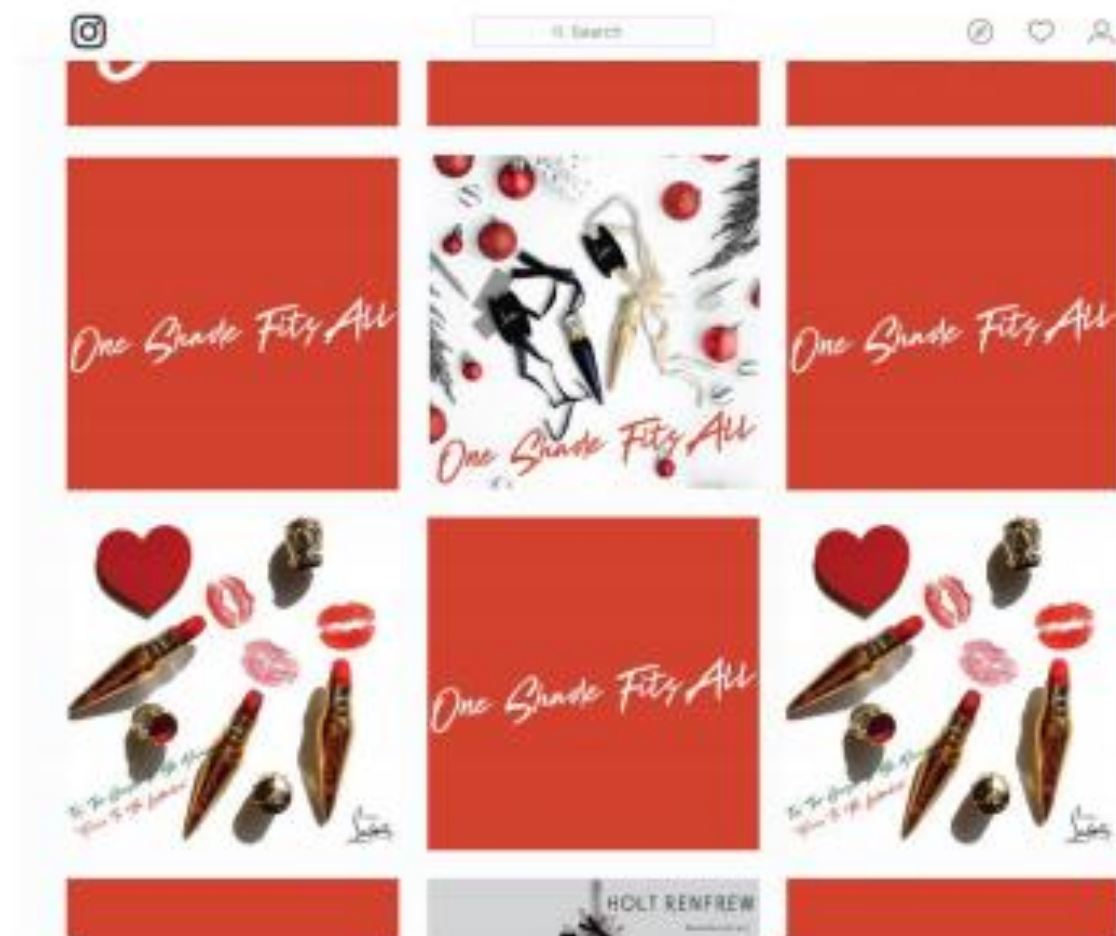
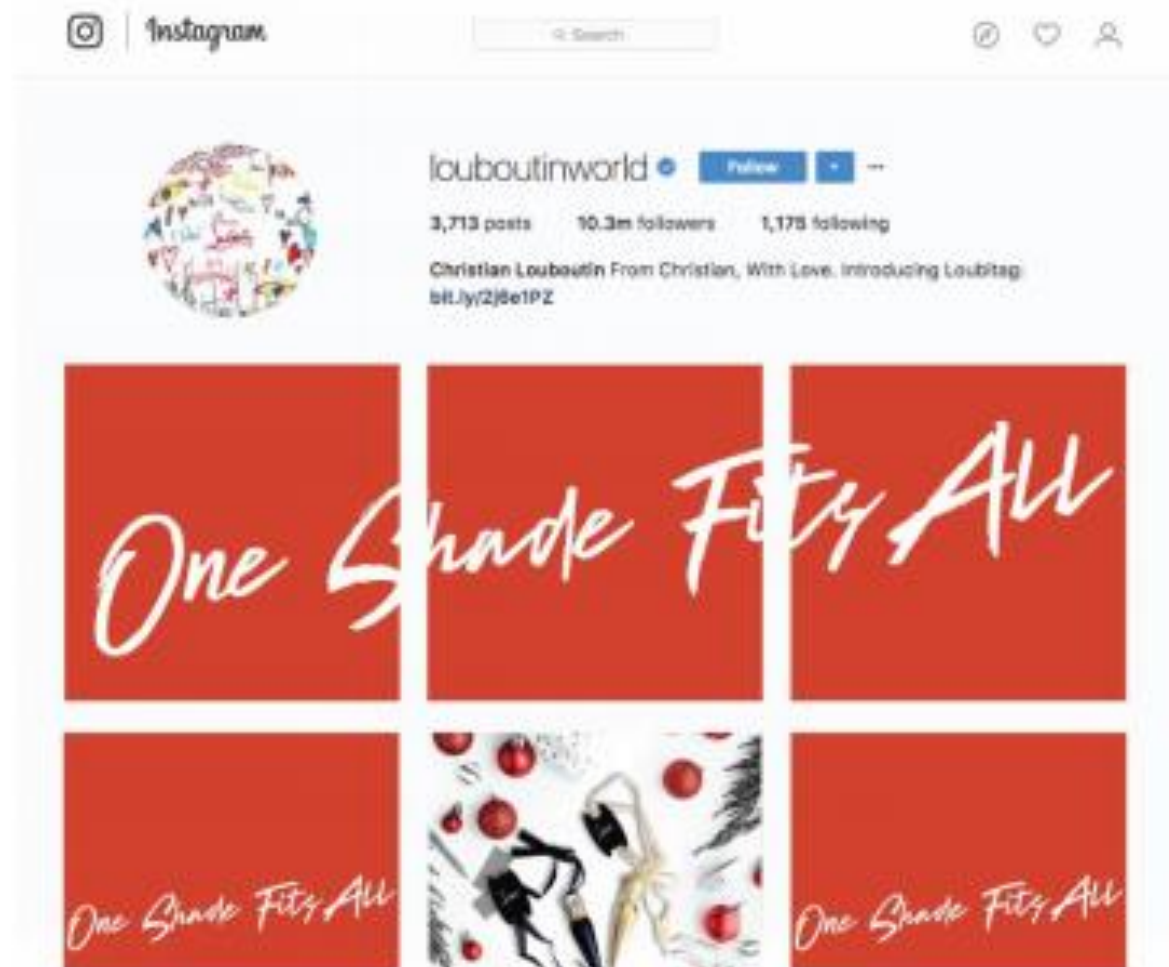
*Merry Christmas XOXO*

*Love from, Christian Loudoutin'*



*Christian  
Loudoutin'*

# Advertising - Instagram



Christian  
Louboutin



# Social Media Promotion 1



We will utilize the Instagram platform and differentiate the page by focusing on the Louboutin Beauty products and create a story-telling through Instagram posts and stories. This is done to increase anticipation



# Social Media Promotion 2

We will host contests for the draw being held at the event on the instagram account.

## Contest Posts:



### **First Contest:**

To drive traffic to the event.

"Tis the season to be Darin...

Come sip some bubbly & find the perfect gift!

First 100 people through the door will receive personalized engraving.

Only at Holts Renfrew on December 9, 2017 from 5 to 7.

"Dare To Be Louboutin""



### **Second Contest:**

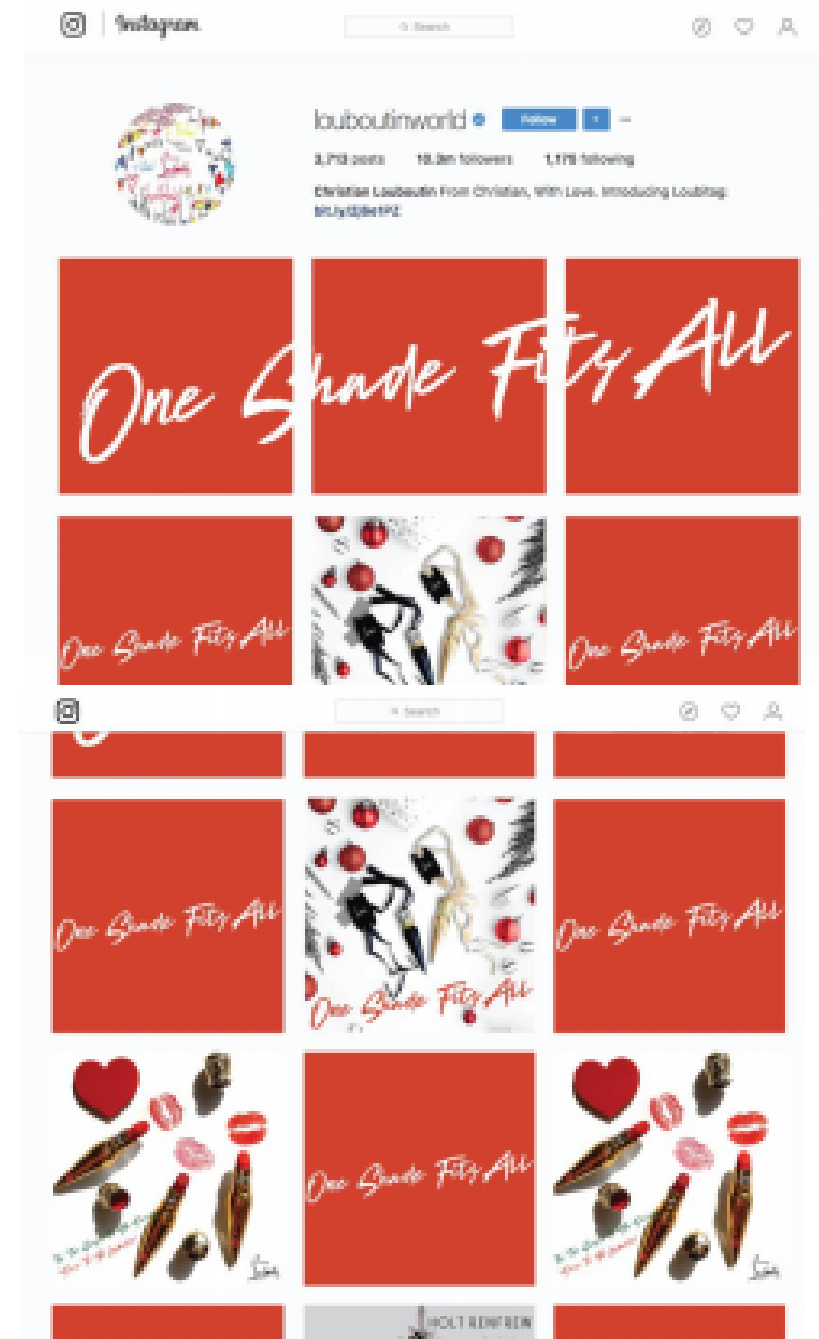
To Increase Earned SEO & Drive traffic to the event.

"Repost a picture of a Louboutin Beauty Product that you would

like to receive for Christmas & tag 3 friends for a chance to win Louboutin ornaments for your Christmas tree!

The draw will be held Dec 9 & Holts Renfrew from 5-7!

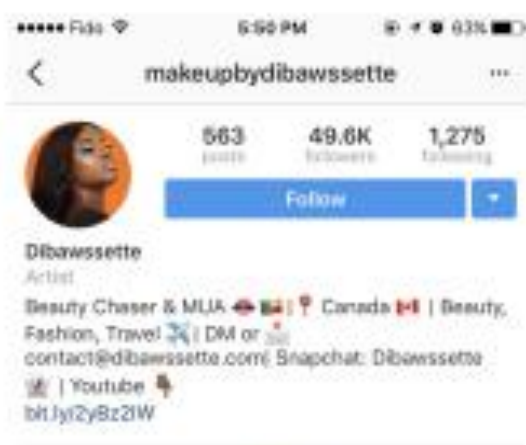
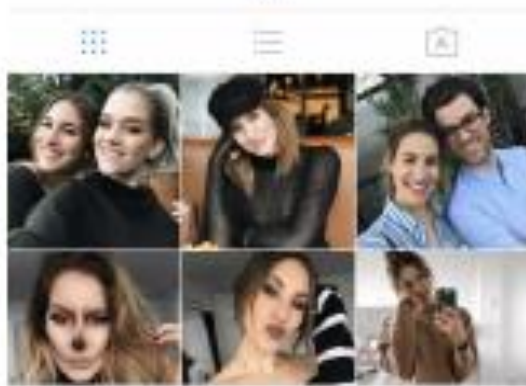
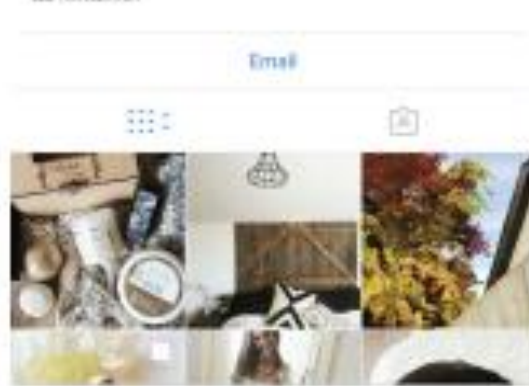
"Dare to be Louboutin" "



# Social Media Promotion 3

We will invite the makeup artists and micro influencers to host the Facebook live and stories on the Holt Renfrew account, in order to drive traffic & appear relatable to our target market.

**TOTAL REACH:**  
**300 k +**



Christian  
Loudon



# Calendar of Activity

## NOVEMBER 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5 INFLUENCER POST	6	7	8 PRESS KIT	9 HOLT RENFREW	10	11
12 INFLUENCER POST	13	14	15	16 HOLT RENFREW	17	18
19 INFLUENCER POST	20 BANNER EUE 9	21	22	23 HOLT RENFREW	24	25
26 INFLUENCER POST	27 BANNER EUE 9	28	29	30 HOLT RENFREW		

## DECEMBER 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3 INFLUENCER POST	4 BANNER EUE 9	5	6	7 HOLT RENFREW	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



# Budget

Media type	OFFLINE		ONLINE			
Media company	Elle Quebec Magazine	Bell Advertise ment	Facebook	Instagram	Elle Quebec Website	Micro - Influencers
Type of ad	Print Ad	- Street Column Ad - Billboard	Sponsor Ad	Carrousel Ad	Web banner	2-3 weekly promotional ads on their instagram page over the course of 35 days
Cost	\$ 44,900 (Double) \$ 22,455 (1 page)	\$18,363.80 (4 weeks)	Daily budget: \$ 300 Total: \$ 10,500 (35 days)	Daily budget: \$ 300 Total: \$ 10,500 (35 days)	\$20 CPM Budget: \$1000	\$ 250 each Total for all influencers: \$ 1000
<p><b>Total budget:</b></p> <p><b><math>(\\$44,900 + \\$22,455) + \\$18,363.80 + \\$10,500 + \\$10,500 + \\$1000 + \\$1000 =</math></b></p> <p><b>\$108,718. 80</b></p>						

# Conclusion

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To wrap things up, to maximize exposure and reach towards the event, the ads are designed and created in a way that is relevant to the branding, slogan, as well as the holiday. We focused on the selling point and capitalized on the Louboutin Red. The ads will be advertised in local magazines, as well as billboards, Facebook and Instagram as it will be presented directly in front of our target market.

To increase SEO, local beauty micro-influencers will promote the event and we will host a contest on our Instagram page.

Finally, a press kit will be sent out to bloggers and beauty journalists to further increase word of mouth about the event, as well as written articles on the event.