

*Sinead Clark*

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# CleanO2

## Client Book

CleanO2



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# Welcome

Welcome to my client strategy book, showcasing the exciting ideas I've developed for the small yet innovative company CleanO2, a forward-thinking Carbon Capture soap company. At the intersection of innovation and sustainability, CleanO2 is on a mission to revolutionize personal care and environmental responsibility.

In the following pages, I'll highlight the conception and execution of an advertising campaign that not only showcases CleanO2's eco-friendly products but also underscores their commitment to a greener future. This Project was a part of my Creative Strategy course; I utilized my skills in Canva, Adobe Photoshop, and Illustrator to come up with a new approach for the company to inspire and educate consumers.



# Client Research

## HISTORY

Founded by Jaeson Cardiff, Kathi Fischer, and Scott Forgrave created the CarbinX, which captures Carbon emissions from buildings through their heating systems. The company is headquartered in Calgary, Canada, and that is where most of its CarbonX machines are located.

## CURRENT ADVERTISING

CleanO2's current advertising is limited. They are a smaller and new company that bases most of their advertising on social media. They garnered press from sources like Time magazine and Forbes and have partnered with a few smaller influencers. I enjoy the brand's aesthetic and instagram layout. It follows a very trendy and minimalistic look.

## LOCATION

The Company is based out of Canada. Their products are sold primarily through online sales, and they have a few small shops around Calgary that sell some of their items. They do ship internationally, such as in the US, but there hasn't been much press on the Company outside of Calgary. Expanding CleanO2's market more into the US could be very effective.

## TRANSPARENCY

The company is very transparent about its environmental footprint. For example, shipping causes carbon emissions. To help offset these emissions with every online order, the company plants one mangrove tree. So far, the company has planted 1,949 through the company Ecologi. Their products use simple and earth-friendly ingredients which are also biodegradable.

# Consumer Persona



Hello, I'm

# Lydia Hughes

Demographics:

- 32-year-old Female
- Living in an Urban City
- Income of 70k
- College-educated

## Content Messaging

- Educational and Informative Content
- Transparency in companies' values and production process
- Enjoys companies engaged with their community
- Digital Content, Such as Social Media and media mentions about products

## Buying Habits

- Shops Eco consciously
- Prefers to shop local
- Willing to pay more for a product that aligns with their values
- Discouraged from Non-organic and processed foods

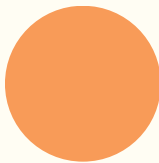
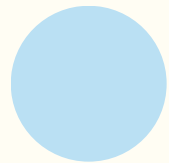
## Psychographics

- Community-orientated, Likes to be surrounded by individuals with similar values
- Value-driven purchasing habits
- enjoys spending time outside and is active
- Open to new and innovative products and technology
- Politically Active





# CleanO2<sup>®</sup>



**MoodBoard**

# Client Logo

Displayed here is CleanO2's Official logo, it is in the form of Vector so that it can easily be reshaped without it losing its quality and becoming pixilated.

This logo should be included in all advertising.

**CleanO2<sup>®</sup>**

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## Needs and Selling Statements

**“IT’S THE LITTLE STEPS.”**

**Achievement:** CleanO2 helps you achieve your personal environmental impact goals. By decreasing your carbon footprint, CleanO2 makes you feel a sense of accomplishment for using their products.

**“CREATING AN IMPACT IS AT ARMS REACH.”**

**Recognition:** CleanO2 empowers individuals to want recognition for using eco-conscious products.

**“DOES MORE FOR YOU AND THE ENVIRONMENT”**

**Independence:** CleanO2’s products are different from your everyday soaps. Allows the customer to make impactful decisions on their terms.



# Strategic Ad Ideas



## Generic Claim

“Soap that protects our planet”

The advertisement will show pop color illustrations of a futuristic city. As you're looking at the town showing buildings, drawings of the CarbinX machine pop up, and people surrounding are smiling at it. Then, flash forward to a display showing people making the soaps in a lab. Cut to trees and images of the soap, with the phrase appearing.

## Product Feature

“Experience pristine innovation.”

This ad will show a cut shot of what is happening inside a standard soap product factory, showing the smoke and a robotic look at how everything is made. Meanwhile, the other half of the screen shows a CleanO2 lab, a very hands-on and joyful expression of its soap production. Then, the ad will widen to a shot of Clean O2's soap with the selling statement.

## Lifestyle

“A commitment to cleaner living”

This advertisement would show lush greenery and landscaping describing the qualities of fresh air and open water of a lake. Then, it will cut to someone using the soap on their arms. The voiceover will describe that using CleanO2 soap can lead you to a lifetime of healthy and impactful habits.

## Brand Image

“An eco-conscious soap with the cleanest ingredients”

This ad will be like an infographic of how the soap is made by showing carbinx machines, then side by side with people in a lab making the products, and then the customer at home washing their hands with the soap. Each image will glide together to be very cohesive in style.

# Client's Short Story



visual communication   
@creativestrategy

In the battle against climate change, every CleanO2 bar is a victory.  
One idea, one machine, one bar of soap—  
making a world of difference.



1 Retweet 11 Likes

# Possible Headlines and typography ideas

Cleaner skin for cleaner earth

Gyst variable

Earthly love packed into a bar of soap

Vividly Regular

Join the Green Revolution

Giulia Plain

*Find earth's beauty everywhere, even in a bar of soap*

Goodog New

SOAP WITH A HEART FOR THE PLANET

Hey Eloise Watercolor



# Creative Strategy Statement

CleanO2 is a company that aims to revolutionize the soap industry; through its innovative approach to technology and sustainable processes, cleanO2 is leading the battle against climate change and greenhouse gas emissions. CleanO2 targets an eco-conscious consumer who is actively looking to reduce their carbon footprint and move towards sustainable living. Because our company is at the forefront of innovation in advertising, we will showcase visually the process of how our soaps are made, emphasizing our strive towards a circular economy. Our branding will emphasize the earth-centric and natural aspect of all our products using nature, floral imagery, and welcoming and earthy colors. Implementing these tactics will promote CleanO2's innovative approach in the soap industry as well as its overall mission of reducing carbon emissions for a sustainable and better planet.

# Design Brief

## Creative Strategy Statement

CleanO2 is a company that aims to revolutionize the soap industry; through its innovative approach to technology and sustainable processes, cleanO2 is leading the battle against climate change and greenhouse gas emissions. CleanO2 targets an eco-conscious consumer who is actively looking to reduce their carbon footprint and move towards sustainable living. Because our company is at the forefront of innovation in advertising, we will showcase visually the process of how our soaps are made, emphasizing our strive towards a circular economy. Our branding will emphasize the earth-centric and natural aspect of all our products using nature, floral imagery, and welcoming and earthy colors. Implementing these tactics will promote CleanO2's innovative approach in the soap industry as well as its overall mission of reducing carbon emissions for a sustainable and better planet.

## Problem

Currently, CleanO2's advertising is heavily centered on Instagram and social media. There is little to no other forms of advertising. Most of their instagram post are just minor updates or images of their products with little advertising elements. My goal is to take CleanO2's advertising to a new audience and outlet. Explicitly aiming to utilize features beyond instagram posts.

## Customer Info

Our consumer profile is a female millennial living in urban areas with an income of around 70k and a college education. She's an eco-conscious shopper who prioritizes buying locally and is willing to pay more for products aligning with her values. Non-organic and processed foods are off her shopping list. She's community-oriented and values-driven in her purchases, seeking like-minded individuals. She enjoys outdoor activities and embraces innovation and technology. She's politically active and interested in companies that are engaged with their community and offer transparency in their values and production process. She consumes digital content, primarily through social media and media mentions about products. To reach her effectively, provide educational and informative content while showcasing values and community involvement.



## Solution/ Objective

CleanO2's creative strategy is centered around creating more awareness for the brand, educating and inspiring consumers to adopt sustainable living practices, promoting eco-conscious decision-making, driving engagement with the brand, and appealing to the growing market of environmentally conscious consumers. Our ultimate objective is to positively impact the planet by reducing carbon emissions through our innovative soap products and empowering consumers to join us in this mission.

## Tone Statement

The tone of this campaign is bright/optimistic, educational, and earth-centric. Embodies a sense of optimism, empowering consumers to make eco-conscious choices. It is informative, emphasizing the importance of sustainability and its role in reducing carbon emissions. The campaign is visually appealing, utilizing nature and floral imagery, along with welcoming, earthy colors, to create a warm and inviting atmosphere. It strikes a balance between being informative and emotionally resonant, encouraging consumers to take action for a better, more sustainable planet.

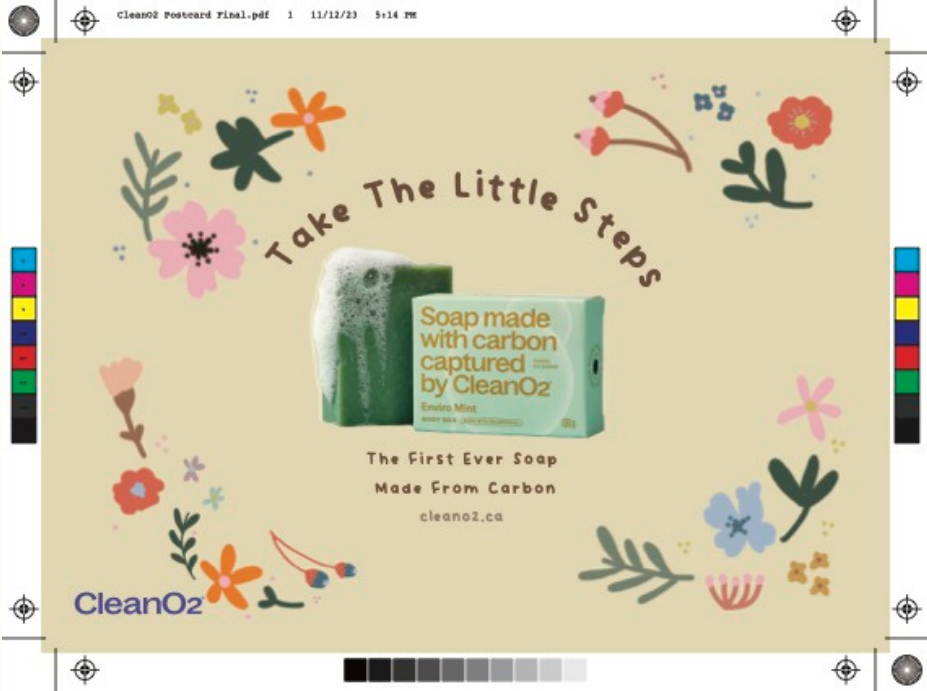
## Mandatories

The campaign must include:

- Imagery of the soap product
- Precise use of the brand's logo
- Following a consistent design and color patterns



# Postcard



**MockUp AD**  
Here is the Postcard in a Mockup of a Bulletin Board inside a Coffee shop. A perfect example of where the company might have their ads advertised.

# Magazine AD

CleanO2 Mag Ad 8Lead.pdf 1 11/19/23 4:20 PM

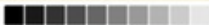
## CleanO2

Find Earth's Beauty Everywhere

Soap made  
with carbon  
captured  
by CleanO2

Circular Citrus  
www.cleano2.com

In the battle against climate change, every CleanO2 bar is a victory.  
One idea, One machine, One bar of soap—  
making a world of difference.



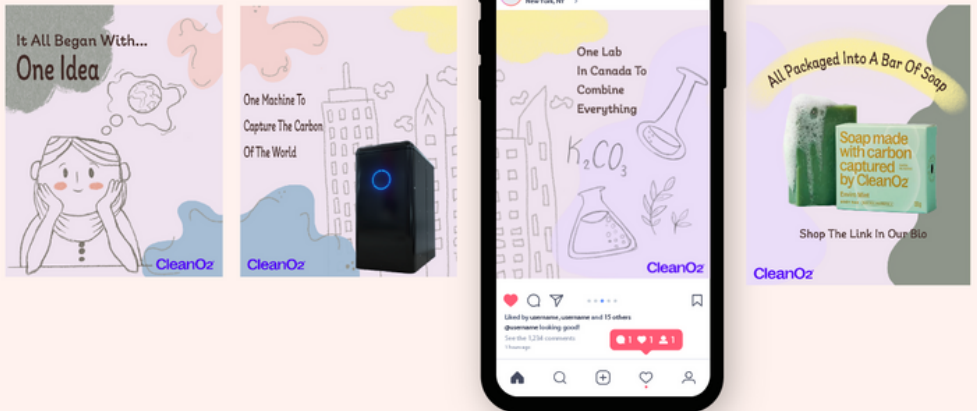


# Magazine Ad Mockup



The ads created for this project are original art, hand-drawn by me through Procreate. This approach not only showcases my artistic creativity but also reflects CleanO2 company's brand identity in a positive light. By creating one-of-a-kind illustrations, I am highlighting CleanO2's dedication to producing natural and eco-friendly products that stand out from the competition. Hand-drawn art emphasizes the company's commitment to uniqueness, which is essential in a growing market. Utilizing this approach, I have successfully created ads that are visually appealing, memorable, and reflective of CleanO2's values.

# Instagram Carousel Ad



I have designed an Instagram carousel to promote CleanO2's innovative soap bars. The carousel consists of multiple slides that provide a glimpse into the process of inventing these eco-friendly soap bars. The plan is to strategically sponsor this ad on Instagram and integrate it into users' feeds in areas where people are more likely to purchase. The ad will contain relevant hashtags such as #CleanCarbonFuture, #Innovation, and #Greenertomorrow. CleanO2's bio will have a link to their website and products, and the post will also include a direct link to the product page.

By showcasing the process behind creating CleanO2's soap bars and highlighting their eco-friendliness, we aim to attract more environmentally conscious customers to CleanO2's products.



In wrapping up this client strategy book, I am thrilled to present the advertising campaign for CleanO2—a journey that blends innovation, sustainability, and my creative strategy. Crafting a narrative that goes beyond products to highlight CleanO2's commitment to a greener future has been a rewarding challenge.

Throughout this process, I've learned the strength of storytelling in advertising and the effect of creativity in addressing environmental issues. CleanO2's carbon capture soap is not just a product but a symbol of positive change in our society.

In conclusion, my advertising campaign visually embodies CleanO2's values. I am confident it will resonate with consumers and contribute to the ongoing conversation on responsible consumption. Thank you, CleanO2, for inspiring this project.

Cheers to a greener future!

# Thank you!