



skin
proud

Emily Strauss
Client Strategy Book
2023

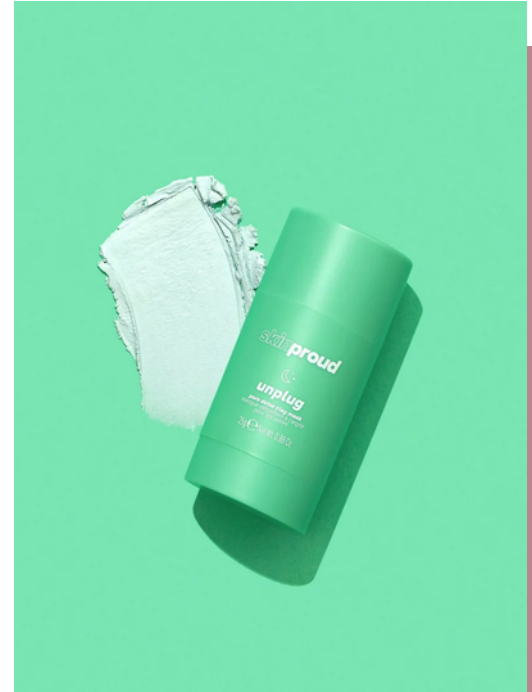
INTRODUCTION

This client strategy book is created for newly-founded skincare brand, Skin Proud. As an enthusiast of all things beauty and cosmetics, I chose a client in an industry that I find interest. The brand was founded in 2020 and still establishing itself as a brand.

In this book, you will see client research and background, advertising strategy development, and advertising solutions. The book will take you from the brand's very core to potential executions.

A variety of programs were used to create the content you see in this book. Adobe Creative Cloud software was an extremely useful tool when making typography and design choices. The Canva design program was also used to develop the book's look and feel.

The purpose of this client book is to expand the ad strategies of Skin Proud to increase brand awareness and establish the brand as a force to be reckoned with in the skincare industry,



CLIENT RESEARCH

I Am Proud is a cosmetic brand, carrying three product divisions: skin, hair, and body. Their mission is centered around empowering others to be confident in themselves. The three brand pillars are inclusivity, effective formulas, and accessibility. I Am Proud strives to create products that cater to all body types and deliver real results at an affordable price. All their products are 100% vegan and PETA-approved. I Am Proud has promised no photoshopping of their models in brand imaging. They want their products to be seen on real people, heavily valuing transparency.

Founder, Charlotte Knight

Knight is the owner of Ciate London and Lottie London. I Am Proud first launched on ASOS UK in 2020 with the skincare division, Skin Proud. The second and third brand lines launched in 2023, with Hair Proud in February and Body Proud April. The company expanded into the US market through Walmart in 2021.



I Am Proud has a great base for their advertising currently. They are effective in their social media and influencer marketing. They heavily appeal to Gen Z with their brand image/aesthetic, low prices, and social media presence. However, they are a relatively small company that is nowhere near top-of-mind. There is room for improvement, especially in gaining brand awareness.

SWOT ANALYSIS

Strengths

- Low price point - no product exceeds the \$20 mark.
- Eye-catching brand aesthetic; using vibrant colors & unique shapes in packaging, resembling higher-end skincare brands.
- Brand transparency; Skin Proud never retouches images of models & their skin, valuing real people and imperfections.

Weaknesses

- Not widely recognized in the skincare industry; lower brand awareness and exposure.
- Limited range of products compared to other brands.

Opportunities

- Ability to expand brick-and-mortar presence to retailers such as Ulta Beauty or Target; currently only sold at Walmart in the US.
- Expansion of product range, bringing in new products & new formulas.
- Continue social media efforts and influencer marketing - partner with more high engagement influencers.

Threats

- Competing against similar yet stronger skincare brands (The Ordinary, Versed, and Elf Skin).
- Competitors have strong products in both the skincare and makeup markets.
- Brand awareness decreasing if marketing is not furthered and competitors continue their success.

OLIVIA MARTIN

Olivia, born and raised in Florida, is an outgoing, young female who enjoys a variety of interests. She loves fashion, beauty, the beach, and being around other people. Olivia currently works as a social media manager for a local art museum. She is single, living by herself in Palm Beach, FL. Olivia's frequent activities include working out, shopping, and hosting get-togethers with her friends.



Demographics



Female, African-American



25 years old



Palm Beach, FL



University of Florida

Education

- Public Relations
- GPA: 3.6
- Graduated with Honors from UF College of Journalism and Communications

Psychographics

- Bubbly and social; enjoys spending time with friends & family
- Positive and optimistic
- Advocates for diversity and inclusivity

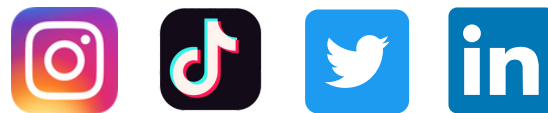
Interests

- Outdoors, especially the beach
- Beauty/cosmetic products
- Posting on social media
- Visiting and shopping at local stores

Buying Habits

- Enjoys brands with aesthetic theme and packaging
- Values quality over quantity
- Influenced by social media product reviews
- Willing to purchase either in-store or online

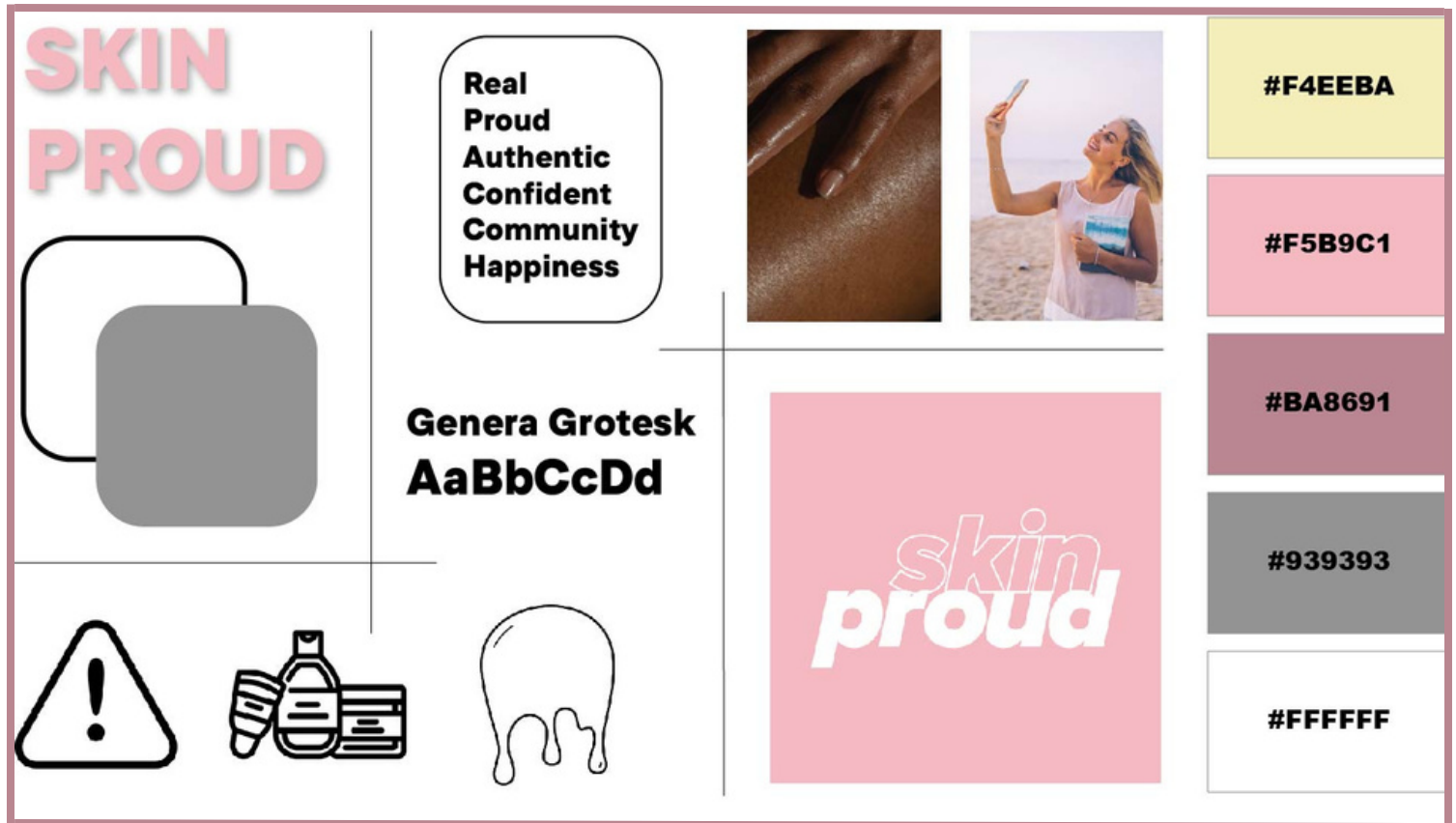
Social Media



Brands She Enjoys



MOOD BOARD



I used Adobe Illustrator to create the advertising mood board for my client, Skin Proud. I included key elements that would be used within the ad solutions and final book, such as shapes, graphics, and colors. I wanted viewers to see the keywords and visuals the ads should emulate. I chose the colors based on both Skin Proud and Be Real's color schemes. The board is supposed to imitate the Swiss design style, which is used through my client book.

VECTOR LOGO

The original logo for Skin Proud, featuring the word "skin" in a light pink, italicized, sans-serif font above the word "proud" in a darker pink, bold, italicized, sans-serif font.

The two logos from Skin Proud were created from the brand's original raster image. In Adobe Illustrator, I used the Image Trace tool to create the logo in vector art. This allows for the image to retain its high quality when used in any solution. The top logo is the brand's original logo, and the bottom logo is the original's inverse, offering multiple options for logo use.

CUSTOMER NEEDS/SELLING STATEMENTS

“Put Yourself First with Skin Proud.”

Nurturance: Customers will take care of themselves with Skin Proud products, prioritizing skin and mental health. The products are crafted for all skin types, allowing all people access to the care they need.

“Skin Proud Makes It Easy to Take It Easy.”

Diversion: Customers find relaxation and enjoyment with self-care activities, including skincare. Using Skin Proud products will allow customers to feel at ease when taking care of their skin.

“The Start and End of Each Day.”

Consistency: Customers can establish a morning and/or evening routine with Skin Proud products, creating consistency in their day-to-day lives.



STRATEGIC APPROACH

IDEAS

Generic Claim

NURTURANCE

The ad should showcase that the products take great care of the skin. Skin Proud can showcase that they deliver amazing results by displaying it on real skin. Viewers should want to purchase the product so they can have equally healthy skin.

Positioning

SECURITY

Emphasize Skin Proud's outstanding brand transparency. The ad will have real people and skin as the focus. Skin Proud puts honesty above aesthetics, which can be hard to find in the skincare industry.

Brand Image

DIVERSION

Skin Proud's brand is bubbly, happy, and social. This is emulated through the brand's vibrant colors, packaging, and imaging. Those who purchase from Skin Proud can be exposed to this emotion that the brand stands for, happiness!

Lifestyle

CONSISTENCY

Customers can build a consistent, everyday skincare regimen with the brand. The ad will emphasize how the products can be incorporated into any user's daily life and routine.

CLIENT SHORT STORY



I created a short story to encapsulate what it means to purchase a product from my client, Skin Proud. The products are more than just skincare. Customers are able to feel confident in themselves when using the products. I paired a visual with this original short story so viewers can feel the full impact of my client's mission.

HEADLINES



Genera Grotesk

**Time to Be Proud – 2 mins Left
to Capture Beautiful Skin.**

Garage Gothic

Everyday Life. Everyday Skin.

Adrianna

skin real. be proud.

Nexa Rust

**YOU AND YOUR SKIN
AGAINST THE WORLD.**

Source Sans

**Morning and Evening,
You Are Who You Are.**

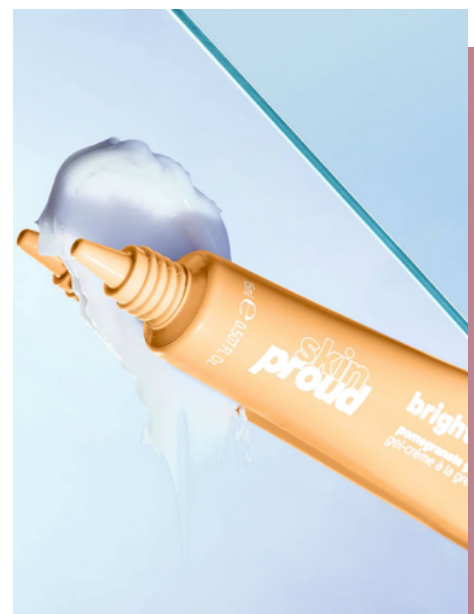


**skin
proud**

CREATIVE STRATEGY STATEMENT

We seek to show consumers that I Am Proud's skincare division, "Skin Proud," values authenticity above all. We will target members of Gen Z, specifically ages 15-25, encouraging genuineness and independence not only in the brand's efforts, but in all aspects of life. Gen Z values being your authentic self. They are role models to the up and coming generations, giving this audience the ability to change mindsets and influence young people to be confident.

Campaign advertising will focus on showcasing real people, real stories, and real events. We will do so through utilization and collaboration with specific social media platforms, influencer marketing, and sweepstakes. Skin Proud will use the lifestyle approach to encourage customers that with the brand, authenticity comes naturally.



Creative Strategy Statement

Showcase that I Am Proud's skincare division, "Skin Proud," values authenticity above all. Target members of Gen Z, specifically ages 15-25, encouraging genuineness and independence in all aspects of life. Gen Z values being the authentic self. They are role models to the up and coming generations, giving this audience the ability to change mindsets and inspire confidence in young people.

Primary Advertising Problem

The two main issues in Skin Proud's current advertising strategy are brand awareness and competition. Skin Proud has a strong mission, great products, and low prices, however they are not widely recognized. Because they are relatively new, they are working on establishing themselves in the skincare industry, which is large and competitive. Skin Proud often gets overshadowed as there are many brands, both high-end and drugstore, offering similar products.

Customer Profile Information

Skin Proud's target customer includes both male and female Gen Z members, primarily ages 15-25. Target customer is college-educated, and HH income ranges from \$50-60k. They have an outgoing & social personality. The customer shops both in-store and online. They search for low prices, but value high quality. The customer likes to make informed decisions. They look to social media and influencer marketing for product reviews. The advertising will target the customer's need for independence.

DESIGN BRIEF

Primary Advertising Solution

Skin Proud's advertising strategy will be executed by a social media collaboration with Be Real. The platform's mission aligns closely with Skin Proud's, both striving to empower others to own their independence. Be Real is popular amongst members of Gen Z, which is the campaign's target audience. The collaboration will increase brand awareness of Skin Proud. Be Real's wide user-base will be exposed to Skin Proud's similar mission, exceptional products, and low prices. The campaign will result in an empowered generation, where viewers are encouraged to be unapologetically themselves, or in other words, "Be Real." We will also incorporate influencer marketing and sweepstakes, where social media users can interact with the campaign more. The goal is for our audience to gain full confidence not only their skin, but in themselves as people.

Tone Statement

Advertising for Skin Proud should be positive and casual. We want to lean into Gen Z's essence. This generation focuses on empowerment, confidence, and happiness. Skin Proud aims to be a company in which users can be unapologetically themselves with. We will remind customers they are free agents, encouraging independence. The design style, Swiss, will add to this feeling as it is simple and calming. Viewers can focus on how the brand makes them feel, rather than being forced to feel a certain way.

Mandatories and Limitations

The advertising must include the brand name, "Skin Proud," and at least of its logos. It must incorporate the brand's signature pink color (#F6BAC1). Contact information such as the website and social media handles with icons should be included as well.

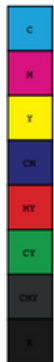
PRINT-READY POSTCARD



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Everyday Life.
Everyday Skin.



skinproud

Your everyday routine
awaits you
at iamproud.com



POSTCARD MOCKUP



MAGAZINE AD

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IT'S MORE THAN SKINCARE.



It's waking up ready to conquer the day. It's becoming a better version of yourself.

OWN YOUR GREATNESS. OWN YOUR BEAUTY WITH SKIN PROUD.

iamproud.com

*skin
proud*

MAGAZINE AD MOCKUP



IT'S MORE THAN SKINCARE.



**OWN YOUR GREATNESS.
OWN YOUR BEAUTY WITH SKIN PROUD.**

iamproud.com

It's waking up ready to conquer the day. It's becoming a better version of yourself.

THE KICKER LOCK
Imagine that you thought you knew
about the power of skin. But sometimes
what you don't know is what you need.
When it comes to skincare, there's a
lot more to it than just washing your
face. It's about understanding your
skin and how to take care of it.
That's why we've created the Kicker
Lock. It's a revolutionary new
skincare product that helps you
wake up ready to conquer the day.
It's becoming a better version of
yourself.

"Much like the white lab coat indicates the role of a doctor, the suit indicates the role of a business professional."
—Katie Taylor, New York
based image consultant

BLAZE NEW TRAILS
First step to your success is to
take the first step. Don't wait for
the perfect moment. It's never
perfect. It's just a moment. It's
a moment where you decide to
take a risk. It's a moment where
you decide to blaze a new trail.
It's a moment where you decide
to become a better version of
yourself.

skin proud

DIRECT DIGITAL AD SERIES



DIGITAL SERIES MOCKUP

13:48 📶 🔋

📷 Instagram 📍

 skinproud ⋮



Easy to Be Real with Skin Proud.

skin proud

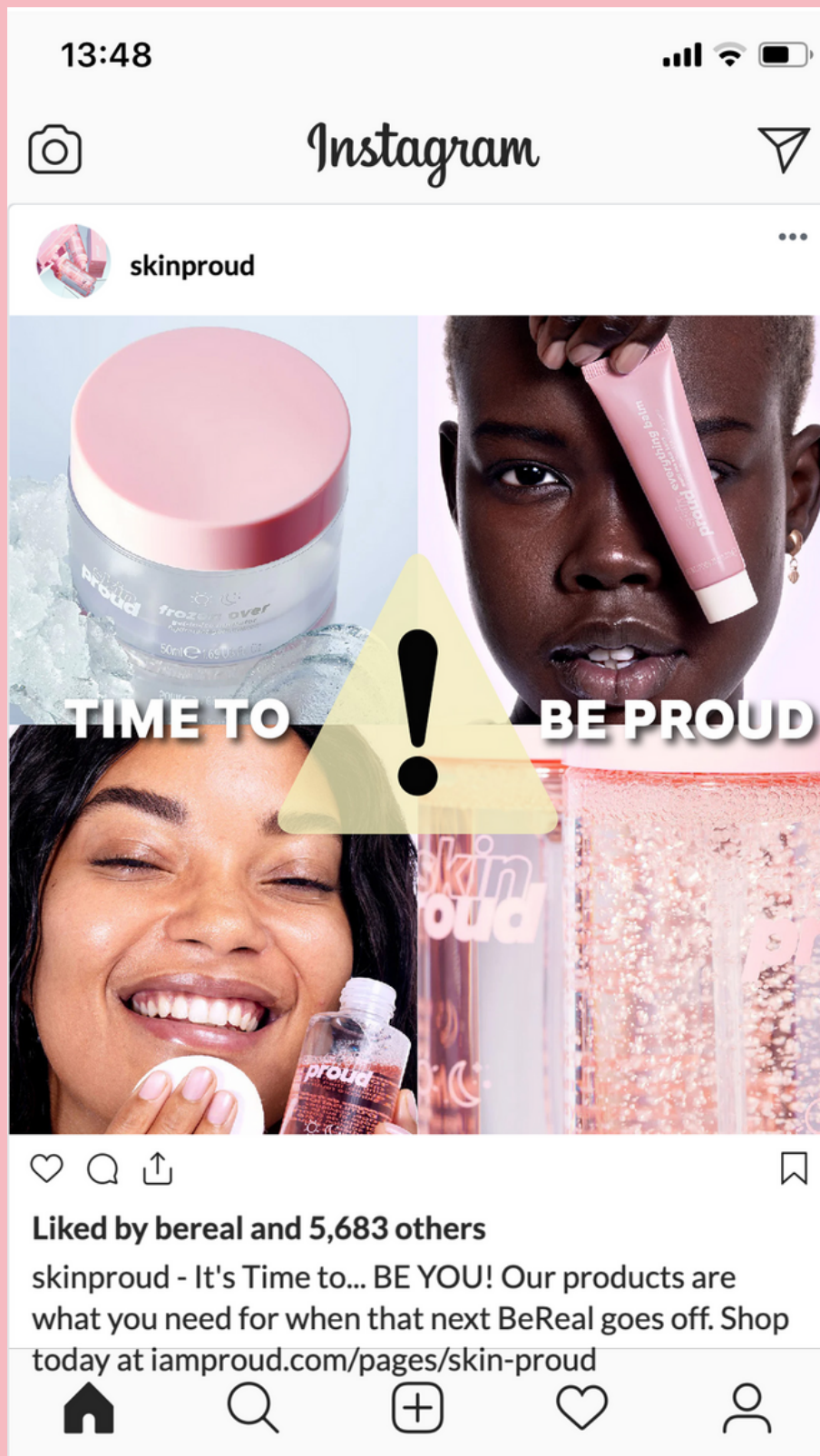
♡ 💬 ↗ 📌

Liked by bereal and 5,683 others

skinproud - BeReal is already part of your everyday routine, now make Skin Proud part of it! Shop today at iamproud.com/pages/skin-proud

🏠 🔍 + ❤️ 👤

DIGITAL SERIES MOCKUP



DIGITAL SERIES MOCKUP



FINAL SUMMARY

The Client Ad Strategy Book for Skin Proud was created with a Swiss design style and an emphasis on the customer's need for independence. The brand's mission and vision is centered around individual uniqueness and beauty. Swiss style reflects that theme well as it does not have specific motifs to incorporate. It can be created in many different ways while staying simplistic. In my Swiss design, I wanted to reduce the page design to the Skin Proud signature color and shapes that structure the page. Skin Proud as a brand strives to encourage customer to be themselves. The advertising strategy I created allows this goal to be illuminated through a collaboration with social media. The brand is bubbly and social, which aligns with the goal of social media. Using this strategy of social media focus and independence emphasis will allow Skin Proud to increase its brand awareness and become a force to be reckoned with in the beauty industry.

