

Wayne Goss

THE ANNIVERSARY SET VOLUME 3

Marketing Brief

Beautylish Creative Team

Product Launch: Feb 25, 2019

BEAUTYLISH

Brand partner, WAYNE GOSS, is updating and improving his seminal eight-piece brush set, THE COLLECTION. Along with notable improvements, The Collection will feature a whole new look, sporting white handles instead of black. These brushes will continue the Japanese, hand-made legacy of his brand. The new Collection is launching on 2-25-2019. Our job is to let the world know.

PURPOSE Promote the Anniversary Set with a 3-week buildup.

TARGET All Goss fans, including non-Beautylish customers.

TIMING Prep Launch: 1-28-2019
Campaign Launch: 2-06-2019
Product Launch: 2-25-2019

STRATEGIES AND DELIVERABLES Social media posts/stories, email blasts, promo landing page, new product pages, home page feature, photos, pre-order on 2-22-2019.



Email Strategy

5 emails, total. 4 designs based on a single template that is easily modified, 1 design for the official launch on 2-25-2019 that will stand visually independent from the previous 4.

■ EMAIL 1
Thursday, 2-7-2019
6 AM
Teaser email: Typography-only graphics. A brief history of the Wayne Goss brand and The Collection. Announcement of Anniversary Volume 3 Set.

■ EMAIL 2
Thursday, 2-14-2019
Noon
Promotion of the landing page (link). Close-up photos of the product, enough of a view to give hints of the final brushes but still cryptic enough to give a sense of mystery. Announcement of pre-order sale on 2-22-2019.

■ EMAIL 3
Thursday, 2-21-2019
Noon
The reveal: Staged photos of the full line. Reminder of pre-order sale on 2-22-2019.

■ EMAIL 4
Friday, 2-22-2019
6 AM
Splash graphic, minimal copy. Pre-order sale reminder.

■ EMAIL 5
Monday, 2-25-2019
6 AM
Second stage photos of full line. Announcement of launch. No sale pricing.

Social Media

3 weeks of social media campaigning through the use of timeline posts on Facebook, Instagram, Twitter, and Pinterest, along with stories on Facebook and Instagram.

- WEEK OF 2-4-2019 **Wednesday 2-6-2019 11 AM POST**
Typography-only teaser of new Wayne Goss collection coming soon.
Friday, 2-8-2019 3 PM POST
Photo of Wayne Goss, brief history, mention of new collection coming soon.
- WEEK OF 2-11-2019 **Tuesday 2-12-2019 10 AM FB/IG STORY**
Static image of various Goss brushes with brief Goss history.
Wednesday 2-13-2019 11 PM POST
Close-up photos of Anniversary set, teaser. Note some differences between new/past sets.
Thursday 2-14-2019 10 AM FB/IG STORY
Video of previous Collection fading to close-ups of new Collection. Link to landing page, "Everything is going to get so much better."
Friday 2-15-2019 3 PM POST
More close-ups. Info on improvements. Landing page link.
- WEEK OF 2-18-2019 **Monday 2-18-2019 11 AM POST**
Typography-only pre-order sale announcement. Landing page link.
Tuesday 2-19-2019 10 AM FB/IG STORY
Static image of new brushes 01, 02, 03, name of Collection.
Wednesday 2-20-2019 11 AM POST, 10 AM FB/IG STORY
POST: Full staged photos of line. Reminder to pre-order. Landing page link.
STORY: Static image of new brushes 04, 05, 06, name of Collection.
Thursday 2-21-2019 11 AM FB/IG STORY
Static image of new brushes 07, 08, name of Collection.
Friday 2-22-2019 9 AM POST, 11 AM FB/IG STORY
POST: Photo of full line. Reminder of pre-order sale. Product page link.
STORY: Video of full line. Name of Collection. Product page link.
- LAUNCH: 2-25-2019 9 AM announcement post. Final staged photo of full line. Product page link.

Photos And Pages

In-house photos and videos of new product needed. Required shots: individual brushes, full line, and staged captures of the full line (complete with artistic lighting and props). Also required are new pages and features.

PHOTOGRAPHY/VIDEO

- Individual photos of each brush against white
- Full line, parallel, flat against white
- Staged full line, complete with props and special/artistic lighting, for promotional purposes (email, landing page, social media)
- Video capture of full line and staged full line

LANDING PAGE

- Launch 12:01 AM 2-14-2019
- Brief summary of the Wayne Goss brand, highlight differences between previous and new Collection, list improvements
- Slideshow of closeups (last day: 2-21)
- Staged full line replaces slideshow. Add link to product page and announce pre-order sale (2-22)

PRODUCT PAGE

- Launch 12:01 AM 2-22-2019
- Enable pre-order sale, active between 12:01 AM 2-22 to midnight 2-24
- Emulate existing product page for Collection. Add all new info and product photos

HOME PAGE FEATURE

- Launch 2-22-2019 for pre-order sale
- Large graphic with unique staged photo of full line, not to be used in any other part of the campaign. *Home page feature only!*
- Short summary text highlighting Goss brand, new set
- Link to product page

Calendar

WEEK 1

M **1-28** PRODUCTION MEETING/CRUNCH WEEK

Begin all research. Comb through past Goss Collection literature, Beautylish Goss/Collection product pages, and Goss Beautylish profile.

- Check for differences between new set and previous
 - Note Goss brand and history highlights
-

Tu **1-29**

- COPY: Finish all research.
 - DESIGN: Finish taking/processing photos and videos
 - Individual and full set product photos
 - Video sweep of full line, both staged and product lineup
 - Staged photos for use in email, landing page, product page
 - PRODUCTION: Contact Goss if any assets needed
-

W **1-30**

- COPY: Email 1 copy due
 - DESIGN: Finish processing photos. First 4 email mockups due
 - PRODUCTION: Review current assets
-

Th **1-31**

- COPY: Email 1 revisions due
 - DESIGN: Email template code due
-

F **2-1**

- COPY: All social media copy due. Make revisions
- DESIGN: Email 1 final design due. All social media graphics due
- PRODUCTION: Review current assets

Calendar

WEEK 2

- M 2-4** • COPY: Schedule ALL social media. Edit and test email 1
- DESIGN: Revisions to all social media graphics due

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- Tu 2-5** MEETING TO CONCEPT AND DESIGN HOME PAGE FEATURE
 - PRODUCTION: Schedule email 1

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- W 2-6** • COPY: Email 2, 3, 4 copy due
 - COPY & DESIGN: Stories due: 2 stories for FB and IG - 1 static image, 1 video of previous Collection brushes
 - DESIGN: Landing page mockup due

DELIVER: SOCIAL MEDIA POST 11 AM

-
- Th 2-7** • COPY: Email 2, 3, 4 revisions due
 - COPY & DESIGN: Landing page revisions due

DELIVER: EMAIL 1 6 AM

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- F 2-8** DESIGN: Email 2, 3, 4 final designs due, including graphics

DELIVER: SOCIAL MEDIA POST 3 PM

Calendar

WEEK 3

- M**
2-11
- COPY: Edit/test email 2
 - DESIGN: Email 2 revisions, as needed
 - TEAM: Finalize landing page v01
-

- Tu**
2-12
- COPY & DESIGN: Home page feature sketches due
 - PRODUCTION: Schedule email 2

DELIVER: FB/IG STORY 10 AM (static Goss history)

- W**
2-13
- COPY & DESIGN: New stories due. Finalize home page feature concept

DELIVER: SOCIAL MEDIA POST 11 AM

- Th**
2-14
- DESIGN: Home page feature photo and video shoot (video for final story)

DELIVER: EMAIL 2 NOON; FB/IG STORY 10 AM; LANDING PAGE 12:01 AM

- F**
2-15
- COPY & DESIGN: Final home page feature graphic and copy due. Await revisions

DELIVER: SOCIAL MEDIA POST 3 PM

Calendar

WEEK 4

M
2-18 ASSESSMENT MEETING - Analyze campaign so far, decide if any changes should be made for remaining executables.

- COPY: Edit/test email 3
- DESIGN: Email 3 revisions, as needed

DELIVER: SOCIAL MEDIA POST 11 AM

Tu
2-19

- COPY & DESIGN: Final front page feature due
- TEAM: Finalize email 5
- PRODUCTION: Schedule email 3. Review front page feature

DELIVER: FB/IG STORY 10 AM

W
2-20

- COPY & DESIGN: Final front page feature revisions due
- DESIGN: Email 4 and 5 designs due

DELIVER: SOCIAL MEDIA POST 11 AM; FB/IG STORY 10 AM

Th
2-21

- COPY: Edit/test email 4 and 5
- COPY & DESIGN: Email 4 and 5 revisions as needed
- PRODUCTION: Schedule email 4 and 5. Prepare landing page with product page link and pre-sale notice

DELIVER: EMAIL 3 NOON; FB/IG STORY 10 AM

F
2-22 **DELIVER: EMAIL 4 6 AM; SOCIAL MEDIA POST 9 PM; FB/IG STORY 10 AM; PRODUCT PAGE W/ PRESALE 12:01 AM; LANDING PAGE ADDITIONS 12:01 AM; FRONT PAGE FEATURE 12:01 AM**

Launch Day

We've made it to 2-25-2019!

DELIVER FINAL SOCIAL MEDIA POST SCHEDULED FOR 9 AM
DELIVER FINAL EMAIL (no. 5) SCHEDULED FOR 6 AM

Congratulations to the entire *Marketing and Creative Team* for a successful campaign!!!

BEAUTYLISH MARKETING BRIEF FOR

Wayne Goss

THE ANNIVERSARY SET VOLUME 3

Product Launch: Feb 25, 2019

Wayne,

In preparation for the launch of your 2019 Anniversary Set, we've put together a 3-week creative marketing campaign, beginning 2-6-2019. This will help spark interest, maintain awareness, and spread the word. The campaign will lead us to a pre-order sale the weekend before the set's launch.

This brief details key dates for our social media and email campaigns, as well as the launch dates for the Beautylish.com landing and product pages and the home page feature. We hope this will help you to promote the Anniversary Set along with us.

We're excited to launch this collection with you! Here's to a successful campaign!

~The Beautylish Creative Team

Email Strategy

We're sending 5 emails. The first 4 will have slightly different-but-related designs. The final email for the official launch will visually stand alone. Email schedule is set to avoid overwhelming customers but will them aware of the upcoming launch.

- **EMAIL 1**
Thursday, 2-7-2019
6 AM
A teaser email with text-based graphics to create intrigue. We give a brief history of the Wayne Goss brand and The Collection to reinforce the trust we've built with your name. Finally, we tease the upcoming Anniversary Volume 3 Set.
- **EMAIL 2**
Thursday, 2-14-2019
Noon
We provide a link to the promotional landing page, complete with close-up photos of the product - enough of a view to give hints of what the final brushes will look like, but we're not going to give customers a full view. We still want to tease them a bit. We also announce the pre-order sale launching on 2-22-2019.
- **EMAIL 3**
Thursday, 2-21-2019
Noon
Finally, the reveal! We'll be taking staged photos of the full line, complete with artistic lighting and a few simple props. We also include a reminder of the pre-order sale on 2-22-2019.
- **EMAIL 4**
Friday, 2-22-2019
6 AM
We're coming towards the end, so we're keeping it simple. The email will feature a large graphic and minimal copy, reminding everyone of the pre-order sale that starts today.
- **EMAIL 5**
Monday, 2-25-2019
6 AM
The final email for official launch. No sale pricing. A simple, clean product announcement.

Web Pages/Features

We'll be launching the following pages on key dates in order to inform and to build and monitor interest.

LANDING PAGE

- Launch 12:01 AM 2-14-2019
- Brief summary of the Wayne Goss brand, highlight differences between previous and new Collection, list improvements
- Add link to product page and announce pre-order sale on 2-22-2019

PRODUCT PAGE

- Pre-order sale will be enabled and active between 12:01 AM 2-22 to midnight 2-24-2019
- Official launch at 12:01 AM 2-25-2019 will have no sale pricing

FRONT PAGE FEATURE

- Launch 2-22-2019 for pre-order sale
- Link to product page

Social Media

This is the crux of the campaign! 3 weeks of social media campaigning on Facebook, Instagram, Twitter, and Pinterest. Please feel free to repost any content.

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