

Creative Brief

MAC

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Objective

To understand how to communicate effectively to females who seldom apply make-up or only apply light make up so that they would want choose MAC over other alternative Brands.

Issues

- Difficult to persuade the target market to purchase cosmetics because they feel that they are already comfortable and confident with their own skin.

Insight

- They apply make up to look presentable due to social norm
- Their choice of Cosmetic would be something that would not overwhelm their natural beauty

Challenge

- To mold the perception of the target audience that Mac is suitable for them.

Background

Not only that there are a lot of alternatives in the market, there is also little brand loyalty in cosmetics, females switch brands easily for their cosmetics and also have a variety of brands for different cosmetic uses. Also, there is a large portion of females that do not apply make-up or only choose to apply light make-up.

Mac sees the opportunity to tap into this market of females, but also at the same time understands that it would be difficult to communicate with them as these females are already comfortable and confident with their own skin and feels that heavy make-up would cover up their inner beauty.

Objective

Therefore it is essential to find out how to communicate effectively to females who seldom apply make-up or only apply light make up, so that they would want choose MAC over other alternative Brands.

Insight

Despite being confident and comfortable with their own skin, these females would still feel compelled to apply cosmetics due to social norms to look presentable, but while doing so they would ensure that their choice of cosmetics and the make-up techniques would not overwhelm their natural beauty.

Proposition

Make up for natural beauties

Support: To have simple and very visual step by step instructions in a small booklet that comes along with the product purchased to teach and guide the buyers to apply makeup specific to the product use without overwhelming their natural beauty. Customers are able to go to the MAC website to watch Simple step by step tutorials that allows them to watch and learn from the videos by professional makeup artiste to how to apply cosmetics without overwhelming their natural beauty for different occasions such as Weddings, School, clubbing.

Tonality: Pure, Natural

Mandatory: logo, slogan (Show your natural beauty)

Deliverance: TV, print ads.

Creative Briefing

By allowing the creative team to understand how MAC wants to send the message that it does not want to overwhelm the natural beauty of a person nor to associated to being so heavily applied till it creates an impression of mask being worn by the female.

Therefore showing the team a person or an image of a person that with MAC cosmetics it would still allow the female to showcase their natural beauty, explaining that the person still looks “real” and not as though the makeup would create an impression of somebody with a mask on.

