

THIS CAMPAIGN SHOWCASES DIFFERENT COURSES WITHIN THE SAME INITIATIVE FROM THE BRAND. THE STANDARD PATTERN MAKE THEM LOOK RELATED TO THE PUBLIC, WHICH IS THE INTENT.



MASTER MAKE UP

Beautify yourself and your career.

An accessible way to become a professional in the art of MAKE UP. Earn recognized certificates through applying skills that you will learn through the recorded footage of renowned professionals.

SIGN UP HERE: empreendedorasdabeleza.gru.poboticario.com.br

OBOTICÁRIO



MASTER NAIL ART

Beautify yourself and your career.

An accessible way to become a professional in NAIL ART. Earn recognized certificates through applying skills that you will learn through the recorded footage of renowned professionals.

SIGN UP HERE: empreendedorasdabeleza.gru.poboticario.com.br

OBOTICÁRIO



MASTER HAIR STYLING

Beautify yourself and your career.

An accessible way to become a professional in the art of HAIR STYLING. Earn recognized certificates through applying skills that you will learn through the recorded footage of renowned professionals.

SIGN UP HERE: empreendedorasdabeleza.gru.poboticario.com.br

OBOTICÁRIO

Creative Brief for

OBOTICÁRIO

- *Client:* oBoticário (Instituto Grupo Boticário - Empreendedoras da Beleza).
- *Goals:* Entrepreneurship and personal development.
- *Target Audience:* Women in situations of social vulnerability
- *Problem:* Women who face poverty, low levels of education, and limited access to rights; face barriers in the job market.
- *Insight:* "I want to be independent and successful, but I feel as if I can't do it on my own due to the lack of support and the pending responsibilities I have". oBoticário aims to help these women to prepare for the job market in a quick and accessible way.
- *Single-Minded Proposition:* Work on yourself to work it!
- *Action:* Sign up to take free courses in cosmetology areas, watch the on-line recordings by renowned professionals, practice the areas of your liking, earn recognized certificates to prove your abilities and become a professional.
- *Brand Personality:* Caring, well-being and self-esteem.

PRINT CAMPAIGN

O Boticário

SEPHORA
START YOUR 2026 WITH US

25% OFF

STOREWIDE

DEAR SOPHIA,

WE ARE EXCITED TO SHARE OUR NEWEST SALES TO CELEBRATE THE NEW YEAR THAT COMES. ENJOY 25% OFF OUR ENTIRE STOCK IN ANY OF OUR STORES TO LAUNCH YOURSELF INTO 2026!

SIMPLY GO TO ANY OF OUR LOCATIONS, BRING THE BARCODE BELOW TO SCAN WHEN MAKING A PURCHASE AND A STAFF MEMBER TO WILL ASSIST YOU. GO QUICK AND GET OUR INCREDIBLE PRODUCTS, FOR A SMALLER PRICE.

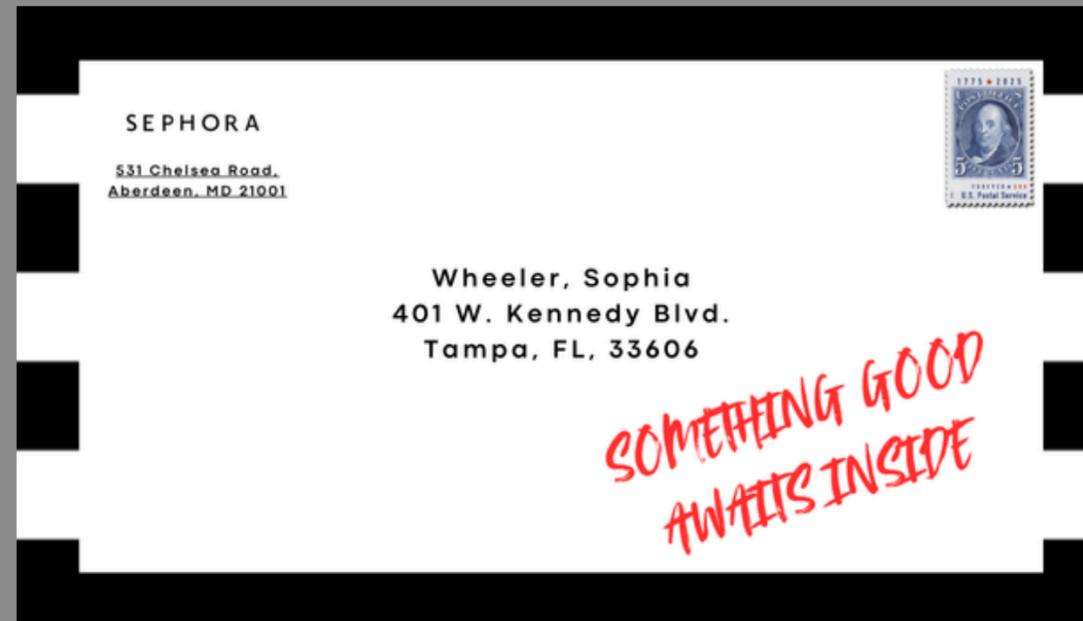
BUT HURRY! THIS OFFER ENDS BY January 31ST, 2026!
ENJOY DISCOUNTED PRODUCTS STOREWIDE WHILE YOU CAN!

"TOO GOOD TO BE TRUE, BUT IT IS!"
MEGAN G



"YOU CAN'T MISS OUT ON THIS!"
ALLY W

LETTER AND ENVELOPE WITH THE BRAND'S STRIPES AS THE IDENTIFIABLE FACTOR FOR INSTANT RECOGNITION.



Creative Brief for

SEPHORA

Client: SEPHORA

Goals: Create a community the values inclusivity, authenticity and expression through self-care and beauty.

Target Audience: Diverse range of people mostly within 18-40 years old.

Problem: Complex beauty needs and high prices.

Insight: "I want to express myself through making use of products that are meant to enhance my features, but that I know are trusted and that people are using too". SEPHORA aims to help these people to find a community that share of their ideals of self-care.

Single-Minded Proposition: A place for you to discover what beauty means to you.

Actions: Provide a personalized and varied experience for when people see the stores and website, and arrange the products people might be interested in. Build a social media to keep people entertained and aware of the latest news.

Brand Personality: Discovery, beauty, inclusivity and empowerment.

DIRECT MAILER

SEPHORA



1

SFX: Suspenseful music.
Lamp button **CLICKS**. Echoed
spotlight sound.
VO1: Aghh!



2

VO2: You're going to tell me exactly
what I need.
Action: Points down on table.



3

SFX: Light **BUZZ** sound.
Action: Light flickers. Lamp glitches on and
off. Both detective and suspect look at it,
embarrassed and confused, respectively.

IDEA FOR A TV COMMERCIAL FOR SELLING IKEA LAMPS.

TV STORYBOARD IKEA



4

VO2: Damn! This lamp never works.
VO1: You know what?! "Imma" tell you exactly what you need...



5

VO1: They are fun, reliable, sustainable, affordable.
VO2: What?
VO1: IKEA, man!
VO2: You know what? That's actually good...



6

Super: IKEA Logo / unböring / unböring.com © InterIKEA Systems B.V. Assembly required.

Creative Brief for



Client: IKEA

Goal: Create and sell good home furnishings to people.

Target Audience: People within 30-50 years-old, preferably moving into a new home, or looking for replacements to their old and likely malfunctioning products; or those who buy office supplies.

Problem: Reach a younger demographic and be able to introduce reasons for people to buy new items.

Insight: "I want to buy new and better products, but I want a well-known and trusted place that will sell me interesting and affordable items that will be worth replacing my old, problematic items for". IKEA aims to be this place for people.

Single-Minded Proposition: The place with good products that work!

Action: Identify items around you that you would like to replace and go to IKEA, because they will most likely satisfy your needs.

Brand Personality: Affordable, Well-designed, Functioning and even Sustainable.

TV STORYBOARD IKEA

A SERIES OF
AMBIENT ADS
THAT BLEND
WITH THE CITY
WHILE
STANDING OUT
AND HAVING
THE BRAND BE
ON FOCUS.



AMBIENT
RayBan



Post a photo with
these glasses
and tag
@raybanmeta for
a discount when
buying the real
ones.

Learn more at
ray-ban.com

AMBIENT RayBan

Creative Brief for

Ray-Ban

GENUINE SINCE 1937

Client: Ray-Ban

Goal: Design high tech glasses for both functionality and style.

Target Audience: People within 20-40 years-old. Who either need prescription glasses, or need sunglasses due to their lifestyle. It can also be for people who like to accessorize with them.

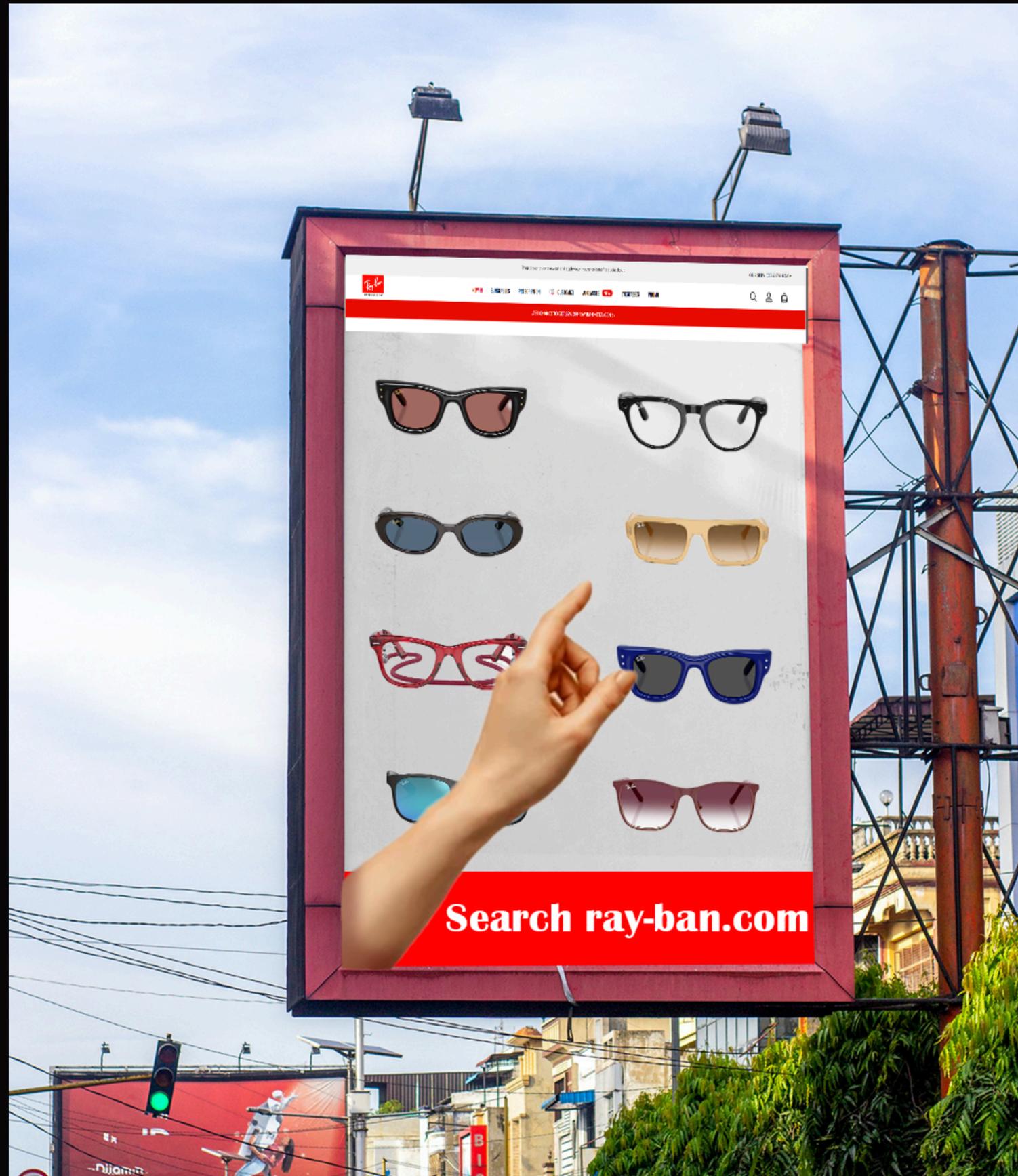
Problem: To merge style with technology while remaining stylish and not extremely expensive.

Insight: "I want to blend modernity with fashion and technology in a way that I can wear everyday and remain authentic and stylish". Ray-Ban is constantly procuding glasses that will match people's fashion, while also beign up to date with the recent advances in technology.

Single-Minded Proposition: A new vision of the world!

Action: Keep up with the latest fashion trends and news in technology and work with engineers and designers to blend these concepts into everyday accessories..

Brand Personality: Authentic, Stylish, Modern, and Timeless .



AMBIENT RayBan

AN INVENTED BRAND FOR COSMETICS AND
MOCKUPS OF THEIR PRODUCTS.

TypeFace and Font

bare.tint. :)

Cascadia Mono

PACKAGE DESIGN

Creative Brief for

bare.tint. :)

Client: bare.tint. :)

Goals: Create beautiful yet simple and effective self-care products.

Target Audience: People within 20-45 years old, who value taking care of their skin and putting in the effort to maximize their features with products that work and are inexpensive.

Problem: To stand out amongst many other self-care brands.

Insight: "I want to buy products for my face and hands but I am overwhelmed by the amount of options in the market and how similar they look. I want something that I can recognize easily and has the ingredients and benefits apparent for me to identify what I want for my skin".

Single-Minded Proposition: Sunset in a bottle.

Action: Design packages and products that stand out amongst similar competitors and are recognizable. Making sure products actually work with ingredients and benefits shown in the containers and packages.

Brand Personality: Beautiful, recognizable, effective, inexpensive .

rare.tint. :)



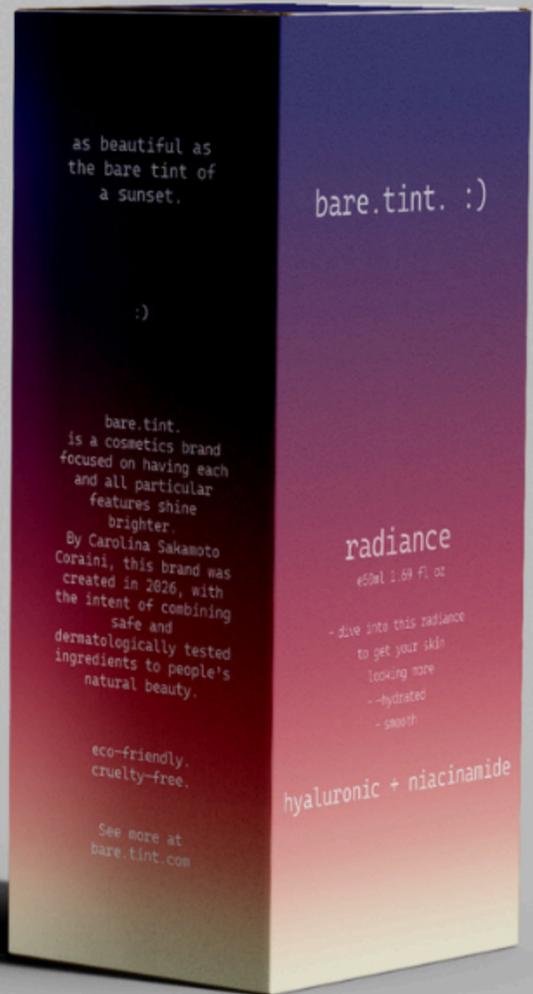
COLOR PALETTE

MOCK UPS



bare.tint. :)





INTERACTIVE DISPLAYS TO HIGHLIGHT THE PRODUCTS SOLD AT THE STORE AND THEIR VALUES OF CHERISHING THE DISCOVERY OF A PERSONALIZED BEAUTY EXPERIENCE.



ULTA

DIGITAL INTERACTIVE

Creative Brief for



Client: ULTA BEAUTY

Goals: Provide a personalized beauty experience for a wide and diverse audience with high quality and trusted products.

Target Audience: People within 16-40 years old, who value prestiged products and discovery in a personalized beauty experience.

Problem: To promote select product lines and brands while maintaining a broad variety of products to satisfy the diverse audience.

Insight: "I want to have a place that offers a variety of trusted brands and products to provide me the browsing and discovery experience regarding beauty".

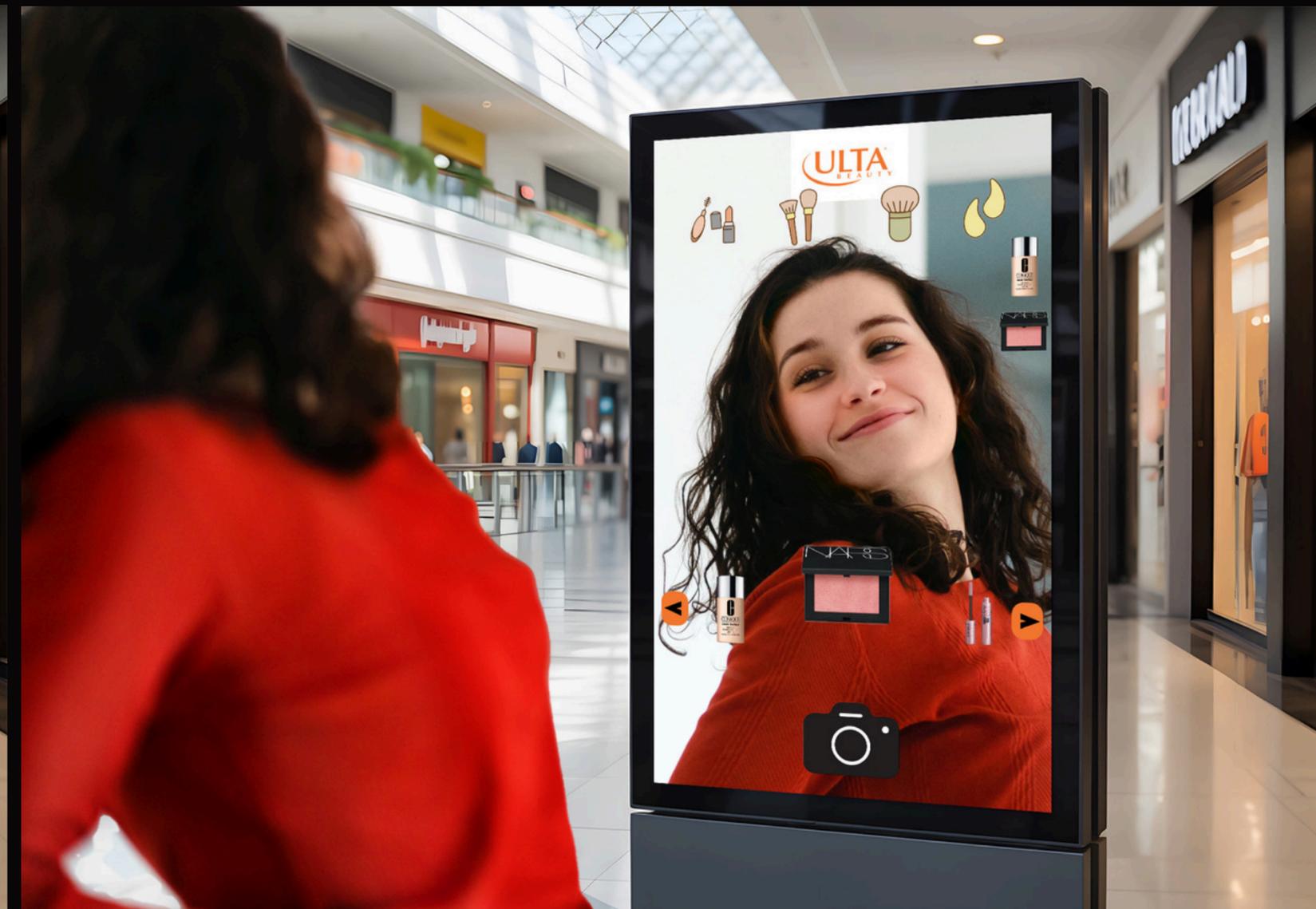
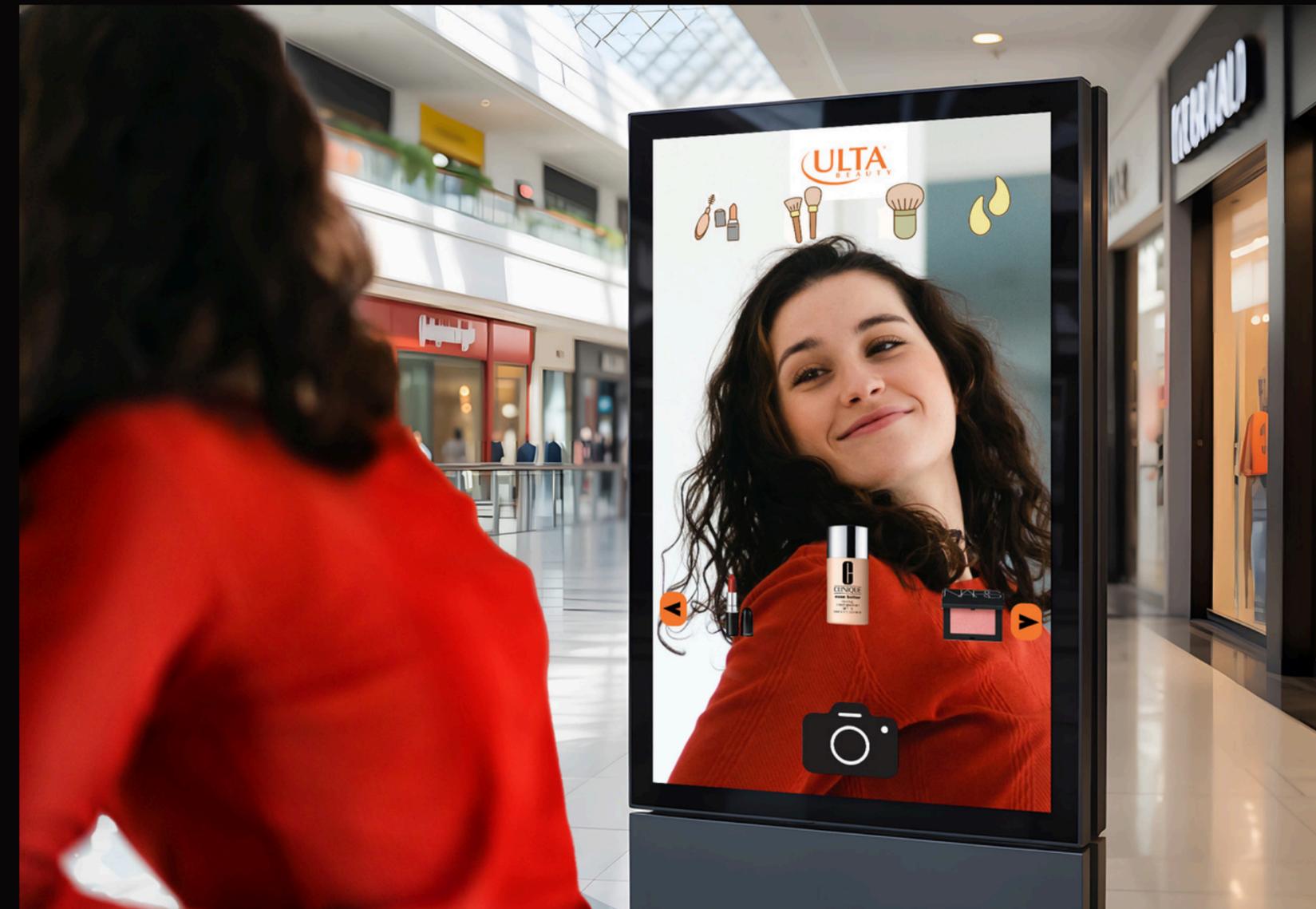
Single-Minded Proposition: Beauty for all, in one place.

Action: Fostering an environment that is recognized and trusted amongst the public, where people can find the products they are looking for and can analyze to be the best fit.

Brand Personality: Full of possibilities, inclusive, diverse .

DISPLAY INSIDE SHOPPING MALLS WHERE THE PUBLIC CAN INTERACT WITH IT AND TRY ON VIRTUALLY THE STORE'S PRODUCTS, AS IF FILTERS.

PRODUCTS CAN BE LAYERED, AND REMAIN ON THE SCREEN FOR EASY RECALLING OF CHOICES.

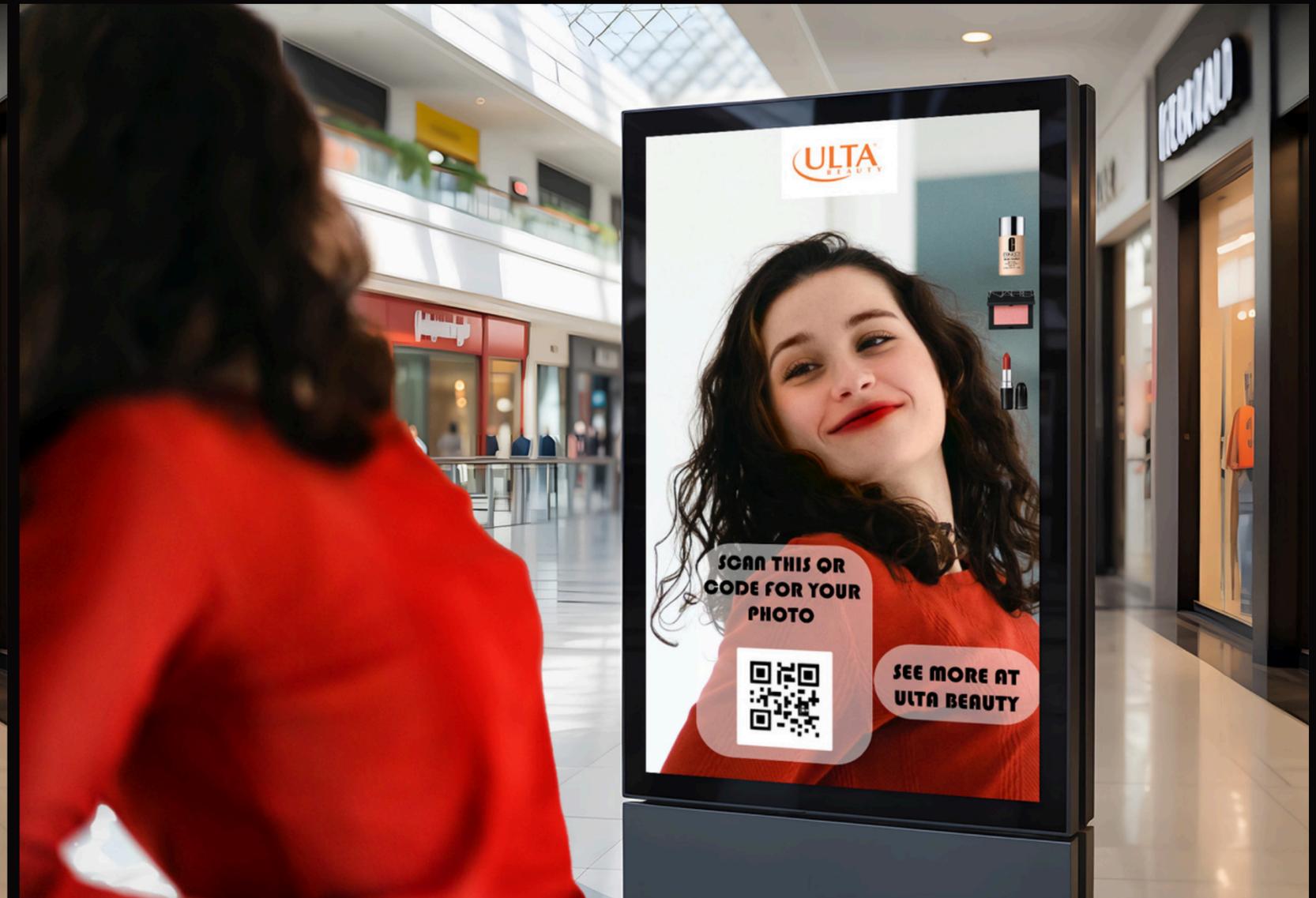


DIGITAL INTERACTIVE

ULTA

ONCE ALL OF THE DESIRED PRODUCTS HAVE BEEN SELECTED, USER CAN TAKE A PHOTO OF THEIR LOOK.

PHOTO CAN BE DOWNLOADED THROUGH THE QR CODE THAT WILL BE DISPLAYED. CALL-TO-ACTION VISIBLE TO GET USERS TO ENGAGE WITH THE STORE.



DIGITAL INTERACTIVE

ULTA

SOCIAL MEDIA

Ben&Jerry's

MOCKUPS
OF
SOCIAL
MEDIA
POSTS.

Creative Brief for



Client: BEN&JERRY'S

Goals: Create unique and innovative ice creams. To have these varied flavors increase their sales.

Target Audience: People within 10-435 years old, who value delicious flavors from a quality ice cream brand.

Problem: To stand out and appeal to the audience amongst other healthier choices.

Insight: "I want to enjoy varied ice creams that have flavors which surprise me positively and is a brand that I can trust with the ingredients' combinations".

Single-Minded Proposition: Great ice cream with unique flavors!

Action: Maintaining the quality standard in the creation and production of ice cream.

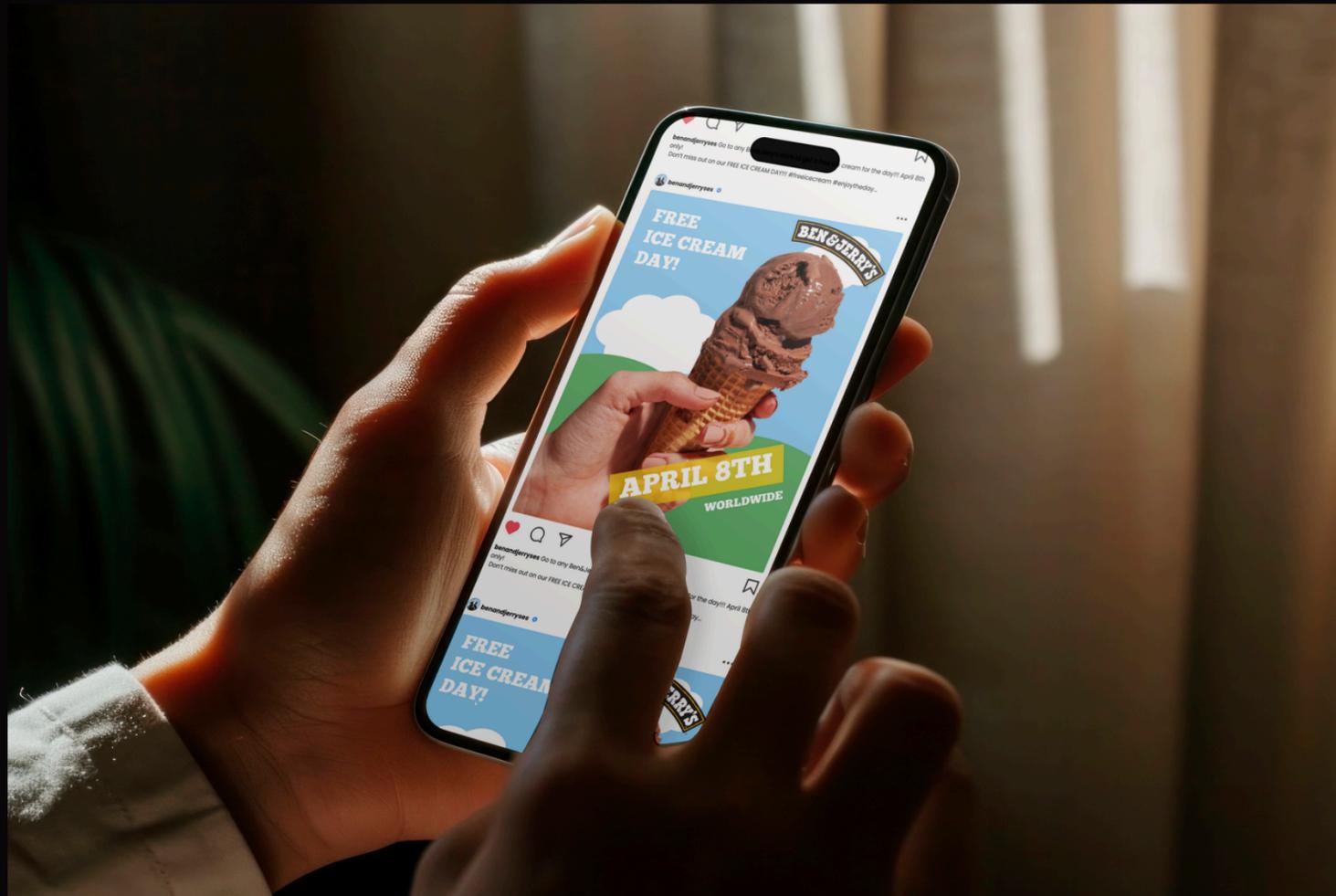
Brand Personality: Playfull, diverse, fun, unique .

FREE ICE CREAM DAY!

BEN & JERRY'S

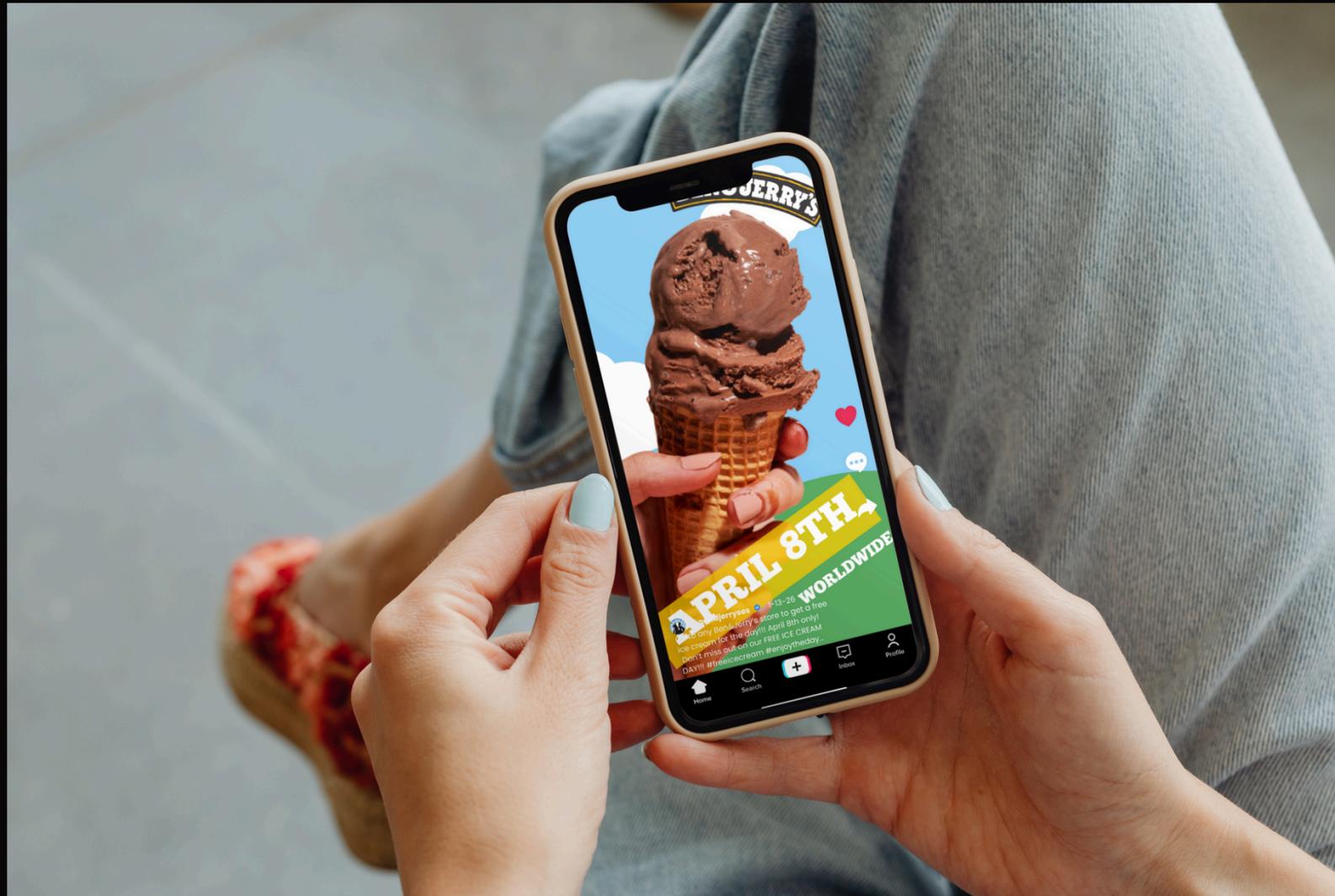
APRIL 8TH
WORLDWIDE

SOCIAL MEDIA

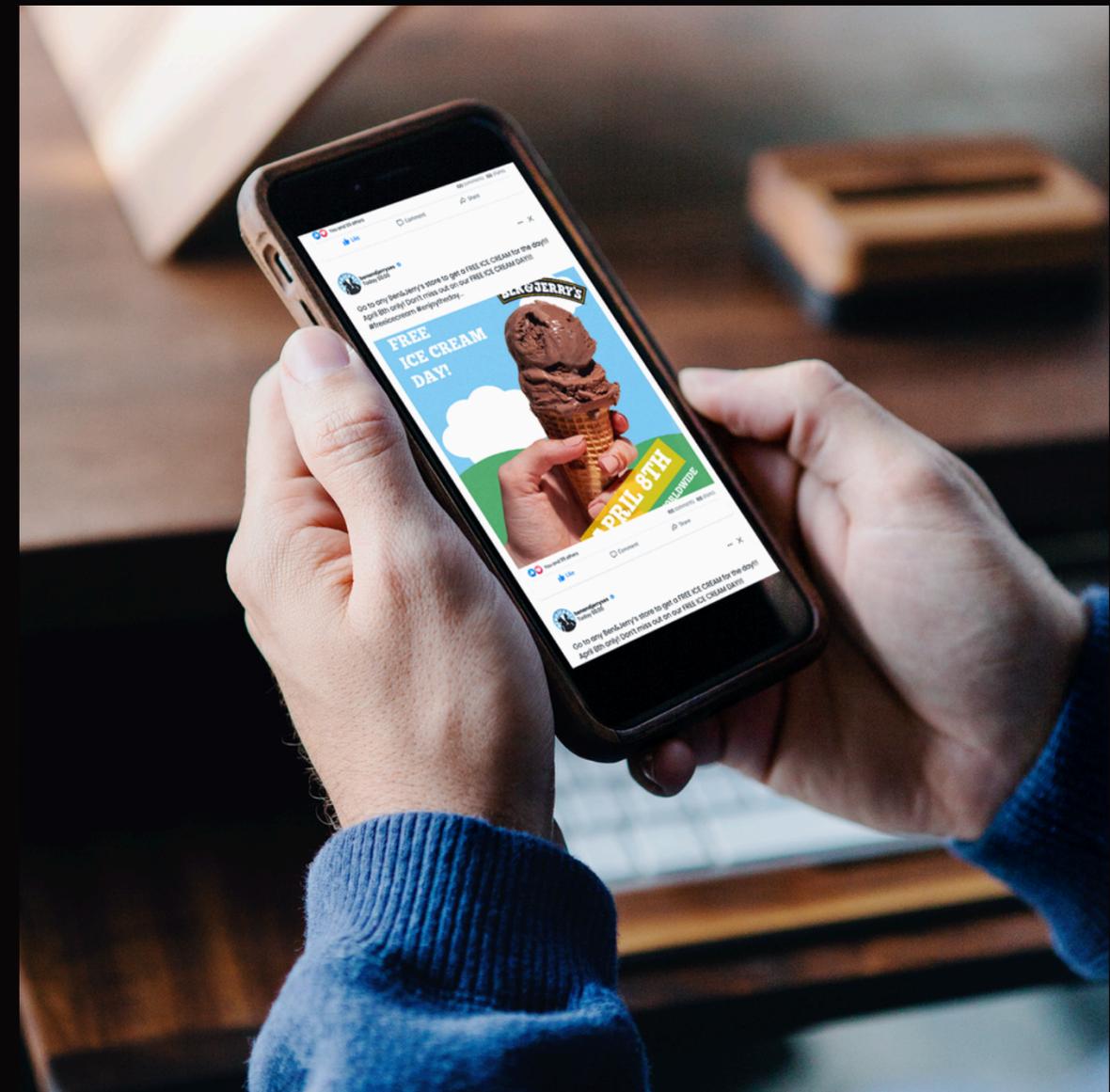


INSTAGRAM

SOCIAL MEDIA



TIKTOK



FACEBOOK

THANK YOU