



# FLIRT! | Brand Equity Video

Deadline: 15.09.2010 23:59 GMT

Brand: FLIRT!

Sector: Personal & Beauty Care

Country: United States

Category: Specific Creation : Video

Published: 16.07.10 11:15 GMT

Budget: \$4 000

Status: Closed

Language of Solutions: English

## 1 Step Brand Builder

[ who has written the BootB Brief for BootB Creators ? ]

This brief is for FLIRT! Cosmetics, a fun, flirty and fresh young cosmetics brand (created by the Estée Lauder Companies, Inc.) that offers a streamlined collection of beauty products with a feature focus on the two "flirtiest" segments mascara and lip gloss.

## 2 Step Project Objective / Description

[ what is the Brand Builder looking for ? ]

Create a brand video (duration no shorter than 30 seconds - no more than 1 minute) that will set a distinctive tone and voice for the brand using products, images, words and packaging. Please use the product, images and packaging shots that are provided. The wording that should be used is detailed in the CHARACTER portion of the brief.

Because the brand is in an "evolution" phase, it will be necessary to "bridge the gap" between the existing and new visual elements. The visuals are labeled "new" and "existing" to give a better understanding on where we were and the new world that FLIRT! will be in. The goal of the video is to express the essence of the FLIRT! brand in order to entice potential retailers.

## 3 Step Target Audience

[ who should you influence ? ]

We are specifically targeting cosmetic retailers primarily in North America and Europe. These retailers are very well versed in the cosmetic landscape and are looking for fresh opportunities that will capture new/young consumers. The FLIRT! core target is an 18-34 year old woman.

## 4 Step Proposition

[ what does the Brand want the target audience to get / understand / do ? ]

Understand brand personality, consumer target, an overview of the lineup so that the retailer can imagine the brand in store and buy in to the brand.

FLIRT! Cosmetics is an irresistible collection of makeup and fragrance must haves with a feminine, flirty attitude.

## 5 Step Support

[ why should the target audience believe in the Brand's proposition ? ]

- High quality formulas, appealing packaging, compelling promotions and enticing visuals
- Will provide visuals, products, promotional materials (including past programs with i.e. celebrity endorsement for new product launches, It Girl Twitter contest, Facebook, Flirtcosmetics.com) as well as color guidelines, type guidelines and examples of language. We would like to incorporate music into the video. The music that is used should have free music rights.

## 6 Step Character

[ what are the features that define the personality of the Brand ? ]

Flirt's personality is:

- Fun
- Flirty
- Young
- Chic
- Trendy
- Playful

## 7 Step Media Plan / Placement

[ where will your work appear? ]

Internal tool to be presented to potential retailers to entice them that FLIRT! Cosmetics is the right brand for them. (North American retailers and International retailers in Germany, France, Russia, Switzerland)

## 8 Step Additional Executional Elements

[ any other information the Brand wants to share with you ]

Visual identity: use all elements that have been uploaded for color, package shot and type.

Please use any external elements (visuals, music) that can enhance and enrich the video.

### Note from BootB:

There are 63 files attached to this Brief (including FLIRT! product pictures with current and new visuals, screen shots, and other visual elements that you might find helpful while creating the viral video). We thought it would be easier for you to have the option to download them all at once in a zipped folder.

Therefore we have gathered all files in an archive folder, available for download [here](#).

Considering the size of the zip folder (94,5 MB), the download may take up to 10 - 15 minutes. Please keep in mind that the amount of time required for the completion of the download is highly dependent on your internet connection as well.

## Attachments

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