

A decorative border of various lipstick shades, including reds, pinks, and dark berries, arranged in horizontal and vertical rows around the central text.

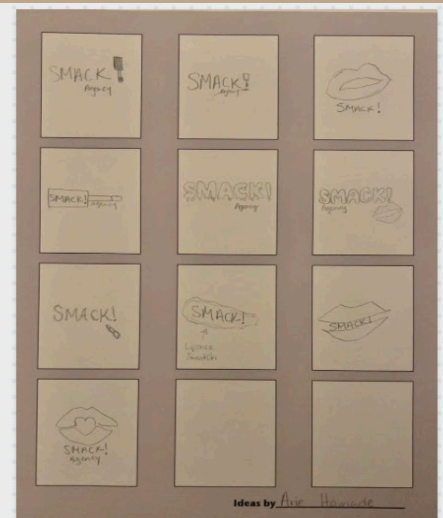
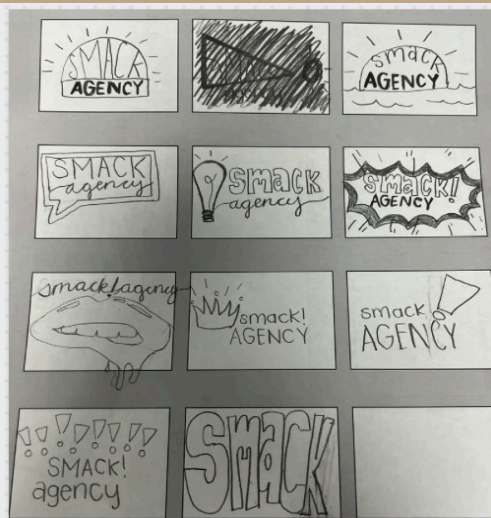
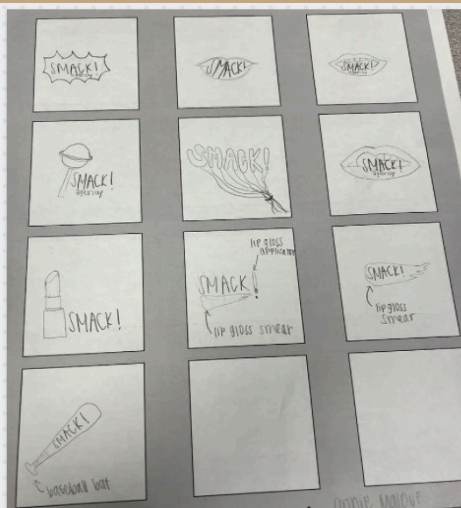
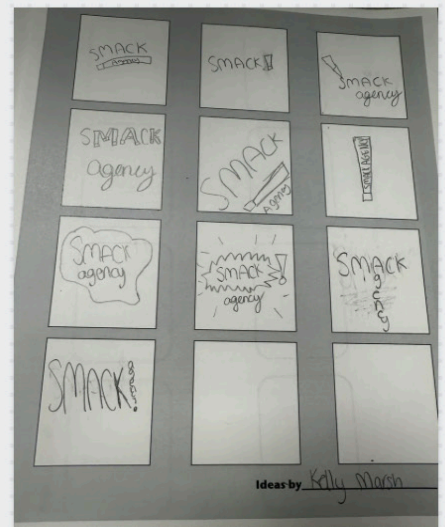
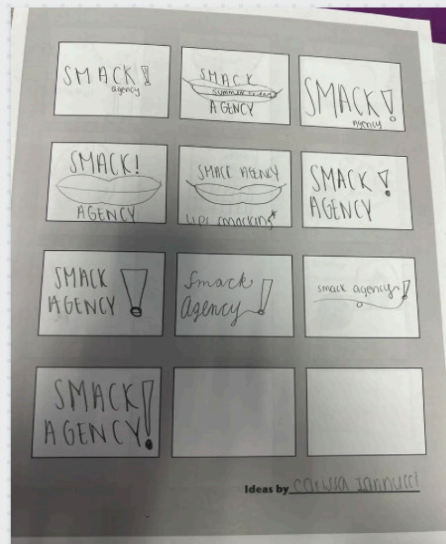
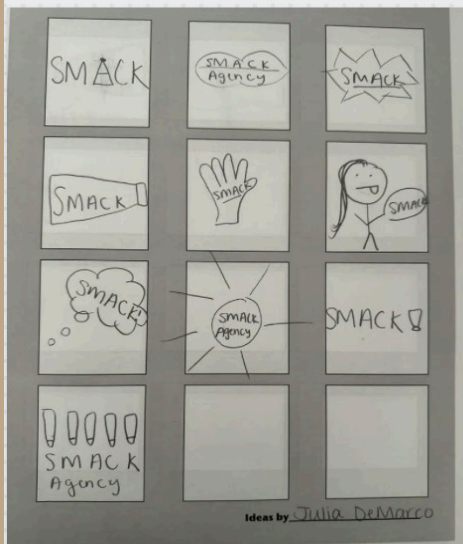
# SUMMER FRIDAYS

Julia DeMarco, Arie Hamade,  
Carissa Iannucci, Annie Malouf,  
Kelly Marsh & Gretchen Strand



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# LOGO SKETCHES



# FINAL LOGO



# RATIONALE

The SMACK! logo was created to showcase our brand and product all in one. When someone smacks their lips they are showing their satisfaction with something such as food or looking forward to something with relish which is what we want our target market to do when they think of Summer Fridays lip gloss. The lip gloss bottle is there to show what our product is.



# ABOUT THE AUTHORS

SMACK!  
AGENCY





## KELLY MARSH - ART DIRECTOR AND STRATEGIST

Kelly is a senior graduating in May 2024. She is majoring in Media Arts in Design with a concentration in Creative Advertising and a General Business minor. After graduation, she is looking to go into marketing for a cosmetic or fashion brand. Kelly hopes to work in New York City and is excited for her future and to apply her skills she learned in SMAD to her future job.



## JULIA DEMARCO - ACCOUNT MANAGER AND VIDEOGRAPHER

This is Julia DeMarco, a senior graduating in May 2024 from James Madison University with a Media Arts and Design major, concentration in Creative Advertising and a Creative Writing minor. She will be working for Red Thinking, a marketing agency, as a social media writer and strategist starting in June. She is looking forward to what her future holds and is thankful for the unwavering help from her JMU professors over the last four years.



## GRETCHEN STRAND - COPYWRITER

Gretchen is a senior graduating from James Madison University in May 2024. She is majoring in Media Arts and Design with a concentration in Creative Advertising and minor in Humanitarian Affairs. With a strong passion for global affairs and advertising, Gretchen aspires to integrate these interests into her future career path.

# S U M M E R



## ARIE HAMADE - COPYWRITER

Arie is a senior graduating from James Madison University in May 2024. She is double majoring with Communication Studies & Media Arts and Design with a concentration in Creative Advertising. After graduating in May, she will be pursuing a masters degree at James Madison University in Strategic Communication.



## ANNIE MALOUF - COPYWRITER

Annie is a senior Creative Advertising major and Communications minor graduating from James Madison University in May 2024. Upon graduation, Annie will be going into the marketing and advertising field to pursue a future career. She is excited to see what the future holds for her and will take the skills she has learned while at JMU with her to work.



## CARISSA IANNUCCI - STRATEGIST AND ACCOUNT MANAGER

Carissa is a double major in Communication Studies and Media Arts and Design with concentrations in Public Relations and Creative Advertising. Carissa also has a minor in General Business. Born and raised in New Jersey, she hopes to live in a city and work in creating advertising campaigns for an entertainment or fashion company. A fun fact about Carissa is her favorite TV show is Friends!

**F R I D A Y S**

# SECONDARY RESEARCH





# SUMMER FRIDAYS

# FACT SHEET



## BRAND NAME

SUMMER FRIDAYS (Authorized Retailers.  
(n.d.). Summer Fridays.)

## LAUNCH DATES

-Summer Fridays was founded in 2018  
by Marianna Hewitt and Lauren Ireland.  
(Marianna Hewitt of Summer Fridays)

-The Lip Butter Balms came out in March 2020.  
(The Zoe Report, March 31, 2020)

-The Dream Lip Oils came out in January 2024.

## DISTRIBUTION

-Mass Distribution with countries including the US,  
Canada, Europe, and the Middle East.  
(Authorized Retailers. (n.d.). Summer Fridays.)

-It is sold across various retailers such as  
Amazon, Sephora, Revolve and Cult Beauty.  
(Authorized Retailers. (n.d.). Summer Fridays.)

## COST

The Dream Lip Oils \$26  
(Authorized Retailers. (n.d.). Summer  
Fridays.)



The Butter Lip Balms \$24  
(Authorized Retailers. (n.d.).  
Summer Fridays.)



# SUMMER FRIDAYS



## STRENGTHS

- Good social media presence, especially on TikTok.
- Available at Sephora, Revolve and Amazon, which are popular places to shop.
- Aesthetically pleasing packaging.



## WEAKNESSES

- Since it is a new brand, it is mostly just known with GenZ.
- Isn't as recognizable to older audiences, they might prefer Mac Cosmetics or Estee Lauder because those brands are what they are used to.



## OPPORTUNITIES

- Expand presence outside social media (most advertisements are social media based)
- Work closer with celebrities as opposed to mirco and macro influencers
- Expand more B2B marketing.



## THREATS

- Since they are so new, people might pick a brand they are more comfortable with.
- There is a lot of compeition, many lip brand products are going for the "glossy" look now.

# COMPETITION

S U M M E R F R I D A Y S

Rhode Peptide lip tint (Rhode.)- \$16



Refy Lip Gloss (REFY)- \$20



Laneige Lip Glow Balm (Laneige) - \$18



Dior Lip Oil (Dior.) - \$40



Elf Glow Reviver Lip Oil (Elf) - \$8



# SUMMER FRIDAYS

## COMPETITOR COMPARISON

-Here is a TikTok that shows where Summer Fridays is at Sephora.

[Summer Fridays TikTok](#)



-Refy, Dior, and Langeige are sold at Sephora.  
-All competition is sold on Amazon.

## TARGET CONSUMERS

-Summer Fridays lip balm consumers are Millennial and Gen-Z females who have an interest in beauty and self-care.  
-GenZ females who have a simplistic aesthetic.  
-Higher middle class consumers who would spend \$24-\$26 on a lip product

## PRODUCT DIFFERENTIATION

-The buttery feel and natural ingredients "hydrate and soothe dry lips in seconds" (Lip Butter Balm Vanilla, n.d.).

# SUMMER FRIDAYS

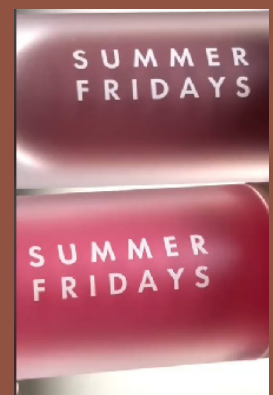


-This is the advertisement for Summer Friday's Lip Butter Balm from October 2021. It showcases the beige tint and new easy to use tube while promoting its vegan formula.

[Summer Fridays YouTube Video](#)

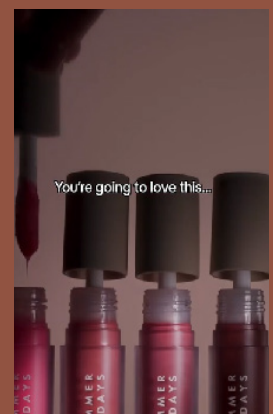


-For the new Summer Fridays Lip Oil launch, they put out a teaser advertisement on TikTok using a viral audio and then officially promoted the new product in a TikTok showing off the various colors. Click this TikTok [here](#) to watch.



This TikTok shows the products features with the key frame "You are going to love this"  
Click [here](#) to watch.

S U M M E R  
F R I D A Y S



# PERSONAL IMPRESSIONS ON SUMMER FRIDAYS

JULIA  
DEMARCO

" All of the Summer Fridays lip products have natural ingredients, one of their strengths over their competitors. Personally, I love the lip products, especially the Lip Butter balm, because it is very hydrating on my lips, and each of the scents is great. However, this is definitely a very new product and brand as a whole, a weakness that needs to be focused on."

CARISSA  
IANNUCCI

"An overall strength for Summer Fridays is its simplistic, yet eye-catching packaging. The packaging appeals to multiple audiences, allowing this product to be flexible regarding who we will promote the brand to. Additionally, because of its packaging, the brand and products continue to go viral across big platforms like TikTok and Instagram. However, a weakness of Summer Fridays would be its competitors that follow a similar brand structure. For example, one of Summer Fridays's biggest competitors is Rhode. For Rhode, the brand continues to produce simplistic packaging that appeals to its audience and is promoted across the same social media platforms. "

KELLY  
MARSH

"Summer Fridays biggest strength is their presence on social media. I feel like everytime I go on TikTok, I see someone using it. They also have a great aesthetic and packaging. Something they can work on is targeting to an older audience since most of their consumers is GenZ and millenials"

**ANNIE  
MALOUF**

"Summer Friday's biggest strength is how high quality its lip products are for such a low price. Each lip balm includes clean and natural ingredients while ensuring hydration and lip repair for only \$24. Another strength is how credible its products are which can be seen through the various awards they have received for their lip balm. A weakness I think Summer Fridays has is how the lip product market has grown increasingly this past few years, making it difficult to distinctly differentiate yourself from the other competition."

**GRETCHEN  
STRAND**

"The major strength of this company over their competitors is the minimalistic, simple packaging paired with all of their products containing only natural ingredients. These qualities together appeal greatly to its target audience. On the other hand, one of the major weaknesses this brand must focus on is the amount of competitors in the lip care field. Many of its competitors have been around for decades and have become household names, such as chapstick, Aquaphor, Vaseline, etc."

**ARIE  
HAMADE**


"One of the biggest strengths of Summer Fridays' lip products in particular is the packaging and applicator. The packaging is simple and aesthetic to match the various scents. The butter balms also have a soft rubber applicator which makes it stand out from other brands. I think the biggest weakness is the fact that the company is so new and therefore not as mainstream as its competitors. Summer Fridays needs to find a way to make themselves stand out from other brands when it comes to their advertising."

# PRIMARY RESEARCH

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# ABOUT THE SURVEY

The survey was conducted using QuestionPro and consisted of 15 questions all related to lip products and specifically Summer Fridays lip products. The survey was sent out to over 60 people in which we got 52 responses back with a 100% completion rate. The goal for this type of research was to see how many people use lip products, what kinds of lip products do they use and if they use Summer Fridays, what were the reasons. We were also looking for who this brand typically resonates with in order for us to figure out who we can ultimately target our advertisements to.



## SURVEY ANALYSIS

In total, it took our respondents an average of three minutes to complete which was faster than we thought which might have been the reason for getting more responses than we were shooting for. At the end of our survey we asked who would volunteer to partake in an interview and we actually got quite a few who were open to it which helped us in the research aspect. In the survey we found that our respondents comprised a 100% female audience and a solid split of age ranges. 55.77% were

between the ages of 18-25, 28.85% were 25-35, and 15.38% were 45 and older. With this age range, our survey gave us strong responses from various age groups. 18-25 was definitely the biggest age range however this showed us that there was a different age group we wanted to target in our ads; that being the 25-35 year olds or young moms.

The majority of participants answered that they have lip products and use them very often. This was very important to know right off the bat because if they didn't use lip products, our Summer Fridays lip product would be of no use to them. The majority of our participants also answered yes to product packaging and brand aesthetic being important to them which are both something that Summer Fridays prides themselves on.

Something that was eye opening to see what the price of a lip product was the most important factor to most people over ingredients or something other than that. Summer Fridays is definitely not on the cheaper side of lip balms or lip oils because there are dupes and cheaper products out there. That is something we need to keep in mind while advertising these products because our brand might not be the first thing something is going to look for when purchasing a new lip product.

There was a wide variety of what qualities people look for in a lip balm but the highest was hydration and that is something that Summer Fridays lip products have. The lowest response was towards aesthetic packaging and while that might not be something that people initially look for, we know that it helps because brand aesthetic and packaging were important to most people. When we narrowed the questions down to talk about Summer Fridays specifically, we saw that most people have heard of the brand and most have used the lip products if they have used any of Summer Fridays lip products in the past. We saw that most people have heard about the brand through friends and on Tik Tok which makes us realize that this brand is typically used by younger age groups which is what we are ultimately trying to change. There are a lot of lip product competitors out there and our goal now is to spread more awareness to Summer Fridays lip products specifically.

OUT OF THE  
52 PEOPLE  
WE SURVEYED,  
THEY HAVE  
USED  
ONE OR MORE  
OF THESE  
LIP PRODUCTS

5

REFY Lip Oil



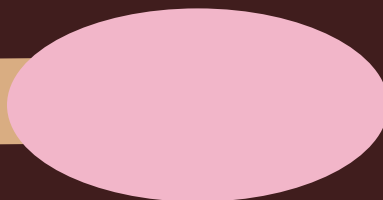
7

Rhode Peptide



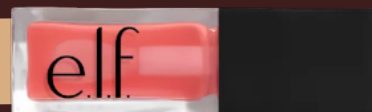
8

other Products



16

Elf Glowly Lip Oil



19

DIOR Lip Oil



28

Laneige Lip Glowly Balm





## ABOUT THE INTERVIEWS

There were 12 interviews conducted in person consisting of 12 questions related to lip products in general and Summer Fridays. The goal of the interviews was to find out what specifically people look for in lip products, how they choose products, and their experiences related to Summer Fridays lip products. We wanted to know what aspects of Summer Fridays consumers connect with so we can understand how to best advertise to them.



## INSIGHTS FROM THE INTERVIEWS

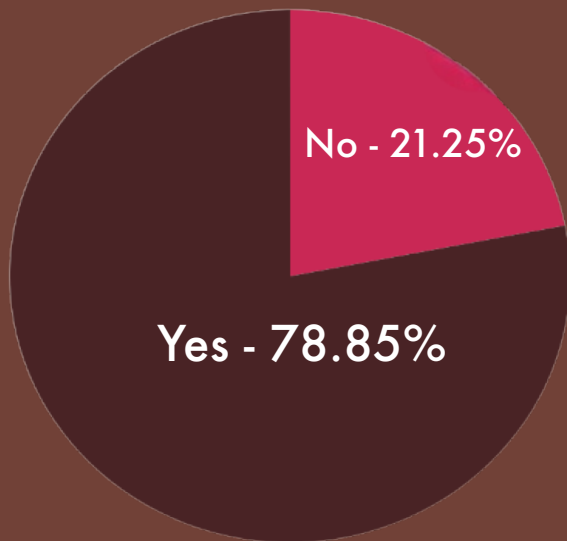
On average, the interviews conducted took about 5-8 minutes each depending on the depth of responses from the interviewees. The interviewees were picked from either volunteering on the survey or individuals who fell into the target market demographics.

When asked what lip products the participants used, answers ranged from lip glosses, lipsticks, chapsticks, or a mixture of both depending on the time of day. The qualities participants were found to look for the most are hydration, long-lasting, and gloss. Mentions of product color and smell were brought up as well, but not as much as the others. TikTok was an overwhelming answer by almost every participant when asked about where they go for information on a product, followed by 100% of interviewees agreeing that they have been influenced by influencers when choosing a product to purchase. 99% of participants stated that product packaging is essential to them and if it is not appealing they are less likely to purchase.

When asked if they had heard of Summer Fridays before, 100% of participants stated that they had heard of it either from social media, specifically TikTok, or from family and friends. Half of the participants have used Summer Fridays products before, all of them being lip balm. All of the participants expressed satisfaction with the product as well as meeting their needs in a product, however, price was mentioned as a concern.

When asked what words or images come to mind when thinking of Summer Fridays, the highest responses were clean, luxury, expensive, neutral colors, and youthful. Overall, the majority of responses were positive about the brand and its products, as well as participants alluded to being willing to learn more about what the brand has to offer.

## SURVEY/INTERVIEW RESPONSES



We asked our participants if product packaging was important to them.

Majority of our participants say packaging matters to them

78.85% of our participants said yes while 21.25% of participants said no.

### We asked WHY in the interviews

"If it looks pretty in the package, I am more likely to buy it" -Mena

"I will purchase something if the packaging is fun and girly" -Lexie

"I have bought lip gloss because of the applicator." -Mia

"The color of the packaging can influence me" -Emma

"I tend to go for products that have a clean look, or products that have colorful packaging because they look more fun" -Abby

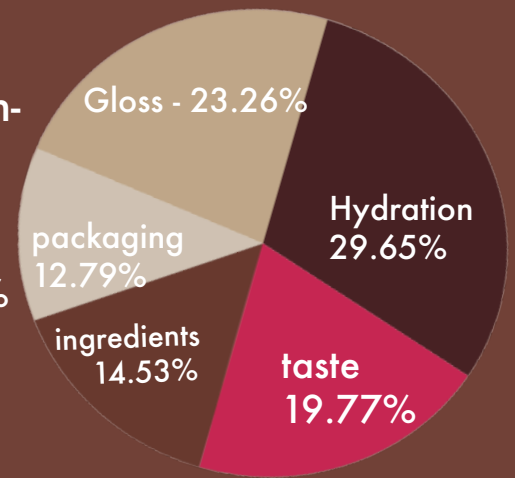
"It definitely catches my eye and makes me want the product, but then I read reviews after before purchasing" -Emily

"It doesn't impact my decision, but it is a plus. It is not a dealbreaker, I prefer quality, but it does help if it has good packaging" -Marissa



We asked what matters most to our survey respondents when buying a lip product...

14.53% said clean ingredients, 19.77% said taste, 29.65% said hydration, 23.26% said gloss, and 12.79% said aesthetic packaging.



"I like something natural, sheer and glossy" -Marissa

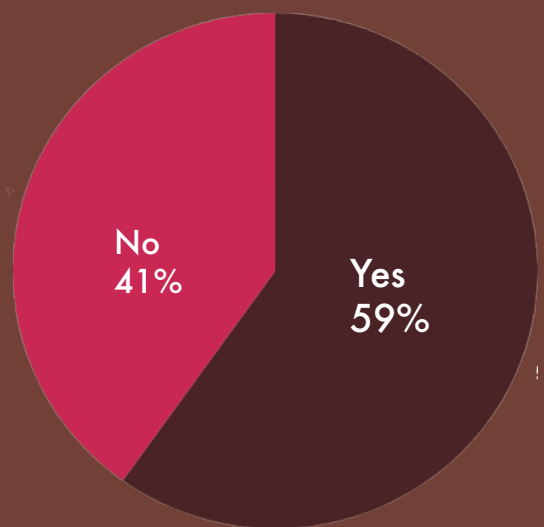
"Hydration, creamy, buttery and don't need to keep reapplying" -Abby

"Smooth and smells good" -Meghan

"How well the gloss matches my skin tone" -Lexie

We asked our participants if they have used Summer Fridays.

59% said yes, while 41% said no.



"I love this product" -Mena

"Loved it, I buy it every time they are in stock" -Eva

"The vanilla lip balm is really good." -Meghan

"I didn't like it at first because I thought that it wasn't gliding on smoothly, but now I figured out how to use it and use it all the time" -Emma

"It's awesome, smells really good, but a bit expensive. People ask to use it when I put it on when I'm out somewhere." -Mia

"I like the color, taste, smell, and packaging but I am not sure if it is worth \$24 since you could find similar products in drugstores." -Marissa

# What comes to mind when thinking of Summer Fridays?

"Luxurious, sleek travel friendly"

"Luxurious, glossy"

"Expensive, younger girls, summer"

"Youthful"

"Neutral, pretty, warm colors"

"Fresh, skiny, clean"

"Simple, cute, clean"

"Summer, clean, warm"

"Luxury, high-end, good quality"

"Clean"

"Clean, simple, mature, TikTok"

"Natural, clean girl"

"Natural, apperance, health, rich"

# CREATIVE BRIEF

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# Meet Nicole!

Age: 35

Occupation: Stay at home mom

Gender: Female

Bio: She lives in an Upper-Middle-Class Suburban home in Connecticut with her traditional Caucasian family. She prides herself on her two young kids and husband.

Nicole and her two children are dependent on her husband, who makes just under \$240k annually.



## TARGET AUDIENCE



### BEHAVIORAL

Nicole is not afraid to spend more money on products and stick to trendy purchases. Nicole would rather have a new and trendy product than a product that has been around for a while.

### PSYCHOGRAPHICS

#### Activities:

Nicoles activites include: Shopping, Social Media Physical Activity, Beauty upkeep, Botox, Family Spa's

### Interests:

Nicole's interests include: Beauty and skincare, wellness, keeping up with her image and aesthetic and staying on top of the latest trends and products

**Opinions:** Values clean products and will purchase trendy products.



VALS

Achievers: Have a "me first, my family first" attitude, goal-oriented, peer conscious, believe money is the source of authority, hardworking, and committed to family and job.



FRUSTRATIONS

Kids

Maintain a functioning household

Maintaining a youthful appearance

Finding products that actually work

Finding clean products that won't harm her skin

### Motivations:

We want Nicole to understand that age does not define beauty. The idea of beauty has been very misconstrued and unrealistic in today's society. However, our brand wants to emphasize that clean and natural makeup is the best and purest form of beauty.

### Social media activities:

Instagram or Facebook users, keeps up with current trends within skincare and makeup products. Most amount of time spent online is Instagram and Facebook

### Current mindset:

Many adults between the ages of 40-50 do not have strong knowledge of the brand. Some of the women in their 40s recognize the brand from their children or younger family members but do not possess enough brand information or recognition.

### Desired mindset:

Nicole should feel like Summer Fridays is a high-end lip balm that they want to use for various occasions. Nicole should feel beautiful when wearing Summer Fridays lip products and that their values align with the brand.

### Competitors:

Our top competitors are Rhode Lip Peptide, ELF Glowly Lip Balm, and Laniece Lip Glowly Balm. Nicole doesn't know much about the competitors, they may recognize the people associated with the brands but might think that these products are too young for them.

### Message objectives:

We want Nicole to know that beauty has no age.

Our natural ingredients and simple packaging are meant for all age groups.

We want to increase brand awareness by letting Nicole know that they are not "too old" to buy a product that is typically advertised to a younger crowd.



### Creative strategy concept:

Our lip products remain reliable, relevant and effective regardless of age or stage in life.

### Evidence:

Clean ingredient products

Very hydrating

Simple packaging

Affordable for our age ranges

Good reviews of the product online

### Creative execution:

We will show older women using our products, proving that anyone can use our Summer Friday lip products. This product can look and feel good on older women and make them feel young again.

### Tone:

Calm

Relaxing

Fresh

Comforting

Soothing

### Mandatories

Tagline

Logo

Social media: Instagram, Facebook

Website: <https://summerfridays.com/Call-to-action>

# SUMMER FRIDAYS

# DELIVERABLES



## GUERILLA MARKETING AD:

Shopping basket with Summer Fridays tubes as handles

## OUT-OF-HOME ADS:

1. Pulling strips on crosswalk with logo on it
2. Billboard in New York City

## MAGAZINE ADS:

1. Half older woman half younger girl to show beauty has no age
2. Mom and daughter getting ready together with Summer Fridays
3. Women using Summer Fridays during Yoga.

## SOCIAL MEDIA ADS: (specifically on Facebook and Lemon8)

1. Clock with Summer Fridays as the hands
2. Hourglass showing beauty doesn't age
3. Age like Fine China

## VIRAL VIDEO:

1. Mom doing a Get Ready with Me to play pickeball

## TV COMMERCIAL ADS:

Mother and granddaughter using Summer Fridays together.

# PRINT ADS

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# HEADLINES

Refresh Your Smile with Summer Fridays Lips  
Unveil Timeless Beauty With Summer Fridays  
A smile is timeless with Summer Fridays  
Beauty can stay with you forever with Summer Fridays  
Make your lips look ageless with Summer Fridays  
Summer Fridays Lip: timeless beauty for every generation  
Unlock ageless elegance with Summer Fridays Lip Products  
Summer Fridays Lips last through it all  
Summer Fridays stands the test of time  
Summer Fridays Lip: where youthfulness meets endurance  
Lips that endure, regardless of age: discover Summer Fridays  
Summer Fridays Lip: beauty that doesn't age  
Embrace every stage of life with Summer Fridays Lip  
Age is just a number with Summer Fridays Lip Products  
Summer Fridays Lips: your beauty companion through every chapter  
Time-tested beauty: Summer Fridays Lip for all ages  
Summer Fridays Lip: empowering women of all ages  
Stay vibrant at every age with Summer Fridays Lip  
Summer Fridays Lip: defying expectations, defying age  
Eternal beauty, one swipe away: Summer Fridays Lip Collection  
Summer Fridays Lip: the beauty secret that transcends time  
Ageless glamour starts with Summer Fridays Lip  
Summer Fridays Lip: because beauty knows no age  
Celebrate every moment with Summer Fridays Lip  
Effortless Beauty, Timeless Appeal: Summer Fridays Lip  
Summer Fridays Lip: age-defying brilliance in every shade  
Summer Fridays lips for life!  
Summer Fridays Lip: where durability meets delight  
Forever fabulous: Summer Fridays Lip for every age  
Summer Fridays Lip: a product that grows with you

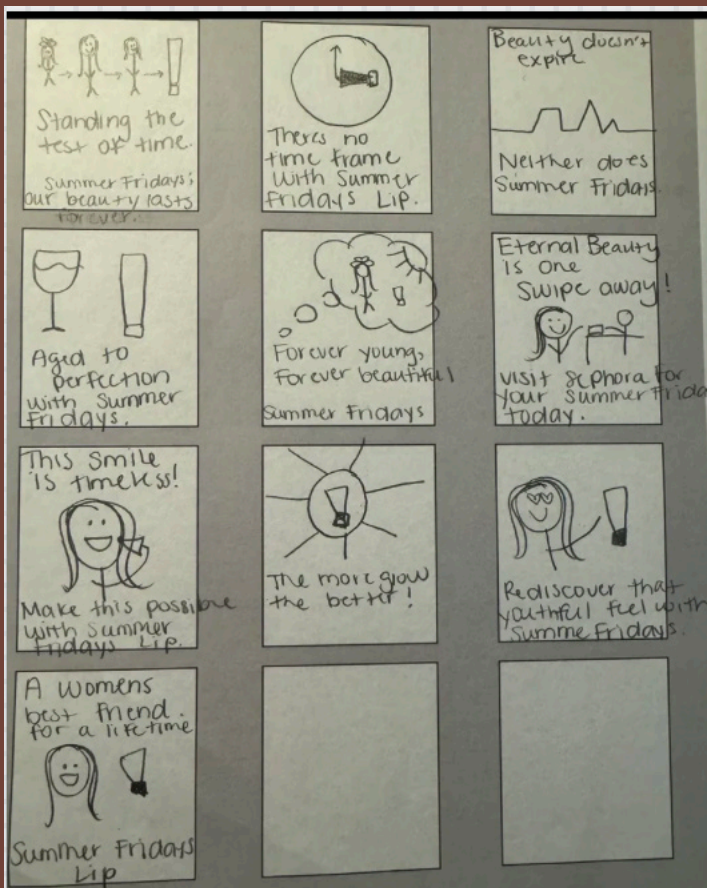
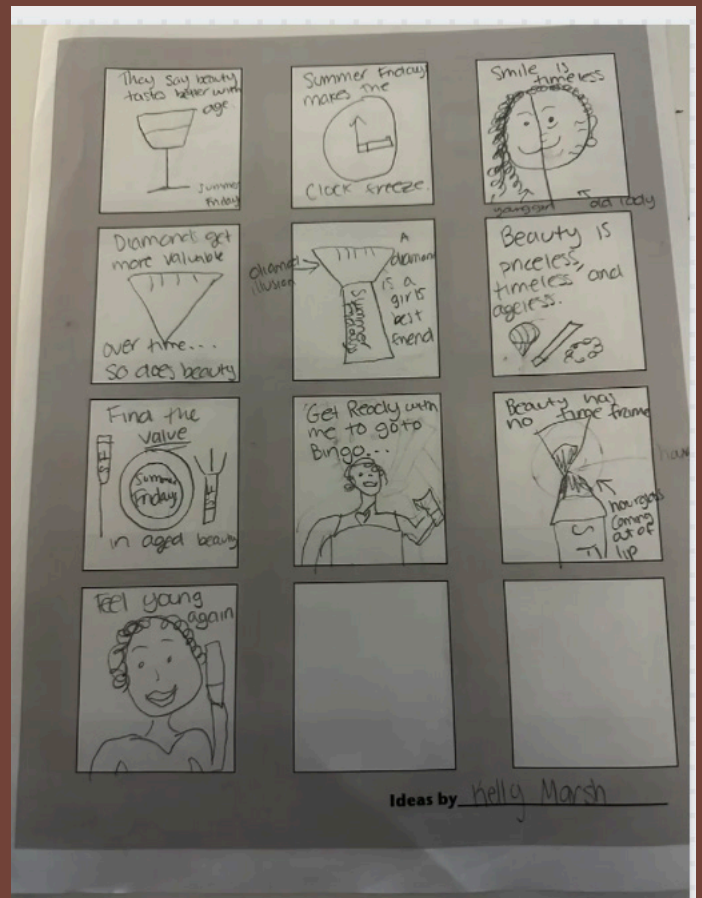
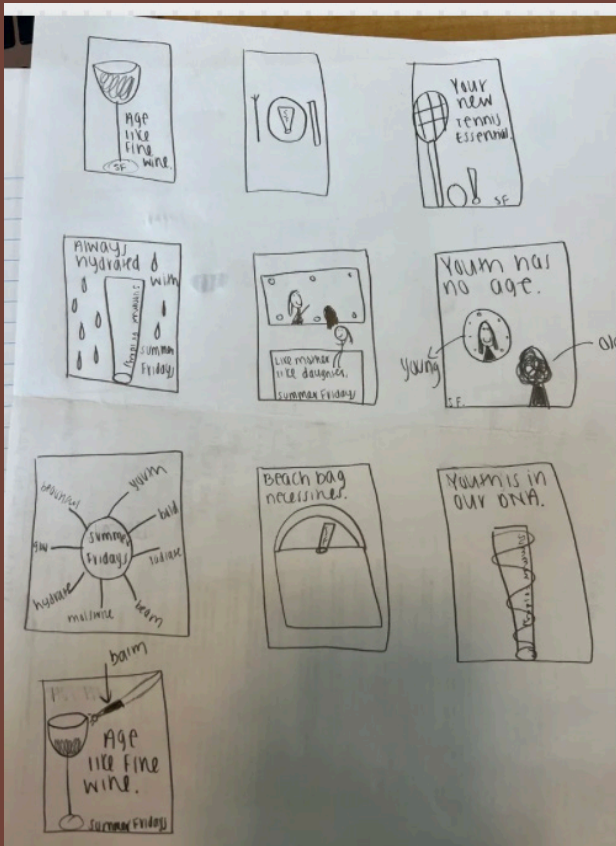
# TAGLINES

Our beauty is timeless.  
Our beauty is now and forever.  
Timeless beauty, timeless care.  
Embracing beauty beyond time.  
Elevate your glow.  
Glow as you grow.  
Effortless Beauty, Effortless you.  
Aged to Perfection: Beauty, like fine wine.  
Beauty, Aged to excellence.  
Beauty doesn't expire  
Beauty has no time frame.  
Forever young, forever beautiful  
Celebrating Beauty in every age  
Beauty hour is every hour  
Effortless Beauty: A Tale That's Old As Time  
Beauty is like a rose: Timeless and Elegant  
Where elegance outshines age.  
Aged to Perfection.  
Beauty comes with no age.  
Beauty beyond years.  
Every age is a new blossom.  
Your beauty, your story.  
Elegance knows no age.  
Beauty shines in every shade.  
Beauty for every season of life.  
Where age unveils true beauty.  
Where beauty finds its timeless glow.  
Beauty knows no age.  
Beyond years, beauty endures.  
Age Like Fine Wine



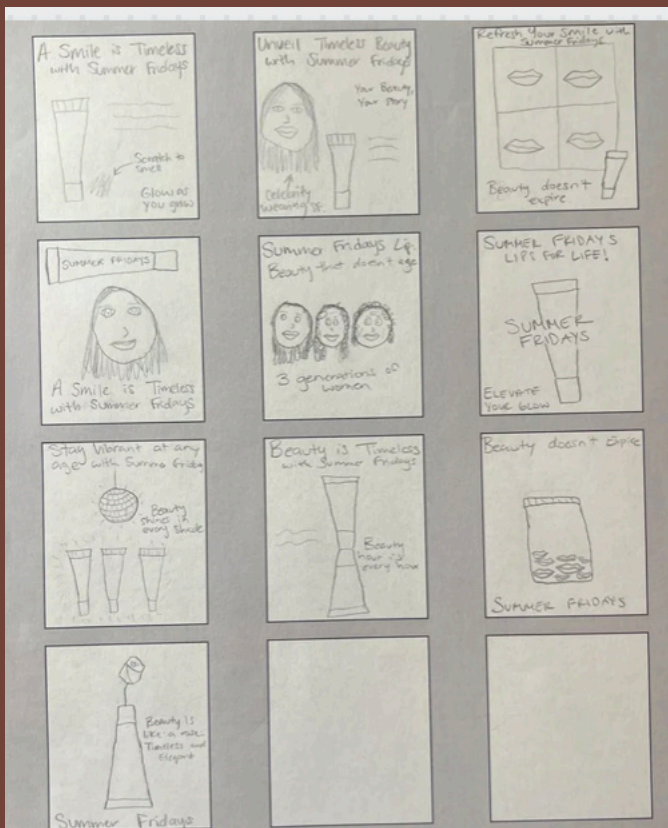
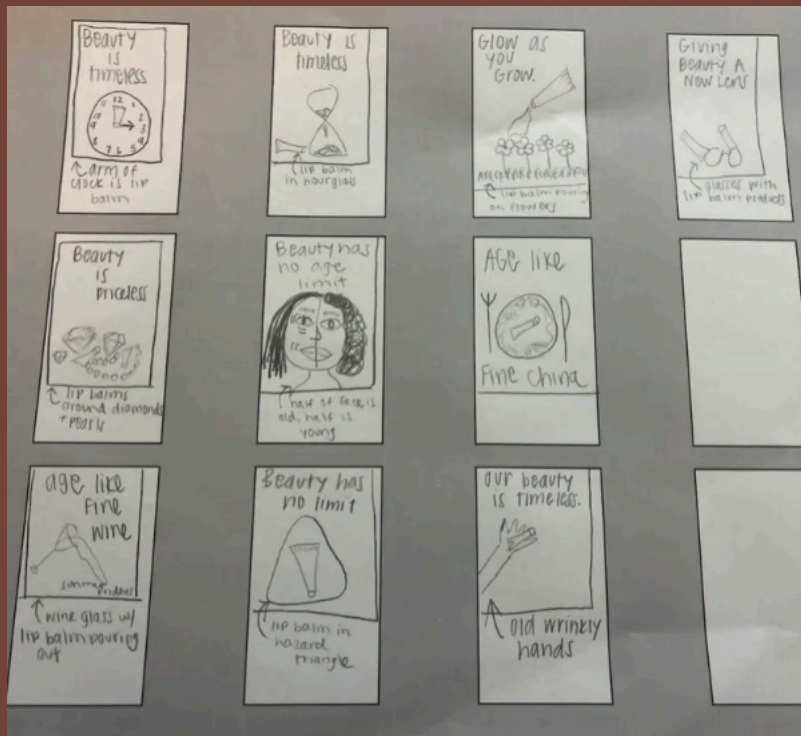
FINAL TAGLINE:  
"Beauty Knows No Age"

# THUMBNAILS



Ideas by Kelly Marsh





# PRINT AD 1



## RATIONALE

This print ad is to show the difference between an older woman and a young girl. We are showing that beauty has no age, and that both girls look beautiful with Summer Fridays regardless of age and stage in life.. We used a pink heading to match the pink lip gloss that is on their lips from Summer Fridays. The ad tells the audience that with Summer Fridays, you are embracing your inner youth, and by using the product, you will look and feel younger.



# Embrace Inner Youth

*Beauty knows no age*



S U M M E R  
F R I D A Y S



# PRINT AD 2



## RATIONALE

The second ad shows the special bond between a mother and child and by doing their makeup together / using Summer Fridays Lip Gloss together. By doing this activity, it shows that beauty has no age and that putting on makeup is forever.



# An unbreakable bond between all ages

*beauty knows no age*

SUMMER  
FRIDAYS

# PRINT AD 3



## RATIONALE

The last ad shows that Summer Fridays Lip Gloss is the perfect hydration for any activity. Whether a woman wants to go play tennis or do yoga, Summer Fridays will keep your lips hydrated. This also proves that Beauty knows no age and that no matter what activities or hobbies a woman in her 40s is into, Summer Fridays Lip Gloss will always be a go-to.



# THE PERFECT HYDRATION FOR ANY WORKOUT

*beauty knows no age*



SUMMER  
FRIDAYS

# TV COMMERCIAL

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AGENCY



# TV SKETCH

Brand Summer Fridays

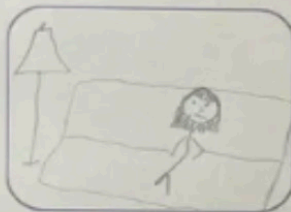
Title A Bond Between Generations

30 Sec.

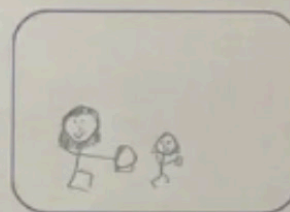
Page 1 of 1



Daughter in her room, doing her makeup



Mom looking upset that her daughter doesn't spend time with her anymore.



Flashback to when they would pretend to put on makeup together.



Mom walks into Sephora



Mom surprises daughter with Summer Fridays. She bought both of them.



They put their makeup on together (now Summer Fridays)

Beauty is a Bond between generations

Summer Fridays:  
Our Beauty is Timeless

# TV SCRIPT

**Summer Fridays**  
**Bonding Generations**  
**TRT: 50 seconds**

## VIDEO

## AUDIO

[MCU fade in] COLLEGE-AGED GIRL  
APPLYING MAKEUP

MUSIC: "What Was I Made For" PIANO  
INSTRUMENTAL

[MS cut to] 53-YEAR-OLD MOTHER  
UPSET AND REMINISCING ON OLD  
MEMORIES

[cross blur] CORE MEMORY OF YOUNG  
COLLEGE GIRL AND YOUNGER  
MOTHER GIGGLING WHILE PLAYING  
WITH MAKEUP

[Medium close-up, MS fade] MOTHER  
WALKING INTO MAKEUP STORE

[Long shot, cross dissolve] MOTHER  
WALKS INTO DAUGHTER'S ROOM AND  
EXCITEDLY SURPRISES DAUGHTER  
WITH TWO SUMMER FRIDAYS LIP  
GLOSSES

[MS cut] MOTHER AND DAUGHTER  
HAPPILY BONDING AND RECREATING  
CORE MEMORIES WITH SUMMER  
FRIDAYS LIP GLOSSES

[fade] WHITE BACKGROUND, "Beauty  
Knows No Age."

[fade] WHITE BACKGROUND, "Summer  
Fridays" logo

MUSIC: PIANO FADES OUT

Casting:  
Mother- Melanie DeMarco  
Daughter- Julia DeMarco

Location Specs:  
Daughter's bedroom  
Living room  
Mall store

# TV KEY FRAME



## RATIONALE

Our TV ad features a mother and daughter rekindling their bond through the product Summer Fridays. The commercial is titled "Bonding Generations," and the Summer Fridays lip balm is shown to help create continuous bonds and memories between any two generations. "Beauty Knows No Age" symbolizes that the Summer Friday lip products do not have a designated age but can be utilized by anyone at any age.

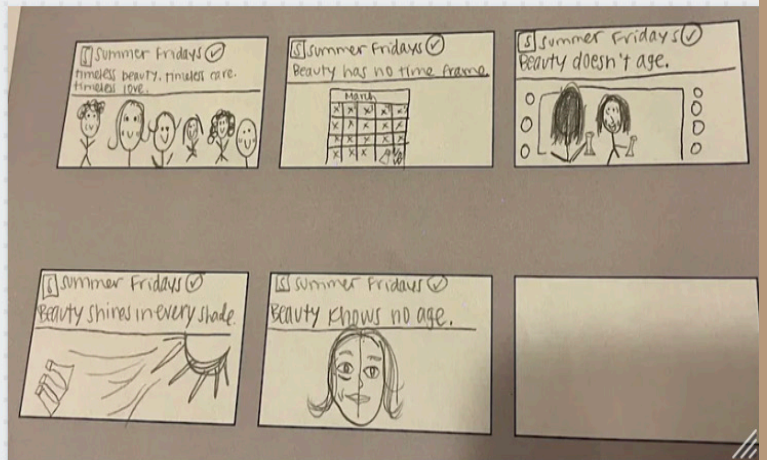
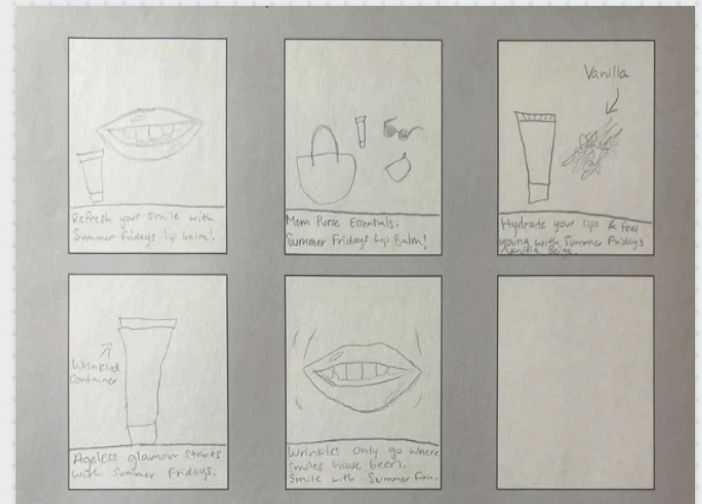
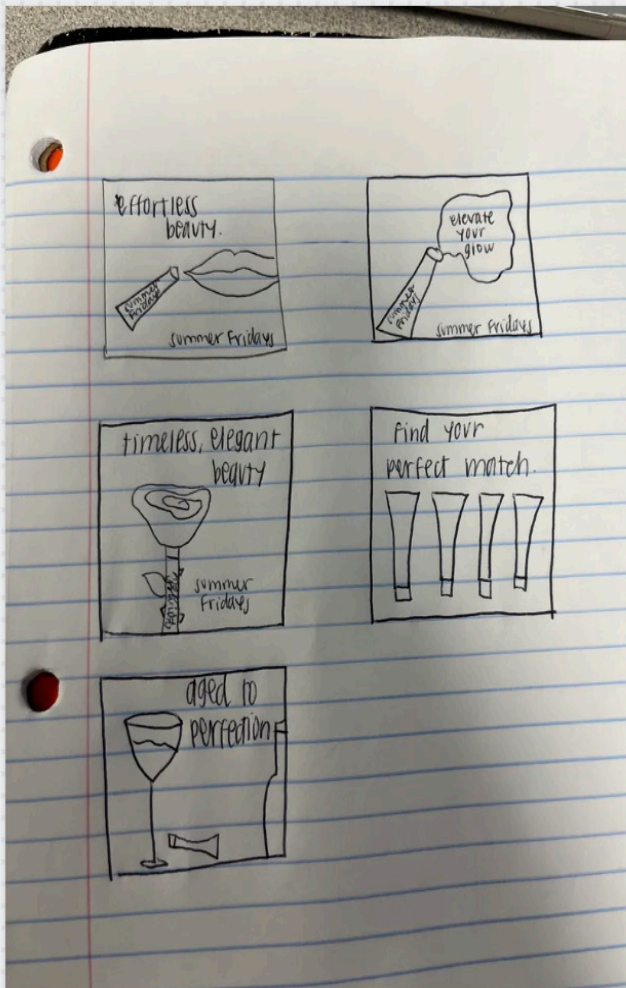
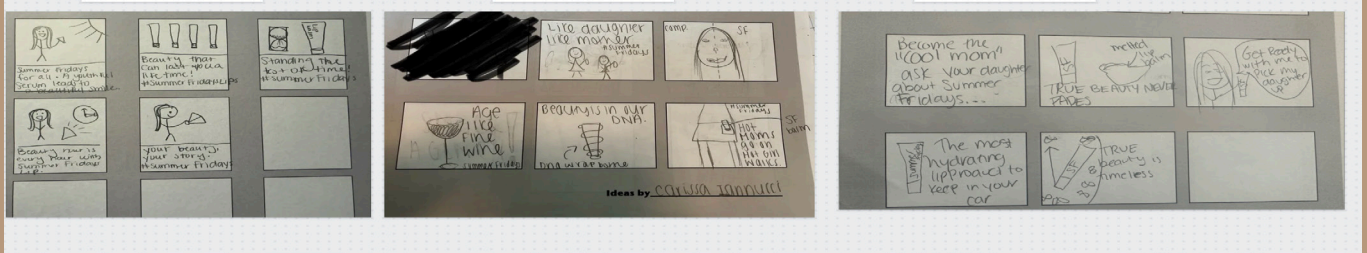
# SOCIAL MEDIA ADVERTISEMENTS

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# SKETCHES



# FACEBOOK AD 1:



## RATIONALE:

We created five social media ads for the Facebook platform. Each ad goes along with our tagline: beauty knows no age without it saying straight forward what it is. Our ads are directed to our target market of women between 40-50 and pick out mothers to focus on. However, it can target all generations and tell them that no matter what age you reach, you can still look beautiful, and Summer Fridays Lip Balm is here to help. Each caption is short and sweet, capturing the bond between a mother and daughter or the product in general. There are 2 graphics, one that is a promotion ad, along with 3 images that make the product and idea come to life.



# FACEBOOK AD 2



SummerFridays

10:30 AM

See more

What's better than 1 Summer Fridays Lip Balm?  
2 Summer Fridays Lip Balms! 🥰💄



7

3 Shares



# FACEBOOK AD 3



A screenshot of a Facebook post from the page "SummerFridays". The post features a photograph of two young women with long dark hair, smiling and posing in front of a vanity mirror with circular lights. The woman on the left is holding a small bottle of lip balm. The background shows a white wall with metal hooks and a white storage unit with an orange on top. The post text reads: "So much to smile about when it comes to Summer Fridays Lip Balms. 😊💋". Below the photo, the Facebook interface shows 7 likes and 3 shares.

**SummerFridays**  
10:30 AM

So much to smile about when it comes to Summer Fridays Lip Balms. 😊💋

7  
3 Shares

# FACEBOOK AD 4

Summerfridays  
10:30 AM

Happy Mother's Day to the ones that make the world go round. This ones on us today! ❤️👶

**HAPPY**  
Mother's  
- DAY -  
from  
**SUMMER FRIDAYS**  
BOGO Lip Butter Balm



May 10th - May 12th

7 3 Shares

Like Share

# FACEBOOK AD 5



SummerFridays

10:30 AM

See more

Hydration time!!!

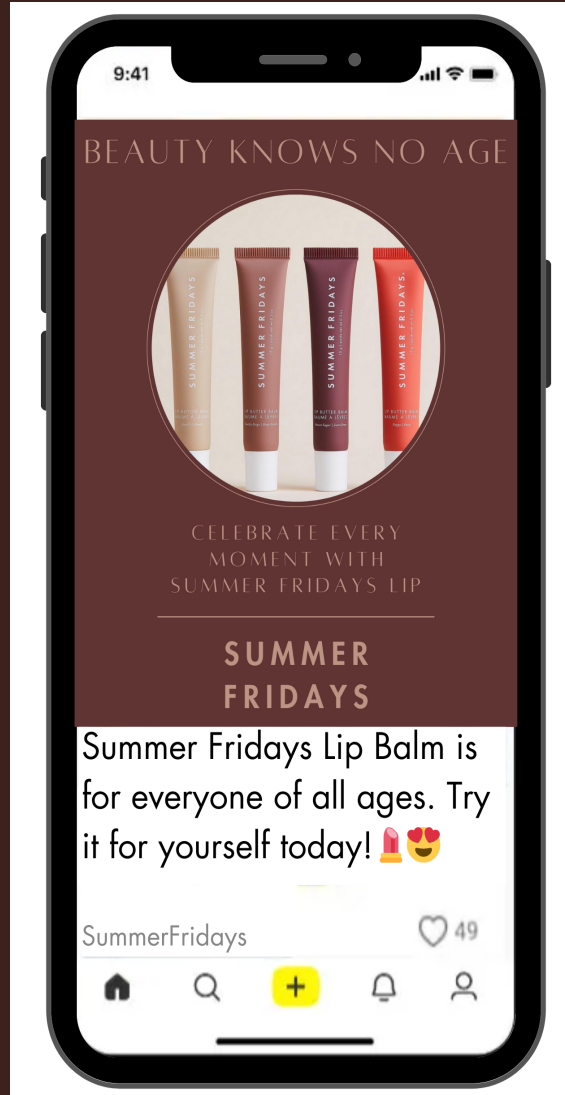
## Time to Hydrate with Summer Fridays



3 Shares



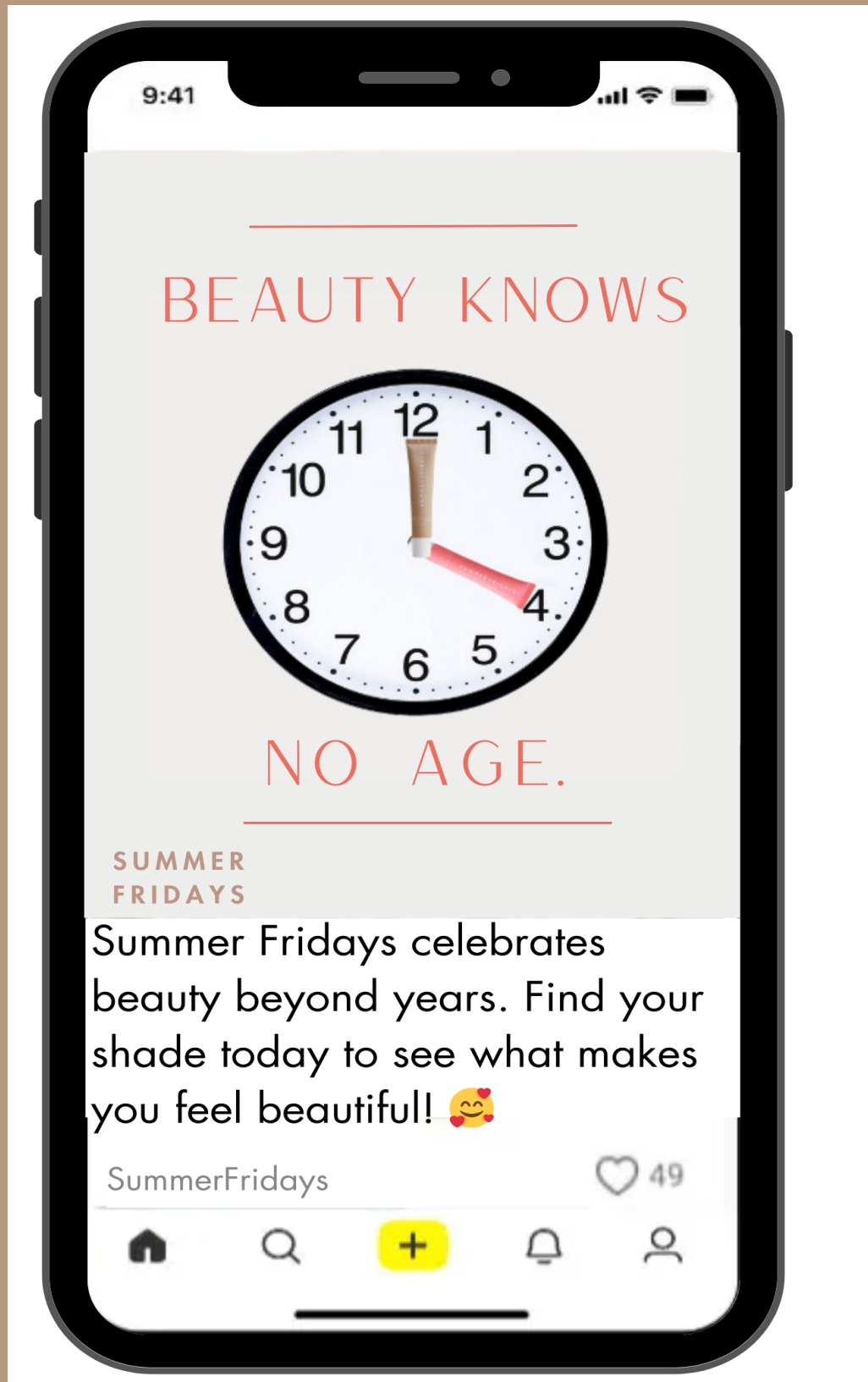
# LEMON 8 AD 1



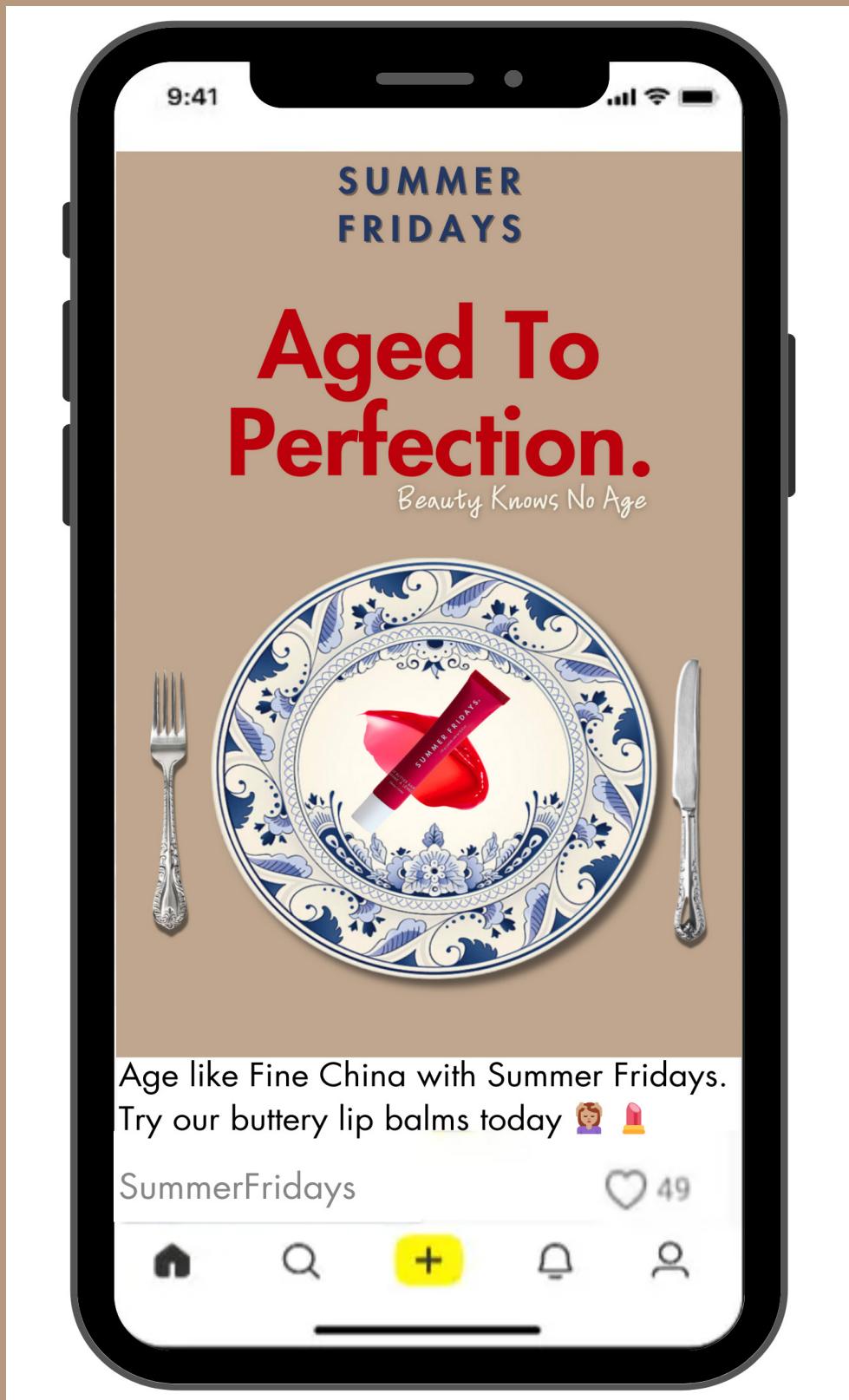
## RATIONALE

We created five social media ads for the platform Lemon8. Each ad focuses on our theme of timeless beauty while four of them follow our tagline Beauty knows no age, the other two follow the lines of 'Aged to Perfection' and 'Ageless Hydration' followed by our tagline. These posts can accurately reach out to the target market while still following a simple theme that can target all generations. Each caption on our posts emphasizes the idea that beauty is timeless and incorporates enthusiasm with emojis in order to excite the audience about our product.

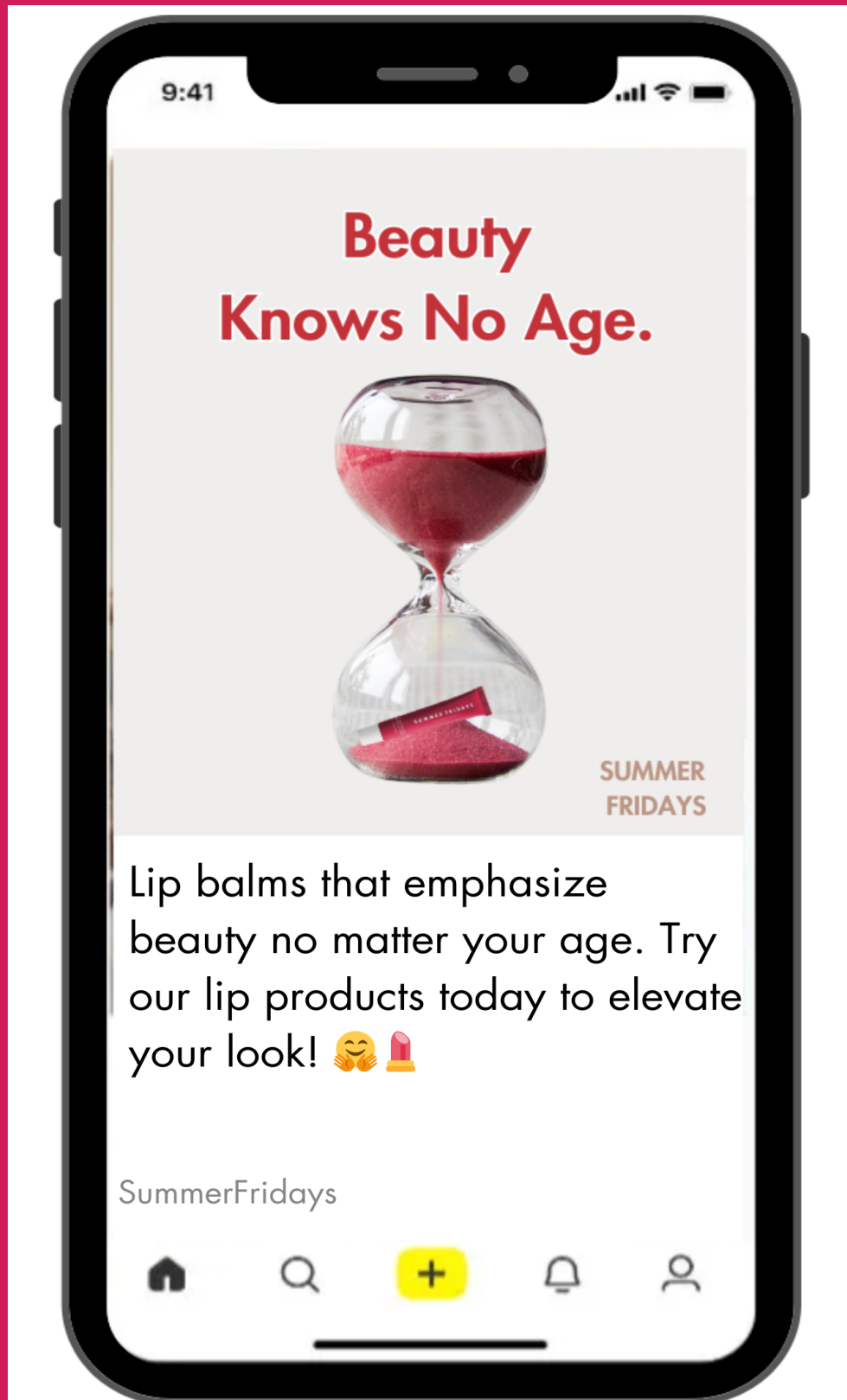
# LEMON 8 AD 2



# LEMON 8 AD 3



# LEMON 8 AD 4



# LEMON 8 AD 5



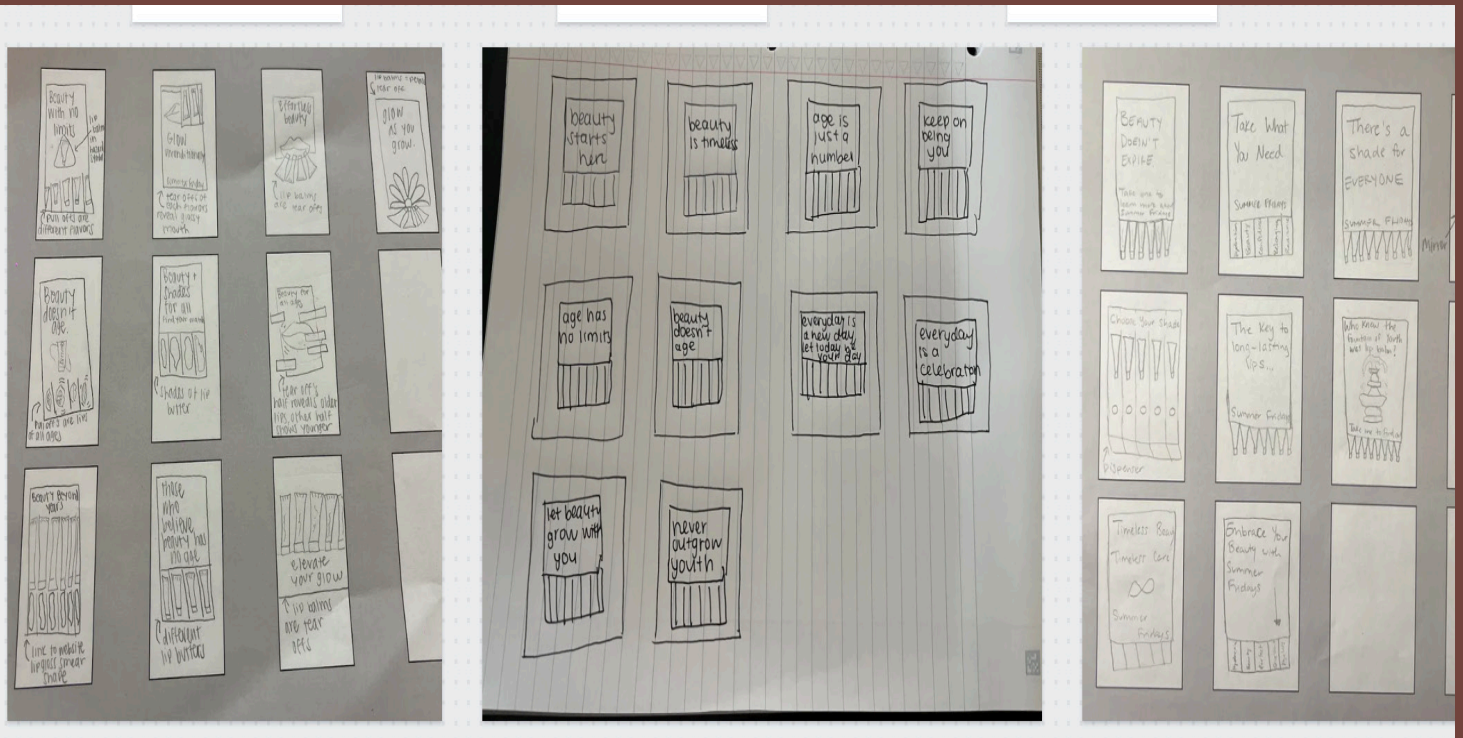
# OOH ADVERTISEMENTS

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Three hand-drawn sketches of product packaging for "Summer Fridays" by Candia Jannucci. The sketches are arranged in three columns. The first column shows a bottle of "Timeless Beauty" and a box of "Summer Fridays" with a sun icon. The second column shows a box of "Summer Fridays" with a sun icon, a box of "Summer Fridays" with a sun icon, and a box of "Summer Fridays" with a sun icon. The third column shows a box of "Summer Fridays" with a sun icon, a box of "Summer Fridays" with a sun icon, and a box of "Summer Fridays" with a sun icon. The sketches are labeled with "Ideas by Candia Jannucci".



# OOH BILLBOARD AD



## RATIONALE

The out-of-home ad is a billboard of a clock with Summer Fridays lip balms as the clock hands. We want viewers to associate the brand with timeless beauty so that our target market feels comfortable and excited about using Summer Fridays.



# OOH PULLING STRIPS



## RATIONALE

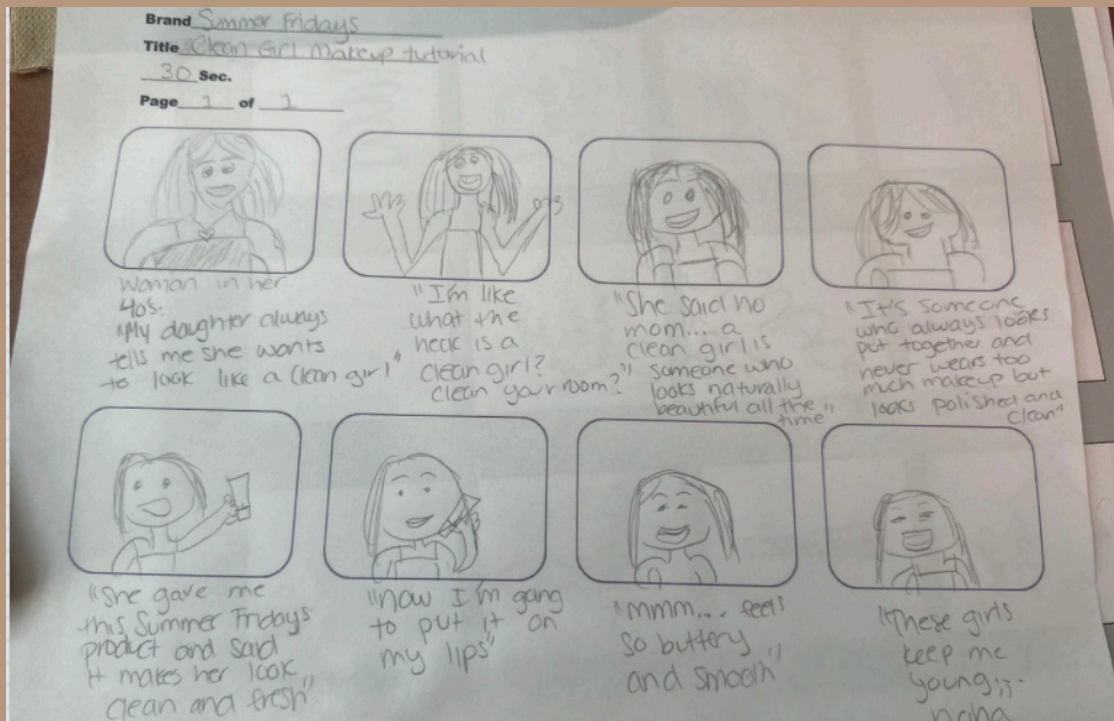
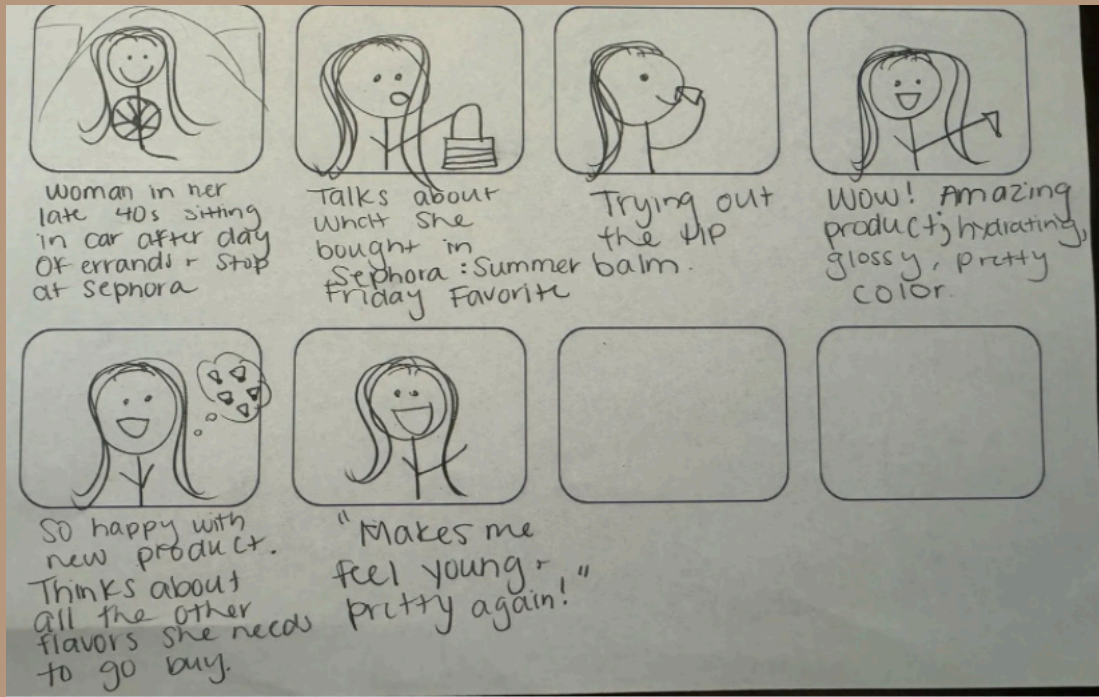
The out-of-home advertisement is designed as a tear-off poster. Users pull a strip from the poster and receive a coupon for 10% off lip products. Each tear-off strip is shaped like a lip balm, showcasing each of the different flavors. The purpose of this advertisement is to engage users with our brand and provide motivation to purchase our product.

# VIRAL VIDEO

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# SKETCHES





# SCRIPT

**Summer Fridays**

**Get Ready With Me To Play Pickleball**

**TRT: 1 Minute 10 Seconds**

## VIDEO

[CU] MOTHER APPLYING MAKEUP AND TALKING ABOUT GETTING READY TO GO PLAY PICKLEBALL WITH HER FRIES.

## AUDIO

MUSIC: "Little Things" PLAYS SOFTLY IN THE BACKGROUND THROUGHOUT THE VIDEO.

MOTHER: Get ready with me to go play pickleball!

So, I always start out with a little foundation SPF. You can never get out there without your SPF especially for women our age it's so important.

Then I want to brighten my eyes so I'll come in with a little eyeshadow. I don't want to be too done up, I just want to look bright and awake! I'm really excited to get back out there. It's been a while since I've been out! Then of course, I'll go in for a little bit of bronzer. Just have a few finishing touches. I always finish with my favorite product, Summer Fridays Summer Fridays Lip Gloss! It's great, it keeps my lips hydrated, it goes on so smoothly, and it can last all day long especially when I'm on the court and after when I'm socializing with my friends! It's just the best. I love it, you got to try it. Ok! Well thanks for watching. I'm ready to go play pickleball!

MUSIC: "Little Things" FADES OUT

# KEY FRAME



# RATIONALE

The viral video is a get-ready with me to play pickleball. Get Ready with Me videos are very popular because it connects people who are interested in makeup and beauty products. They help educate the viewers about various products that the person in the video loves to use. In this video, a woman is going through her makeup routine to play pickleball, which is a trendy sport in our target market. She shows off her Summer Fridays lip balm in the video and talks about why she loves the product. This will educate other women in that age group of the Summer Fridays lip products and persuade them to want to buy their own.

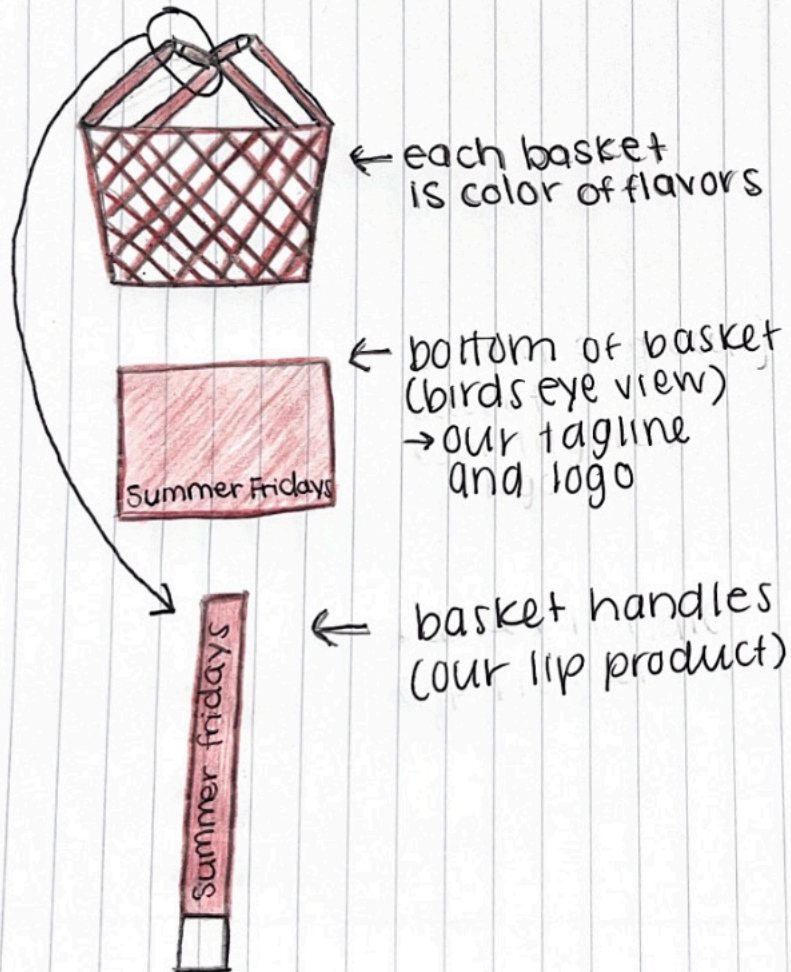
# GUERRILLA MARKETING ADVERTISEMENT

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# SKETCHES

## Guerilla Ad #3: Grocery Basket



# SHOPPING BASKET



## RATIONALE

For our Guerrilla Marketing we chose to create a grocery basket with Summer Fridays lip product as handles and the bottom is pink and includes our logo. It includes our tagline and says, "Beauty Knows No Age". We decided on the grocery basket because it is a product that our target audience will see when they grocery shop. We also chose this design because grocery baskets rarely include ads for products within them and will immediately catch the eye.



# BRANDED PRODUCT PLACEMENT

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# SKETCHES



## RATIONALE

The Kelly Clarkson Show is most popular among women ages 25 to 54 and averages a daily audience of 1.3 million viewers. This makes it a great choice of show to reach our target audience. The episode featuring actress and businesswoman Jessica Alba, was chosen because she is in the same age range as our target audience and is a mom that they can relate to. Jessica Alba is also interested in beauty/skincare and has said she has used a Summer Fridays product before. The Summer Fridays lip balms were placed visually in locations where they could be seen by the viewer in most frames during the show. Brighter shades were chosen so that they could be seen and stand out. It was also visually placed in a video on the floor so it looks natural and shows that Alba actually uses the product. It was verbally integrated in conversations where Kelly and Jessica were discussing beauty and kids which are things that our target audience would be interested in.







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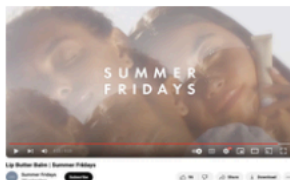
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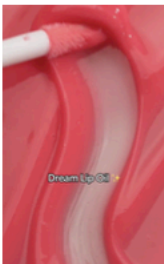
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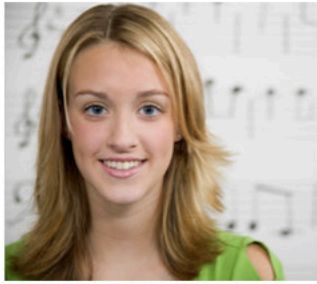
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