

Strategic Message Planner: COVERGIRL + Olay Simply Ageless Collection

Advertising Goal

- Express the potential benefits of using makeup with anti-aging serums for women of any age that works for any skin type in order to gain a greater age variety of consumers through a cosmetic line that is both reputable and affordable.

Client: Key Facts

- COVERGIRL is a worldwide known makeup brand owned by Procter & Gamble that offers everything from mascaras to lipstick to foundation and blush that reaches girls from the late teens to the mid to late twenties.
- Olay is another cosmetic brand that is also owned by Procter & Gamble that focuses on anti aging and moisturizing; reaching women world wide from the late twenties-early 30's until the fifties and sixties

Product: Key Features

- What is the Product
 - Beauty Product for all ages
- What is the Product made of
 - Chains of amino acids and building blocks of the skin that replenishes and rejuvenates skin peptides increase hydration
 - The structural protein in connective tissues that acts similar to springs in a mattress. It is what helps your skin stay firm, taut, and smooth.
- Who and what made the product
 - COVERGIRL: The Makeup aspect i.e. the various forms of available applicants: foundation, blush, primer, serums and concealers
 - Olay: The anti aging serum i.e. the ingredients used for all skin types, the effects of the anti-aging ingredients, the moisturizing effect to be most beneficial for skin
 - Iconic for both brands to combine their award winning brands in order to create a product line that focuses both on the enhanced beautification of women through the make up from COVERGIRL as well as the long lasting skin care benefits that are applied through the Olay skin care product for anti-aging.

Target Audience: Demographics and Psychographics

- Women aged 30 and below that know COVERGIRL cosmetics through their branding as well as 30 and above that know Olay Skin Care
- Used for women that want to slow down their aging process, prevent early wrinkles at an early age (early-mid twenties), give a younger appearance and overall younger and fresher complexion

Product Benefits

- Improves skin moisture barrier for long-lasting hydration
- Improves Skin Texture
- Reduces Appearance of fine lines and wrinkles
- Reduces appearance of dark spots
- Regenerates surface skin
- Helps slow down the process of wrinkles in the future when used before aging occurs

Direct Competitors and Brand Image

- Direct competitors are other drug store brands anti ageing beauty product lines.
 - L'Oréal Age Perfect: The target audience trusts this brand because it has been on the market for a long time; however, the specific product Age Perfect is only targeting older women with "mature skin"
 - Neutrogena Rapid Wrinkle Repair: The target audience believes that this product provides rapid results for wrinkle repair; however, their product is a little more expensive.
 - Revlon Age Defying: Revlon Age Defying line would be the biggest competitor, because they have about as many age products and same target audience as COVERGIRL + Olay. However, Revlon doesn't advertise their product to a large extent.

Indirect Competitors and Brand Image

- Luxury brand beauty products: The target audience, especially the older range, prefer to use more expensive products because they believe they are better and can afford them; these luxury products range from \$50+.
- Clients with certain skin conditions: Some clients might have certain skin conditions, like sensitive skin and might not be able to use this particular product due to allergic reactions or irritations.
- Creams, moisturizers, and face masks: These products are for women who don't prefer a lot of makeup and prefer a cleaner way of defying age.

Product Brand Image

- Current brand image: COVERGIRL and Olay are seen as two different beauty product brands that have different audiences.
- Desired brand image: Two popular brands coming together to create the ultimate makeup/anti-aging combination product line for women of all ages.
- Brand image challenge: There is a possibility of controversy, for example, younger women who prefer COVERGIRL would want to avoid Olay because they see it as a product for older women and vice versa.

Strategic Message: The Promise

- COVERGIRL+Olay Simply Ageless provides a wide range of anti-aging products to help women's skin to defy gravity.

Supporting Evidence: The Proof

- COVERGIRL and Olay Simply Ageless Sculpting Blush-CEW Beauty Award 2010: 2010 Beauty Insider's Choice Winner
- COVERGIRL and Olay: Simply Ageless Foundation-Fitness Magazine: 2009 Fitness Beauty Award Winner for Best Base
 - "I have been using this foundation for over a month in place of my much higher priced department store foundation. The Olay moisturizer has helped to rejuvenate my skin (especially under my tired eyes!) and even out my complexion." (Online User)
 - "I tried this product and loved it! I have age spots on my face and arms that I was sensitive about, but when I gave Simply Ageless a try; it covered my age spots and made me feel 20 years younger!!!! No greasy feeling or powder residue on my face, it looked like my natural skin!! Simply Ageless 3 in 1 gets 2 thumbs up with this product!! Here's a picture showing no age spots!!!Yay!! (online user)

Peer Review by Alessia Carlton

- repetition in the product category
- elaborate a bit more about key feature
- missing info about certain categories but you have the placeholder so that's good
- spacing is a little off center
- I would remove the online comments