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INTEGRATED
CAMPAIGN

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OLIVE & JUNE

Goal	Gain awareness for the brand and encourage brand loyalty
Target Audience	Girls/women ages 14-30, people who want to express themselves
Problem	Getting your nails done in a salon can be expensive and time consuming
Insight	Olive and June provides a way to get salon quality nails at home without the cost
Single Minded Proposition	Create and implement an integrated advertising campaign that brings awareness to the brand and positions it as an alternative to getting your nails done at a salon
Action	The audience will see Olive and June as an alternative and be willing to try it
Brand Personality	Creative, stylish, trendy

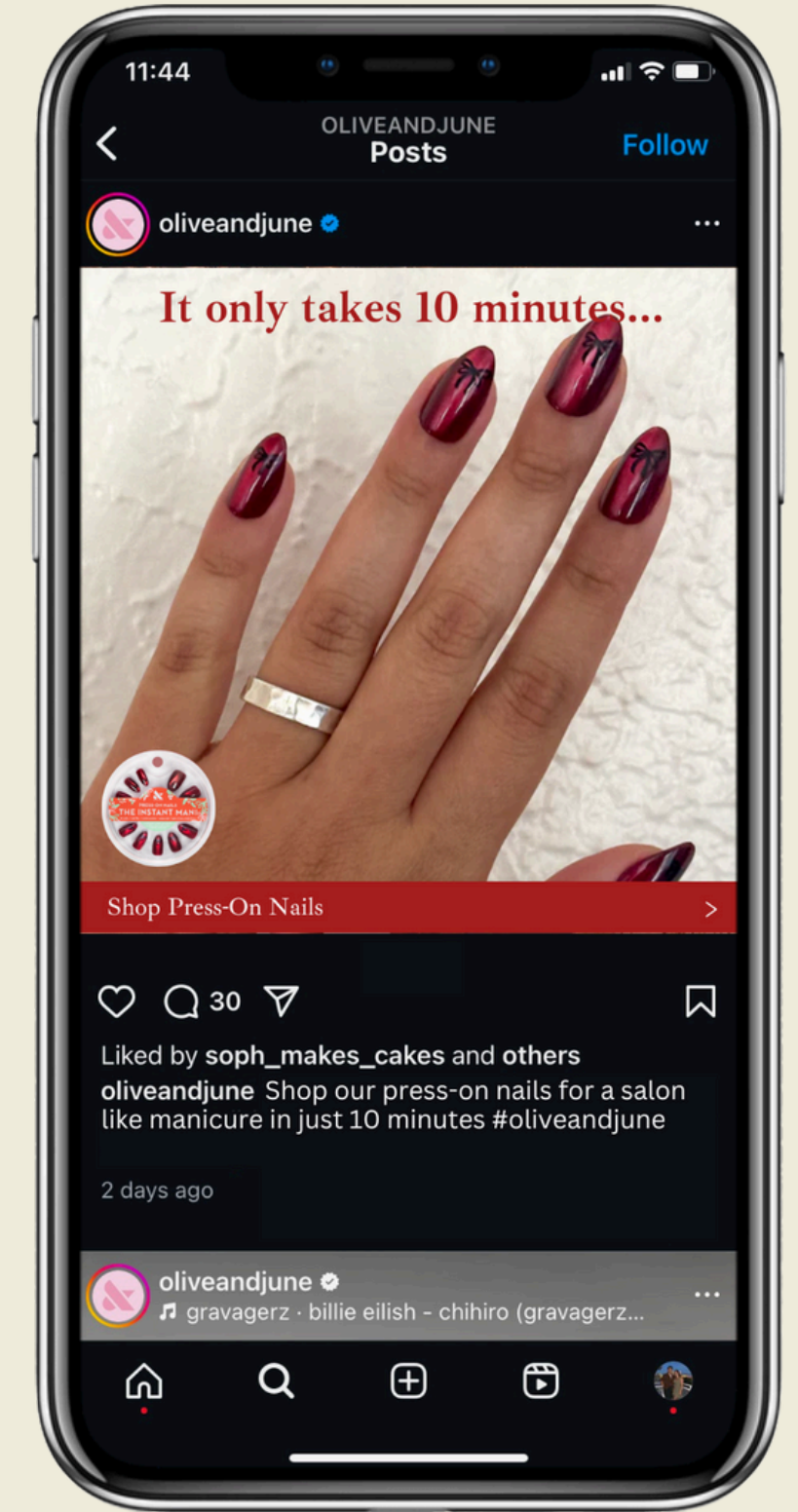
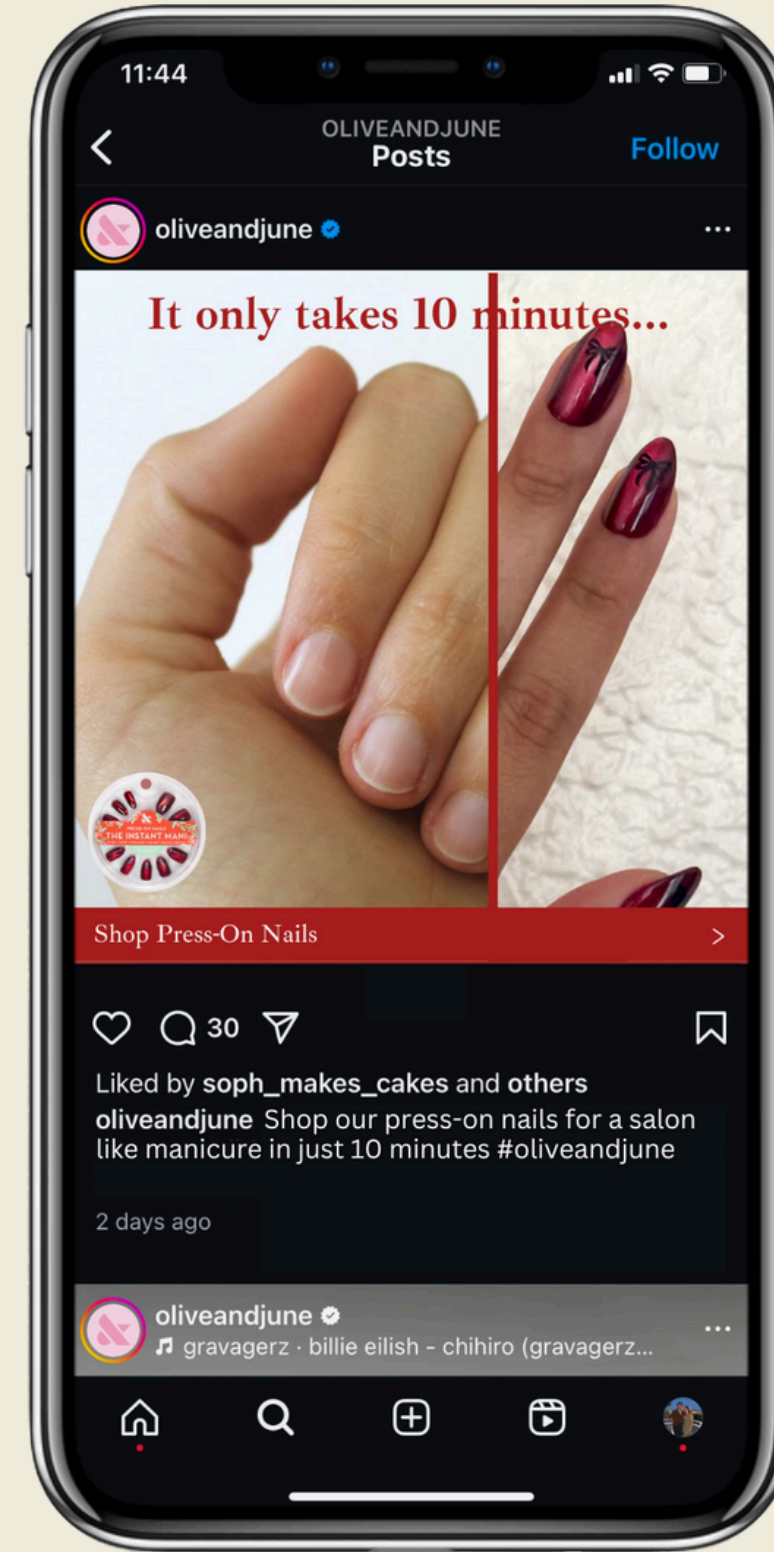
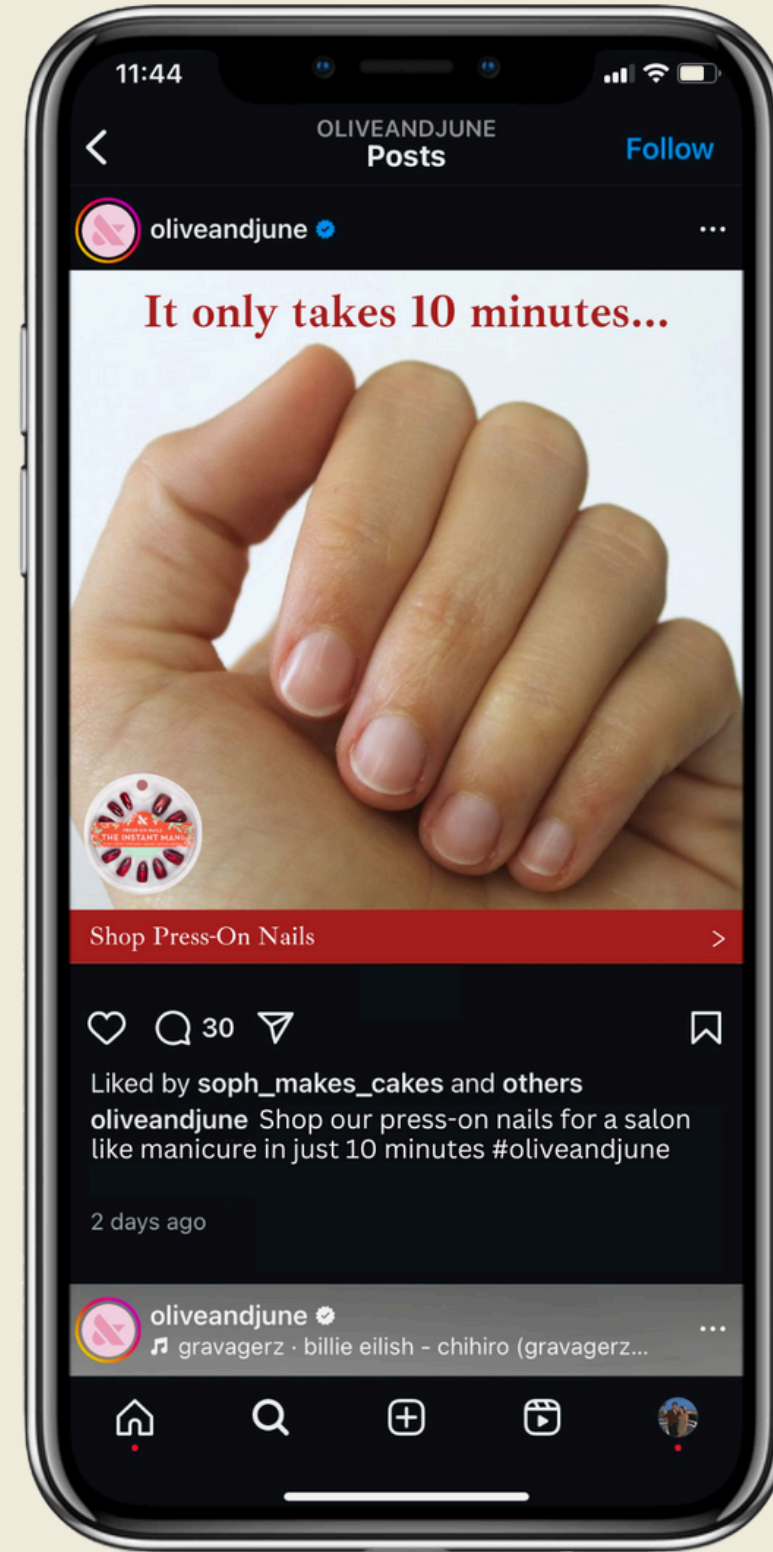


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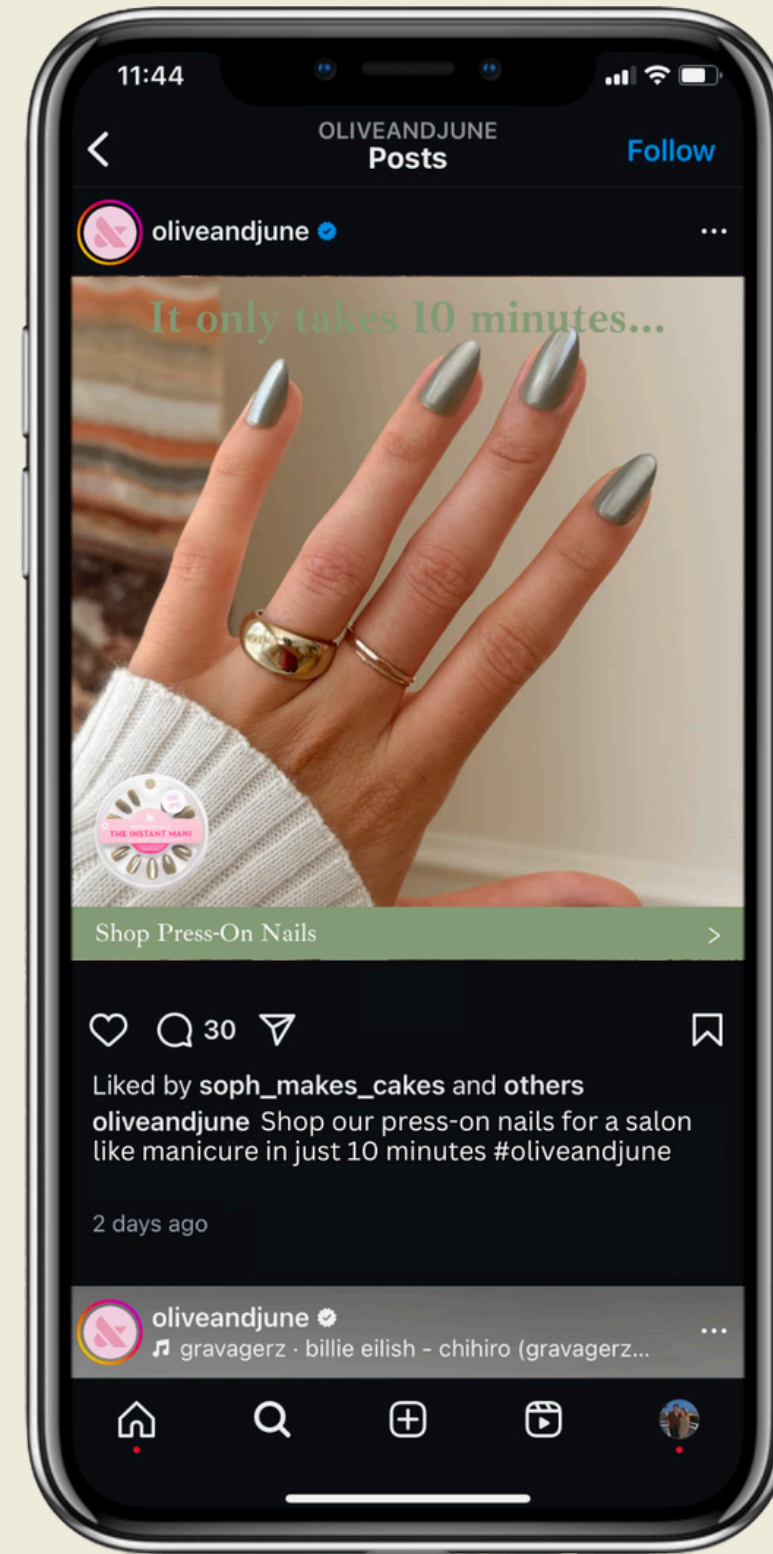
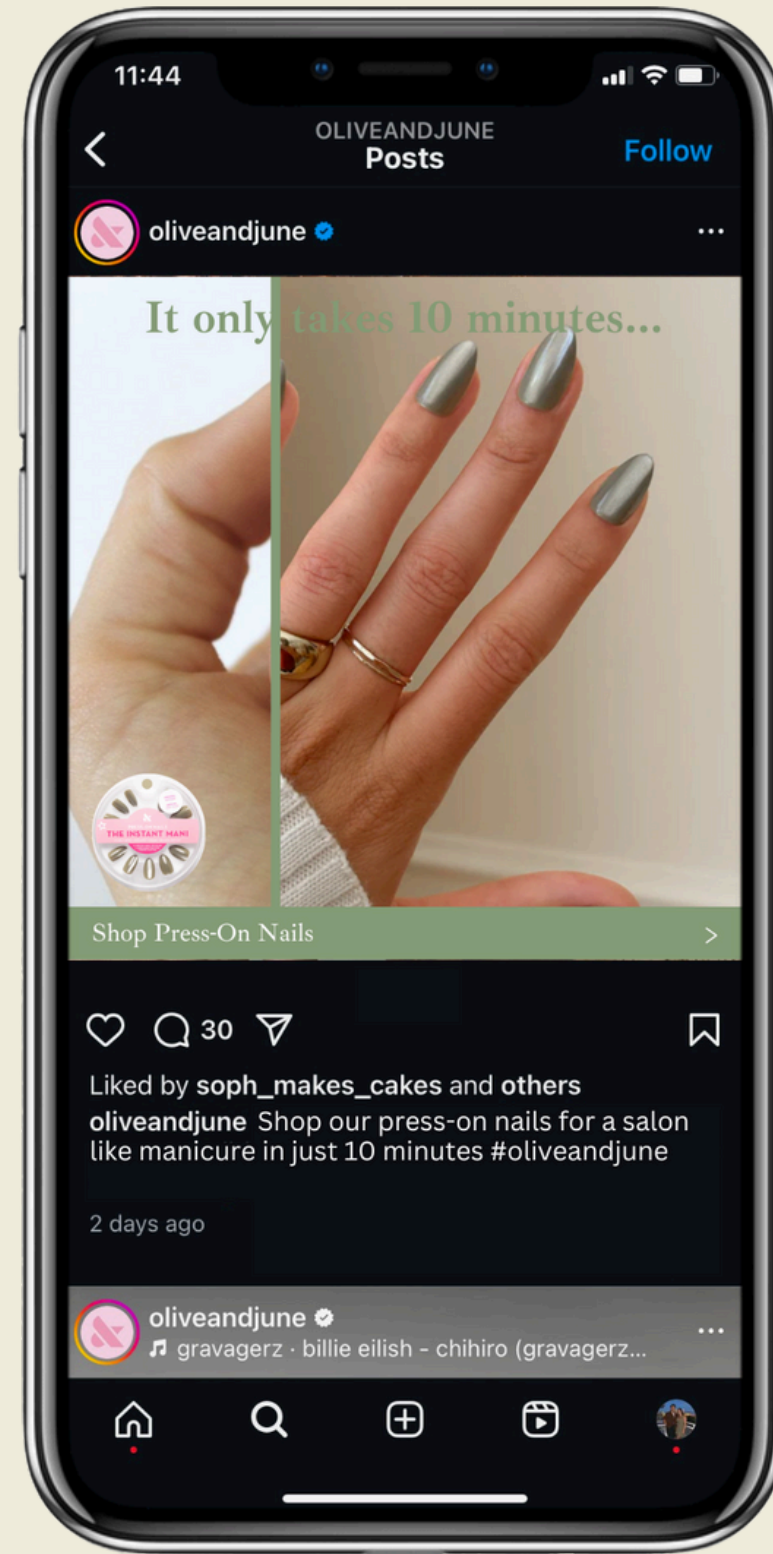
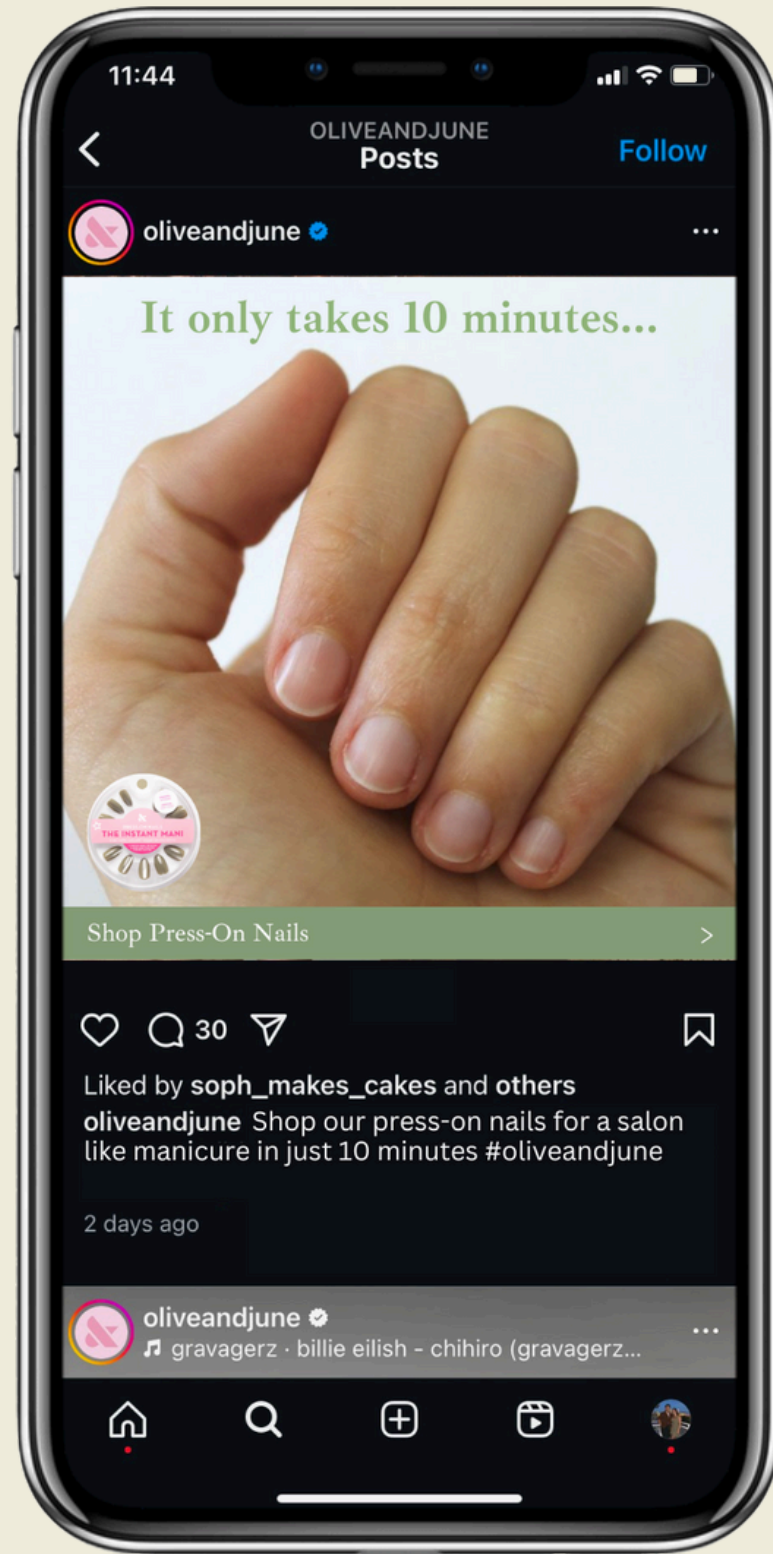
Social Media

Olive and June will post on Instagram along with paid ads. This ad will show a video of before and after someone applies their press on nails. The ad will include a link to shop press-on nails and highlight how quickly they can be applied.



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Ambient

Olive and June will create a series of billboard ads featuring their press-on nails with the phrase “For nails that really POP” with the nails popping off the top of the billboard.



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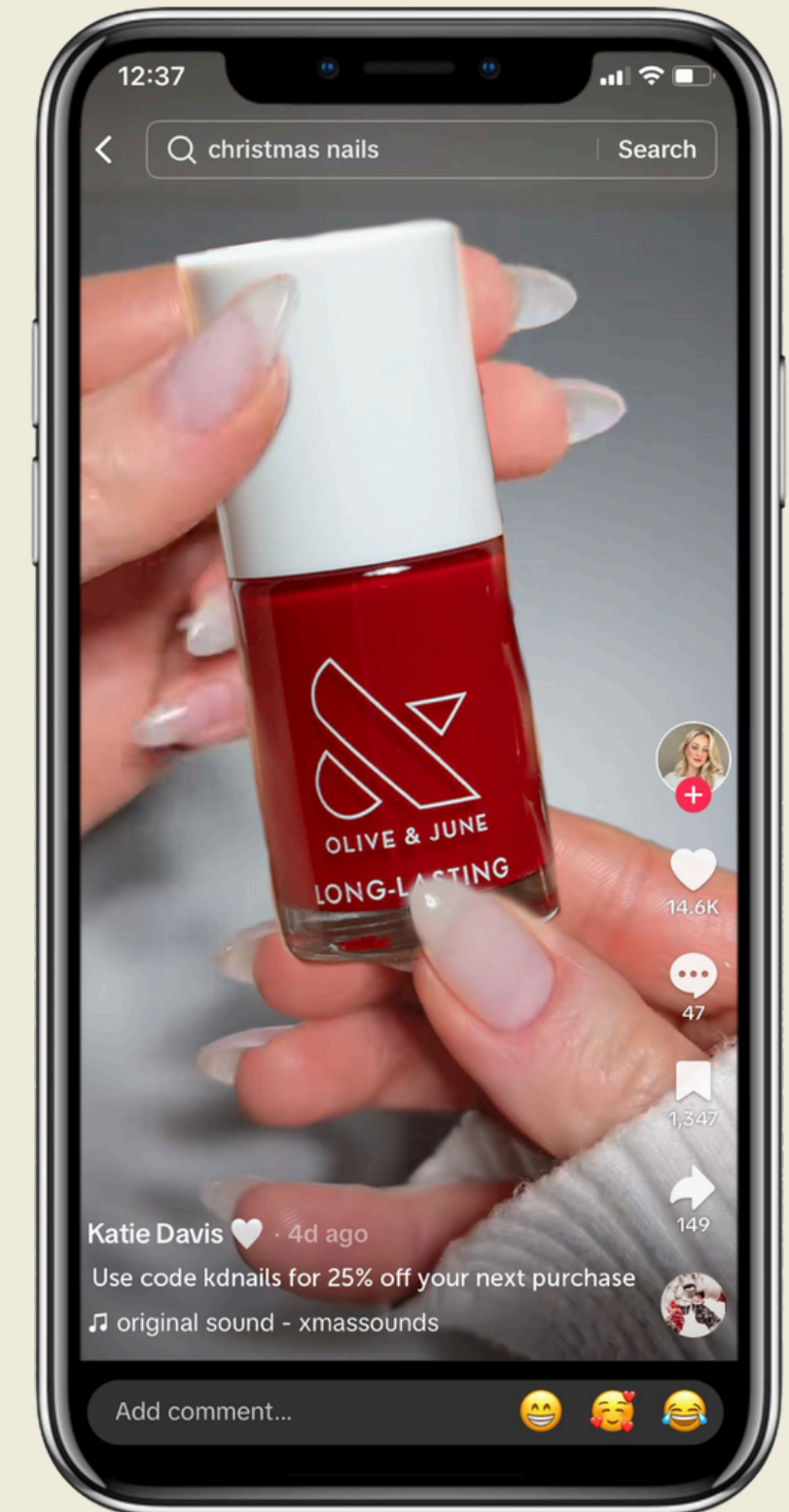
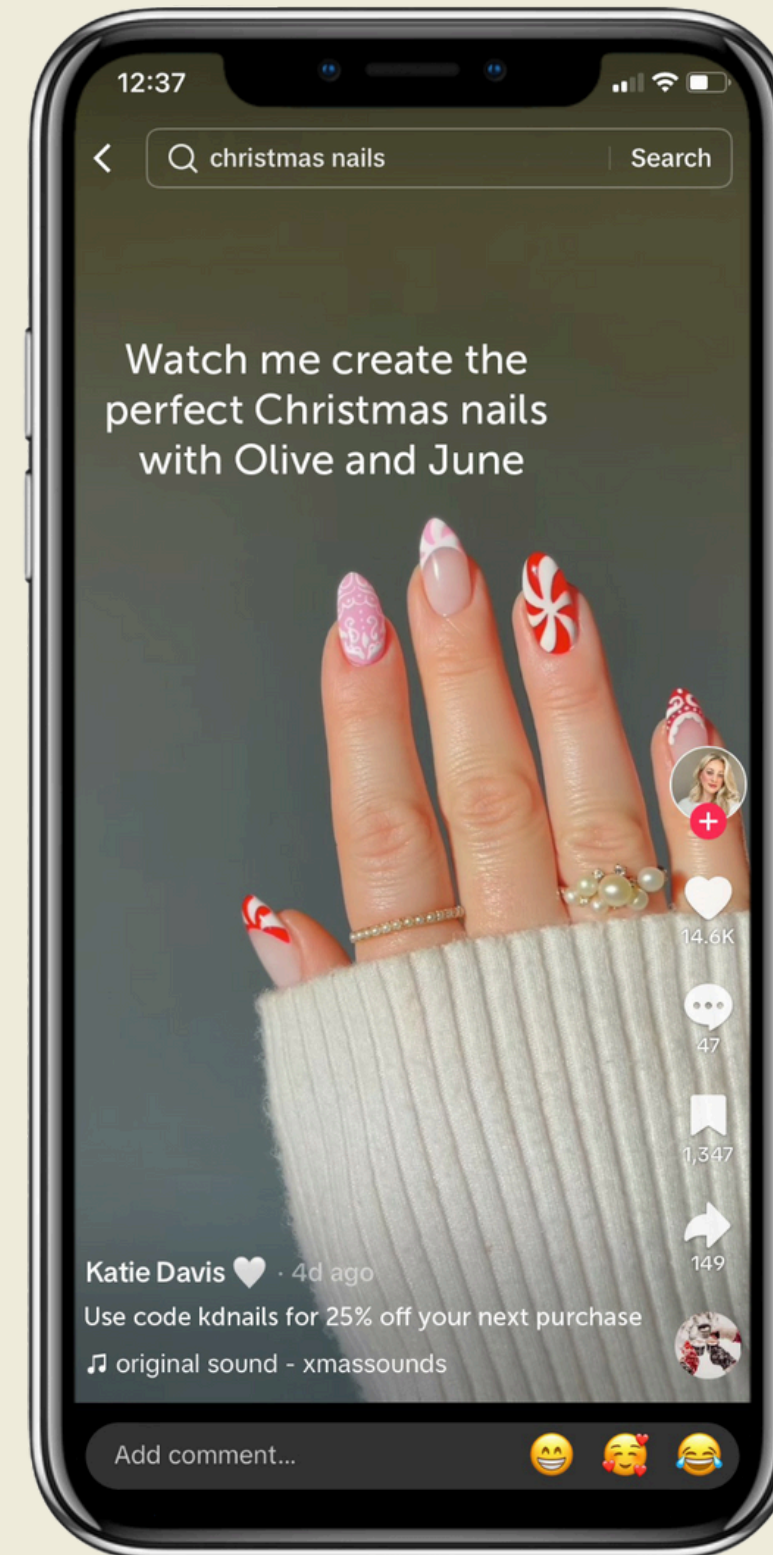
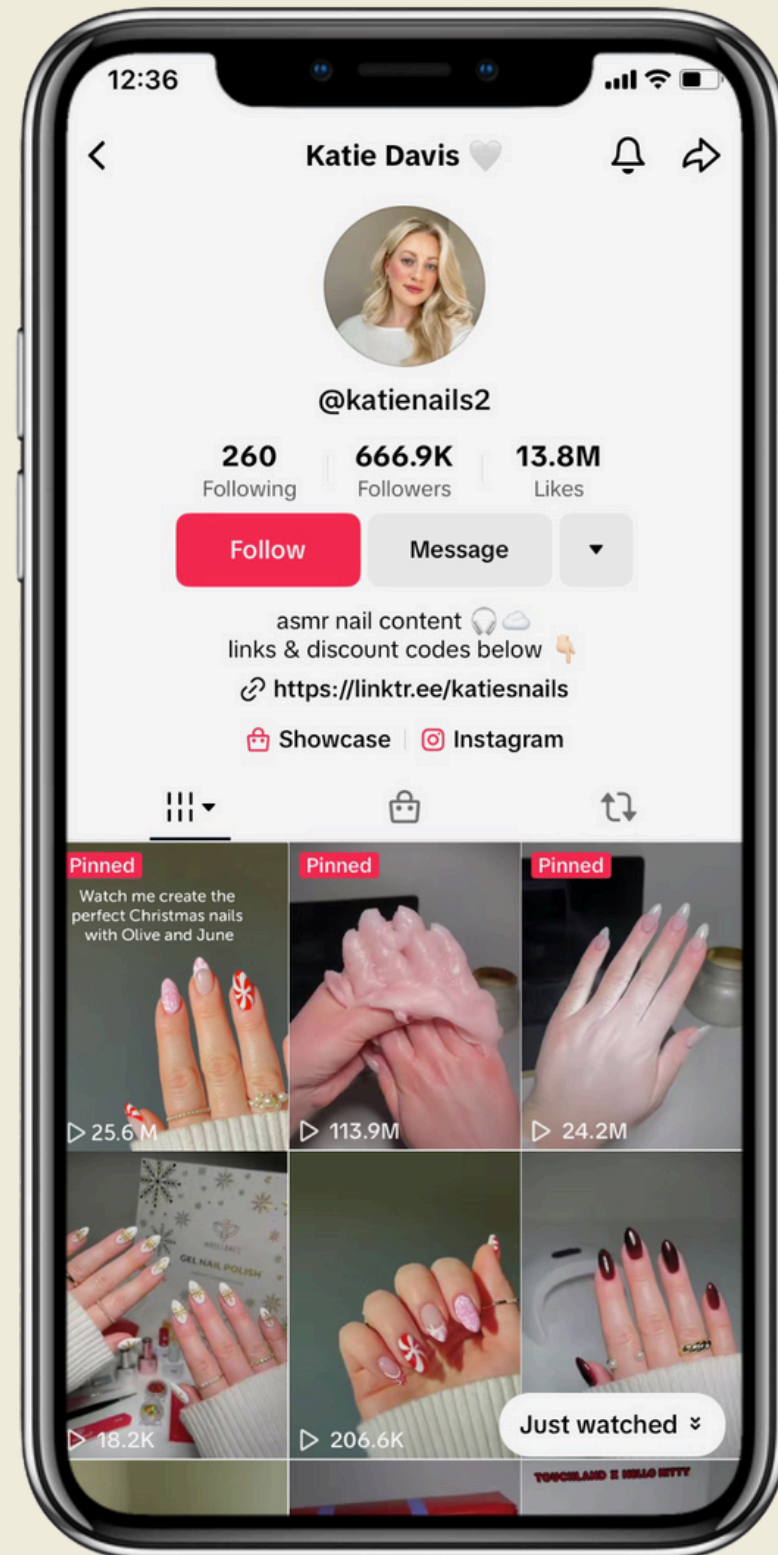
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Influencer Marketing

Katie Davis or @katienails2 is an influencer with over 667k followers and 13.8M likes on TikTok. She posts nail asmr content showing herself doing her nails with fun designs and satisfying sounds. She would post a TikTok of her doing her nails for Christmas with Olive and June products and provide her followers with a discount code for 25% off.



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Merchandise

Olive and June will create an advent calendar for Christmas called "12 Days of Nails" featuring various nail colors and products.



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Interactive

Interactive screen will be placed throughout malls. Viewers will be invited to take a quiz to find out what nail polish matched their personality. Upon completion of the quiz, they will be given a personalized code for 50% off their “new signature color”.

