

# Charlotte Tilbury

## DIGITAL DESIGN BRIEF

Cyber Week Digital Campaign 2019  
by Sophie Brady

*sp*DESIGN.

# THE BRIEF

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Charlotte would like to launch a Cyber Week digital campaign. For a limited period, a selection of her most covetable products will be available to purchase at 30% off. The only copy to use in your ideation is:

Header: SALE

Sub descriptor: Up to 30% Off

Call to action: SHOP NOW

The campaign will feature on charlottetilbury.com, as well as our social sites and through digital communication. It's imperative that, whilst we're discounting product, the campaign look and feel is chic and luxurious.

## THE CHALLENGE

Present and trade Charlotte Tilbury in a way that is beautiful, engaging and profitable throughout the Cyber Week/Sale period.

Identify and address any difficulties of purchasing Makeup, Beauty and Fragrance online.

Understand and address the customers needs and preferences to aid and enrich confident purchases.

Create content that elevates and improves online & offline reach, awareness and sales.



# INSIGHT & PROPOSAL

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Today's high-velocity consumer is challenging current retail models; ever-more demanding, with new values that are taxing even the most consumer-centric businesses. This is a consumer who is time-poor and looking to save time through mobile-led, frictionless retail strategies, but at the same time, seeking a more human connection.

## PROPOSAL:

Create a campaign that is beautiful, perfectly optimised for mobile, desktop and social channels. The brand experience must remain elevated and on brand through the promotional period. The creative must be impactful and engaging, yet have a seamless and easy to use UX and customer journey. Additional functionality could be added to the campaign touch-points to allow customers to experience 'the human touch'. This could be achieved through video messaging and mobile chat platforms allowing customers instant access to sales representatives, brand ambassadors and make up artists to get help and advise that is authentic and tailored to their needs.

## REFERENCE:

Tech start-up Hero partnered with Harvey Nichols on Messenger-style functionality that allows associates on the floor to answer queries from online shoppers via video. Shoppers can then opt into the retailer's Black Book strengthening the customers relationship with the brand and improving opportunities for commerce and engagement. By offering this service the customer journey is being enriched with 'a human touch' at the crucial points, supporting and reinforcing confident happy purchases.

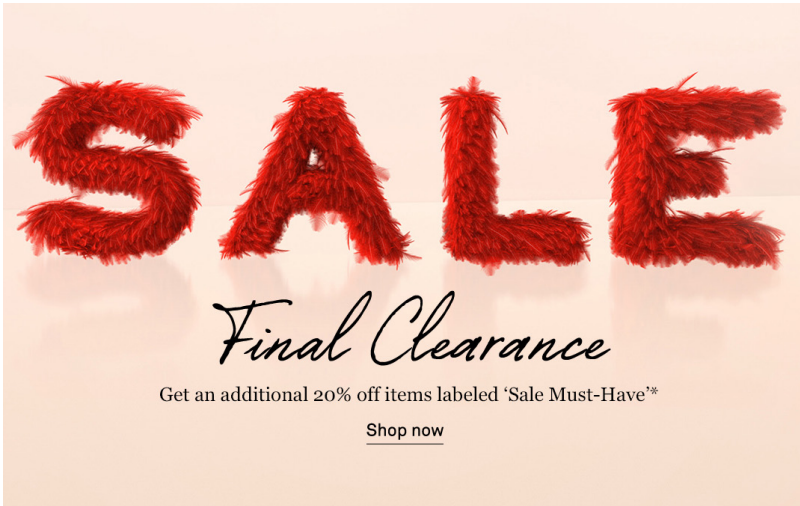
## CREATE URGENCY:

Like NET-A-PORTER LIVE a carousel of what customers are buying in real time could feature under the main sale banner to inspire and create impulse and urgency to shop. This would temporarily replace the 'Best Sellers' section of the site on mobile and desktop.

Animated assets would also be created for Social Media that are consistent, beautiful and engaging.

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# PREMIUM BRANDS DURING SALE

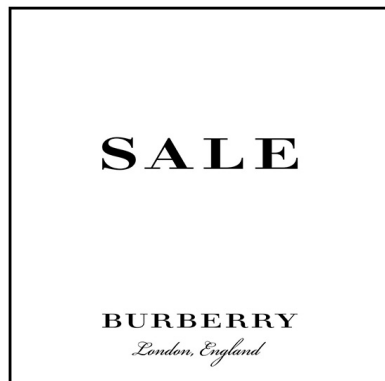


**SALE**

*Final Clearance*

Get an additional 20% off items labeled 'Sale Must-Have'\*

[Shop now](#)



**SALE**

**BURBERRY**  
*London, England*



*the* **CULT BEAUTY**  
**SALE**

*Get up to 40% off*

[SHOP NOW >>](#)



**SALE**

100+ reasons to party!

[SHOP NOW >](#)



**SALE**

EMERALD HALL 011-480080  
THE OXFORD SQUARE STORE (LONDON)

BURBERRY.COM

**BURBERRY**



**SALE**

**CLEARANCE**  
*Don't miss out!*



*Final clearance  
in our International sale*

**SALE**

*Up to 80% off*

[SHOP NOW >](#)

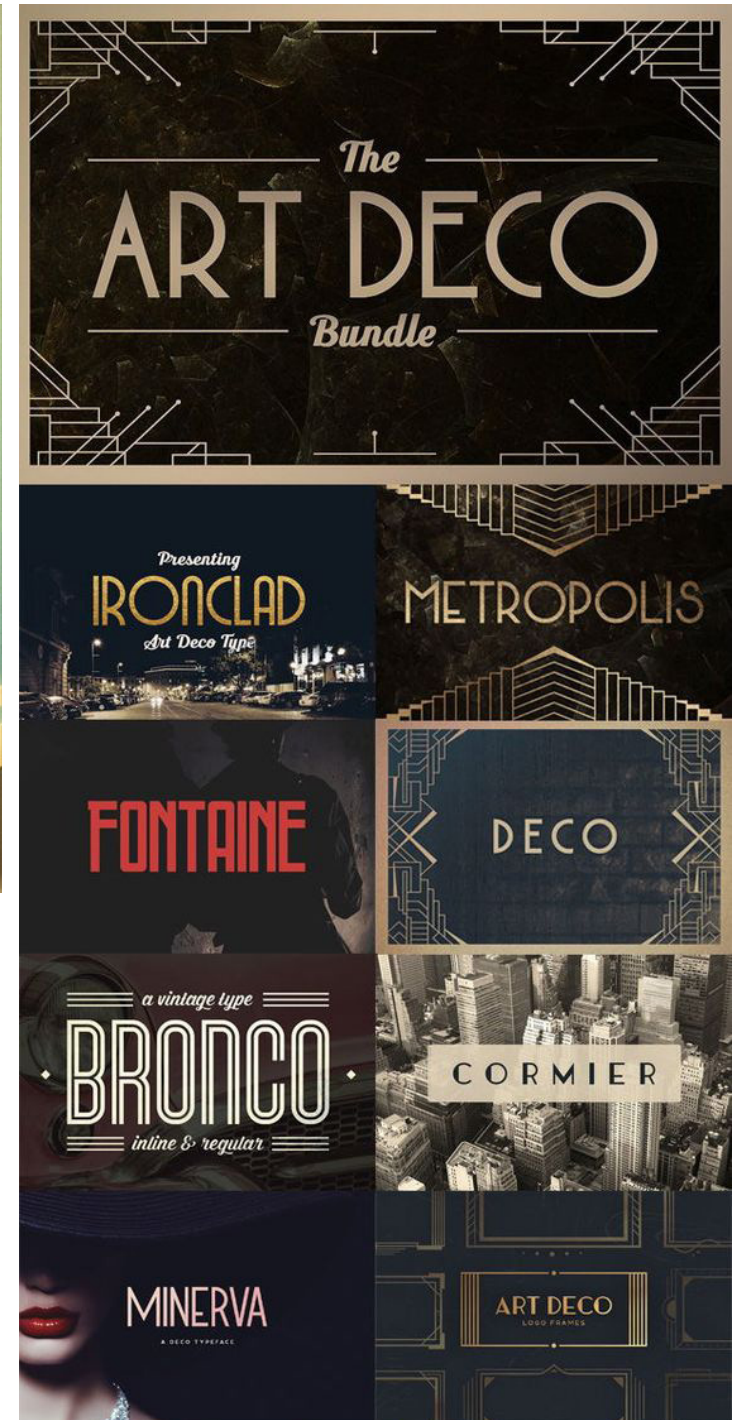






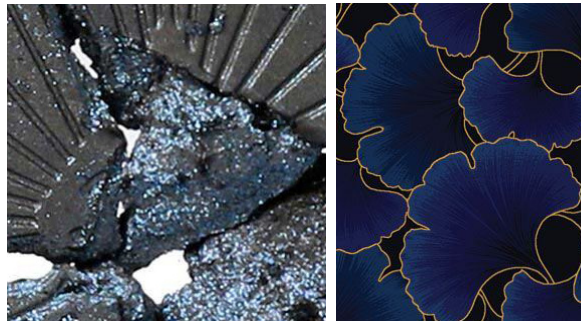
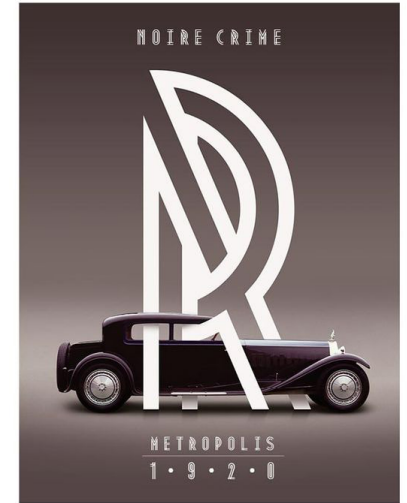
# INSPIRATION

I wanted to create a campaign that is beautiful, impactful and engaging whilst also being uncomplicated. It was imperative that the creative execution was in-keeping with the brand and its premium aesthetics. I wanted to create something that was memorable with a point of difference to traditional beauty sale solutions. I took inspiration from the 1920's/Art Deco elements from the site and explored further into the beauty, glamour, typography and colour palettes of that era. I also wanted to explore using a makeup swatch subtly in the background to add depth.





# INSPIRATION





# CREATIVE BREAKDOWN

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A rich and premium colour palette of Sapphire blue and gold.

Decorative hand drawn typography that is reminiscent of the 1920's Art Deco period. My aim was to create something that was beautiful yet bold with legibility being key.

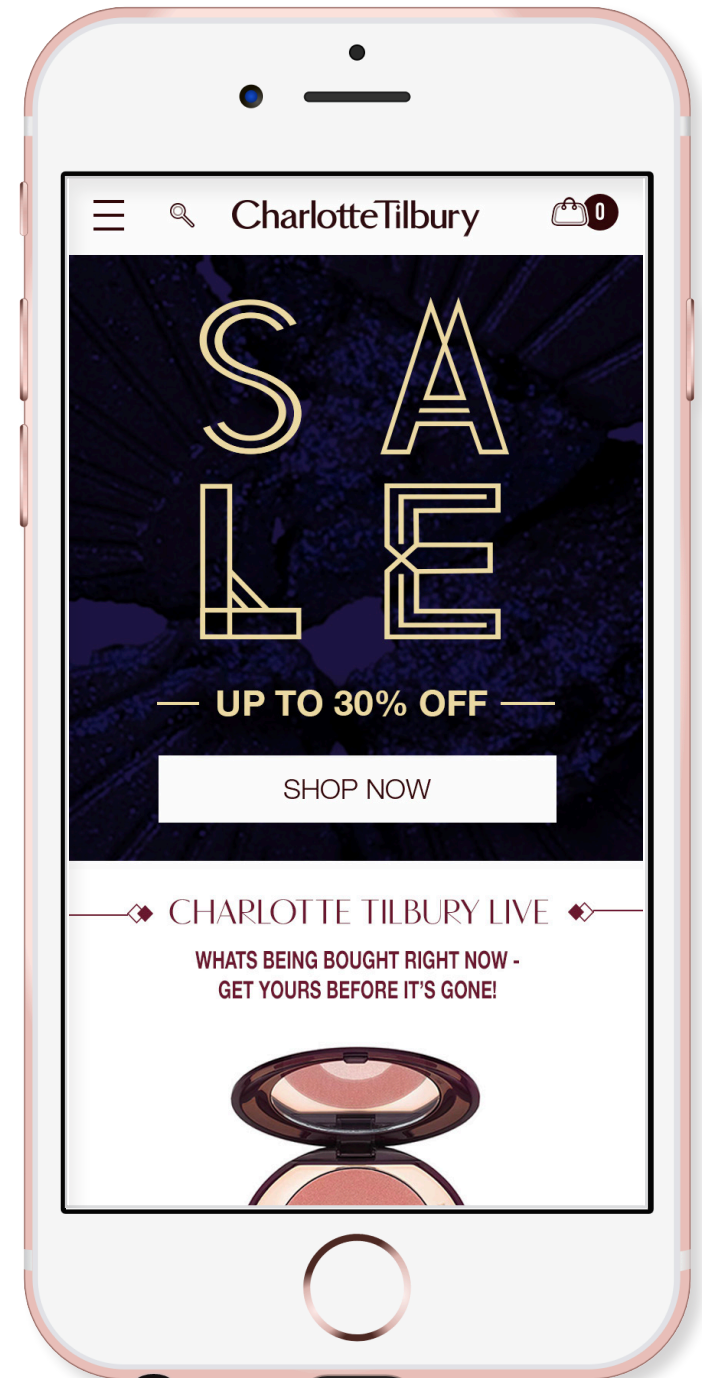
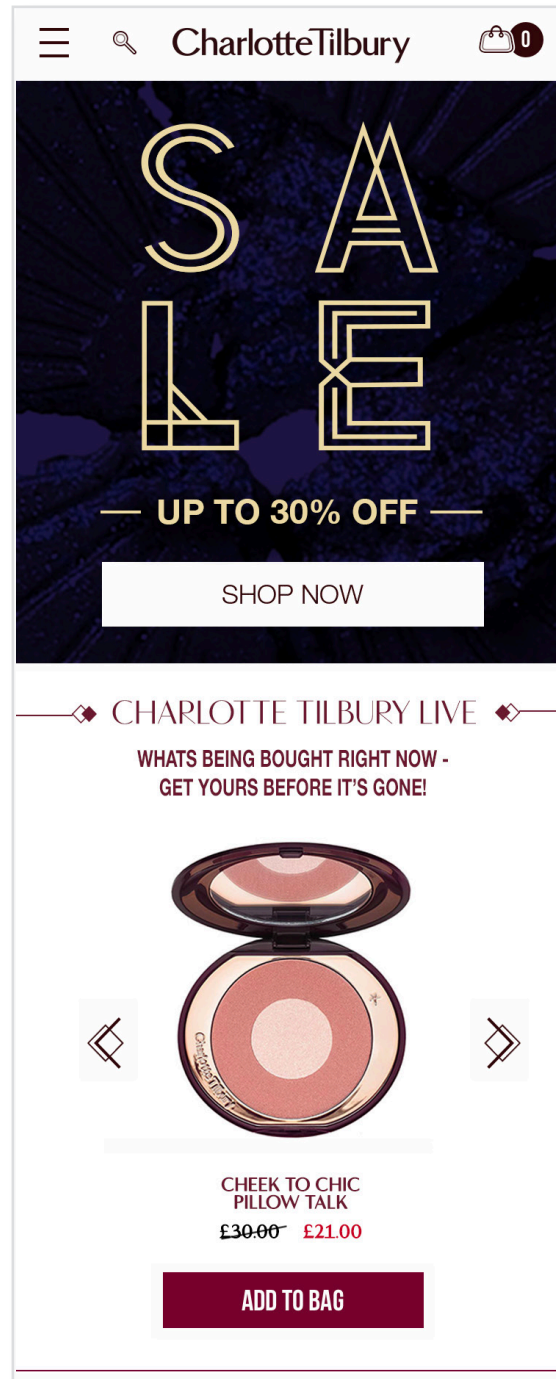
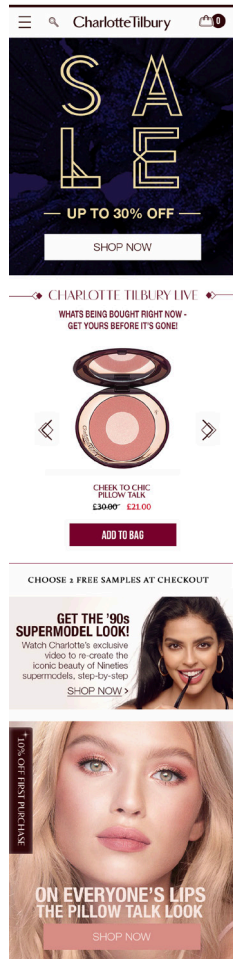
Swatch imagery was taken from the CT website and used to create a textured background giving the collateral added depth.





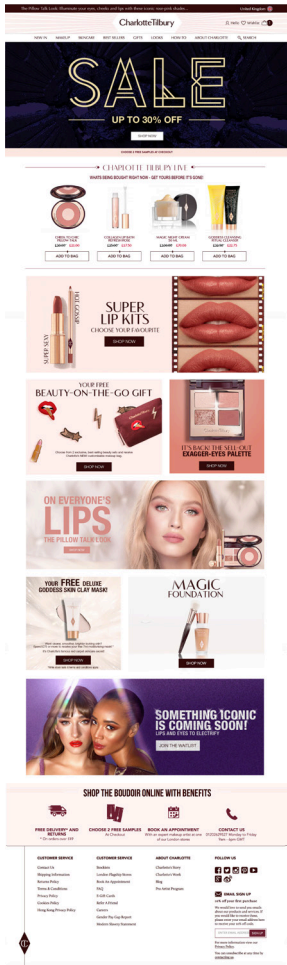
# HOMEPAGE

Homepage on mobile. To maximise impact and improve engagement I have made this into an animation. To view please copy and paste link into browser: <https://www.pinterest.co.uk/sophielpaul/charlotte-tilbury/> or see supplied .gif files.



# HOMEPAGE

Homepage on desktop. To maximise impact and improve engagement I have made this into an animation. To view please copy and paste link into browser: <https://www.pinterest.co.uk/sophiepaul/charlotte-tilbury/> or see supplied .gif files.



NEW  
CHARLOTTE  
TILBURY LIVE  
SECTION

The Pillow Talk Look: Illuminate your eyes, cheeks and lips with these iconic rose-pink shades... United Kingdom

# Charlotte Tilbury

Hello | Wishlist | 1

NEW IN | MAKEUP | SKINCARE | BEST SELLERS | GIFTS | LOOKS | HOW-TO | ABOUT CHARLOTTE | SEARCH

# SALE

## UP TO 30% OFF

SHOP NOW

CHOOSE 2 FREE SAMPLES AT CHECKOUT

### CHARLOTTE TILBURY LIVE

WHAT'S BEING BOUGHT RIGHT NOW - GET YOURS BEFORE IT'S GONE!

<b>CHEEK TO CHIC PILLOW TALK</b> <del>£30.00</del> <b>£21.00</b>	<b>COLLAGEN LIP BATH REFRESH ROSE</b> <del>£25.00</del> <b>£17.50</b>	<b>MAGIC NIGHT CREAM 50 ML</b> <del>£100.00</del> <b>£70.00</b>	<b>GODDESS CLEANSING RITUAL CLEANSER</b> <del>£32.50</del> <b>£22.75</b>
ADD TO BAG	ADD TO BAG	ADD TO BAG	ADD TO BAG



# INSTAGRAM

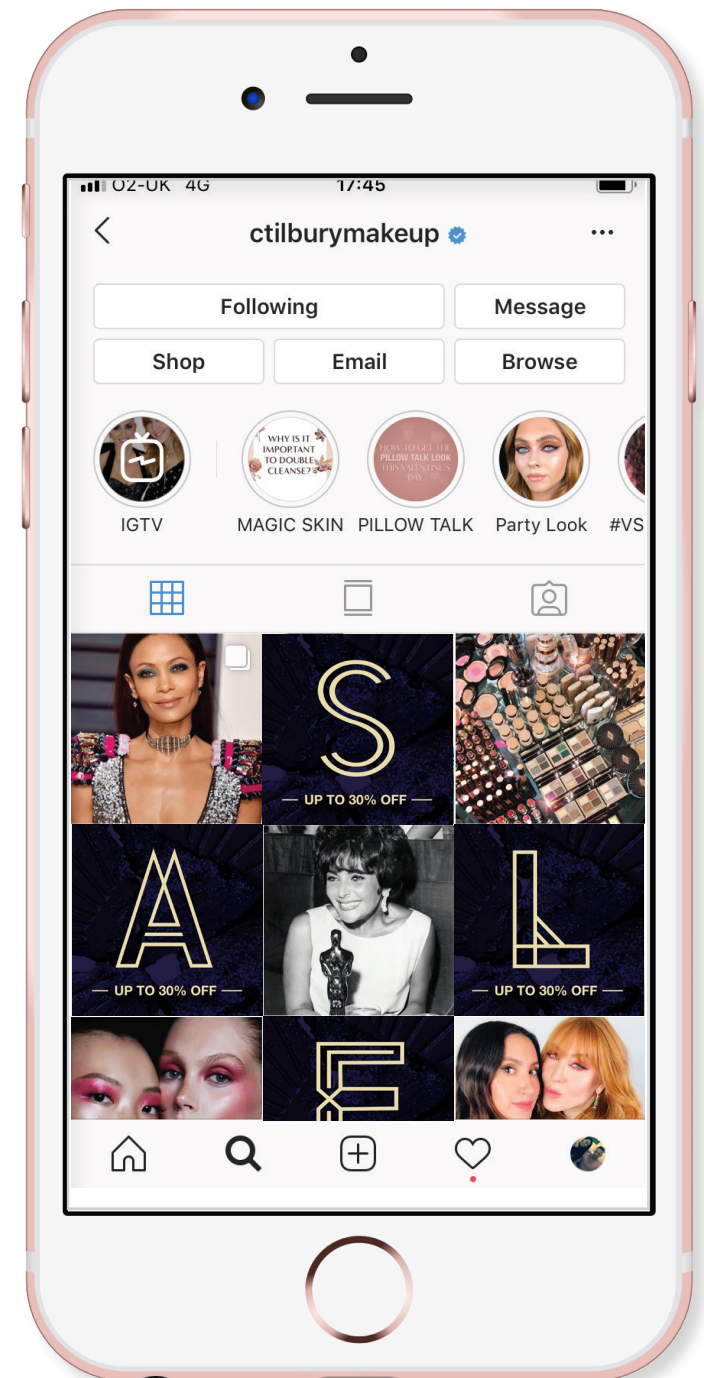
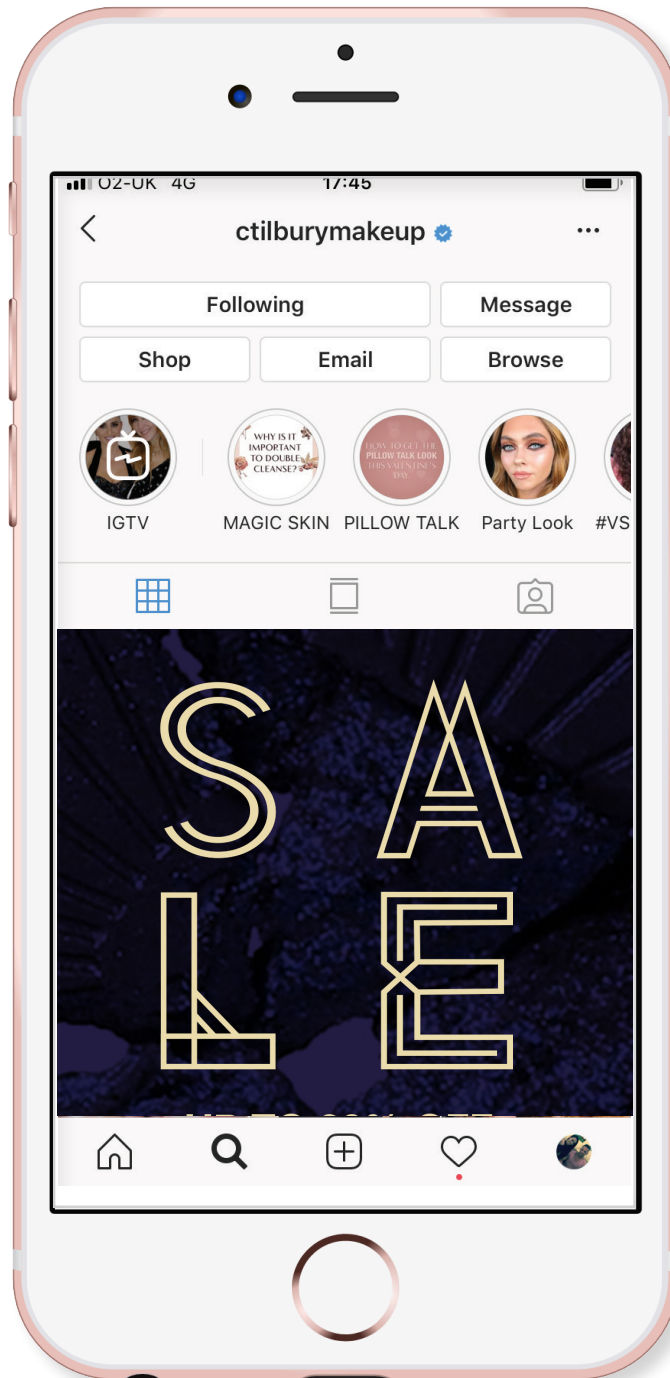
Assets for instagram feed. Five variations of this creative would be produced to allow multiple post and re-reminders. The launch of the sale would have the 'launch post' version. Then the individual animated letters could follow later. These would have a predefined holding image so that they spelt out the word 'sale' across the feed tiles. This is an animation. To view please copy and paste link into browser: <https://www.pinterest.co.uk/sophielpaul/charlotte-tilbury/> or see supplied .gif files.



LAUNCH POST



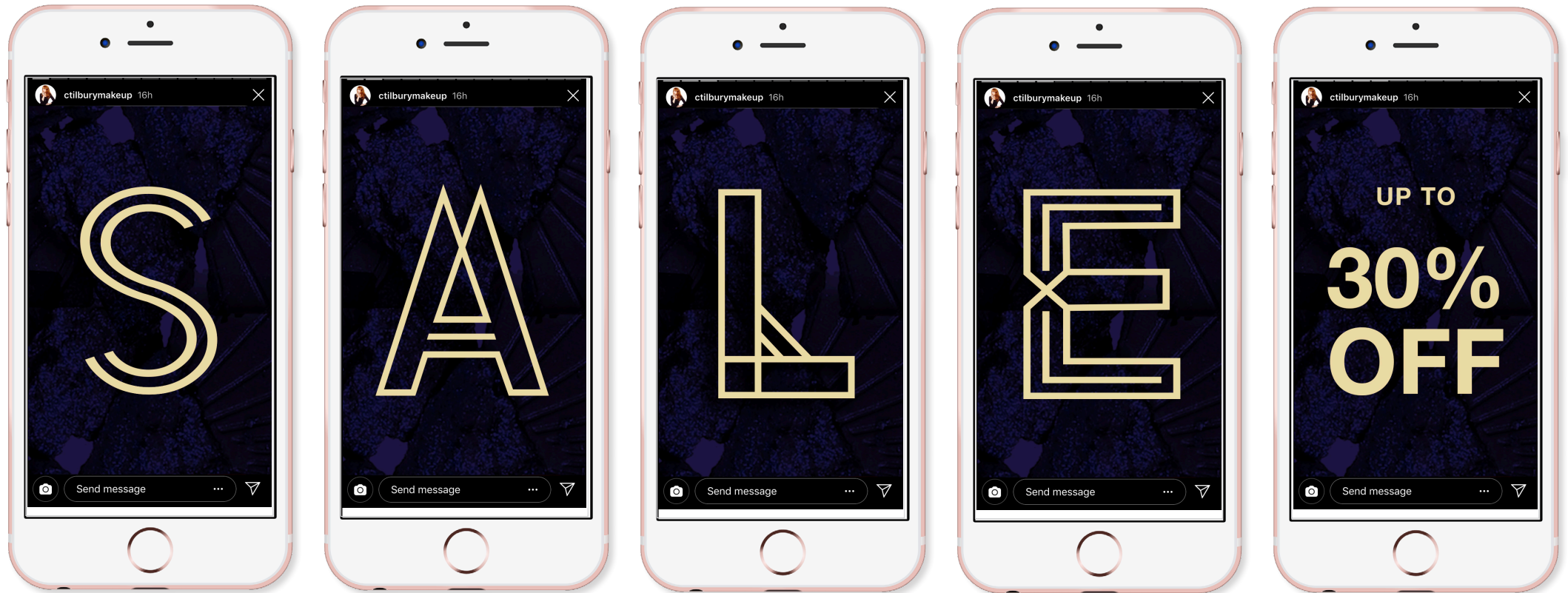
SUBSEQUENT POSTS



# INSTAGRAM

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Content for Instagram stories. This user would click through each individual story to spell out the word 'Sale' and finally reveal the promotional discount.





# FACEBOOK & TWITTER

Content for Facebook & Twitter. Instagram animations can be re-purposed for posts to sit on the Facebook & Twitter feed.

Charlotte Tilbury  
@CTilburyMakeup

Home Posts Reviews Videos Photos About Watch and Shop YouTube Instagram feed Community Offers Info and ads [Create a Page](#)

SALE  
UP TO 30% OFF

Liked Following Share Shop Now Send Message

Create post  
Write a post...

Photo... Tag frie... Check in

3.9 out of 5 - Based on the opinion of 1,595 people

Community See all

Invite your friends to like this Page

668,116 people like this  
672,798 people follow this  
Sophie McDonald and 18 other friends like this or have checked in

About See All

11 James St (50.91 km)  
WC2E 8 London, United Kingdom  
Get Directions  
020 3846 9469  
Send message  
www.charlottetilbury.com  
Cosmetics shop  
Opens tomorrow  
Closed now  
Suggest Edits

Pages liked by this Page

FABLife Show Like

Greg Willia... Like

Charlotte Tilbury  
7 February at 11:06 · 🌐

NEW PRODUCT ALERT! Darlings, meet my NEW SUPERMODEL LIPS... Super Sexy, Super Nineties and Super Model for the most SUPER gorgeous version of you!!! 🌟🌟🌟🌟

SHOP NOW:  
<http://bit.ly/SUPERMODELLIPSSHOPNOW> and London Flagship Stores Covent Garden and Westfield.

SALE  
UP TO 30% OFF

315 15 Comments 15 shares 12K views

Home Moments Search Twitter Have an account? Log In

SALE  
UP TO 30% OFF

Tweets Following Followers Likes  
13.3K 1,019 181K 11.2K

Follow

Charlotte Tilbury, MBE  
@CTilburyMakeup

Makeup Artist, Founder of Charlotte Tilbury Beauty, mother of two and @womenforwomenuk Ambassador Instagram: @ctilburymakeup Facebook: @ctilburymakeup

London  
bit.ly/GODDESSCLEANSI...  
Joined August 2011  
4,294 Photos and videos

Tweets Tweets & replies Media

Pinned Tweet

Charlotte Tilbury, MBE @CTilburyMakeup · Feb 7

NEW PRODUCT ALERT! Darlings, meet my NEW SUPERMODEL LIPS... Super Sexy, Super Nineties and Super Model for the most SUPER gorgeous version of you!!! 🌟🌟🌟🌟

SHOP NOW: [bit.ly/MYNEWSUPERMODE...](http://bit.ly/MYNEWSUPERMODE...) and London Flagship Stores Covent Garden and Westfield.

SALE  
UP TO 30% OFF

6 14 65

Charlotte Tilbury, MBE Retweeted

ANNETTE SERRATO @NETTTTT · Feb 20  
Love you @ctilburymakeup. I'm so excited to see your first

New to Twitter?  
Sign up now to get your own personalised timeline!

Sign up

You may also like · Refresh

MAC Cosmetics @MACcosmetics  
Lisa Eldridge @Lisa\_Eldridge  
Urban Decay @UrbanDecay  
Hourglass Cosmetics @HourglassMakeup  
NARS Cosmetics @NARSCosmetics

Worldwide trends

#CHEMCI 49.3K Tweets  
#MUNLIV 178K Tweets  
#CarabaoCupFinal 18K Tweets  
#Oscars 124K Tweets  
#TheVoiceKids 59.3K Tweets  
Cangri 6,900 Tweets  
4th of July

# EMAIL


An animated postcard email would be sent out to the customer database to advertise the launch of the Cyber Week promotion. A follow up email would also be created to re engage the database once the initial buzz had passed. It would feature best selling products along with customer reviews that would animate alternately with the product image.

FREE gift inside... [view in browser](#)

FREE DELIVERY ON ALL ORDERS OVER £49

CharlotteTilbury

NEW IN MAKEUP SKINCARE BESTSELLERS HOW-TO ABOUT CHARLOTTE



UP TO 30% OFF

SHOP NOW

MAKEUP SKINCARE HOW-TO BEST SELLERS

FREE DELIVERY & RETURNS On orders over £49

2 FREE SAMPLES With Every Order


BOOK AN APPOINTMENT With an expert artist

WATCH ON YOUTUBE FOLLOW ON INSTAGRAM FOLLOW ON TWITTER FOLLOW ON FACEBOOK

*Charlotte Tilbury*

© Charlotte Tilbury Beauty Limited. All rights reserved. Company Number 08037372. Building 5, 50 Brook Green, Hammersmith, London, England, W6 7BJ. VAT number: GB 144 0736 30 [customercare@charlottetilbury.com](mailto:customercare@charlottetilbury.com)

If you would prefer not to receive emails from Charlotte Tilbury Beauty Ltd simply [click here](#).




FREE gift inside... [view in browser](#)

FREE DELIVERY ON ALL ORDERS OVER £49

CharlotteTilbury

NEW IN MAKEUP SKINCARE BESTSELLERS HOW-TO ABOUT CHARLOTTE




UP TO 30% OFF

SHOP NOW

BESTSELLERS


WHATS BEING BOUGHT RIGHT NOW - GET YOURS BEFORE IT'S GONE!



CHEEK TO CHIC PILLOW TALK  
~~£30.00~~ £21.00


ADD TO BAG

OBSESSED!! I was a little skeptical because of the reviews but I knew I wasn't going to stop thinking about it until I tried it and I'm so glad I did! It does exactly what the photo shows you. It doesn't clump, stays on long and makes my lips look super kissable! Love it!!!




COLLAGEN LIP BATH REFRESH ROSE  
~~£25.00~~ £17.50

ADD TO BAG



MAGIC NIGHT CREAM 50 ML  
~~£100.00~~ £70.00

ADD TO BAG



GODDESS CLEANSING RITUAL CLEANSER  
~~£32.50~~ £22.75

ADD TO BAG

MAKEUP SKINCARE HOW-TO BEST SELLERS

## ANIMATED CUSTOMER REVIEW



# EXTRAS

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## INCREASED EXPOSURE AND AUGMENTED REALITY:

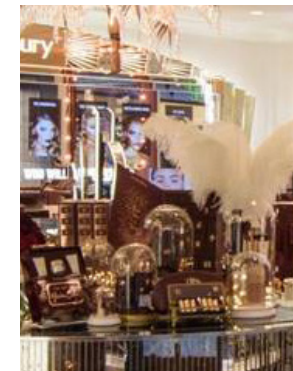
In today's digital, hyper-visual environment, any image can become a retail showroom by enabling purchases in real-time. This is known as making content "smart". Smart content enables a store-front within that visual media, creating a world where anything you see can be yours.

To sit alongside this digital campaign a series of shop-able billboards/posters could be created and strategically placed in key locations like main tube/train stations, social and cultural hotspots and places where the target market frequents. The posters could be of a beautiful Charlotte Tilbury vanity station full of Charlotte Tilbury Makeup, Skincare and Fragrance. The billboards/posters would have AR functionality built into the design allowing passers by to hold up their mobile phone and be immersed into the world of Charlotte Tilbury. Bringing directly to the customers finger tips all of the wonderful content Charlotte Tilbury has to offer in the form of product information, video tutorials and Charlotte's tips and tricks with direct links to shop and share. This will ultimately add to the brand experience, evoke and reinforce the urge to purchase as well as expanding the promotions online and off-line reach.

Awareness of the billboards/posters would be posted and teased on Social Media with the incentive to locate and shop the feature posters in the form of winning the value of your purchase back and a make up/pamper day at one of the Charlotte Tilbury stores.

This strategy looks to galvanise those already aware of Charlotte Tilbury Beauty and spark a wave of social conversation to promote and make the Cyber Week promotion as visible and successful as possible.

AR example: [https://www.youtube.com/watch?v=qcoPlvhi\\_LI](https://www.youtube.com/watch?v=qcoPlvhi_LI)





# EXTRAS

A quick mock up of what the AR poster and additional social assets to support this could look like.



# Charlotte Tilbury

# SALE

UP TO 30% OFF

SCAN TO SHOP & FOR A CHANCE TO WIN

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[www.charlottetilbury.com](http://www.charlottetilbury.com)

f t i y t s



# CASE STUDY

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As the lines between retail and technology blur, one of the biggest themes we hear about is Augmented Reality (AR). Augmented reality is a new way to use technology that transforms how you work, learn, play and connect with almost everything around you. Imagine if the line between the virtual and the real simply didn't exist...

The introduction of increasingly powerful mobile devices has accelerated its adoption as functionalities that previously would have required the processing power of a desktop workstation are now available in your hand.

AR allows retailers to offer novel yet powerful services to their customers, that tap into that all-important moment of interest. Simply by pointing a phone at AR-enabled trigger point, you can access an incredible depth of product information—via video or animation—that static images just cannot convey.

The beauty industry was one of the first to benefit from AR, with camera algorithms specialising in managing human face enhancement or, as we know them, filters. Today, it's easy to test a different lipstick or eye-liner using an app without having to move from the comfort of your own home. Colour rendering has also been enhanced lately, with phones becoming increasingly capable of nuance and rendering quality that was once the preserve of high-end movie and photographic studios.

NET-A-PORTER have long recognised the power of AR to make the customer experience even richer. They first used AR in 2011 when NET-A-PORTER ran shoppable windows during Vogue's Fashion Night Out. Then in 2014, NET-A-PORTER launched PORTER, their first global glossy magazine completely shoppable through AR.

Whilst celebrating the launch of its collection with Karl Lagerfeld NET-A-PORTER created five augmented-reality enhanced events around the world. The brand created five pop-up 'Window Shops' in New York, London, Berlin, Paris and Sydney as well as handing out give-aways from the collection to the first 50 visitors to each site.

This allowed people to scan product images from the 'store-front', showing a 3D visualisation of each item and then allowing each piece to be bought or won.

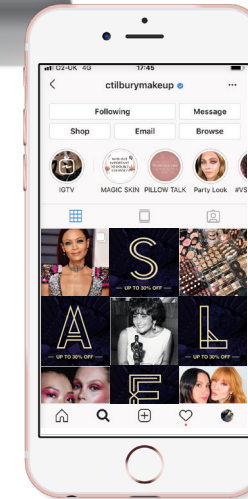
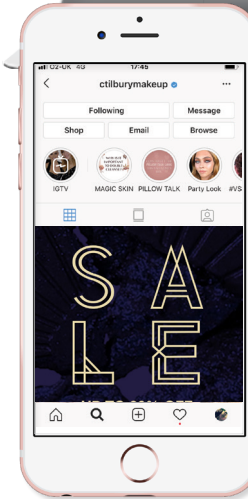
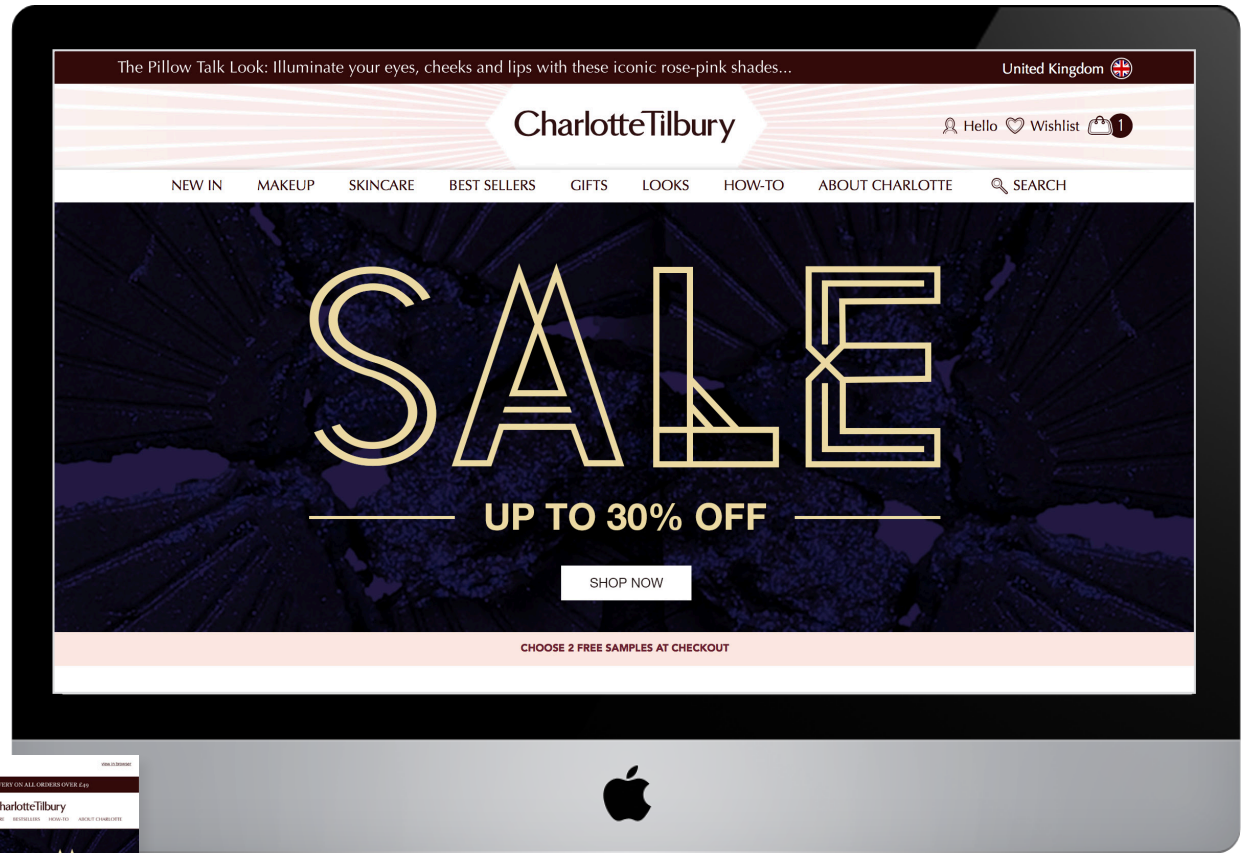
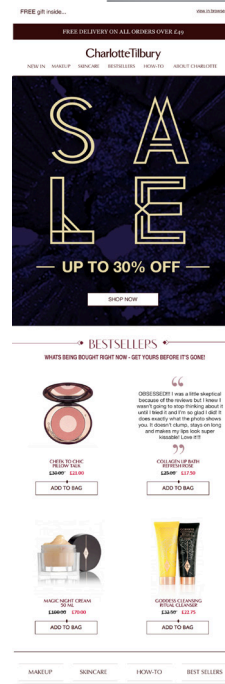
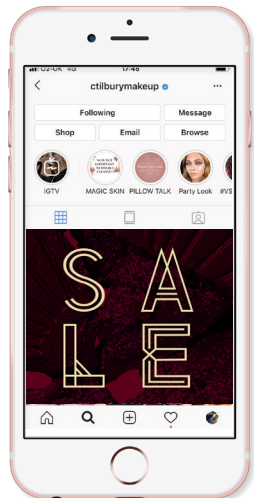
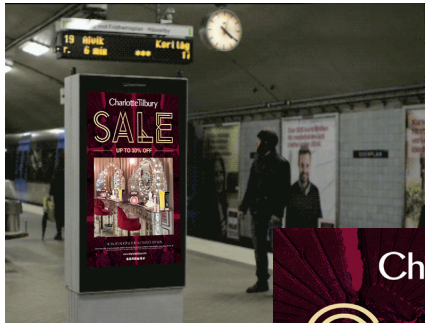
[https://www.youtube.com/watch?v=dTk\\_9pmqspE](https://www.youtube.com/watch?v=dTk_9pmqspE)

[https://www.youtube.com/watch?v=eUvx\\_gHfxvQ](https://www.youtube.com/watch?v=eUvx_gHfxvQ)

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# FINAL SUMMARY

A Impactful and engaging campaign that promotes Charlotte Tilbury in a beautiful and premium way whilst addressing the customer needs. With ease of use and added options to enrich the customer journey further through a 'human touch' approach as well as adding a little digital theatre.



# SOURCES

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<https://econsultancy.com/net-a-porter-uses-augmented-reality-to-launch-karl-lagerfeld-collection/>  
<https://www.apple.com/uk/ios/augmented-reality/>  
<https://www.yotpo.com/blog/the-4-most-powerful-social-commerce-trends/>  
<https://www.campaignlive.com/article/future-smart-billboards/1422247>  
<https://www.threadsstyling.com>  
[https://stock.adobe.com/uk/collections/ULv9jqXokl-HKTonlAV91mAychvVsJPpe?asset\\_id=232533356](https://stock.adobe.com/uk/collections/ULv9jqXokl-HKTonlAV91mAychvVsJPpe?asset_id=232533356)  
<https://store.pantone.com/uk/en/articles/fashion-color-trend-report-new-york-autumn-winter-2019-2020.html>  
WGSN Reports

## THANK YOU FOR READING

I am extremely excited about the role of Digital Director at Charlotte Tilbury and would love to get your feedback and discuss the project further with you.

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[sophielpaul@hotmail.com](mailto:sophielpaul@hotmail.com)

*sp*DESIGN.