

SARAH
CHAPMAN
London

DESIGN TASK 2019

by Sophie Brady
*sp*DESIGN.

THE BRIEF

TASK 1

Please compose and shoot a leading image suitable for below email slot. The email CTA is about starting to consider daily SPF for the summer. It is an acquisition email.

The two products to be shot are:

- Dymnamic Defense SPF 15
- Skin Insurance SPF 30



TASK 2

There is a GWP banner at the bottom of the email. Do you think this is clear enough and if not how would you bring it to life?

THE CHALLENGE

To inspire customers in an increasingly saturated market where many people are time poor and seeking to emulate that human connection. Also to educate customers about the benefits of SPF and realise that this is an every day essential and not just a holiday must have.

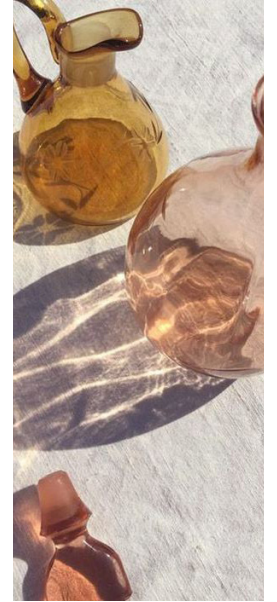
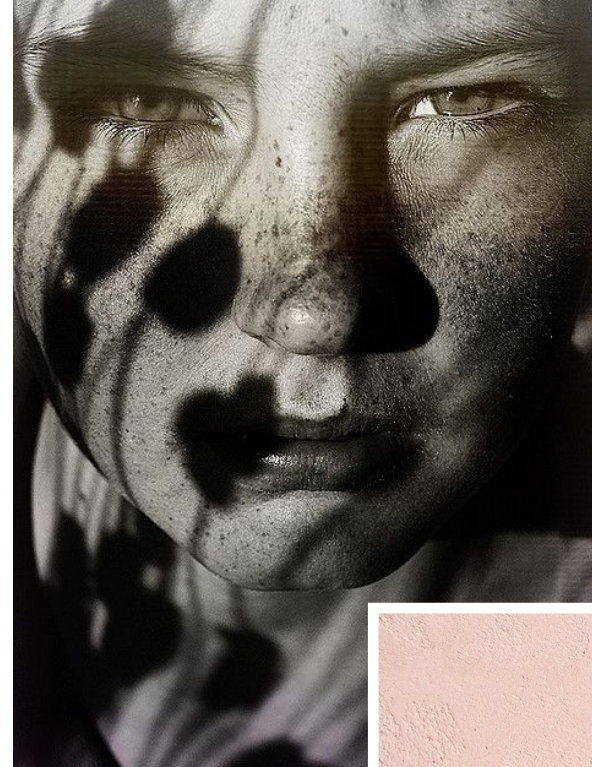
OBJECTIVE

To create a campaign that is beautiful, engaging and descriptive. It needs to be more than just an image. It needs to be a moment that subtly tells a story about the product and its benefits. It should resonate with the viewer ultimately ending in a purchase.

The image should be shot in a way that is perfectly optimised for mobile, desktop and social channels.

The campaign should be carried across multiple touch-points including the website homepage and social channels for a strong consistent brand message.

CREATIVE MOOD



CREATIVE MOOD



THE CREATIVE PROPOSAL

Working with natural, bright daylight and shadows to showcase both products beautifully with subtle references to bright sunny days near and far. By doing this, context is being given to the product, subconsciously linking sunlight with SPF and the Sarah Chapman product.

Branding should be as clear and visible as possible.

The original image should not be cropped in too tight to ensure that it is versatile across touch points.

The aesthetic should be premium, aspirational and elevated.

The colour palette should be complimentary to the product and on brand.



PROPS/TOOLS

I phone

Products

A few printed background options - Plaster/Concrete

Plain A3 background (in-case I want to emulate a scoop)

Blue tack



CONTACT SHEET



IMAGE SHORTLIST



Getting the right balance of light and dark was really important to me on this shot. I wanted the light to frame and compliment the product whilst also letting the product remain hero in the frame.




IN SITU

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WHAT'S NEW SHOP PRODUCTS GIFTS

free TRACKED DELIVERY WORLDWIDE*




SUN DEFENCE

We often forget how strong the sun can be at this time of year, in fact SPF is essential all-year-round to protect you against sun damage and premature ageing. Discover our collection of supercharged formulas featuring SPF protection for peace of mind.

DISCOVER MORE

SPECIAL *offer*



WORTH £23.00

RECEIVE A *complimentary* OVERNIGHT FACIAL SML** WITH EVERY ORDER


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When making the decision of which image to use it is important for me to consider and review it in situ to ensure the best image has been processed and used.

BEFORE/AFTER RETOUCH



BEFORE



AFTER

I chose this image as I felt it was most impactful in situ. The angled light helped to make it feel bright and dynamic. I did however, want to add a little of the light coming through the trees back into this image.

The image didn't need a huge amount of retouching. I wanted to improve the legibility of the logo and text on the Dynamic Defence bottle without making the image over processed. I also worked on filling in the reflection on the silver cap of the Skin Insurance.

EMAIL

ANALYSIS: I do believe that the GWP banner is visually strong and on brand. I do however, feel that more information is required to show the parameters of the offer - i.e. how much do you have to spend to qualify? It could also work harder to educate the customer about the products benefits/customer reviews if they are unaware. All this information could be contained in an animated GIF.

ORIGINAL OFFER BANNER:



SPECIAL *offer*

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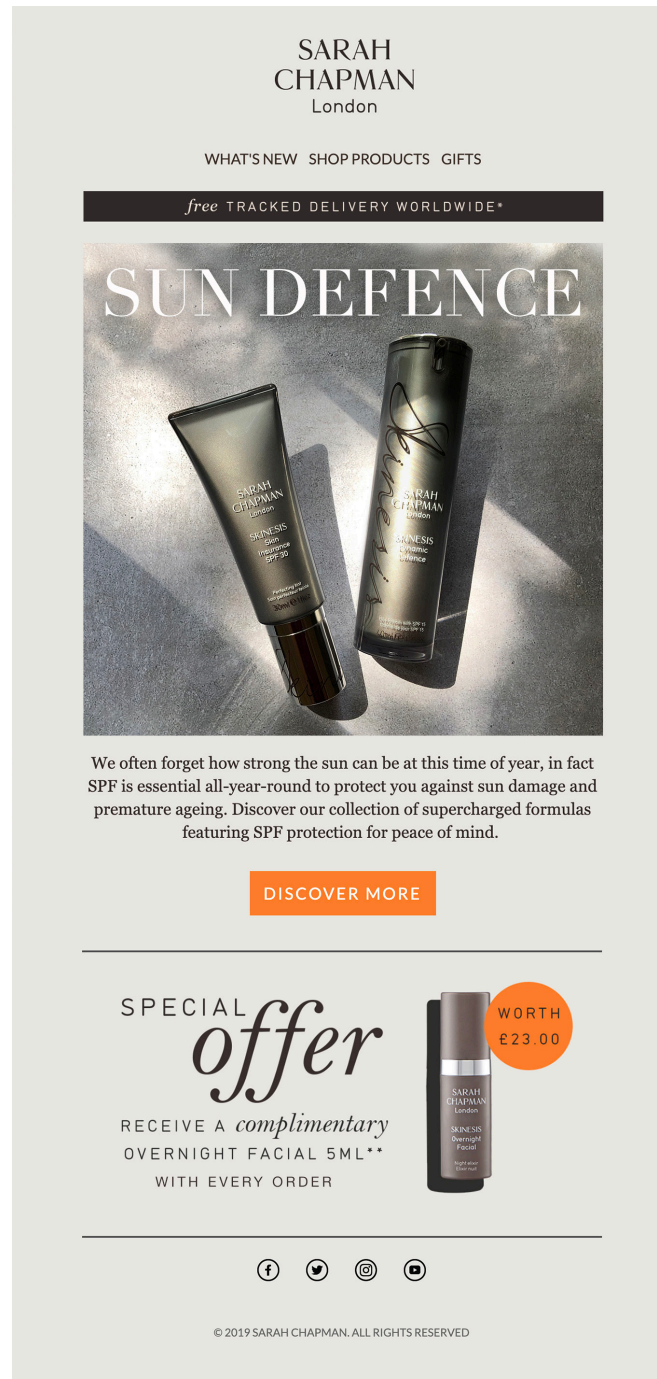
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SKINESIS Overnight Facial

Light repair. Hydrating. Brightening.

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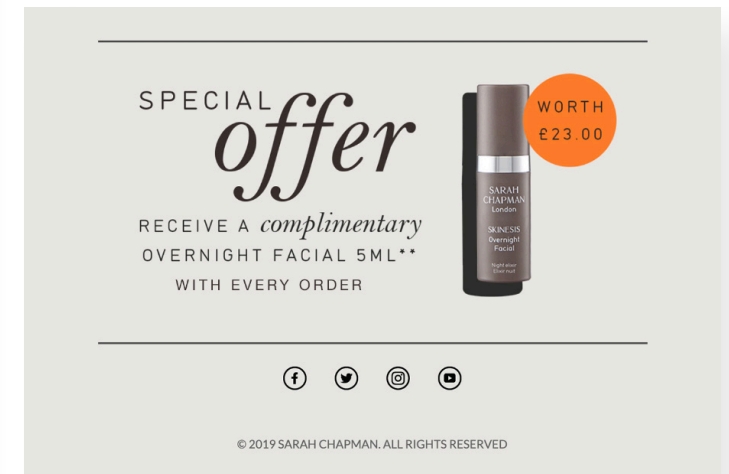
SKINESIS Overnight Facial

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GIF frames:

View Email Imagery Task.GIF or Email Imagery Task mp4 provided



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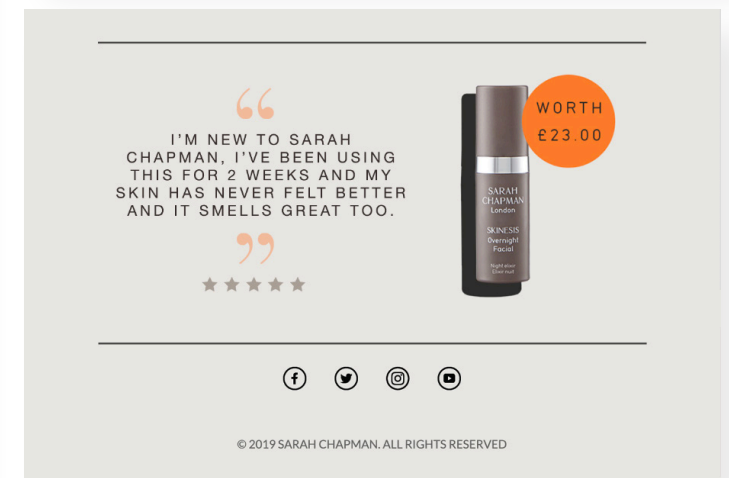
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“ I'M NEW TO SARAH CHAPMAN, I'VE BEEN USING THIS FOR 2 WEEKS AND MY SKIN HAS NEVER FELT BETTER AND IT SMELLS GREAT TOO. ”

★★★★★

WORTH £23.00

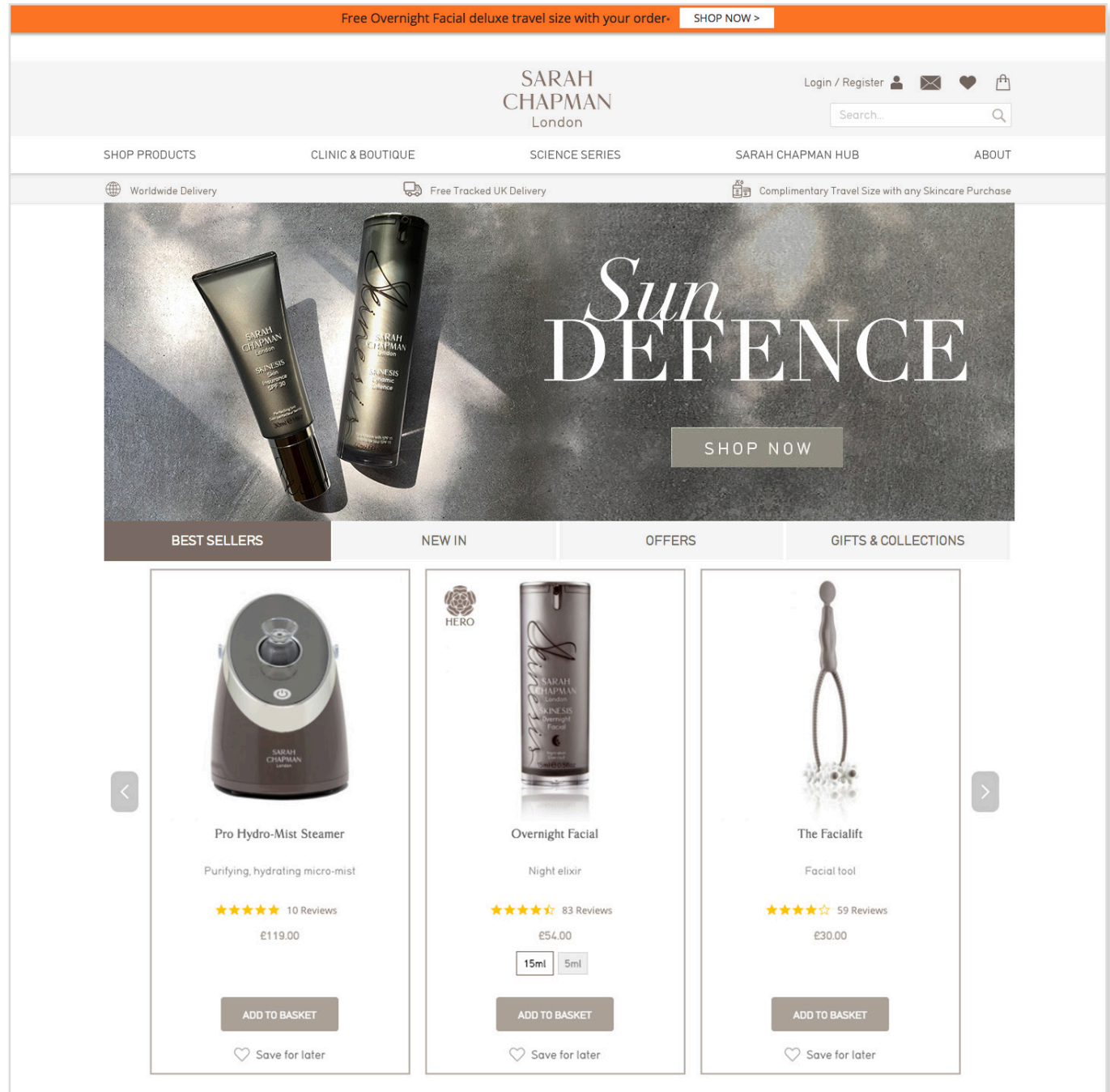
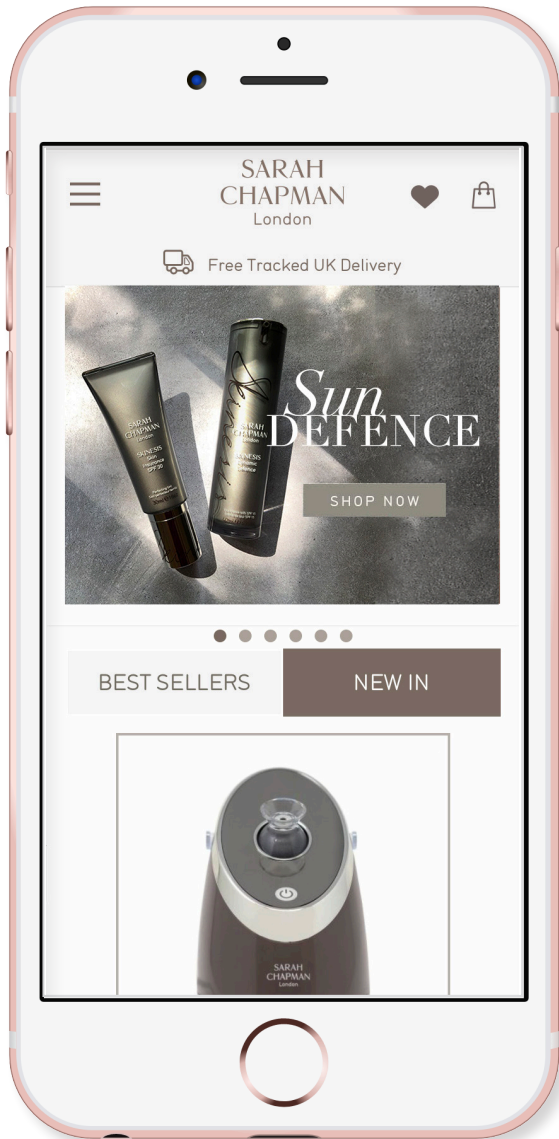
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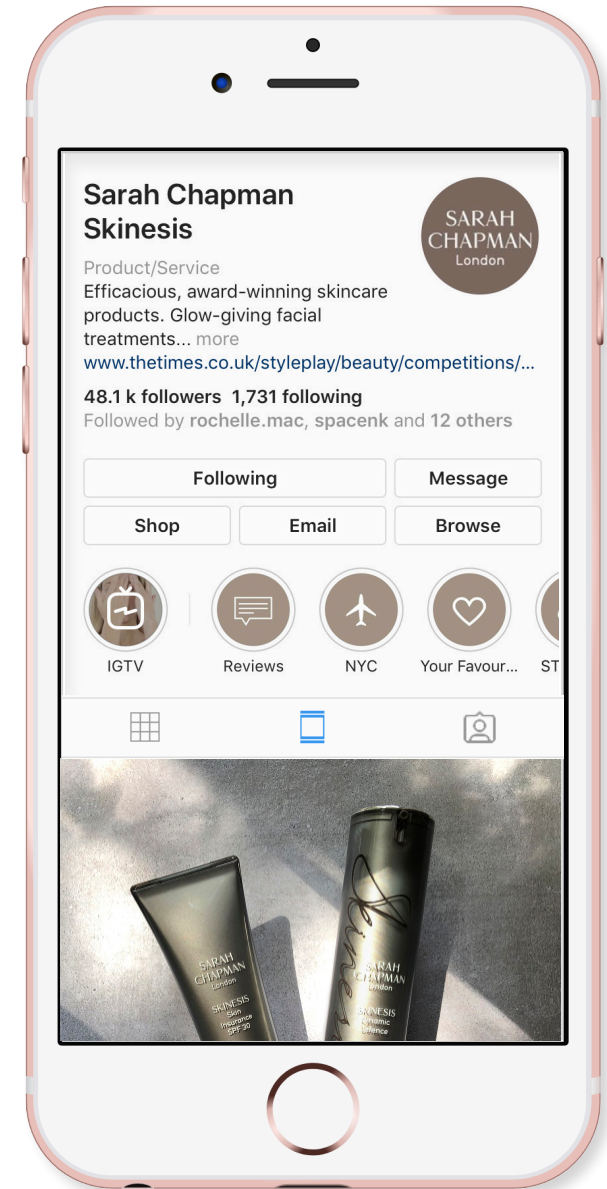
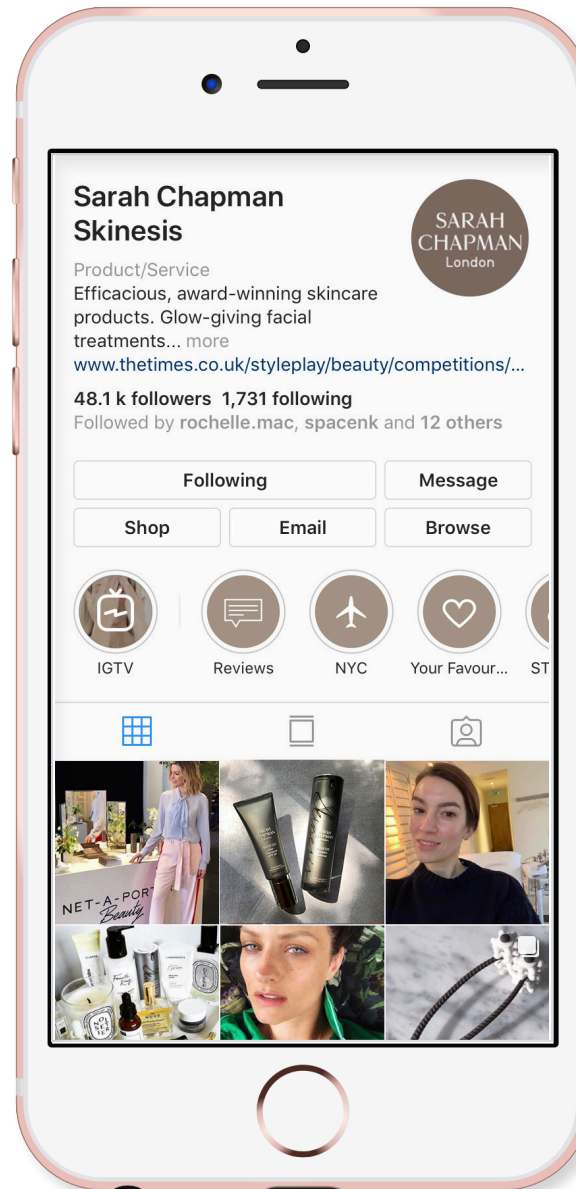
HOMEPAGE



INSTAGRAM




I have also created an animation which has been provided: social-movie.gif or social-movie.mov



FACEBOOK & TWITTER

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Sun
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4.0 out of 5 · Based on the opinion of 32 people

4.0

Write a post...

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Photos

THE VOGUE BEAUTY AWARDS 2019 NOMINEE

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Played Quiz Planet

1 mutual friend: Nicola Borrow

Application Support Consultant at Snap Surveys

Past: morrisons and Safeway

Community See all

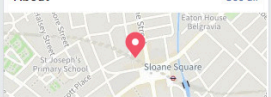
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Jess Kelly likes this or has checked in


About See all



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Sarah Chapman @Skinesis

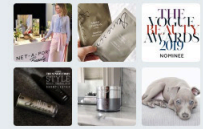
High-performance skincare developed 'from Face to Formula'. Luxurious facial treatments in Chelsea, London. Exclusive skincare tips from founder and skin expert

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sarahchapman.com

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Sarah Chapman @Skinesis · Apr 26
A whirlwind trip to #NewYorkCity filled with exciting meetings and a brilliant @NETAPORTER #Beauty Trends Talk! Would you like to see what happened over in New York?

Visit our Instagram Stories highlights at [instagram.com/skinesis](#) ⭐



NET-A-PORTER

Sarah Chapman @Skinesis · Apr 12
Beauty #NewsFlash // "#Masks are the new #serum" @NETAPORTER Beauty

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Worldwide trends

- #dogspollingstations**
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- #ThursdayThoughts**
66.5K Tweets
- #TourdeYorkshire2019**
1,203 Tweets
- #InvestorShowcase2**
Henry Vincent

FINAL SUMMARY


A beautiful, impactful and engaging campaign that promotes Sarah Chapman and the products in an elevated and premium way though carefully thought out creative and subtle story telling.

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Product/Service Efficacious, award-winning skincare products. Glow-giving facial treatments... more

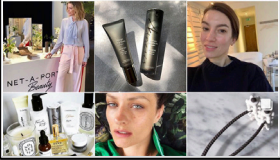
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THANK YOU FOR READING

I would love to get your feedback and discuss
the project further with you.

Sophie Brady

07734256263

sophiepaul@hotmail.com

<http://www.sophiepauldesign.co.uk>

sp DESIGN.