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Research, Analysis and Process
Class 1
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Brand Statement
I wanted to create a vintage inspired beauty/skincare or beauty/haircare line of products for girls and women. I was thinking the name could be S'Wonderful Beauty, or Pizazz! or Adored Beauty or Timeless Beauty, or Classic Chic, I'm still thinking of the right name for it.

Project Background
I wanted to create a flashback vintage inspired beauty/skincare or beauty/hair line of products inspired from the 1920s-1970s. These products would be ranging from lipsticks, mascara, eyeliner, eye-brow products, blush, high-lighter or contour. These would also be paired with either skincare products to go with like cleanser, moisturizer, toner and makeup remover or haircare like shampoo, conditioner, and hair moose/gel. I also wanted the products packaging to be inspired by vintage pieces, like a setting powder would be shaped like a vinyl record, etc. These products should also be affordable, not too expensive.

Target Audience
My intended audience is anyone who is nostalgic and loves vintage products and thinks about the past beauty trends and techniques used back in the day. They should almost feel transported back into time with these beauty products. It should make every girl feel beautiful and glamorous.

Advertising Objective
A more broader range of vintage inspired beauty products from the most glamorous time periods in history.

Consumer Message
All girls can achieve a timeless/classic beauty look.

Key Consumer Benefit
Beauty products for every girl/women to achieve whatever classic look they desire to.

Advertising Tone
Classic, fun, and vibrant.

Advertising Medium
In store and Online, social media and magazines and banners.

Mandatory Elements
Product image, logo, affordable, company, price, values and beliefs.