

Company: Johnson & Johnson

Brand: Wet'N'Wild

Product Category: Cosmetics

1. Target:

- **Persona 1:** Jill Anderson
- **Persona 2:** Harry Turner
- **Demographics 1:** 17 years old, female, high school student, dancer
- **Demographics 2:** 18 years old, male, high school student, stage actor
- **Geographics:** USA
- **Psychographics:**
 - i. **Activities:** Enjoys going to concerts and performing in the school musicals
 - ii. **Interests:** music, poetry, theatre, costume design
 - iii. **Opinions:** Makeup is a crucial aspect of the theatre that adds to the performance. They believe makeup should be usable for each type of performer and that they should boost their confidence.
- **Usage Patterns:** Switchers/variety users. Uses different cosmetics brands for stage makeup but not committed to a brand yet.

2. Current Mindset: The target is aware of Wet'N'Wild products because they have seen their friends use it. They have sampled some of the products before but it is not their go-to brand. The target knows that Wet'N'Wild has various beauty products in lots of colors and styles.

3. Desired Mindset: We want the target to feel confident when they put on Wet'N'Wild products for their performances. The target should know that the brand has a wide variety of cosmetic products. The target should also know that the brand is made for all types of consumers.

4. Competitors and their mindset:

- **CoverGirl:** This is the target's main brand. They consider the price to be affordable and think the brand has a wide variety of colors and products.
- **MAC:** The target considers this brand to be luxurious. They don't tend to shop this brand because of the higher price tag. They see this product in Ulta, Sephora and the beauty department at the mall.
- **Elf:** The target is aware of this brand but considers them to be cheap. They have some of their products but it is not their favorite go-to brand.

5. Creative Strategy Statement/ Big Idea/ Consumer Promise: Wearing Wet'N'Wild cosmetics will give you the confidence you need to nail a performance.

6. Evidence:

- "We are the trusted beauty destination for all beauty lovers, inclusive of all ages, ethnicities, skin colors, and economic statuses" (Wet'N'Wildbeauty.com)
- Awards won: Allure Best of Beauty Award, Cosmopolitan Beauty Award, American Cheerleader Beauty Award, Good Housekeeping Beauty Award, All

You Reader's Choice Award, Essence Award, O-Ward, Self Healthy Beauty Awards, Temptalia Editor's Choice Award

- Over 90% brand recognition in the US
- Performers who spend time backstage getting ready are better prepared for their act . The performers' resulting perspective on their appearance leads to outward confidence.

7. Tone:

- Confident
- Inspirational
- Positive

Wet N Wild :45 TV
"Wildly Confident"
April 1, 2019

VIDEO

AUDIO

1. STAGE LIGHTS FLICKERING	MUSIC: "BURNING" BY MAGGIE ROGERS STARTS
2. OTS OF SINGER PUTTING ON LIPSTICK IN BATHROOM MIRROR.	
3. CU OF SINGER CONTINUING TO APPLY LIPSTICK.	
4. CUT TO MS OF ACTOR CHECKING EYELINER IN PHONE CAMERA, SEATED AT A TABLE.	
5. CU OF DANCER APPLYING GLITTER EYESHADOW IN FRONT OF BATHROOM MIRROR.	
6. CUT TO CU OF MUSICIAN PAINTING HIS NAILS ON A TABLE WITH THE NAIL POLISH BOTTLE IN FRONT OF HIM.	
7. WS OF SINGER PERFORMING IN COMMON AREA OUTDOORS.	SINGER: Singing has been important to me since as long as I can remember.
8. CU OF SINGER PERFORMING.	
9. WS OF ACTOR READING POETRY IN FRONT OF WALL OF WINDOWS.	ACTOR: I love the thrill of performing, just seeing the reactions from the crowd.
10. CUT TO CU, PROFILE VIEW OF ACTOR PERFORMING.	
11. WS OF DANCER MOVING INTO FRAME AS SHE LEAPS.	DANCER: I've always been passionate about dancing.
12. CU OF DANCER HOLDING A POSE.	
13. WS OF MUSICIAN SITTING ON A STOOL AS HE PLAYS GUITAR ON STAGE.	MUSICIAN: Music is how I express myself creatively.
14. CU OF MUSICIAN'S HANDS	

PLAYING GUITAR, SHOWING NAIL POLISH.	MUSIC: "BURNING" FADES OUT.
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Wet'N'Wild: Storyboard



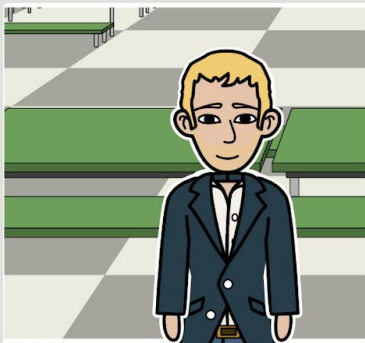
Create your own at Storyboard That



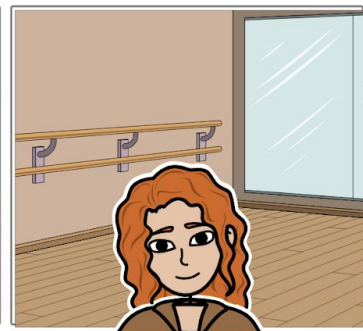
MS: The dancer putting makeup on.
Music fades in.
4 sec.

MS: Musician putting nail polish on.
Music continues.
4 sec.

MS: The singer puts makeup on.
Music continues.
2sec.



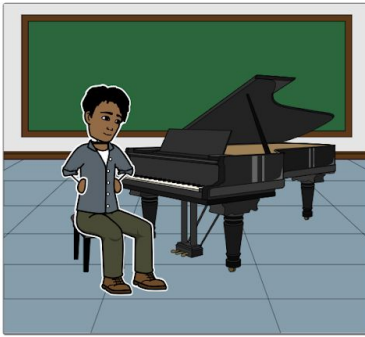
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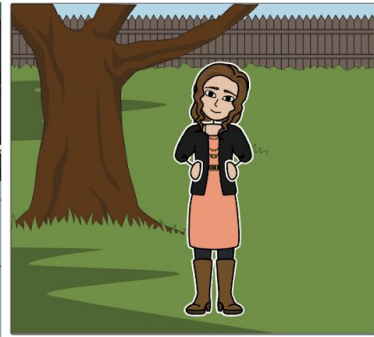
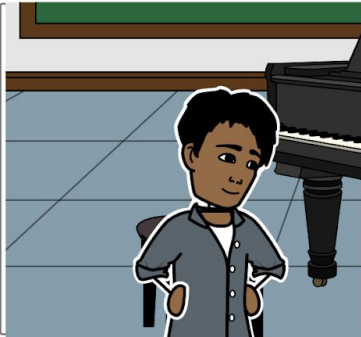
MS: The actor putting makeup on.
Music continues.
3sec.

WS: "I've always been passionate about dancing."
Music plays under.
3sec.

CU: Focus on the eyeshadow as the dancer is dancing.
Music continues.
3 sec.



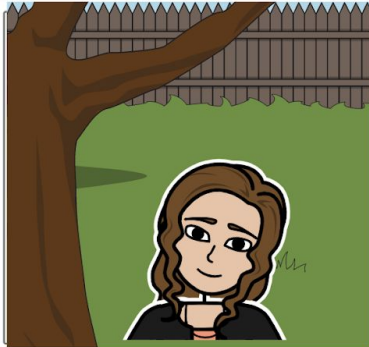
Create your own at Storyboard That



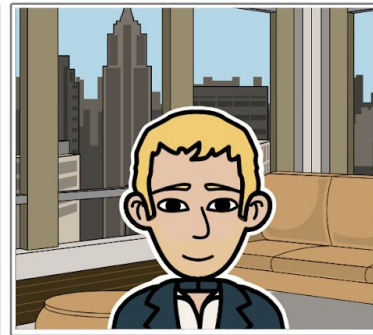
WS: "Music is how I express myself creatively."
Music plays under.
3 sec.

CU: Focus on the musicians nail, as he plays the guitar.
Music continues.
4sec.

WS: "Singing has been important to me, since as long as I can remember."
Music plays under.
3sec.



Create your own at Storyboard That



CU: Focuses on the lipstick as the singer is singing.
Music continues.
3 sec.

WS: I love the thrill of performing, just seeing the reactions from the crowd.
Music plays under.
3sec.

CU: Focuses on the eyeliner, as he speaks.
Music continues.
3 sec.



Fade into Black screen:
Logo, and tagline appears in the
middle.
Music fades out.
4sec.

Keyframe:

The shot that was selected for the key frame was the image of the singer getting ready. This image shows the product in use behind the scenes. We wanted to capture the performer getting ready to show how using Wet'N'Wild cosmetics will boost their confidence. Since the tagline is "Wildly Confident" we can see in the singer's face that she feels good using the lipstick. This shot would work well in a print or web ad because it shows the product demonstration and copy could easily be added to enhance the message. The over-the-shoulder angle creates an intimate tone and inside look of the performer's routine.

Rationale:

The ad opens with flashes of lights to set a tone similar to one before a show or performance. The ad then goes into a series of over-the-shoulder and medium shots of four performers. These opening shots establish that the performers are getting ready and using Wet'N'Wild products. These private moments before their performance are meant to show the actors confidently getting ready. We then follow each actor and watch their performance whether it be singing, poetry, dancing, or playing guitar. These scenes are followed by a close up of the product applied to each performer. For example, we see a close up of the Wet'N'Wild eyeshadow on the dancer. This makes the connection that the performers put on the cosmetics for this occasion and audiences can see the finished application in detail. The video ends with the same lights flashing off to symbolize the end of the show. We chose to have both male and female actors to represent diversity and break the stereotype that cosmetic products are only for one gender. The voiceovers of each actor ran during their individual performance to connect their passion for singing/dancing/etc. with how they appear confidently performing. The music choice was meant to set an uplifting, inspiring and positive mood for the ad. The tagline "Wildly Confident" plays on the brand name and our overall message: that using Wet'N'Wild products will give you confidence for your performance.

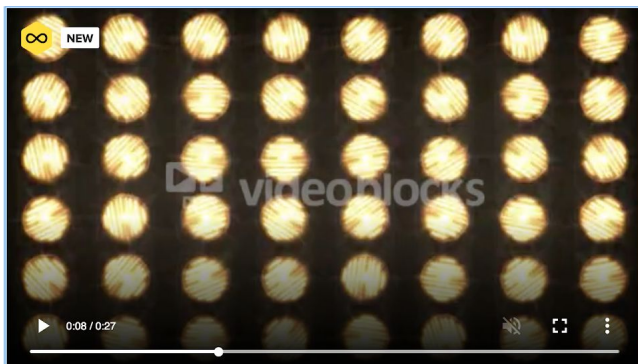
References:



Rogers, Maggie (January 17, 2019) Maggie Rogers-Burning (Audio). [MP4]. YouTube. Retrieved from <https://www.youtube.com/watch?v=umex4KhogOM>



(n.d.)Wet'N'Wild logo. [PNG]. Retrieved from <https://www.wetnwildbeauty.com/>



(n.d.)Wall of Light from Large Searchlights Motion Background - Storyblocks Video.[MJPEG]. Retrieved from <https://www.videoblocks.com/video/wall-of-light-from-large-searchlights-rperbdclkzjer2kib7>