

Questions?



TOGA-HEA
 UPE
 TPOBROW NURE
 -MAMIM

TOBAY IT WAS
 JOU
 TPOBROW
 ITTKE
 -MOY TOOREN

Means

TheCaseSolutions.com



Creative concept

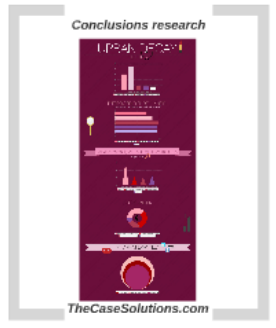
- Insight
- Message
- Goal
- Idea

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Marieke Beurskens
 Pien van Ham
 Tom 't Lam
 Annabel Sikkes
 Dewi Smeets



Objectives

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Target group

- General level
- Domain specific level
- Brand specific level

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Questions?



TODAY HEA
UP
TODAY BROW
- MASTIM

TODAY IT WAS
YOU
TODAY BROW
- MASTIM

MARKETING PLAN
USAN IN CLAY PAPER (T)

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Means

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Creative concept

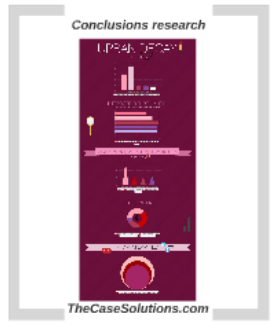
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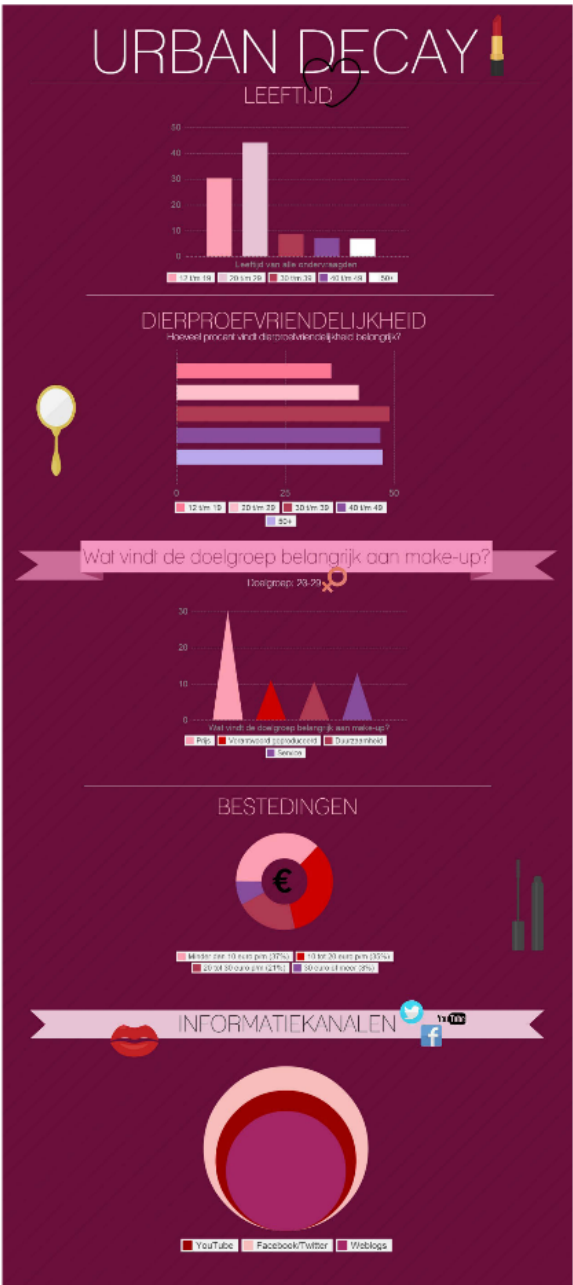
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Conclusions research



Target group

- General level
- Domain specific level
- Brand specific level



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Communication audience

Beauty bloggers



Make-up artists



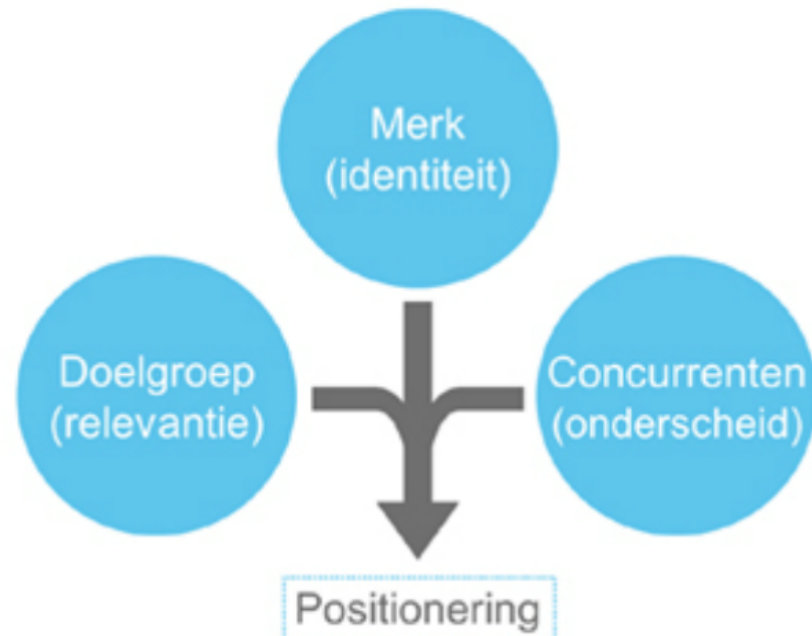
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Objectives

1. Directly after conducting the guerrilla-action 5% of the target group (24.770) in the Netherlands was aware of the brand Urban Decay
2. Directly after the creative campaign 18% of the target group (89.169) in the Netherlands was aware of the brand Urban Decay
3. Within 1 month after conducting the creative campaign 5% of the target group (4459) will conduct online research to the brand Urban Decay
4. 17% of the target group (758) that has conducted online research to the brand will buy a Urban Decay product within 6 months

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Positioning



Transformational positioning

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Creative concept

- Insight
- Message
- Goal
- Idea



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Means

TRY ME!
URBAN DECAY

PROBEER MIJI

TODAY IT WAS YOU.
TOMORROW IT'S ME.
- MICKY JOOREN
WWW.VISAGIE-OPLEIDINGEN.NL

TODAY REAL LIFE.
TOMORROW ONLINE.
- MASCHA
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