Advertising Design
ChapStick Campaign

Jess Bellatti

BIO AND PITCH

We are JBell Design – a limited liability company consisting of an innovative team of young but experienced designers. Founded by Jess Bellatti in 2015, JBell Design may be fresh but we've already had the opportunity to work with clients such as Blistex, Crest, and REI. Our main service is brand development and advertising, conquering marketing challenges through inspiring design solutions. Our graphic design and digital services include, but are not limited to, logo design, website design and development, UX/UI design, packaging design, social media content creation, and advertising campaigns.

Having worked with other top brands in the personal care product industry, we already know the ins and outs. This means we can minimize our time spent on market research and maximize our time spent developing the perfect advertising campaign. Simply tell us your goals, and we will do the hard work, while in constant communication to ensure the final product is exactly what you're looking for. One creative mind on its own is powerful, but with our team of ten you have endless possibilities. Our campaign will inform, inspire, and connect, reaching your audience in a way that will leave them no choice but to take action. So, what do you say? Let's do this together.

JBELL DESIGN

WHAT WE KNOW

In the late 1890s, Dr. Charles Browne Fleet, a physician and "pharmacological tinker" from Lynchburg, Virginia, invented ChapStick®. Unable to sell the handmade product, which resembled a wickless candle wrapped in tin foil, he sold it to John Morton in 1912 for five dollars.

In their family kitchen, Mrs. Morton melted the pink ChapStick mixture, molded it using a brass tubes, cooled it, and cut it into sticks. Their lucrative sales were used to found the Morton Manufacturing Corporation.

Ownership of the company changed, however, the original formula has stayed the same, with the addition of new flavors beginning in the 1970s.

The original logo was created by Frank B. Wright Jr in 1936 for a flat fee of \$15, and is still used today (Carpenter 2015).



The ChapStick Factory in 1961 packaging ChapStick into Christmas Stockings (lynchburgmuseum.org/)



OBJECTIVE

Increase awareness and sales of ChapStick to the 18-24 year-old market.









COMPETITION

Other competitors are vying for the target audience's attention. While ChapStick was once "America's favorite lip balm," today there are other options that are perceived as more natural, healthier or fashionable. While ChapStick may be the tried and true lip balm, it has a perception problem.

The lip balm market segment is flooded with products. Everything from stand-alone lip balm products to lip balm products distributed under large beauty brands. Currently, ChapStick's main competitors are Burt's Bees, Carmex, Blistex, and EOS.









CUSTOMER PROFILE



AGE
OCCUPATION
INCOME
STATUS
LOCATION

Student / Waiter < 50k Single San Luis Obispo, CA

ABOUT

Ashley is completing a certification in product management while finishing up her business studies at Cal Poly. On top of this, she is working a part time job as a waiter in San Luis Obispo so she finds herself very busy. In her free time, which is rare, she tries to spend as much time outside as she can, whether it be running, surfing, or doing yoga. She loves to post about her Instagram worthy daily life in Cali. She's always trying to keep up with the latest fashion trends and is easily influenced by her friends and social media.

NEEDS

- An everyday lip balm that she can rely on
- Something consistent in her busy and unpredictable life
- A lip balm offered in her favorite mint flavor
- A trendy product

PERSONALITY

energetic, motivated, funny, extroverted, impressionable

FAVORITE BRANDS

Adidas, Patagonia, Lululemon, Birkenstock, Sephora, Swell

FRUSTRATIONS

- California's dry climate means dry lips
- Not sure if the high end lip balms are worth the increase in price
- Wastes time choosing a lip balm since she has no brand loyalty

SOCIAL MEDIA ACTIVITY

Instagram

Twitter

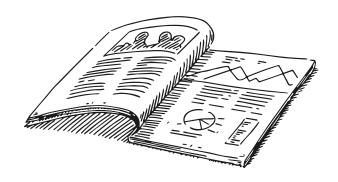
Facebook

Snapchat

STRATEGY

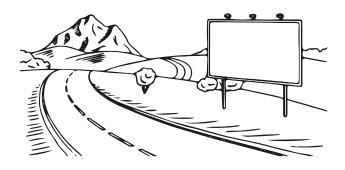
ChapStick has lost is competitive edge among younger generations as brands such as Burt's Bees offer a more eco-friendly lip balm and sophisticated design justifying its higher price. This marketing campaign will reintroduce ChapStick to the younger generation by reiterating that ChapStick has been and will continue to be "Americas Favorite Lip Balm."





TACTICS

- Full page print ad to run two times a year in *People* magazine
- Outdoor boards to rotate seasonally in select markets
- · Targeted social media campaign





BIG IDEA

ChapStick will re-establish itself as an essential item that should be part of every activity. The tagline "Back to the Basics" will suggest that ChapStick is a must-have, "basic," item. At the same time, it hints at the longevity of the brand since ChapStick is, in fact, the original lip balm – so it would be the most "basic" choice. The visuals will clearly suggest that ChapStick is a "basic" item by placing it in a sequence with two other items that would typically be considered basic as well (depending on the activity and audience).

These series of advertisements will restructure the consumer's schema by including ChapStick in many associative networks, which will help keep ChapStick as a "top-of-mind" brand. This is important since lip balm typically places itself at the store checkout as a last-minute item, so consumers are forced to make a quick decision.

"BACK TO THE BASICS"



RATIONALE

Catering towards the stress that often comes with the busyness of the target audience's "on-the-go" lifestyle, this campaign will act as a reminder that life doesn't always need to be so complicated. Fulfilling the need of something consistent in our unpredictable lives, ChapStick will show that it is an everyday lip balm that can be relied on.

Choosing a lip balm should be simple, and ChapStick's pioneer quality should make it an easy choice. As millennials love possessing brand name items, this campaign will indicate that ChapStick as another trendy must-have brand, and reaffirm its status as a generic trademark.





PRINT AD

This advertisement will be printed in *People* magazine. Since 71% of their audience is female, this magazine is perfect for the target audience of "18-24 year olds skewed female." However, it is designed as gender-neutral in order to maximize its reach of the full age group ("2019 Media Kit" 2019).

The design suggests that the essentials for any exercise-based activity (running, hiking, biking, walking, etc.) are music, shoes, and ChapStick. Furthermore, the inclusion of the word "Classic" in the product name emphasizes the brand's long-lasting iconic quality. It encourages viewers to "choose their classic flavor" giving them the opportunity to add "classy" to their self-construct with the possession of a classic item.





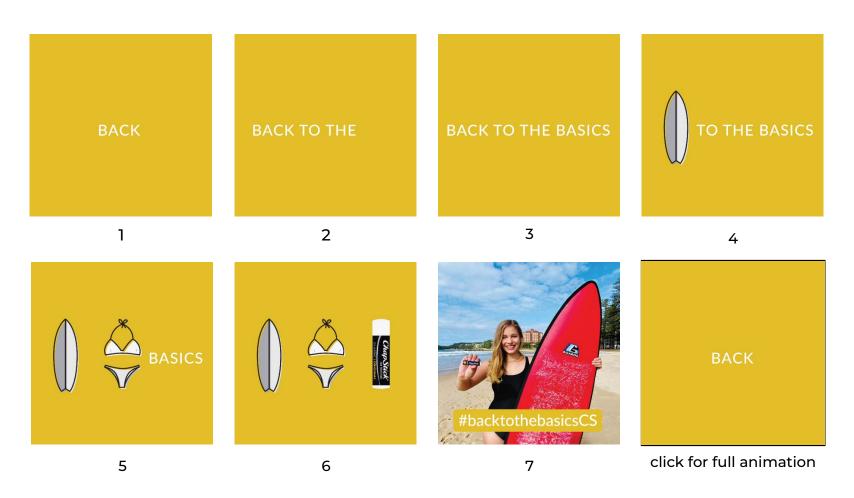
OUTDOOR BOARD

While a consumer has control over how much time they spend viewing a print ad, an outdoor board must be comprehendible in only a couple of seconds. Additionally, the audience of the billboard will be much more diverse, as it naturally consists of anyone who happens to drive by it. Thus, the items selected for this ad are meant to be universal and simple. Since food and water are the basic needs for survival, this ad suggests that ChapStick is equally important. While there is no explicit call-to-action, portraying ChapStick as another functional need suggests that immediate action should be taken to obtain a ChapStick if the viewer does not already own one.



SOCIAL MEDIA CAMPAIGN (PT 1)

This part of the campaign will be executed during the summer season on the east and west coasts of the US. Presented as a short video, the ad will show the tagline "Back to the Basics," with the image sequence of a surfboard, swimsuit, and ChapStick, followed by a featured picture of a girl on the beach holding a ChapStick.

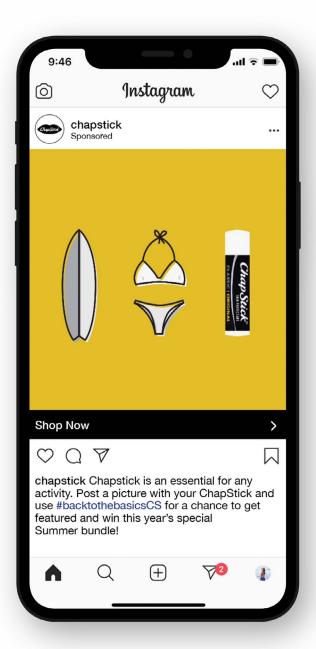


SOCIAL MEDIA CAMPAIGN (PT 2)

This video ad will be posted on Facebook and Instagram with the caption: "ChapStick is an essential for any activity. Post a picture with your ChapStick and use #backtothebasicsCS for the chance to get featured and win this year's special Summer bundle!"

The advertisement encourages consumers to post pictures of themselves doing an activity with ChapStick, and then these pictures will be used in the creation of similar ads.

Since social media use is high among the target audience, this will be the strongest part of the campaign as it will have the greatest reach. The promotional contest aspect of this campaign will motivate consumers to participate, while their own shared pictures with ChapStick acts as free advertisement. Furthermore, the posts of these non-marketing sources will enhance credibility as other consumers see their family and friends using ChapStick. By building buzz, ChapStick has the potential to become a trendy product and re-establish its place in the market.



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