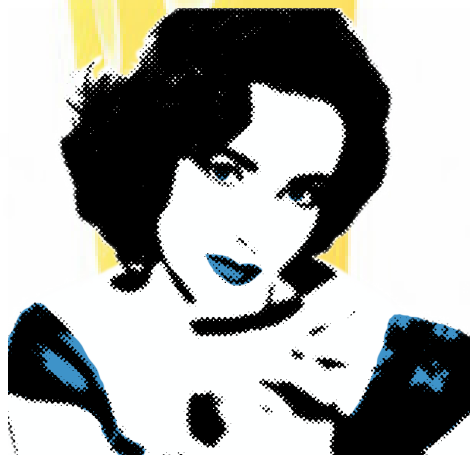


LIMITLESS

by O·P·I





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TABLE OF CONTENTS

EXECUTIVE SUMMARY	5
BACKGROUND	7
INDUSTRY OVERVIEW	•7
BRAND OVERVIEW	•7
O.P.I CURRENT ADVERTISING-PROMOTION	•8
COMPETITION	•9
CONSUMER BEHAVIOUR ANALYSIS	•9
AUDIENCE SEGMENTATION	•9
PRODUCT OVERVIEW	10
CONSUMER PROFILES	•10
PRODUCT FEATURES AND BENEFITS	•10
S.W.O.T. ANALYSIS	•12
INTEGRATED MARKETING COMMUNICATIONS PLAN	13
MARKETING OBJECTIVES	•13
MARKETING COMMUNICATIONS GOALS	•13
MARKETING COMMUNICATIONS OBJECTIVES	•13
MARKETING COMMUNICATIONS STRATEGY	•13
OVERALL CREATIVE	14
CREATIVE STRATEGY AND APPEAL	•14
MARKETING COMMUNICATIONS MIX	•14
CREATIVE TACTICS	•15
MEDIA RECOMMENDATIONS	16
MEDIA OBJECTIVES	•16
MEDIA HABITS	•16
MEDIA EXECUTION	•19
BUDGET	20
CONCLUSION	20
REFERENCES	21
APPENDICES	22



O · P · I

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EXECUTIVE SUMMARY

Offbeat Creations has been hired by the head of O.P.I.'s marketing department to design and create a new concept and creation for their newest line of polishes to be showcased at the 2014 World MasterCard Fashion Week Show. We have been given full creative design and a \$5,000,000 budget to do so.

The beauty industry is arguably one of the most profitable. Major players in this industry are nail care and nail products. In the 2012 business year, the nail industry experienced a 7.47 billion dollar growth.

One of the largest players in the nail polish industry is O.P.I, a brand known for its high quality products, vast array of polish colours, and cult following. O.P.I has established itself as an industry leader in nail care products, and is used extensively especially by nail technicians and salons. The company continues to strive for innovation and create products that meet the desires of their target market.

O.P.I has several methods of communicating with the market. To remain fresh, they often partner with trending events and current celebrities to promote their products. O.P.I does many print ads in a variety of magazines, which target their desired female market. Again, by featuring current celebrities in these ads, the company is able to portray a trendy image. O.P.I does not focus too much on television advertisement, but rather on their strong online presence, notably evident through eleven social media platforms, with an outreach of 1.7 million consumers.

While O.P.I has built up a following and reputation through the professional nail industry and the general consumer public over the last 30 years, there are up-and-coming nail companies that have established themselves as competition. Cosmetic companies such as L'Oreal and Revlon have released nail product lines, albeit not necessarily the same salon quality as O.P.I. Currently, Essie is seen as the main rival for O.P.I with similar quality, pricing and consumer following.

For the new product launch, O.P.I has partnered with World MasterCard Fashion Week to create the Limitless Line, a 1950s fashion icon inspired collection.

Similar to O.P.I's previous products, the collection will be released as two 5-pack full sized nail lacquer sets. The first set of base nail colours includes: Marilyn Monroon, Audrey Hepgreen, Elizablueth Taylor, Bridget Purdot, and Sophia Lorange. The second set will include top coat lacquers: shatter effect, glitter speckle, matte effect, phosphorescent effect, and innovative shellac. Through these sets, O.P.I hopes to spark a new sense of creativity with consumers, just as designers would experience in creating new fashion lines.

There are two main target markets for this product. The first target demographic is women between ages 18-34, and the second is women ages 35-49. These women are educated, have mid- to high- incomes, and value a well put together and trendy appearance.

The marketing objectives for this launch are to increase O.P.I's market share and continue to increase sales through our campaign, as well as to increase awareness and support of World MasterCard Fashion Week 2014.

Major marketing communications goals to be accomplished through our current campaign include: Increasing O.P.I's brand awareness, creating a high intent to buy among consumers, maintaining O.P.I brand loyalty among consumers, and demonstrating O.P.I's commitment to fashion, community and Canadian designers.

In order to create the greatest amount of brand awareness, O.P.I will utilize a number of different forms of marketing communications to reach consumers.

Marketing strategy and execution will include:

- Online advertising banner ads on various websites including amazon.com and ticketmaster.com
- Continuing with O.P.I's powerful social media presence
- Consumer promotion - a contest via social media to name the polishes and a chance to win a trip to fashion week.
- Print advertising in three Canadian fashion magazines and Vogue.



BACKGROUND

INDUSTRY OVERVIEW

The business of personal care and cosmetics began modestly as it was seen as going against public morality, but today it is a market where consumers spend 330 billion dollars a year on things such as fragrances, cosmetics and other toiletries (Jones, Geoffrey 2010). The beauty industry is arguably one of the most profitable industries on both sides of the Atlantic (COSMETICS 2005). The industry uses society's need to be the most ideal versions of themselves to market products that help people achieve this idealized image. They boast products that make users look younger, fresher, and brighter, and continue to innovate as society grows and demand changes.

A major player in the beauty industry is that of nail care and nail products. The art of painting ones nails began in the ancient times and was a symbol of wealth and the leisure class, as well-manicured nails meant that you did not have to do manual labour (Pendergast 2013). In the 2012 business year the nail industry experienced a 7.47 billion dollar growth (Nail Magazine 2013). These numbers mostly represent the money spent in salons on pedicures, manicures, and other salon services. The market is ever changing with the needs of its customers, from the original lacquer polish, to the development of acrylic and gel fake nails, to the latest trend of shellac nails, which is a gel polish that has powerful anti-chip qualities.



O.P.I.

The Culture of Color

BRAND OVERVIEW

One of the largest players in the nail polish industry is O.P.I, a brand that is known for its high quality products and vast array of polish colours. The company began in 1981, as a company that manufactured artificial dental appliances. Owner George Schaeffer saw that the acrylics being used to make dentures were also being used by nail technicians to make fake nails and took the opportunity to expand his business and product line. Thus, the O.P.I nail care line was born, and very quickly became a market leader (OPI.com). O.P.I has a "What's next?" mantra that continues to keep them at the forefront of innovation and development in the world of nail care (OPI.com). O.P.I as a company was acquired by Coty Inc. in 2010 (WWD.com 2013). O.P.I is a luxury brand, and its higher cost polish attracts those who want to express themselves with their unique nail style. It also attracts lower income individuals by marketing to them a first-class nail experience through which they can represent themselves artistically.

There are several environmental factors that have an effect on the O.P.I brand. First off, a bottle of the O.P.I polish isn't always a cost friendly investment, as bottles can cost up to \$11. With the current trend of consumers being price-conscious, O.P.I needs to keep the significance of their salon quality brand at the forefront of their advertising to keep their consumers from moving to a more cost-friendly solution. Also with the ever-changing seasons and fashion trends, O.P.I innovators must continue to create new colours that will keep them fresh and relevant.

O.P.I CURRENT ADVERTISING-PROMOTION

O.P.I has many different ways of communicating with the market. Much of their marketing strategy involves keeping up with popular trends and partnering with different media moguls to promote their line. The company has had lines of polishes that have been aligned with the Pirates of the Caribbean movies, the Kardashian Family, and the smash hit television show Modern Family, to name a few. By partnering with film and small screen celebrities and brand names O.P.I is able to catch the attention of a wider audience that may have not previously used O.P.I polishes.

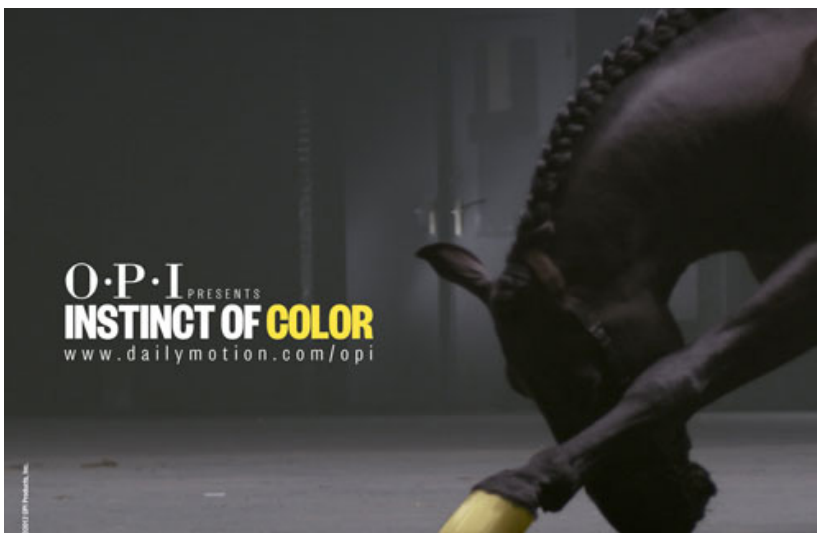
The brand focuses their advertising in a large variety of magazines that will target their desired market, which include Cosmopolitan, Women's Wear Daily, Chatelaine, and other magazines targeted at women. These ads have featured many celebrity endorsements, including Selena Gomez, The Kardashian Family, Katy Perry and Nikki Minaj. Such celebrities have brought success to the O.P.I marketing strategy because they are popular among their target audience, and bring attention to their brand while sending a message of a high quality product that celebrities prefer to use. There have been a few television ads from O.P.I, including one that aired in Europe featuring their Instinct of Color campaign. However, instead of focusing on TV ads, the O.P.I brand represents itself through a variety of TV and music celebrities that help to keep the brand fresh in the consumers mind.

The company is also highly active in the world of social media, as they have presence on 11 major social media platforms and reach nearly 1.7 million consumers via these outlets. They have 1.3 million Facebook fans, 100,000 Twitter followers, and 23,000 Pinterest followers. O.P.I's fastest growing social network is Instagram, gaining 33,000 follows in just 3 months (wwd.com 2013). Suzi Weiss-Fischmann, co-founder of O.P.I's nail line, was quoted on Women Wear Daily's website regarding O.P.I's social media presence: "Our customers are on the move using smartphones, tablets, desktops, laptops. Our aim is to always offer something new, exciting and fresh everywhere our customers go". She discusses the company's desire to have their consumers directly interact with the brand.

O.P.I conducts many online contests engaging consumers in such interactive experiences. Recently, the company held a contest called "Memories of Minnie", which had over 2000 entries, and the success of this campaign led the brand to continue its Minnie social media campaign, raising awareness for its new line "Couture de Minnie" (wwd.com 2013).



WHO WANTS A "MINNIE"-CURE?



COMPETITION

While O.P.I has seen much success over the years, and is definitely a leader in its market, many competing brands offer up tough competition. Major cosmetic companies such as L’Oreal and Revlon are important market followers, who have all released their own lines of nail polishes, promoting an array of benefits such as cheaper pricing, quick drying, and no chip colours. While these companies offer a cheaper alternative for consumers, because these are major cosmetic companies they don’t have the salon quality cache that comes with the O.P.I brand. Two other major market challengers to O.P.I are Sally Hansen and Sinful Colors who both offer reasonably priced products. The largest market challenger for O.P.I is Essie nail polish, a company that is very similar to O.P.I in that their main focus is quality nail and hand care products. Their products are similarly priced to the O.P.I brand and claim the same benefits. One distinguishing factor is the quality and style of the bottle that the polish comes in. (Refer to Appendix 1. Table 1).



CONSUMER BEHAVIOUR ANALYSIS

Understanding the decision-making processes of our consumers is a key component to the success of our marketing strategy. In regards to problem recognition, it is hoped that the target audience will realize their unfulfilled desire for a new and exciting nail lacquer. This leads to the question for consumers - which brand of nail care to choose? Consumers will find their answer to that question through an information search. Since these nail sets are not a large financial investment, it is projected that consumers will not spend a significant amount of time researching the product. However, it is anticipated that consumers will have an evaluation of alternatives, where based on their own criteria, consumers will seek duplicate/similar products at a lower price point from other nail care brands. The key for O.P.I is to create products that are of high quality and are unique enough that it would be difficult to find a duplicate product. The company hopes consumers will consider their best alternative to be the O.P.I products. Lastly, O.P.I tries to minimize any post-purchase cognitive dissonance by providing a quality product. Not only will consumers be satisfied, but brand loyalty will also be established with consumers, who will ideally purchase future O.P.I products.

AUDIENCE SEGMENTATION

In order to focus resources and strategies to effectively market the O.P.I product, it is necessary to look at audience segmentation. This process divides the broad target audience into smaller subgroups or segments, such as demographics and psychographics.

TARGET MARKET:

There are two target markets for this campaign, which include a primary and a secondary target market.

DEMOGRAPHIC:

Our campaign targets women between the ages of 18-34 and 35-49. These women generally are educated, employed and have mid- to high-level incomes.

PSYCHOGRAPHIC:

Our target women are individualistic, stylish and ahead of the trends. They value their appearance and looking “put together” no matter what their lifestyle entails. They also have a moderate to high degree of interest in the Canadian fashion industry. They are large users of social networks and are continuously on the go.

GEOGRAPHIC:

Our target market is within the greater Toronto area.

CONSUMER PROFILES



18-23 Meet Nicole

Nicole is a 19 year old visual arts student in her second year of university in Toronto. She works a part-time job during school to support her nail polish addiction! She loves to express herself through her nails, and she loves bright, bold colours and creative designs.



24-29 Meet Danielle

Danielle is a 27 year old young professional who lives in Mississauga. She works as a brand representative for an up-and-coming clothing designer. She loves feeling put together during the work week, and having her nails done is a must-have accessory.



30-35 Meet Jennifer

Jennifer is a 34 year old mother of two who lives in Richmond Hill. Aside from her full-time mom duties, she is also the general manager at a high-end Italian bistro in Toronto. She wears conservative, no-chip nail polish that can survive her hectic lifestyle.



PRODUCT OVERVIEW

PRODUCT FEATURES AND BENEFITS

To celebrate the nation's leading fashion event, which will take place October of 2014, O.P.I will be launching the Limitless Line, a collection inspired by World MasterCard Fashion Week with a focus on major fashion icons from the 1950s: Marilyn Monroe, Audrey Hepburn, Elizabeth Taylor, Bridget Bardot and Sophia Loren. (Note: O.P.I will be enduring the costs of the name trademarks for these women, and it is not considered in the advertising and marketing budget). Similar to O.P.I's previous products, this collection will be released as two 5-pack full sized nail lacquer sets. The first set will include five bright, pop-art inspired shades. (Note: names based on contest winners from our marketing and advertising contest campaign; see Creative Tactics). The second set will include five top coat lacquers, meant to be applied on top of any of the base lacquers of the previous set.

The aim behind the base and top coat sets is to give our consumers limitless possibilities for their nails, offering the versatility of creating a variety of nail looks depending on which complimentary base and top coat they choose to wear together. As with all of O.P.I.'s nail lacquers, these fashion lacquers are formulated without toluene, dibutyl phthalates, or formaldehyde (OPI.com). With this launch, O.P.I hopes to tap into the freedom of expression through art and fashion, and encourage customers to explore their highly creative side, just as designers would in creating their own fashion pieces.

Within the nail care industry, O.P.I as a brand is one of the leaders of the field, popular not only among consumers but with industry professionals as well (OPI.com). The market position for O.P.I as a brand would be as a market leader, as it is one of the companies at the forefront of the nail care product field. In terms of the new Limitless Line, the size of the product would be small within the market. However, since this product is based on the timing of World MasterCard Fashion Week, the smaller representation of these new products does help foster a sense of "limited edition" and customer drive towards purchasing the new nail lacquer sets. With this product, which is related to a specific event and is meant to be available for a certain period of time, there is not much growth expected in the product development. There is the possibility that if a certain nail lacquer colour from the limited edition collection is found to be popular, it may be kept as a permanent colour in O.P.I's large repertoire of nail lacquers. The pop art high fashion image along with the versatility associated with this product is strong, and will place the Limitless Line as a unique product in the market. O.P.I has high brand recognition, and is well known for its collaborations with other media such as film, music, and charity to produce nail products. O.P.I has established an image of trusted quality and innovation, and as such, with the introduction of a new O.P.I product, customers can expect that same level of quality.

LIMITLESS COLOUR LINE

- 1 Audrey Hepgreen: Clover Green
- 2 Marilyn Monroon: Scarlet Red
- 3 Elizablueth Taylor: Electric Blue
- 4 Bridget Purdot: Vivid Purple
- 5 Sophia Lorange: Day-glow Orange

LIMITLESS TOP COATS

- 1 Shatter: creates a cracked effect when it dries
- 2 Matte: creates a matte finish on any base
- 3 Clear Phosphorescent Lacquer: nails glow-in-the-dark after exposure to UV light
- 4 Clear Gel Top Coat: professional grade shellac; UV drying not required
- 5 Speckle: contains various sizes of coloured glitter



S.W.O.T. ANALYSIS

Strengths

- High brand recognition
- Strong position in product niche
- Customer relationship/loyalty
- Specialty/Collector's item
- Toluene, dibutyl phthalates, formaldehyde free
- Partnered with reputable organization that aligns with OPI's "What's Next?" mantra

Weaknesses

- Relatively high price (compared to lower-end competitors)
- Only available in packs, not individual lacquers
- May not be a wearable collection for all age ranges of customers

Opportunities

- Partnering with World MasterCard Fashion Week
- Future partnerships with high-end fashion lines
- User generated social media advertising through tutorials, reviews on YouTube, Tumblr, Instagram, blogs

Threats

- Other nail care brands producing similar products at a lower price-point





INTEGRATED MARKETING COMMUNICATIONS PLAN

MARKETING OBJECTIVES

1. Increase O.P.I.'s market share and continue to increase sales through our campaign.
2. Increase awareness and support of World MasterCard Fashion Week 2014.

MARKETING COMMUNICATIONS GOALS

We have developed four major marketing communications goals that we would like to accomplish through our current campaign:

1. Increase O.P.I.'s brand awareness
2. Create a high intent to buy Limitless Line among consumers
3. Maintain O.P.I brand loyalty among consumers
4. Demonstrate O.P.I.'s commitment to fashion, community and Canadian designers.

MARKETING COMMUNICATIONS OBJECTIVES

Based on these four goals, we have developed four specific marketing communications objectives for this campaign:

1. Increase O.P.I awareness by 30 % within 4 months.
2. Have 35% of the market indicate intent to buy O.P.I Limitless Line within 4 months.
3. Focus on brand loyalty in the following 2 ways:
 - a) Increase customer database by 10% to help build a more loyal customer base.
 - b) Increase existing customer base revenue by 20 % within 4 months.
4. Increase awareness about World MasterCard Fashion week by 20% within 4 months based on print, online and experiential forms of marketing.

MARKETING COMMUNICATIONS STRATEGY

In order to create the greatest amount of brand awareness, O.P.I will utilize a number of different forms of marketing communications to reach consumers, who will in turn react to the message being presented through our advertising campaign, putting pressure on retailers to carry and sell our product. Therefore, this will pull the O.P.I Limitless Line through the channel of distribution, creating brand awareness and ultimately generating revenue through sales.



MARKETING COMMUNICATIONS MIX

ADVERTISING:

Traditional advertising is an effective way of reaching large audiences. O.P.I will focus on print advertising in women's fashion and lifestyle magazines in order to get the product out to the target audience and increase brand awareness. O.P.I can also use print advertising to create awareness for contests and events. Online communications will be an important tool for O.P.I to reach its key demographic. Display advertising in the form of banner ads will increase brand awareness. The company will also have a strong social media campaign to encourage interaction with the brand and sharing among consumers (Tuckwell 2013).

CONSUMER PROMOTION:

A contest will be designed to create excitement and buzz about the new product line. O.P.I will also be distributing miniature-sized bottles as free samples. This will help to introduce the Limitless Line to the market, and can effectively increase trial usage of the new products (Tuckwell 2013).

EVENT SPONSORSHIP:

O.P.I will be an official supporting sponsor of World MasterCard Fashion Week 2014. By participating in this type of sponsorship, the company hopes to form an emotional connection with the target demographic and enhance brand image (Tuckwell 2013).

EXPERIENTIAL MARKETING:

O.P.I will use experiential marketing to engage our consumers in a meaningful and memorable way (Tuckwell 2013).

OVERALL CREATIVE

CREATIVE STRATEGY AND APPEAL

The theme for the 2014 World MasterCard Fashion Week is Pop Art, and the new Limitless Line Nail Polish Collection will feature 1950s figureheads in advertising approaches. O.P.I will be relying on three main appeal techniques within the company's advertising including lifestyle, celebrity endorsement and sex.

The lifestyle component of both O.P.I and MasterCard Fashion Week appeals to the idea that within the fashion industry there are no limits to what a person can create, wear and call fashion, which will be played up in the majority of O.P.I's advertising campaigns. The second and third components tie in together in the sense that O.P.I will be using Marilyn Monroe, Audrey Hepburn, Elizabeth Taylor, Bridget Bardot and Sophia Loren as celebrity endorsements as well as new Limitless polish colour names. O.P.I will also play up the sex appeal that all five of these women showcased throughout their many years of success in their careers.



CREATIVE TACTICS

With MasterCard being the title sponsor of Fashion Week and O.P.I being a supporting sponsor, O.P.I has come to an agreement with MasterCard, allowing the company to use the name “Limitless” for the new product line. This name ties in the concept that having a credit card means that “the sky is the limit”, as well as the idea that within the fashion industry there are no limits, and that anything and everything goes. This sponsorship agreement has also allowed for O.P.I’s new line to use the MasterCard Fashion Week 2014 logo on its new packaging as well as within O.P.I’s advertising campaigns.

Through the use of various mediums O.P.I will launch a marketing campaign encouraging the target market to purchase, use and recommend its products. The campaign will also advertise that the new line will be showcased during the 2014 World MasterCard Fashion Week. Due to a limited budget, we have chosen to opt out from television advertising and focus on a combination of both print and Internet based advertising, including a strong social media campaign.

O.P.I’s advertising campaign will begin in January 2014. In terms of print advertising campaign, O.P.I will showcase a one page advertisement in magazines including LOULOU, ELLE, FLARE, and Vogue which would appeal to the company’s target audience. Print advertisements will develop over the campaign period leading up to the product launch and release. They will begin with a nail polish bottle with a question mark, O.P.I’s logo, and the MasterCard Fashion Week Logo, announcing that you, the consumer, will have the opportunity to create names for the 5 new colours of our Limitless Line. As the ads progress the colours will be revealed in these monthly magazines and event and product information will also be outlined (Refer to Appendix 6, Figures 3 & 4).

The online advertising campaign will be strongly social media based, starting with a Facebook page inviting consumers to join the event and attend the O.P.I booth during Fashion Week (Refer to Appendix 4, Figures 1 & 2). Facebook will also showcase the new product line and packaging. O.P.I’s social media campaign will incorporate Twitter, Vine, and Instagram accounts that will primarily be used to host the contest allowing consumers to determine the name of the new products in the Limitless Line. These social networks will also provide information about the unveiling of the new product names. Since social media serves as a free marketing outlet, we have come up with the idea of having Vine stars as well as models being featured during the MasterCard Fashion Week, uploading videos and linking their social media accounts with the hashtag #OPIFASHIONWEEK to create a larger buzz for both the product and event.

Using consumer promotion and having the consumers involved with the development of the product line is a concept that O.P.I feels will allow for great success. Through the advertising campaign, consumers will submit their name ideas for each of the 5 new colours in the Limitless Line, incorporating the female fashion icons from the 1950s. The contest will be entitled “Limitless Ladies – Who’s Your Icon?”, and consumers will be able to enter contest submissions via social media websites including Twitter and Facebook. The 5 lucky contest winners will be awarded a VIP package to attend World MasterCard Fashion Week 2014. This deeply establishes brand loyalty not only with current consumers but also new consumers who are intrigued by both O.P.I’s product and campaign. Consumers are given a voice to showcase what they want out of a product that they are ultimately going to purchase.

Another major goal is to showcase the Limitless Line through experiential marketing at the MasterCard Fashion Week. The strongest way we are marketing the product line during Fashion Week is to have all of the models’ nails painted with the Limitless Line products during the runway shows. This will appeal to O.P.I’s target demographic who will be in attendance at the fashion shows. However, in order to actually engage loyal consumers, O.P.I will also be running a vendor booth that will allow for free nail makeovers and will also distribute free miniature bottles of the Limitless Line products.

MEDIA RECOMMENDATIONS



MEDIA OBJECTIVES

1. To show women between the ages of 18-49 that O.P.I can be worn as an everyday product and not just for special occasions.
2. To increase awareness and sales through social media campaigns.
3. To increase product awareness in Canada with a focus on the Greater Toronto Area.

MEDIA HABITS

O.P.I.'s primary target market is women between the ages of 18 to 34. Members of this market are active users of online social media. "Women were 3% more likely than average to use social networks, and 18-to-34-year-olds were 8% more likely than average" ("Most Active Social Networkers", 2001). Additionally, women in both our primary and secondary target markets are still readers of fashion magazines, even though they spend much time online. The fashion magazines will have a larger reach toward our secondary market (Refer to Reach and Frequency Rates in Appendix 3, Tables 5, 6, 7 & 8).

- Elle Canada has a monthly readership of 1,585,000; 51% are women, with an average age of 44 years.
- Flare has a monthly readership of 1.135 million monthly; 51% are women, with an average age of 39 years.
- LOULOU has a monthly readership of 1,052,000 with an average age of 32 years.
- Vogue has an audience of 11,265,000; 88 % are women, with an average age of 38 years.

Social media is an accessible medium that can successfully reach and connect with the target market, if done effectively. "Females make up the majority of visitors to social networks and blogs, and people aged 18-34 have the highest concentration of visitors among all age groups." (The Nielsen Company, 2011). Online media provides an interactive channel where users can interact with the brand. These mediums are growing exponentially and will continue to be a cost effective reach our market (Refer to Appendix 2). Advertising will be through print and online advertisements. Consumers and users of O.P.I will be able to interact with the brand via Twitter, Instagram, and Facebook.

CANADA'S FASHION MAGAZINE

FLARE

ELLE CANADA

VOGUE

LOU LOU



A variety of YouTube advertising methods will be used, primarily In-search ads (an ad shows up above the YouTube search results) and In-display ads (an ad shows up on the suggested videos beside the video you are watching). By using YouTube video ads, we pay only when someone chooses to watch our ad, so we don't waste money advertising to people who aren't interested in our business. O.P.I.'s

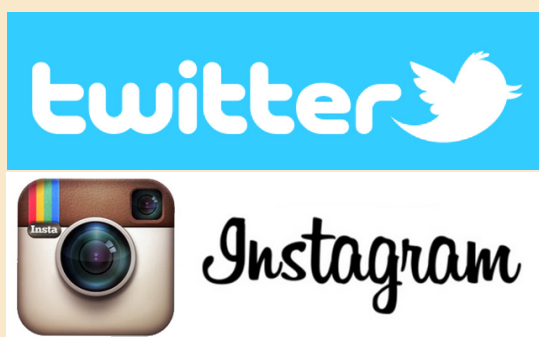
target market is on the go; whether they're on a smartphone, tablet or computer, video ads can reach them. "25% of all YouTube views happen from a mobile device" (Blogger, P., 2012). Ads can drive video shares, new channel subscriptions and create opportunities to communicate with our customers.



Because O.P.I.'s target market includes women with disposable incomes, they are able and willing to spend money on recreational activities like concerts, sport games and other large events. Ticketmaster is the number one trustworthy source to engage in such activities.

Advertising will be placed using ticketBacks and ticketFast.

- ticketBacks - AD SIZE: 5.5" x 1.375" and 4.75" x 1.375"
- RATES: 3.5 - 6 cents each, printed and distributed.
- ticketFast - AD SIZE: Big Box 251 x 207
- RATES: 6 - 12 cents per ticket.



These social media outlets are already used by O.P.I and have a high following, and they are also free ways to promote the product.

- 135,000 Twitter accounts are registered every day (Bullas, J., 2013).
- 58 million tweets a day.
- Over 1300 brands and companies have joined Instagram to date as listed by the Nitrogram 50.
- The top 50 brands on Instagram have 722k followers on average.

Magazine One-Page Ads

Three of the magazines that were chosen are Canadian Fashion magazines that have some of the most circulation for this type of magazine in Canada. Readership is primarily women that are employed, have a high household income and are within O.P.I.'s target market age range. Vogue was chosen because it reaches a larger audience, with a higher readership, including the market the company is targeting.



LIMITLESS LADIES WHO'S YOUR ICON?



Help us choose the names for the new 5 shades of OPI Limitless Line.
Submit your suggestion through Facebook or Twitter.

You can win a trip to Toronto MasterCard Fashion Week 2014 and take a guest with you!



[facebook.com/OPIProducts](https://www.facebook.com/OPIProducts)



[@OPLPRODUCTS](https://twitter.com/OPLPRODUCTS)

*Five winners will be chosen within Canada (except Quebec).
Prize includes airfare, hotel accommodations, \$500 spending cash, OPI SWAG and VIP access to MasterCard Fashion Week.

LIMITLESS by **O·P·I**

MEDIA EXECUTION

The campaign will have coverage through Flare, Elle Canada, LOULOU and Vogue magazine, YouTube, Twitter, Facebook, Instagram, and Ticketmaster.com.

Table 2: Magazine Costs Per Editorial

Magazine	Cost Per Month	Number of Months	Total Cost
Flare	\$19,540	9	\$175,860
Elle	\$18,870	9	\$169,830
LOULOU	\$17,526	9	\$157,734
Vogue	\$166,783	9	\$1,501,047
TOTAL			\$2,004,471

Note: Magazine ads will be one full-page ad, which will occur monthly as the magazines chosen are distributed on a monthly basis and will be placed nationally in these magazines.

Table 3: Online Advertising Costs Per Platform

Site	Total Views	Total Days	Total Cost
YouTube	6,000,000 clicks/ views	Over a 200 days period	\$1,500,000
Ticketmaster.com	\$350,00 ticketBacks/ \$450,000 ticketFast	Over a 9 month period	\$800,000
Instagram	N/A	250 days	Free
Twitter	N/A	250 days	Free
Facebook	\$3.50 click/ 120,000 clicks	250 days	\$420,000
Online Contest (Limitless Ladies) via Facebook and Twitter	N/A	1 month	\$3,000/person + guest 5 winners = \$15,000
TOTAL			\$2,735,000

Table 4: Event Sponsorship Cost (Fashion Week)

Event	Total Views	Total Days	Cost
World MasterCard Fashion Week	N/A	5	\$254,529
Booth at Event (Showcasing Product)	N/A	5	\$2,000/day 5 day event = \$10,000
TOTAL			\$264,529

BUDGET

OPI has a total budget of \$5,000,000 to implement an effective campaign through various advertising mediums. Offbeat Creations will divide the budget among magazine advertisements, event marketing, and social media marketing (Refer to Appendix 5).

Form of Advertising	Cost
Elle Canada Magazine	\$165,830
Flare Magazine (Canada)	\$175,860
LOULOU Magazine (Canada)	\$157,734
Vogue	\$1,501,047
YouTube	\$1,500,000
Facebook	\$420,000
Ticketmaster.com	\$800,000
Booth at Event (Showcasing Product)	\$10,000
Sponsorship Cost	\$254,529
Online Contest (Limitless Ladies)	\$15,000
TOTAL	\$5,000,000

CONCLUSION

O.P.I.'s goal for this marketing campaign is to increase brand awareness by partnering with World MasterCard's Fashion week and using well-known fashion icons to catch the attention of our target audience and promote the new Limitless Line. O.P.I. hopes to increase the customer database by 10% and increase existing customer revenue by 20% using a mix of media and advertising outlets. The campaign will begin with print advertising, which can reach a large quantity of our desired audience at once. Ads will be focused in women's fashion and lifestyle magazines in order to reach the target market. Targeted banner ads online will also help to increase awareness of the Limitless Line. Next, consumers will engage with an online contest that will give them a chance to interact with the brand and name the polishes, generating buzz about the collection. O.P.I. will also continue with their large social media presence and use this to promote the brand to existing fans on Facebook, Instagram, Twitter and Vine.

Offbeat Creations believe that a combination of these outlets will successfully meet the needs of our client by targeting consumers in areas that they are already active. By using magazines O.P.I. already advertises in and social media outlets that are popular amongst the target demographic, we will be able to reach O.P.I.'s target audience in a subtle but effective way. By partnering with World MasterCard Fashion week O.P.I. will help women experience the glamour of the fashion world firsthand, offering the contest entrants a chance to win a trip to the 2014 World MasterCard Fashion event. The O.P.I. booth at the event, which will offer free manicures for customers to try out the Limitless Line, will create further excitement and buzz about the new product line. In the future this collection could continue to grow, if O.P.I. were to keep their partnership with the event and produce a new collection of Limitless polishes that could be released each year and become a collector's item for O.P.I. fans.

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APPENDICES

APPENDIX 1

Table 1: Nail Products Brand Shares 2008-2011

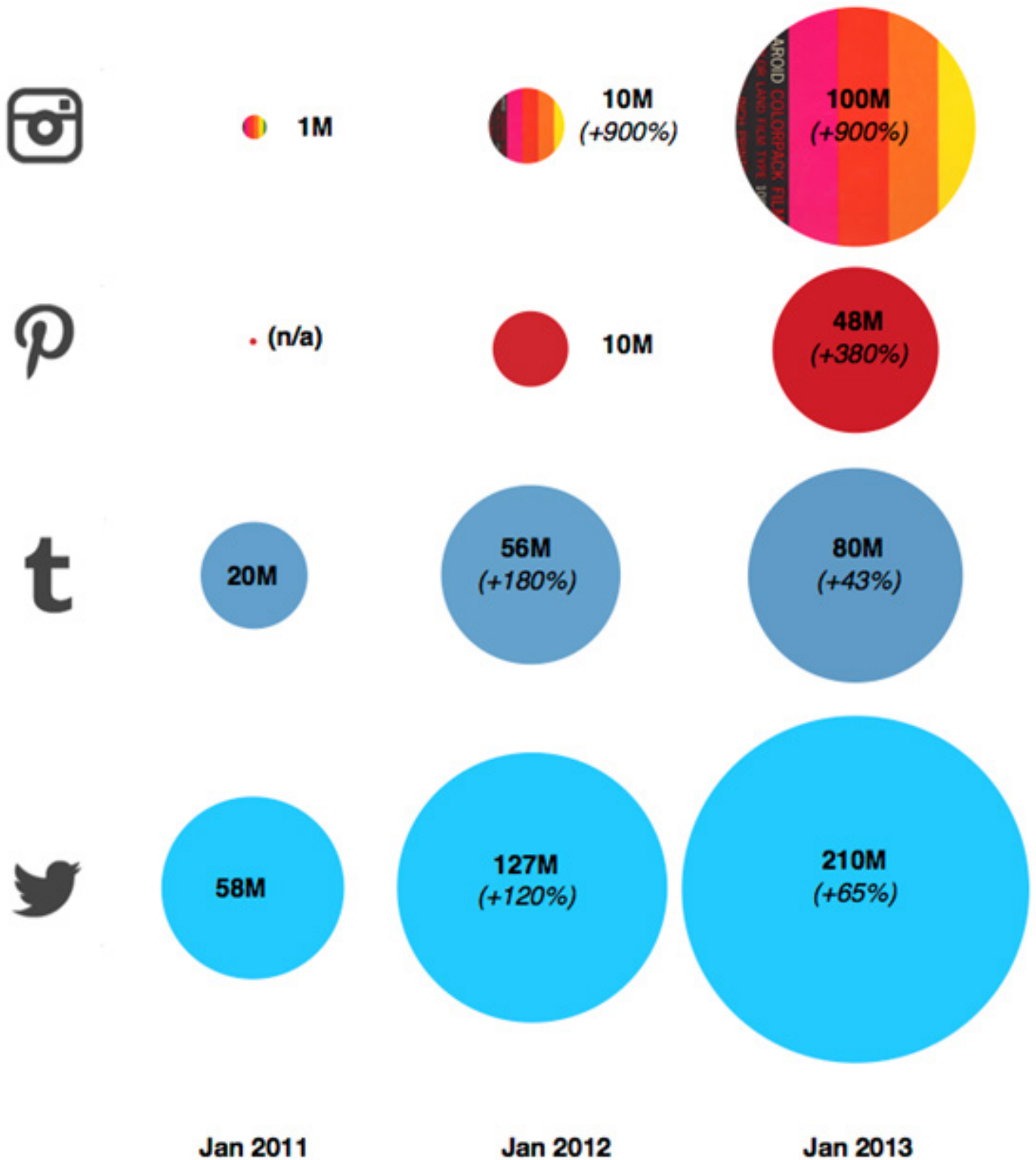
BRAND	COMPANY	2008	2009	2010	2011
Sally Hansen	Coty Inc	38.2%	43.2%	44.9%	38%
Revlon	Revlon Inc	7.8%	7.4%	6.6%	8.8%
Sinful Colors	Revlon Inc	3.0%	3.9%	6.9%	7.2%
O.P.I	Coty Inc	6.3%	6.1%	6.4%	6.3%
Essie	L'Oréal USA Inc	0.7%	1%	1.4%	5.1%

Source: Euromonitor International. Colour Cosmetics in the US. June 2012.



APPENDIX 2

The following graph presents the year-on-year growth of four leading visual and open social networks:



Source: <http://nitrogr.am/instagram-statistics/>

REACH AND FREQUENCY RATES

Table 5: Elle Canada Reader Profile

Frequency		12	
Readership		1,585,000	
Circulation		130,722	
Readers per Copy		11.7	
	POPULATION	ELLE CANADA	
		COMPOSITION	REACH
SEX			
MEN	49%	12%	188
WOMEN	51%	88%	1,428
AGE			
18-24	11%	21%	342
25-34	16%	17%	271
35-49	25%	26%	422
50+	39%	21%	337
Average Age	44	35	
EDUCATION			
Bachelor's Degree +	21%	27%	435
OCCUPATION			
Employed	57%	59%	961
HOUSEHOLD INCOME (CAN \$)			
+75,000	45%	49%	789
+100,000	29%	33%	538
Average HHI	\$80,123	\$85,388	
RESIDENCE			
1,000,000+ markets	35%	45%	724
STATUS			
Single	42%	53%	861
Married or Living Together	58%	47%	754

Table 6: Flare Reader Profile

Frequency	Monthly		
Total Readership	1.135 million		
Total Women 12+	1.035 million		
Readers Per Copy	8.2		
Time Spent Reading	27 minutes		
Circulation	139,000		
Average Age	39		
	POPULATION	FLARE	REACH(000)
Women	51%	91%	1035
Men	49%	9%	101
AGE			
18-34	27%	31%	349
25-34	16%	19%	215
25-49	41%	51%	575
35-49	10%	10%	114
HOUSEHOLD INCOME			
\$75,000+	42%	50%	665
\$100,000+	26%	32%	431
\$150,000+	9%	11%	141
Average HHI	\$80,123	\$85,007	
Single	30%	33%	377
Married/Living Together	58%	54%	614
Employed (FT or PT)	57%	63%	716

Table 7: LOULOU Reader Profile (English Edition)

<ul style="list-style-type: none"> • No. 1 targeting women who spent \$2,500+ on clothing in the past year • LOULOU readers are college/university educated • They have full-time careers. 	
Average HHI	\$91,222
Readership - Total	1,052,000
Readership - Total women 18+:	742,000
Readers per copy	4.6
Minutes Spent Reading	36
Average Age	32

Table 8: Vogue Reader Profile

CIRCULATION DEMOGRAPHICS	
Paid/Verified Subscriptions	977,025
Single Copy	269,740
Total Average Circulation	1,246,765
Rate Base	1,200,000
Total Audience	11,265,000
Median Age	38.0
Median HHI	\$63,088
Gender - Female/Male	88% / 12%
Education – Any College+	68%
Employed – FT or PT	67%

APPENDIX 4

Figure 1: O.P.I Twitter Homepage

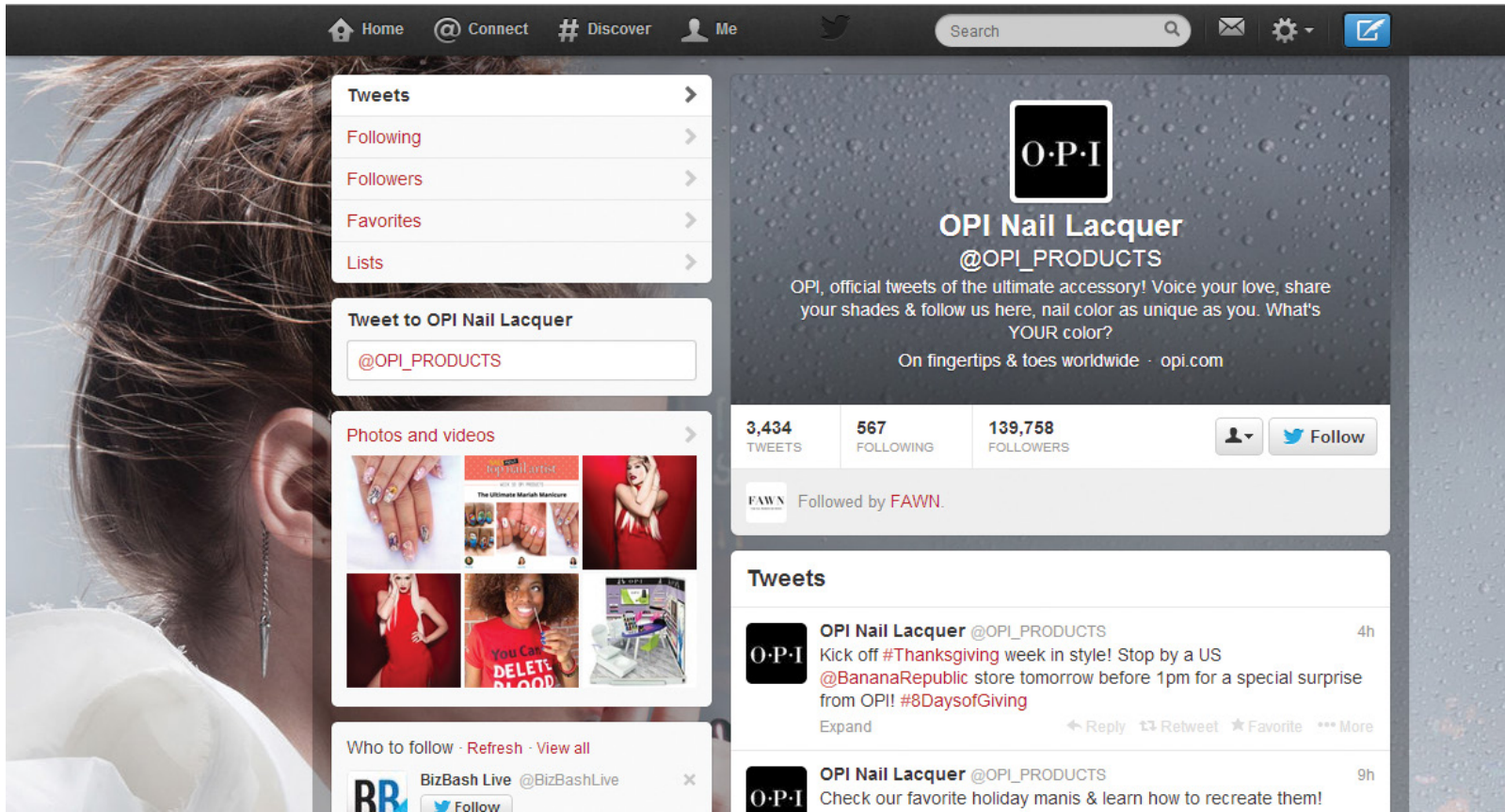
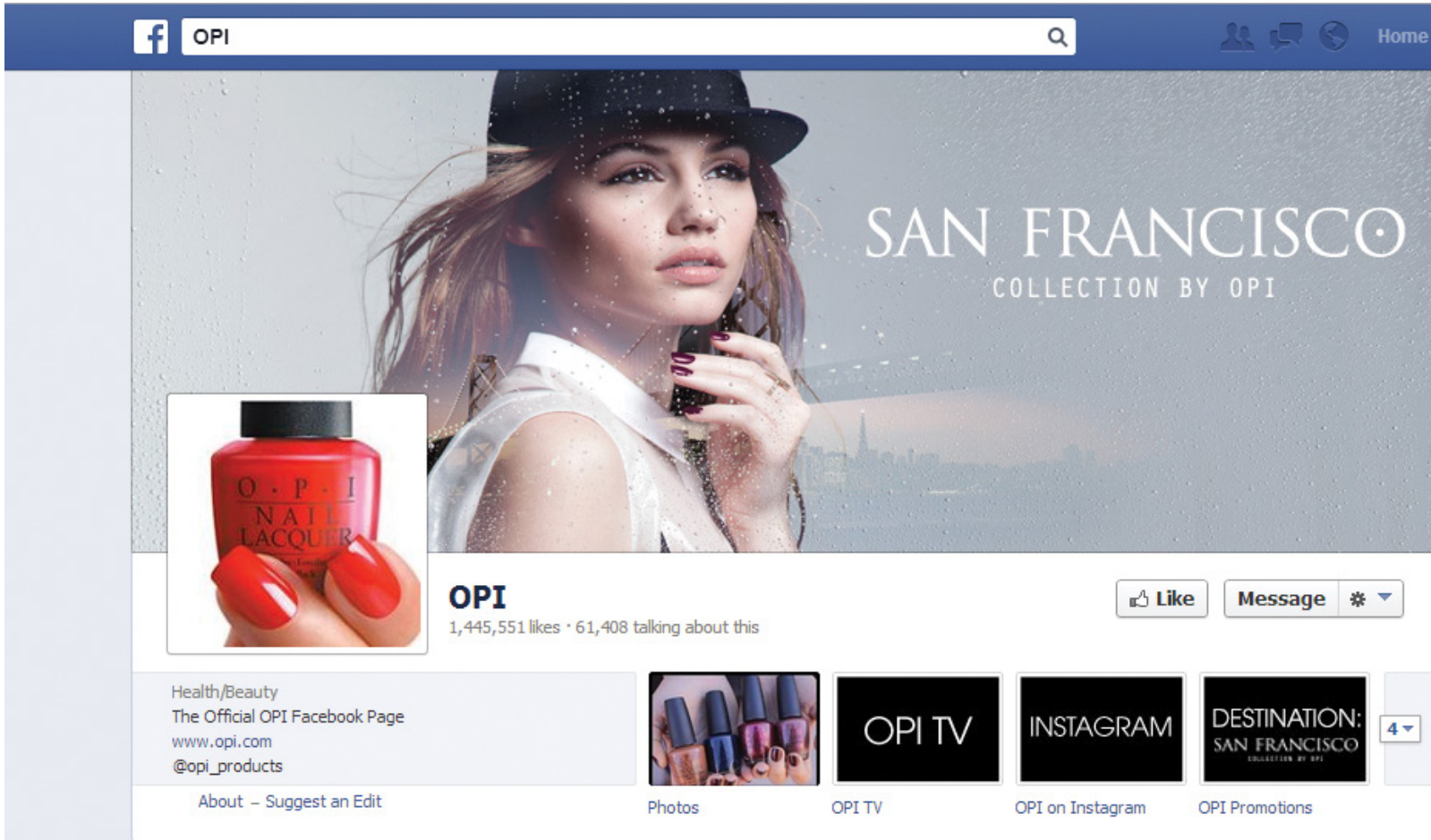


Figure 2: O.P.I Facebook Homepage



APPENDIX 5

Flow Chart advertising strategies

O.P.I MARKETING AND ADVERTISING CAMPAIGN FLOWCHART

MEDIA OUTLETS	14-Jan	14-Feb	14-Mar	14-Apr	14-May	14-Jun	14-Jul	14-Aug	14-Sep	14-Oct	TOTAL	NOTES	
EVENT													
World Master Fashion Week 2014 Booth at the Event (Showcasing Product)										\$254,529 10,000	\$254,529 \$10,000	Note: Cost to be an event sponsor Note: \$2,000/day for a 5 day event	
PRINT													
Flare		\$19,540	\$19,540	\$19,540	\$19,540	\$19,540	\$19,540	\$19,540	\$19,540	\$19,540	\$175,860	Note: 1 Month- Full Page Advertisement	
Elle Canada		\$18,870	\$18,870	\$18,870	\$18,870	\$18,870	\$18,870	\$18,870	\$18,870	\$18,870	\$165,830	Note: 1 Month- Full Page Advertisement	
LOU LOU		\$17,526	\$17,526	\$17,526	\$17,526	\$17,526	\$17,526	\$17,526	\$17,526	\$17,526	\$157,734	Note: 1 Month- Full Page Advertisement	
Vogue		\$166,783	\$166,783	\$166,783	\$166,783	\$166,783	\$166,783	\$166,783	\$166,783	\$166,783	\$1,501,047	Note: 1 Month- Full Page Advertisement	
Ticketmaster.com (ticketBacks)	64,814 Tickets Sold	64,814 Tickets Sold	64,814 Tickets Sold	64,814 Tickets Sold	64,814 Tickets Sold	64,814 Tickets Sold	64,814 Tickets Sold	64,814 Tickets Sold	64,814 Tickets Sold	64,814 Tickets Sold	\$350,000	Note: Based on 5,833,333 tickets sold at \$0.12	
Ticketmaster.com (ticketFast)	41,666 Tickets Sold	41,666 Tickets Sold	41,666 Tickets Sold	41,666 Tickets Sold	41,666 Tickets Sold	41,666 Tickets Sold	41,666 Tickets Sold	41,666 Tickets Sold	41,666 Tickets Sold	41,666 Tickets Sold	\$450,000	Note: Based on 3,750,000 tickets sold at \$0.06	
ONLINE													
YouTube					600,000 Clicks	600,555 Clicks	600,555 Clicks	1,200,000 Clicks	1,500,000 Clicks	1,500,000 Clicks	1,500,000 Clicks	\$1,500,000	Note: Cost determined by 6,000,000 clicks or views, over 200 days.
SOCIAL MEDIA													
Facebook						24,000 Clicks	24,000 Clicks	24,000 Clicks	24,000 Clicks	24,000 Clicks	24,000 Clicks	\$420,000	Note: Based on 120,000 clicks at \$3.50/click over 5 month period.
Twitter	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE		Note: 250 day campaign; free
Instagram	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE	FREE		Note: 250 day campaign; free
Online Contest		\$15,000										\$15,000	Note: This contest is valued at \$3,000/person + guest including airfare, hotel accommodations, \$500 spending cash, O.P.I SWAG, VIP access to MasterCard Fashion Week. (5 contest winners)
											\$5,000,000		

Figure 3: O.P.I Kardashian Family Print Advertising

Nicole
by O.P.I

KARDASHIAN KOLOR

Sizzle into spring with stylish shades inspired by everyone's favorite TV family!

Fall in love with the entire Kardashian Kolor collection!

Visit us at
nicolebyopi.com

Find us on:
f t

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Figure 4: O.P.I Print Advertising



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