

Four Print Ads  
Wet n Wild, Glory Foods

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SMAD 342  
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## **Wet n Wild Beauty**

Target: Beginner makeup gurus

- **Persona:** Hannah
  - Demographics: 14 years old, rising high school freshman, female, lower middle class family, single child with both parents
  - Geographic: East Coast, Pennsylvania
  - Psychographics:
    - Activities- Soccer, drawing, jewelry making
    - Interests- Hanging out with friends, watching popular TV shows, TikTok
    - Opinions- She wants to save money since she doesn't have a job, animal activist
  - Behavioral: She wants to stand out and express herself through her makeup

**Current mindset:** Hannah is looking to start doing her makeup but is overwhelmed with all the brand options. She only knows she wants something that is cost effective.

**Desired mindset:** We want Hannah to use Wet n Wild Beauty because they fit her needs and wants from a makeup brand. We want her to become excited about buying the brands makeup and look forward to testing out different products and techniques. We want Hannah's parents to know that Wet n Wild is a good beginner brand of makeup for their daughter to start using.

**Mindset towards the competition:** Hannah has been looking into using NYX makeup, but their products are on the higher end of her price range. Hannah has seen her friends use NYX makeup products and thinks they are a popular brand for girls her age.

### **Creative Strategy Statement/ Big Idea/ Consumer Promise/ Creative Concept:**

Wet n Wild makeup products allow Hannah to feel wildly confident in herself as well as using makeup.

### **Evidence:**

- Wet n Wild is 100% cruelty free.
- Inclusive to all skin types and colors.
- Low pricing is a key component to the company.

**Tone:** Light, Happy

**Target magazine:** 17 Magazine- Lots of pre-teens and teens read this magazine who might be interested in makeup



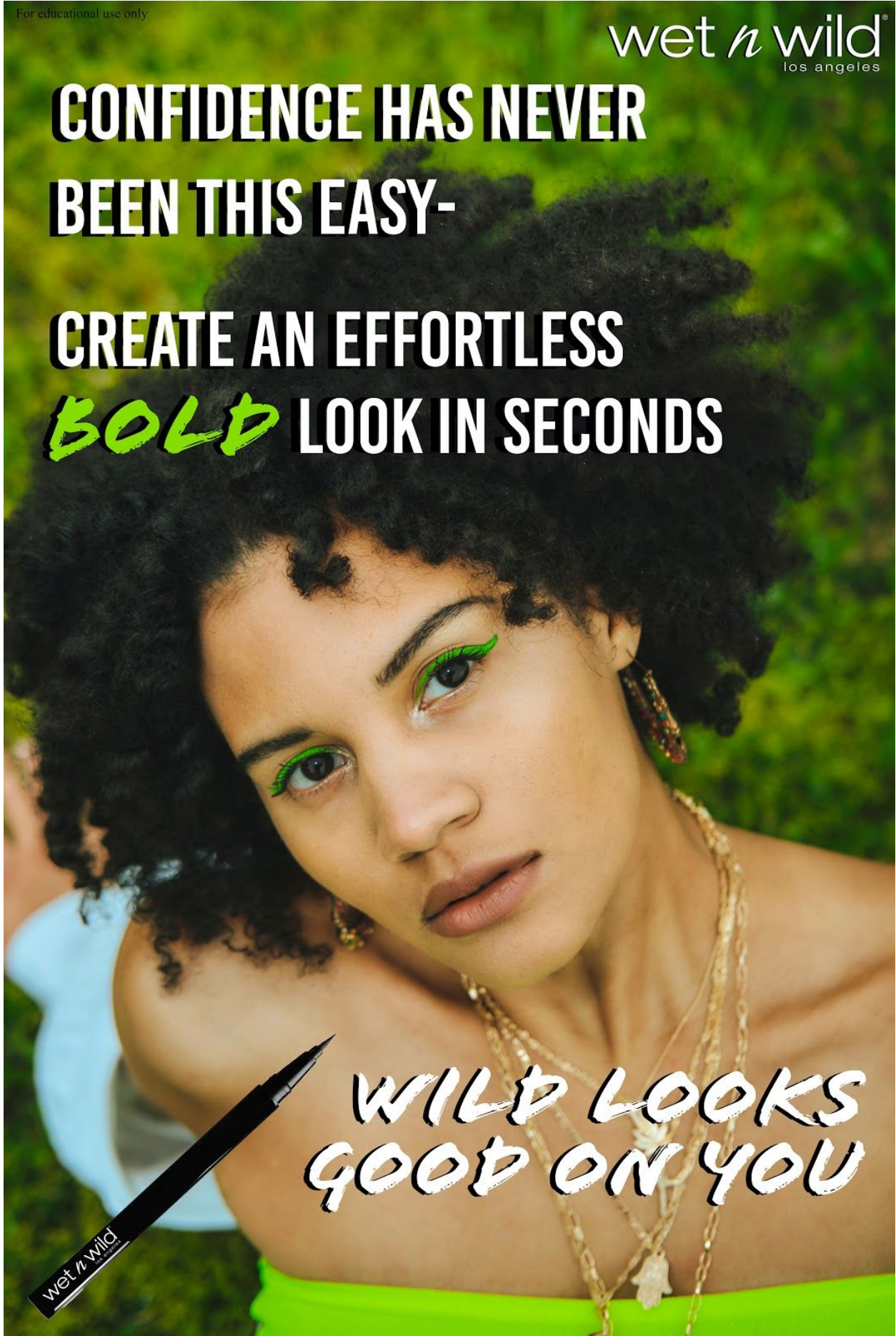
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wet n wild<sup>®</sup>  
los angeles

**CONFIDENCE HAS NEVER  
BEEN THIS EASY-**

**CREATE AN EFFORTLESS  
*BOLD* LOOK IN SECONDS**

**WILD LOOKS  
GOOD ON YOU**



For educational use only

CONFIDENCE HAS NEVER  
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CREATE AN EFFORTLESSLY  
"YOU" LOOK IN SECONDS

WILD LOOKS  
GOOD ON YOU

wet n wild  
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## **Rationale for Wet n Wild**

For the Wet n Wild campaign, we wanted to display the confidence that the target audience can feel in themselves and the application of the makeup. We emphasize the easy application and creative looks that you can make with the makeup. In the first advertisement we used a font that resembles the texturized look that is similar to writing with makeup, along with a standard Sans Serif font for the bulk of our copy. We also added a drop shadow to the text so that the text was easier to read. We chose a monochromatic color scheme that focused on green to make this ad more aesthetically pleasing. We included text and elements that were black and white to ensure our ad was not too overwhelming to the eye. We used a photo with a subject that draws attention, especially through her makeup, as well as including a photo of the product itself.

The second ad uses the same design elements such as fonts and a monochromatic color scheme to continue the same theme. This ad also focuses on the confidence our target market should have with themselves and applying the makeup. We included a photo of the product again to carry our design elements throughout the two ads. In this photo, we included a photo of a subject that is focused on her makeup. This helps connect our message and the visual we included.