

LAURA GELLER

CAMPAIGN TITLE:

GRWM For Work

Campaign Deliverables

- (1) RAW version of the above concept - meaning we want no music, no text overlays, logo watermarks (TikTok and Instagram logos)
 - Please film directly on your device (phone or camera) and not on the social media apps directly to ensure that you can save the raw footage before editing to upload
 - Do not send a screen recording as raw footage
- (1) EDITED version of the above concept - testimonial style
- (1) Before / After Image
- Video MUST be 30 seconds MIN, 60 seconds MAX to be able to be posted as reel/tiktok

About Laura Geller Beauty

Laura Geller Beauty delivers high-quality essentials that inspire 40+ women everywhere. Our pioneering products reflect the 25 years Laura has spent honing her craft behind the scenes and in front of millions on QVC. Trends change and formulas evolve, but great beauty tips never get old. Laura Geller Beauty are the pioneers of approachable beauty; creating products that are both high quality and genuinely easy to use, infusing everything we do with mature skin in mind. And recently, Laura Geller Beauty has made the decision to only feature models, influencers, and customers 40+ on our website and social media to give mature women a platform.

Product: [Daily Routine Kit](#)



Project Brief:

For this campaign, we'd like a video of you applying the **Daily Routine Kit** while giving a single testimonial, conversational angle highlighting why our kit is best to apply for your work day. In a GRWM, we would like you to discuss how to use the kit to prepare for a workday, as a working mom. We'd want you to discuss how and why baked makeup is better, as well as how the **Daily Routine Kit** has positively transformed your skin for your workday. The incorporation of before, during, and after images is important here.

Speaking Points:

Daily Routine Kit

- Non-Cakey
- Durable Wear
- Effortless Application
- Light to Medium Coverage
- Perfect Everyday Kit for Skin
- Melts into Mature Skin
- Smooths Fine Lines & Wrinkles

Application:

- For LIGHT coverage, swirl the [Retractable Kabuki Brush](#) onto the powder, then sweep it across your face. Blend outward and upward.

- For MEDIUM coverage, use the [Retractable Kabuki Brush](#) with the sleeve pulled almost all the way up for denser bristles, and press (don't swipe) the powder onto your skin
- For HIGHLIGHT, using French Vanilla, wisp across the highest point of cheekbones, the tip of the nose, and Cupid's bow.
- For BLUSH, using Tropic Hues, dust on the apples of your cheeks gracefully.

Topics to Address

PRIMARY:

- Why this **Daily Routine Kit** is the best for a work GRWM.
- Why using this **Daily Routine Kit** has all the essentials for your work day.
- How this **Daily Routine Kit** has transformed your daily work makeup routine, as a working mom.
- How to use this **Daily Routine Kit** to get ready for work.
- How long-lasting the **Daily Routine Kit** stays on throughout your workday, incorporating shots from beginning to end of the day.
- How baked makeup doesn't crease/case and liquid does, allowing it to last through a full work day.

SECONDARY:

- The feel and weight of the foundation
 - Feels like skin + is lightweight
- The ease of blending and application
- How flawless the look comes out
 - Emphasizing how quick and easy the **Daily Routine Kit** is to use as a working mom.
- Be sure to introduce the products by their name and shade when using them for the first time in the video. Please swatch/apply all shades provided.

Wardrobe Requirements

- Must be wearing a **neutral color top**. If bottoms are showing plain jeans or black slacks will work. No clothing with bright colors or patterns.
- Nails must be groomed. Please try to have clean cut short nails preferably in a neutral color.

Video Requirements (PLEASE READ)

- DON'T send dark, poorly lit videos/photos or content with a filter
 - DON'T send videos/photos featuring product packaging or mailers (boxes, bubble wrap, packing peanuts)
 - DON'T send videos/photos showing un-photogenic places (i.e. a toilet, messy rooms)
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- DO shoot in an organic style
 - DO shoot with your face close to frame
 - DO always have products in frame (being held in hand) and/or in-use (applying) when speaking about the product benefits
 - DO make sure products are cleaned off if showing product closeups.
 - Please dust off inside mirror and surrounding rim of any powder products
 - Please clean nozzle of any liquid products (i.e. primer)
 - DO make sure the brand logo/product name is facing forward and legible if you are showing products
 - DO send videos in an indoor setting with good lighting
 - DO take off your glasses (if applicable) when showing the final look
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Timeline and Deadline

****Please discuss deadline with Laura Geller Beauty representative****