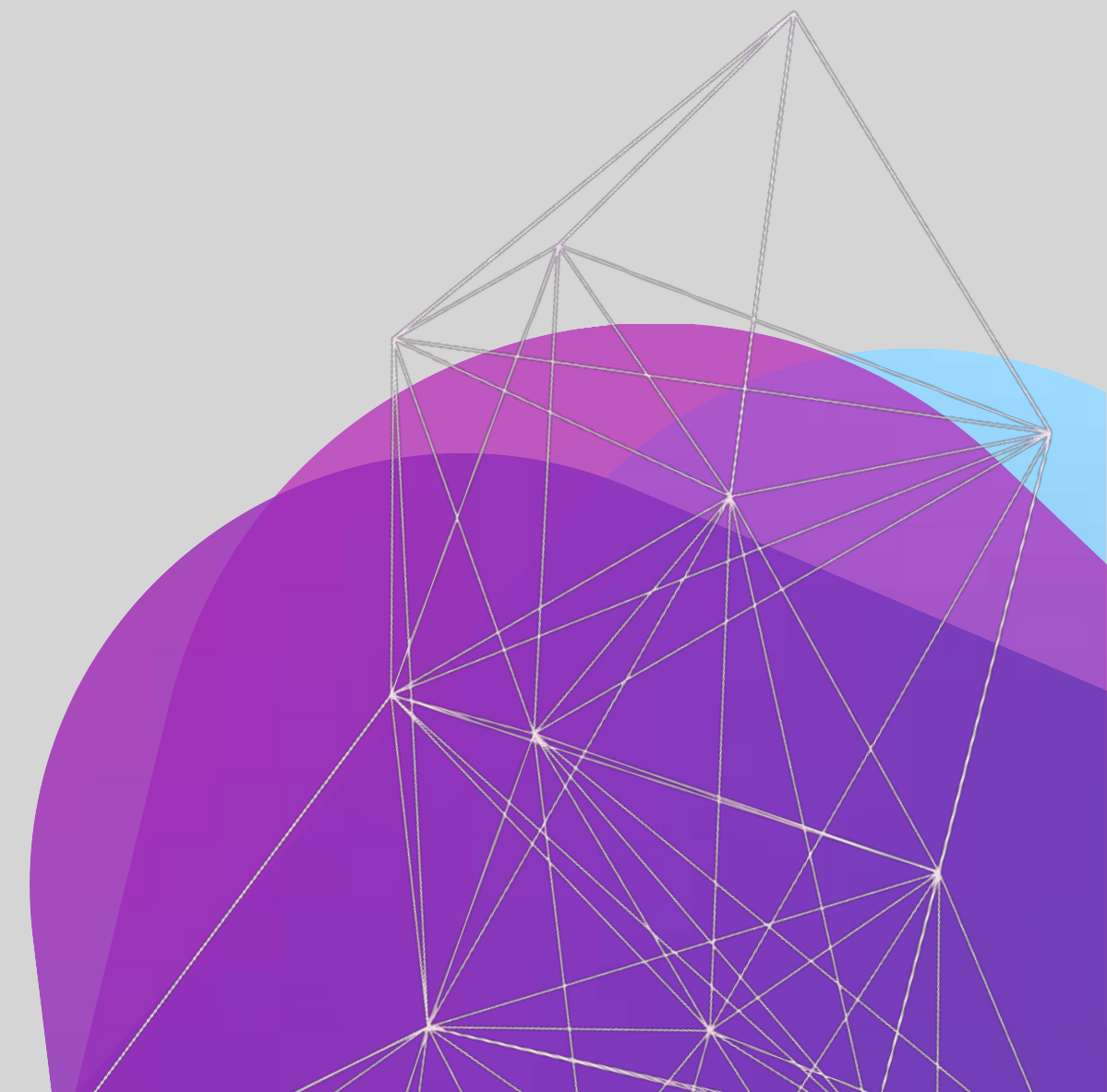




BRANDING & CAMPAIGN

P R E S E N T A T I O N



STUDY1





THE BRAND MANIFESTO

EB ADVANCE KNOWS THAT A WOMAN WITH CONFIDENCE IS
A WOMAN WHO SHINES — IN HER BEAUTY AND IN HER ABILITY:
TO SHAPE STANDARDS, BLEND STYLE AND SIMPLICITY,
AND DEFINE TRUE BEAUTY.

IT IS OUR MISSION TO EMPOWER THEM
AS THEY MAKE THEIR MARK, ONE STROKE AT A TIME.

BY ACCENTUATING THE POWER OF FEMININITY,
WOMEN WON'T JUST SHOW CONFIDENCE—
THEY WILL WEAR IT AND OWN IT.



 ADVANCE

MASTER
your BEAUTY



THE VOICE OF MASTER YOUR BEAUTY

Tone: EXPERT

Having and involving special knowlege

Skillfull and Accomplished

EMPOWERING

Shows strength and determination

Expert + Validating

To confirm and assert or to declare positively

Sculpt your
Strength

RELEVANT

Current and on-trend

Expert + Inviting

Offering the promise of an enjoyable experience

Mould your
mood today

RELATABLE

Social

Expert + Social

connected and sense of community

Empowered women,
Empower women



INTEGRATING THE VOICE OF MASTER YOUR BEAUTY

EYES



Shape in
Style

LIPS



Shine in
every Shade

FACE



Blend to
Stand Out

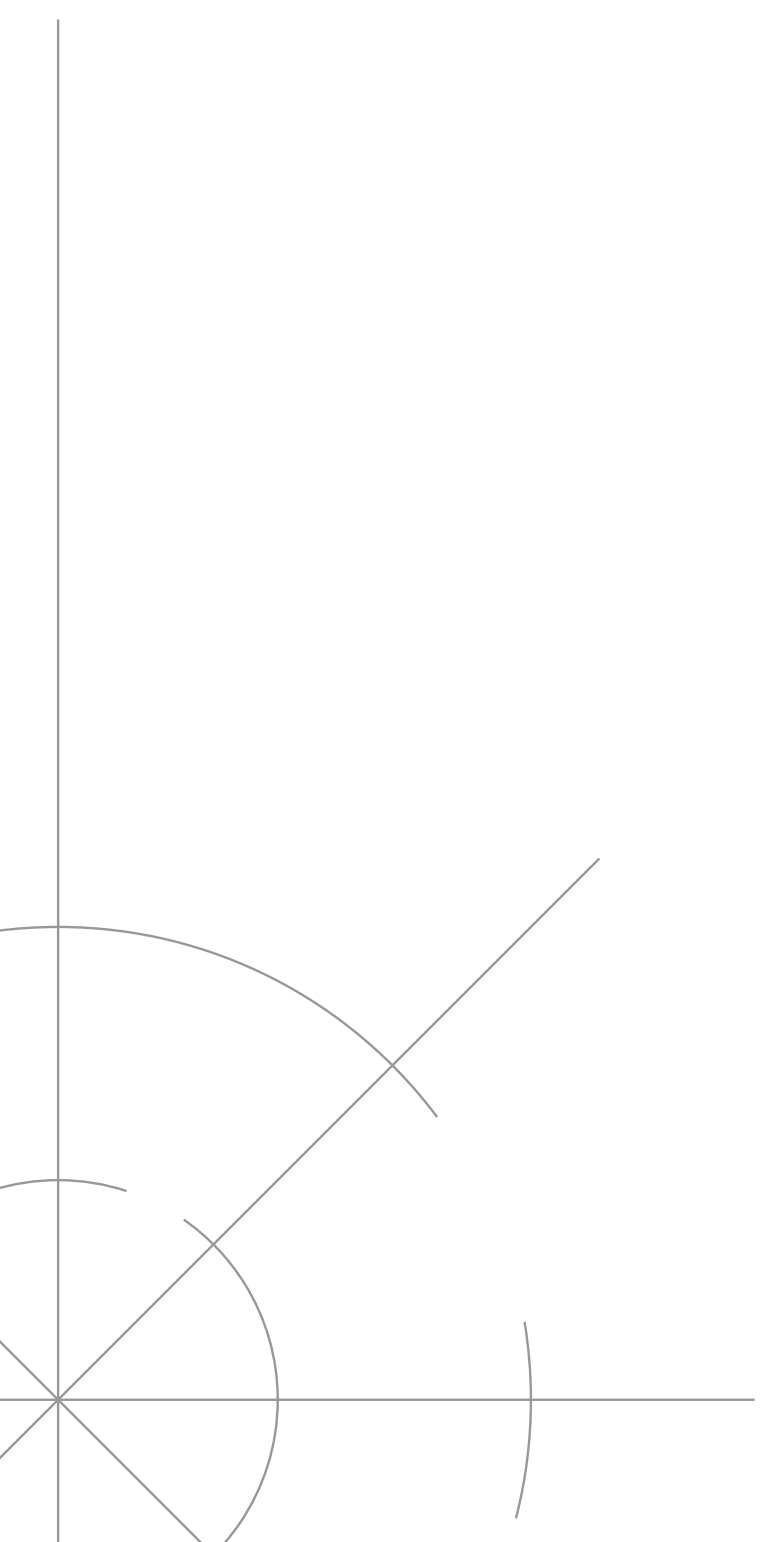


LOGO AND CAMPAIGN TAGLINE LOCKUP

The new tagline 'Master your Beauty' is written with the new typeface Opti Baker Danmark One to give it an elegant and premium look

 ADVANCE

MASTER
your BEAUTY





TYPEFACE

FONT NAME:

Oti Baker
Danmark One

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

Avante Garde

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z





CONCEPT

When shooting the models their attitude & expression should be confident, strong, and poised.
They should be captured in studio in plain background with clean and bright lighting close to natural.
Their makeup should be symmetricla and luminous.

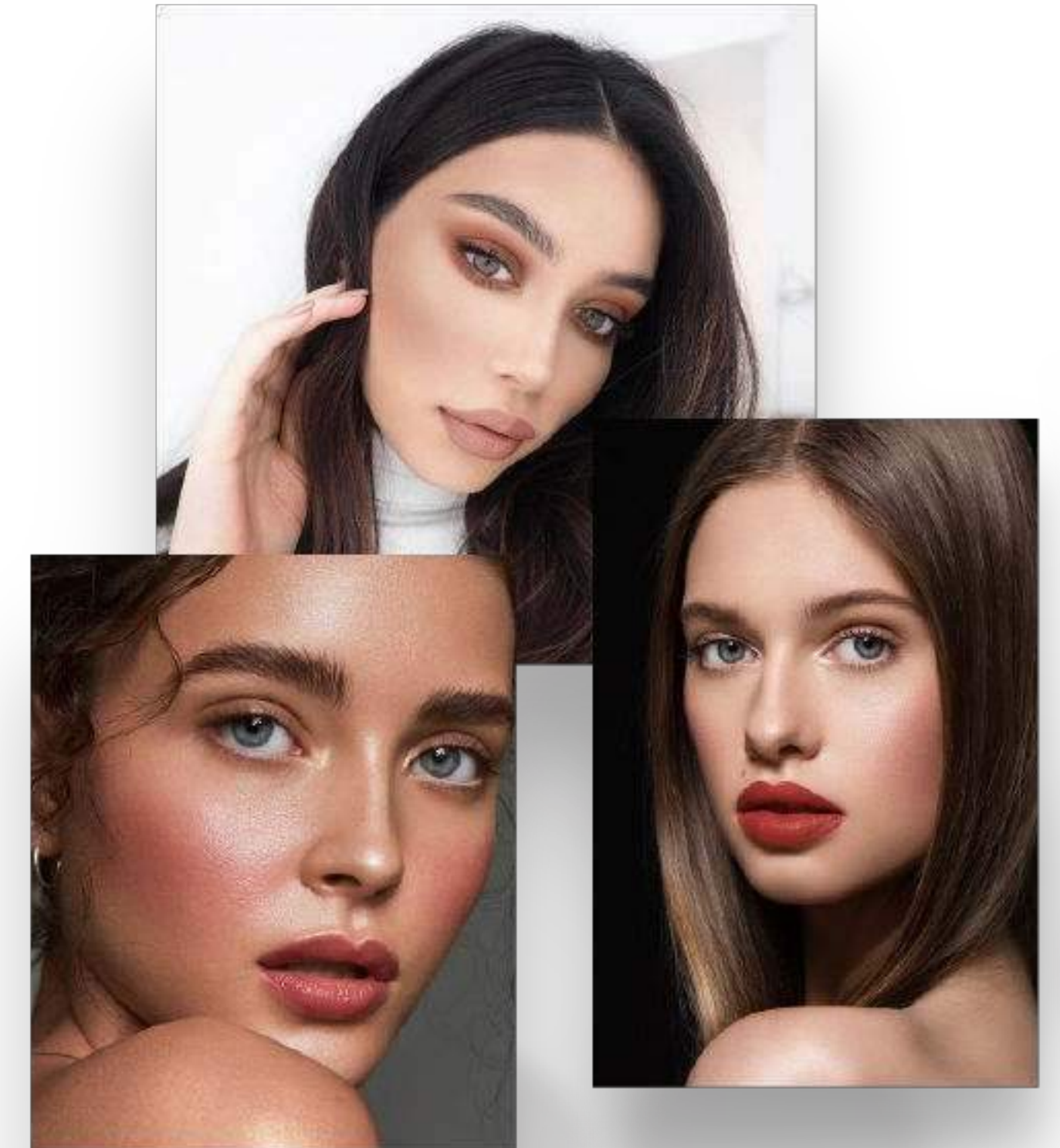
ATTITUDE & EXPRESSION



LIGHTING & BACKGROUND



MAKEUP

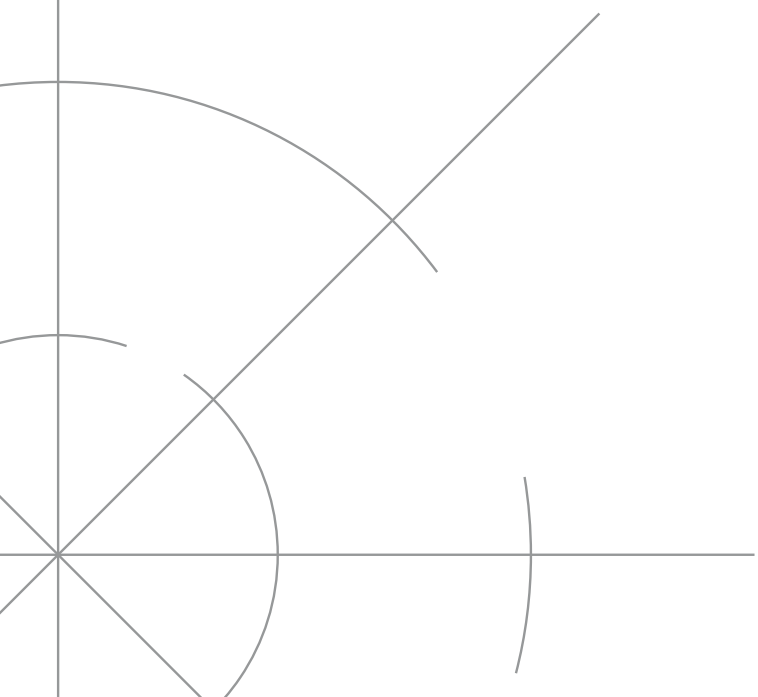




ATTITUDE & EXPRESSION

The models featured should exude confidence, strength, and poise.

Strong
Confident
Elegance
Graceful

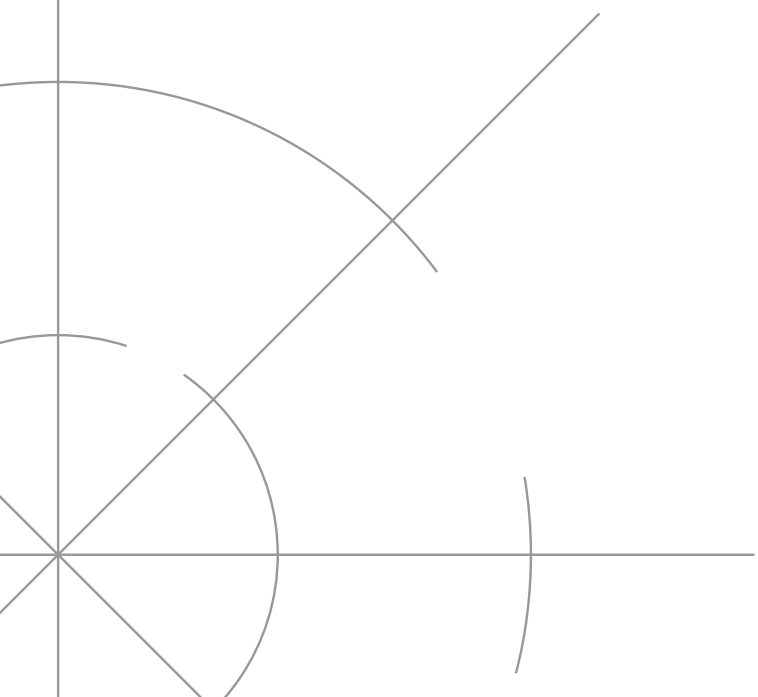




LIGHTING & BACKGROUND

Models should be captured in studio with plain background and with clean and bright lighting.

**Well Lighted
Plain Color Background
Less Shadows**

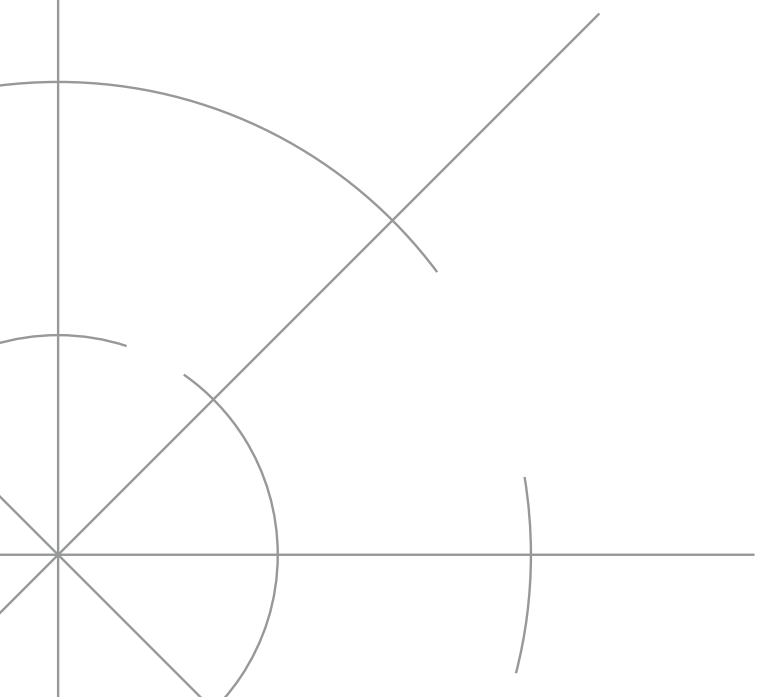




MAKEUP DIRECTION

Their makeup should be symmetrical and luminous.

Trendy
Fresh
Symmetrical
Luminous




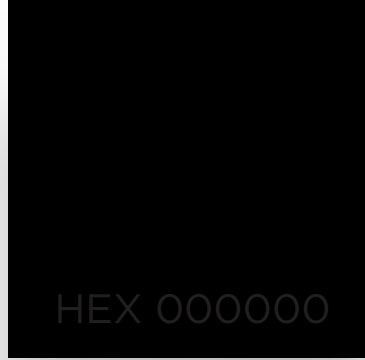
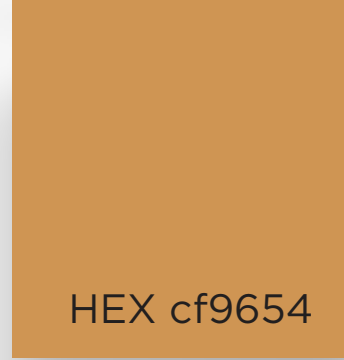
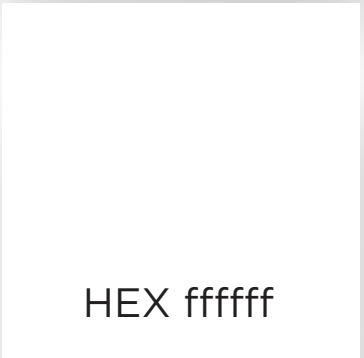
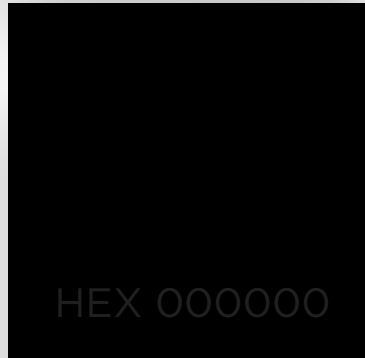
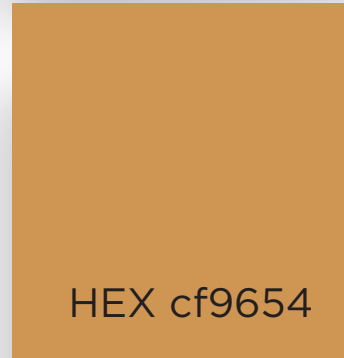


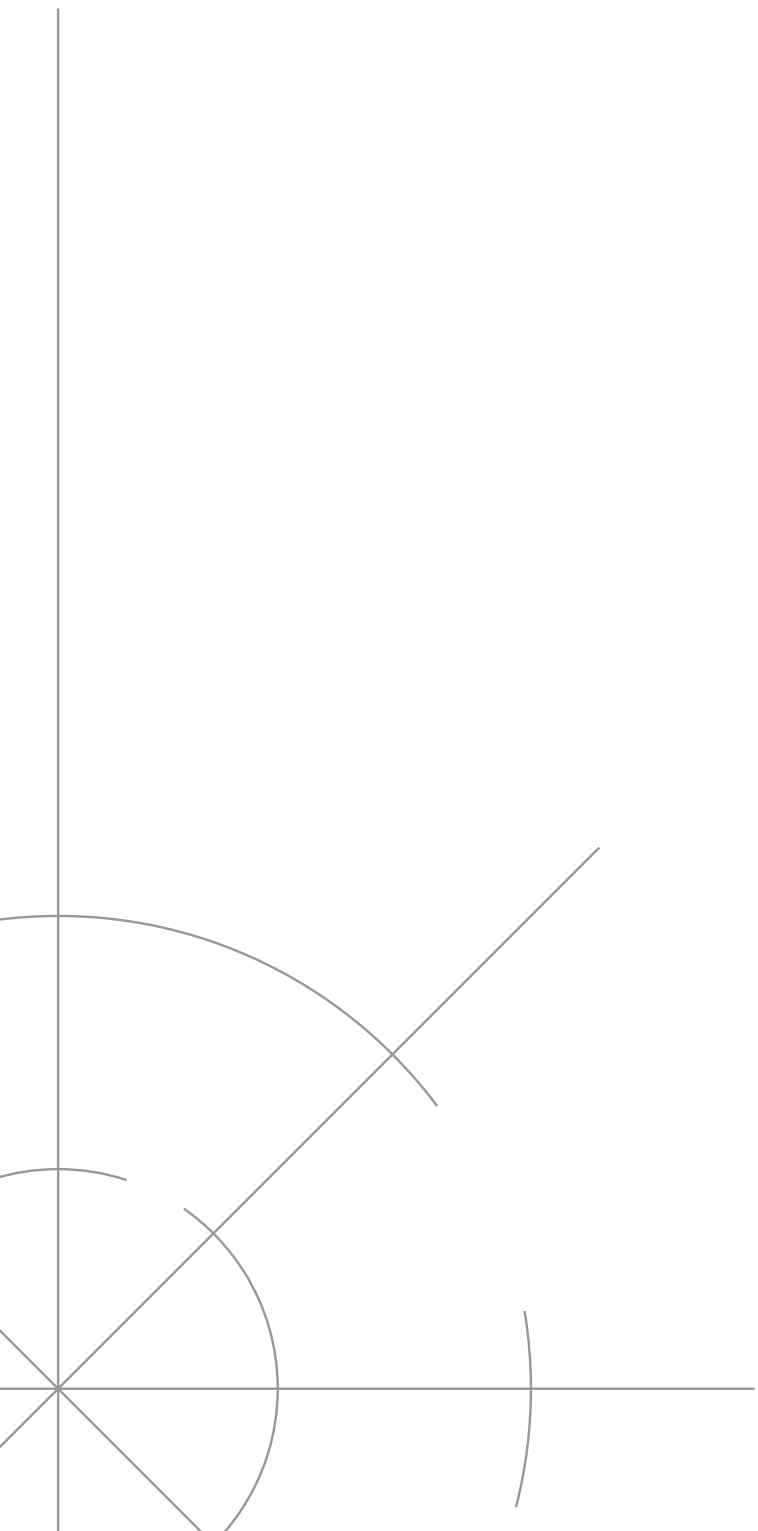
COLOR PALETTE

Color for type of background

HEX cf9654		=
HEX acadae		=

Color for type of background

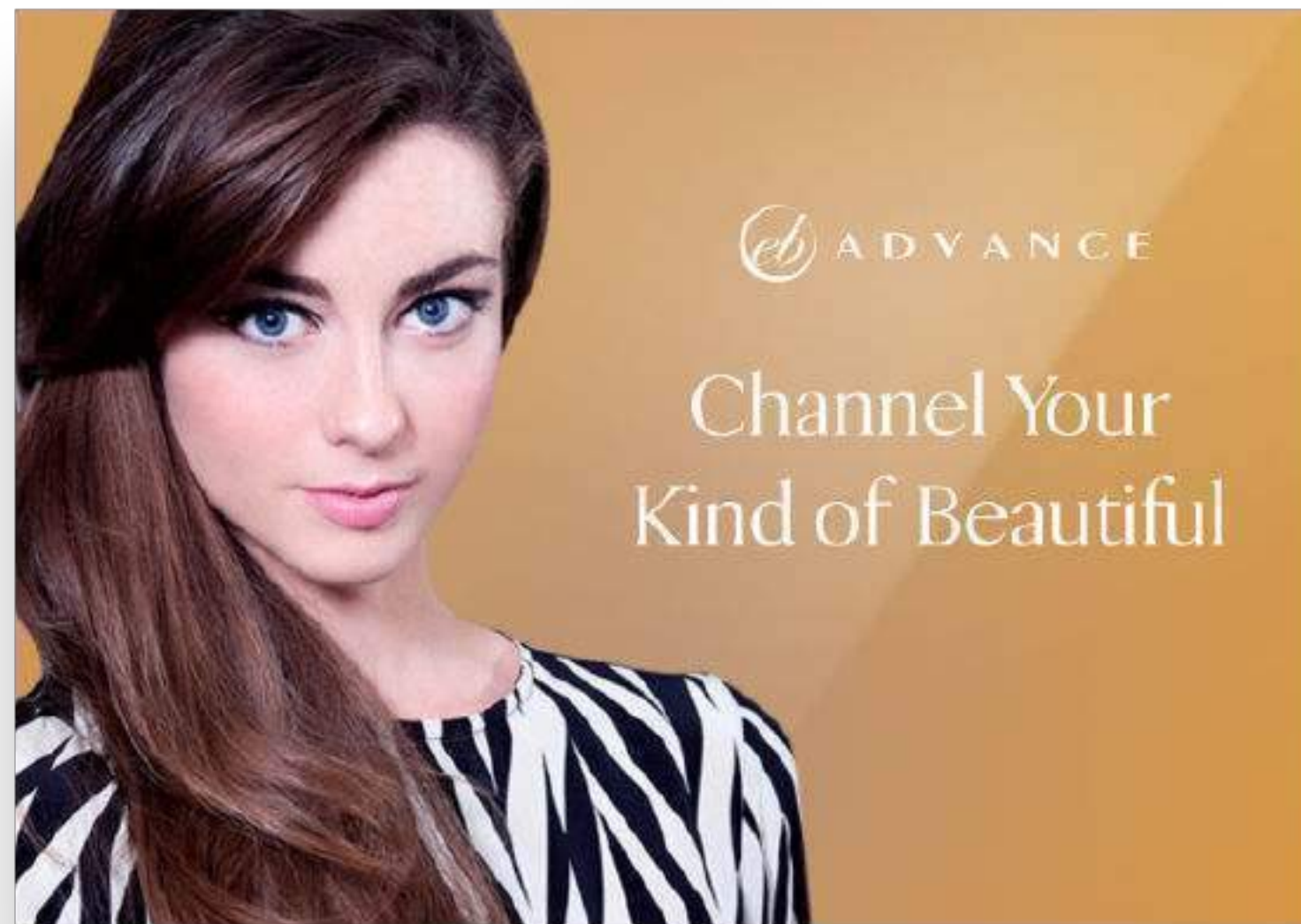
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HEX ffffff		HEX 000000		HEX cf9654	



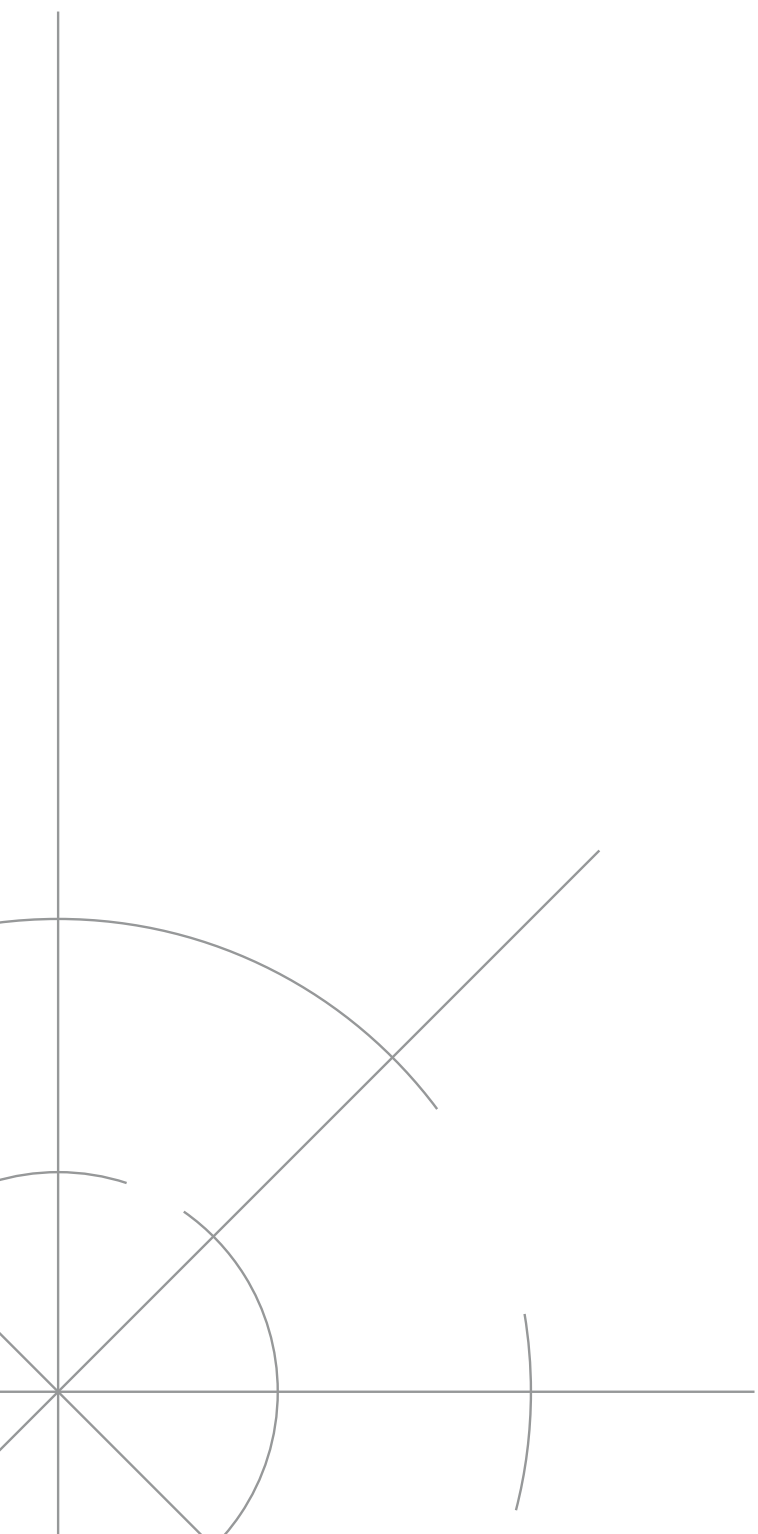


COMBINING COLOR AND IMAGE

Example 1



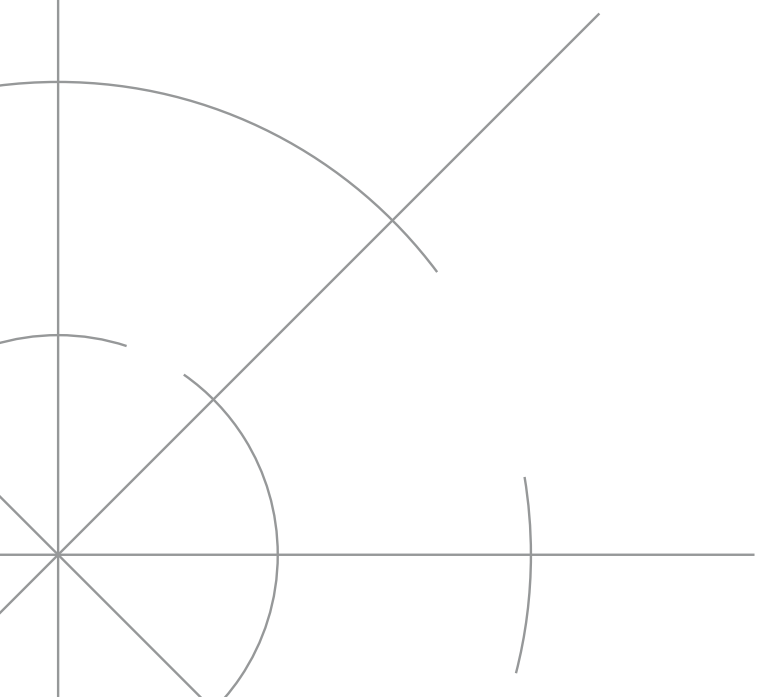
Example 2





PRODUCT SHOT PHOTO DIRECTION

**Clean
Well-lit
Arranged
Composed**





PRODUCT SHOT

Create Beautiful in Every Angle.

MASTER *your* BEAUTY



eb ADVANCE

KEY VISUAL



PRODUCT SHOT ALTERNATE EXECUTION

Create Beautiful in Every Angle.

MASTER *your* BEAUTY



eb ADVANCE

KEY VISUAL ALTERNATE TREATMENT



eb ADVANCE

Know the brow code

SHAPE DEFINE

FILL LOCK

Medium brown

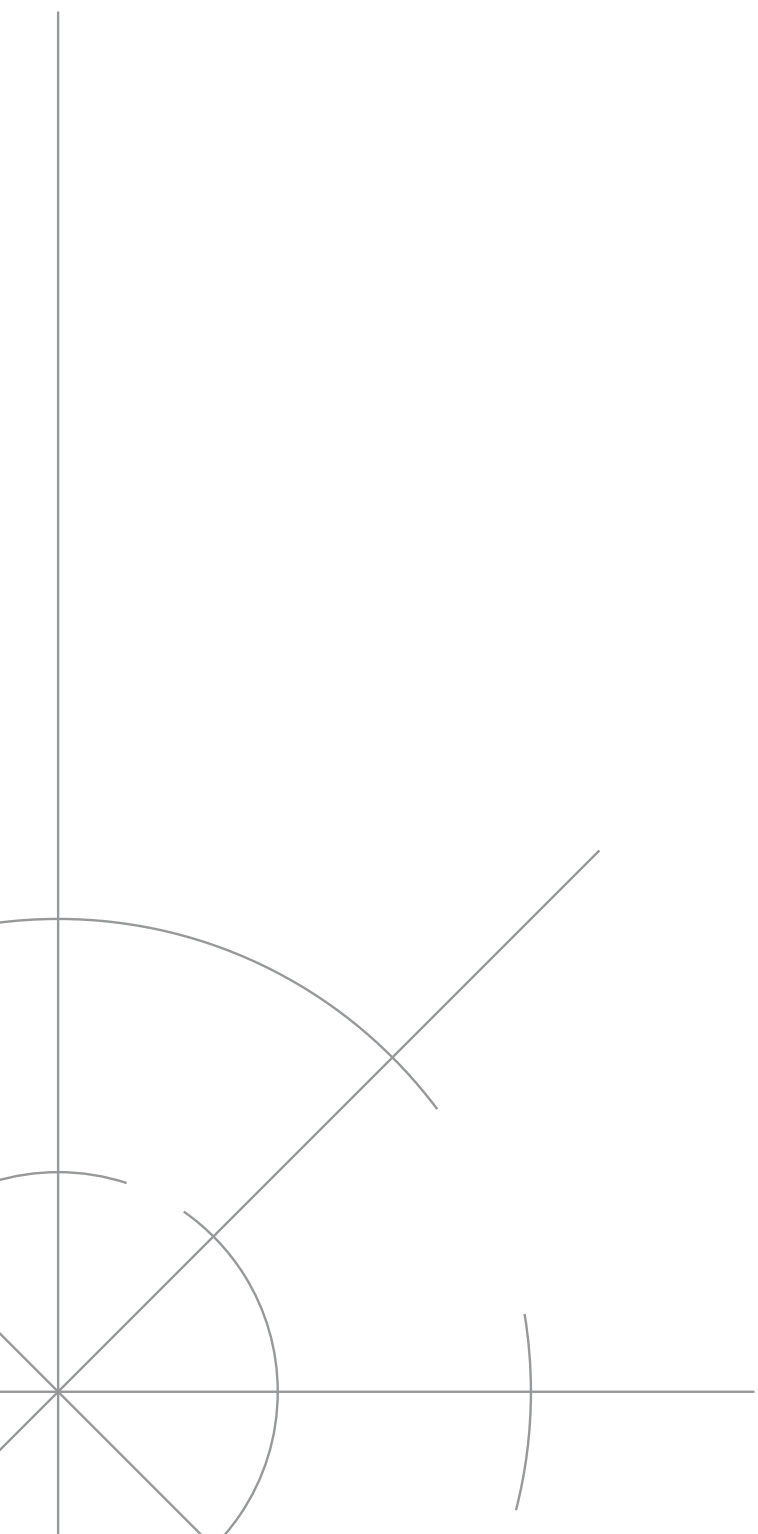
ADVANCE

ADVANCE

ADVANCE

ADVANCE

The advertisement features a woman with dark hair and blue eyes, with golden digital simulation lines overlaid on her face. To her right is a four-step brow tutorial grid. Below the grid are the products used: a brow palette, a mascara, a brow gel, and a brow pencil. The woman is holding a white pencil with a brown tip, labeled 'Medium brown'.



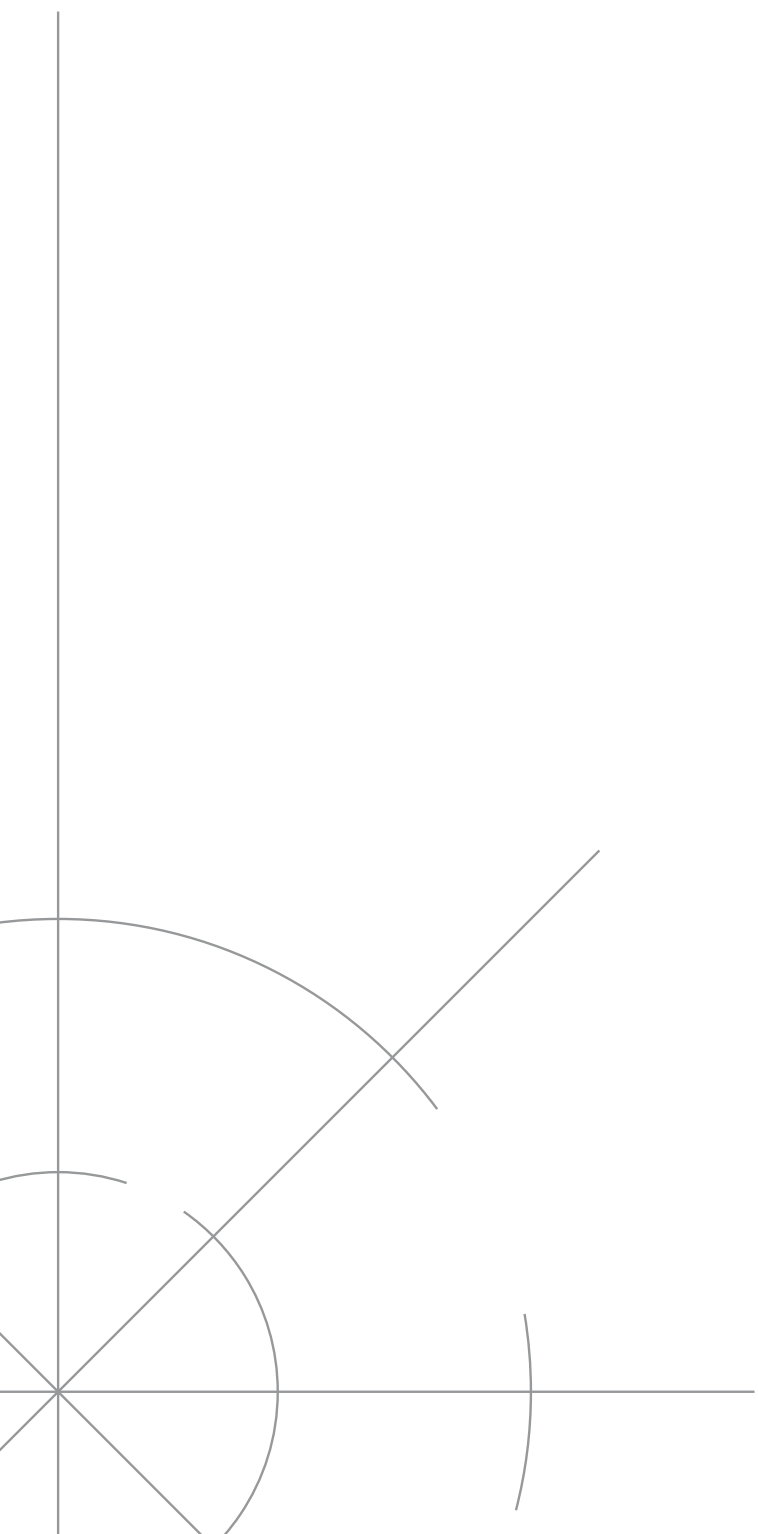


eb ADVANCE

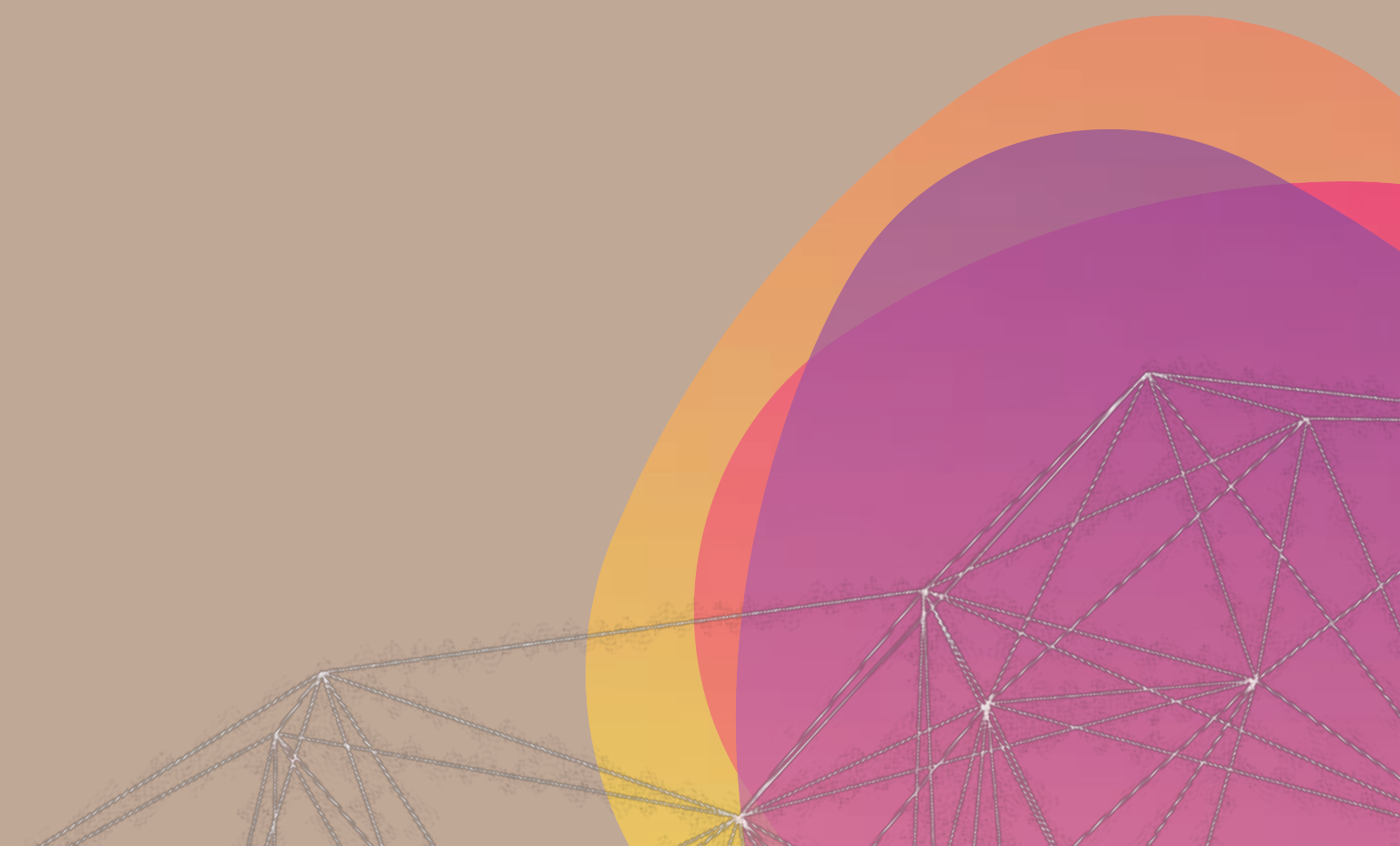
Get into the
right shape

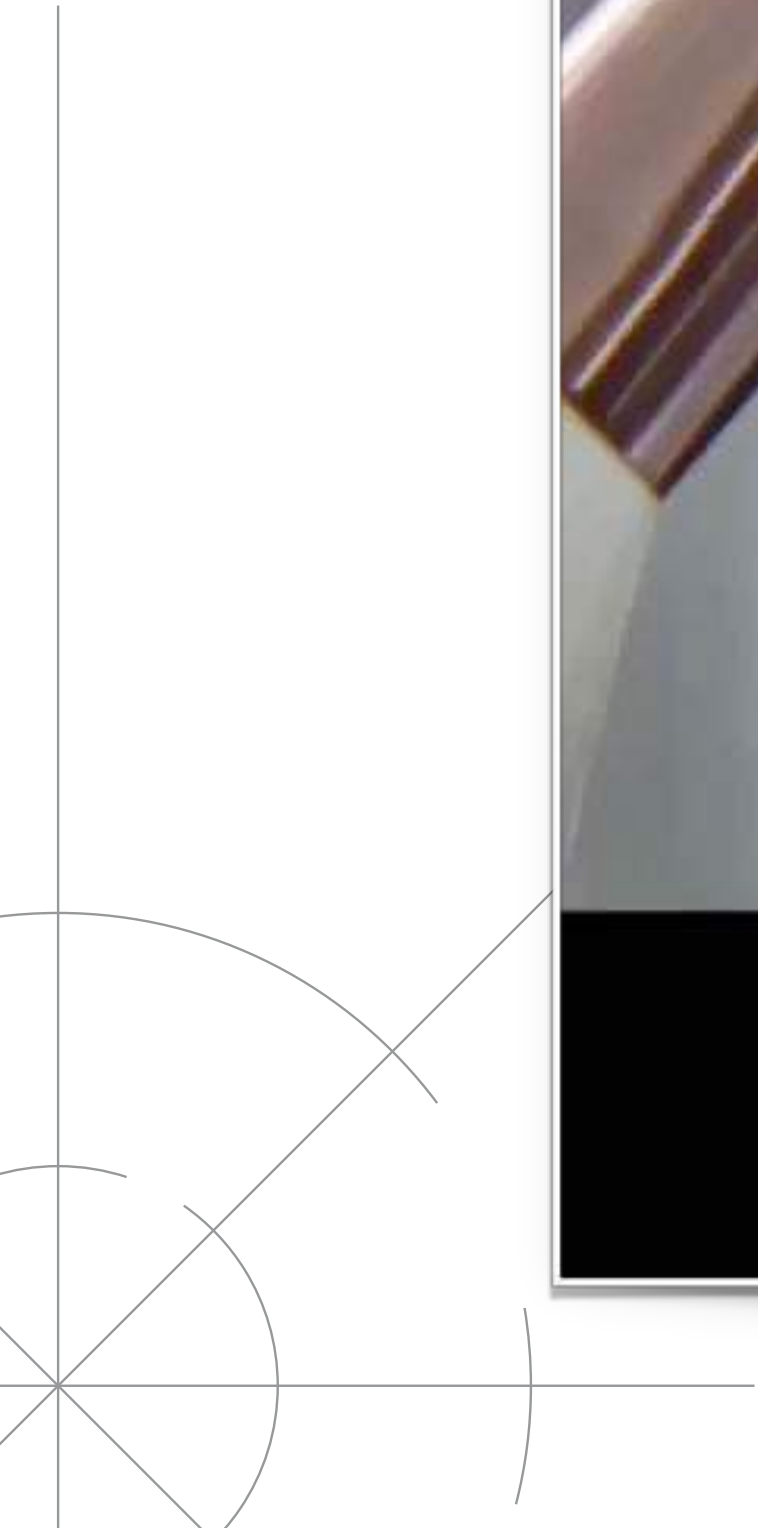
A portrait of a woman with dark hair pulled back, wearing a black top. A thin gold square frame is superimposed over her face, highlighting its square shape. The background of the portrait is a solid light brown color.

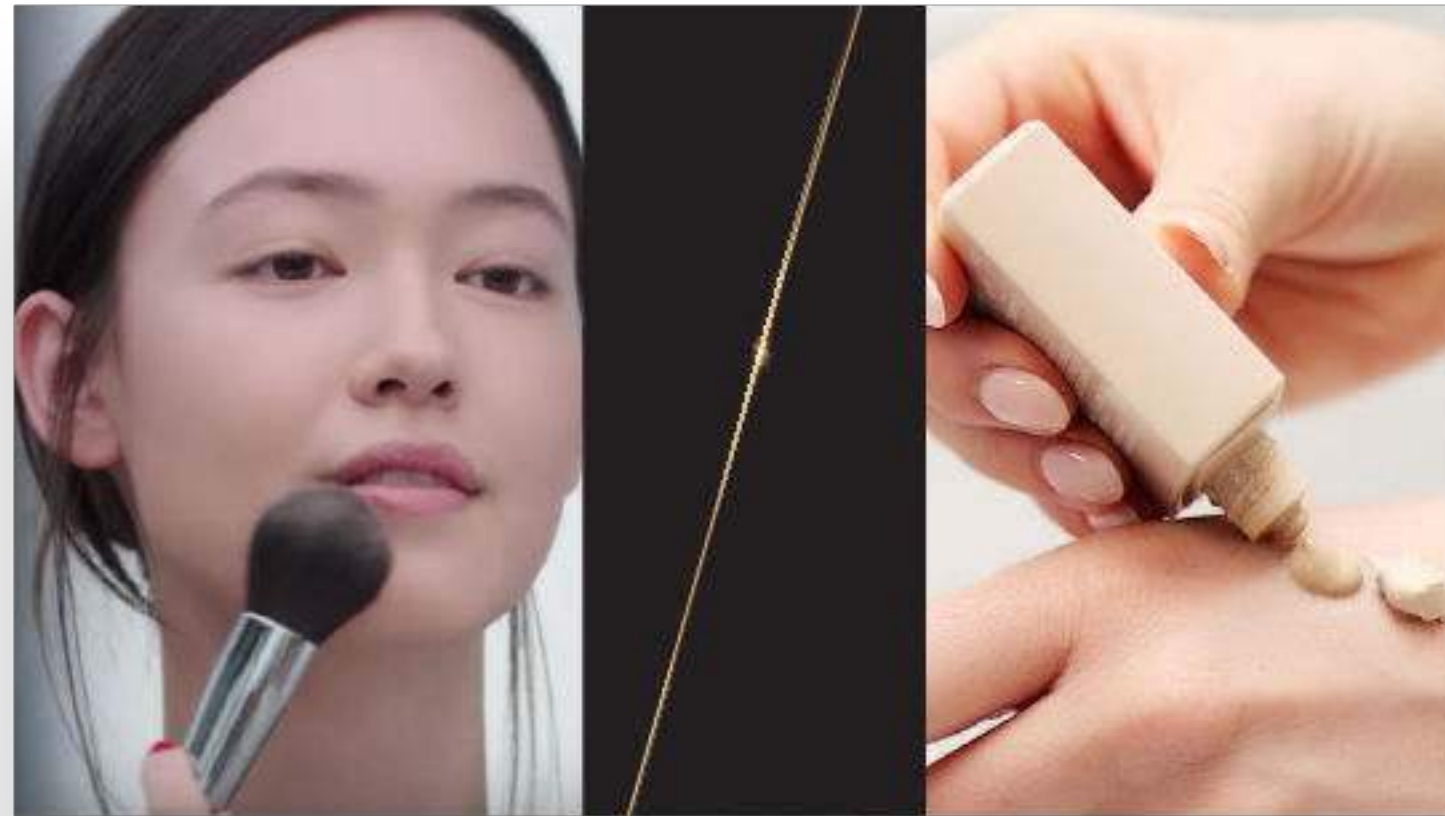
square



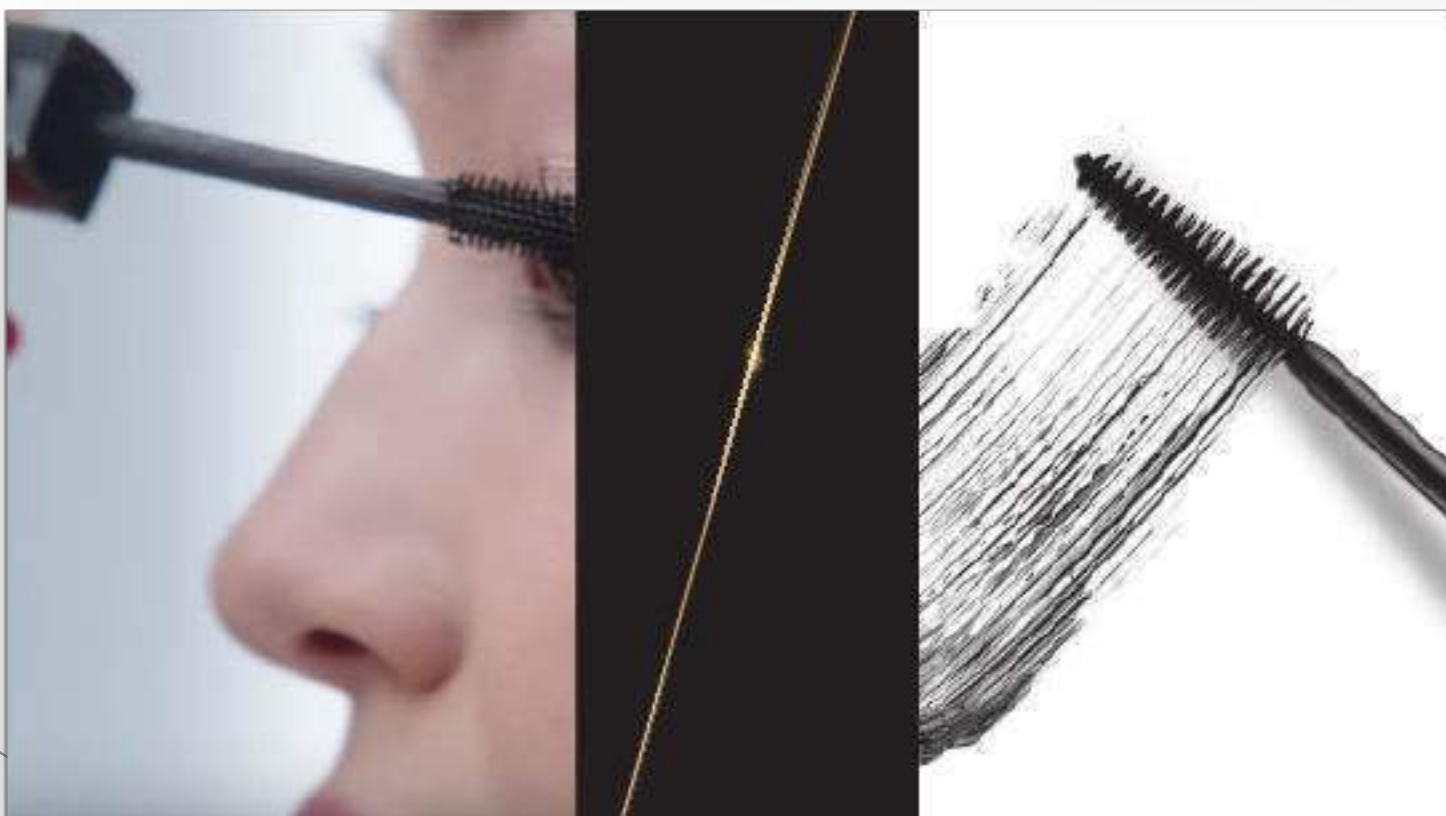
VIDEO CONTENT STUDY







WOMAN is sitting in front of a vanity mirror. Split screen of WOMAN squeezing make-up foundation, applying contour make-up, product shot. Close-up shot of WOMAN blending the contour make-up. Zoom out to reveal WOMAN is presenting in a board room as projector light accentuates her make-up.



Split screen of WOMAN applying mascara on cloth, applying eyeliner, product shots. Close-up shot of WOMAN applying wing-tip eyeliner. Zoom out to reveal WOMAN taking a fierce selfie with girl friends at a party.

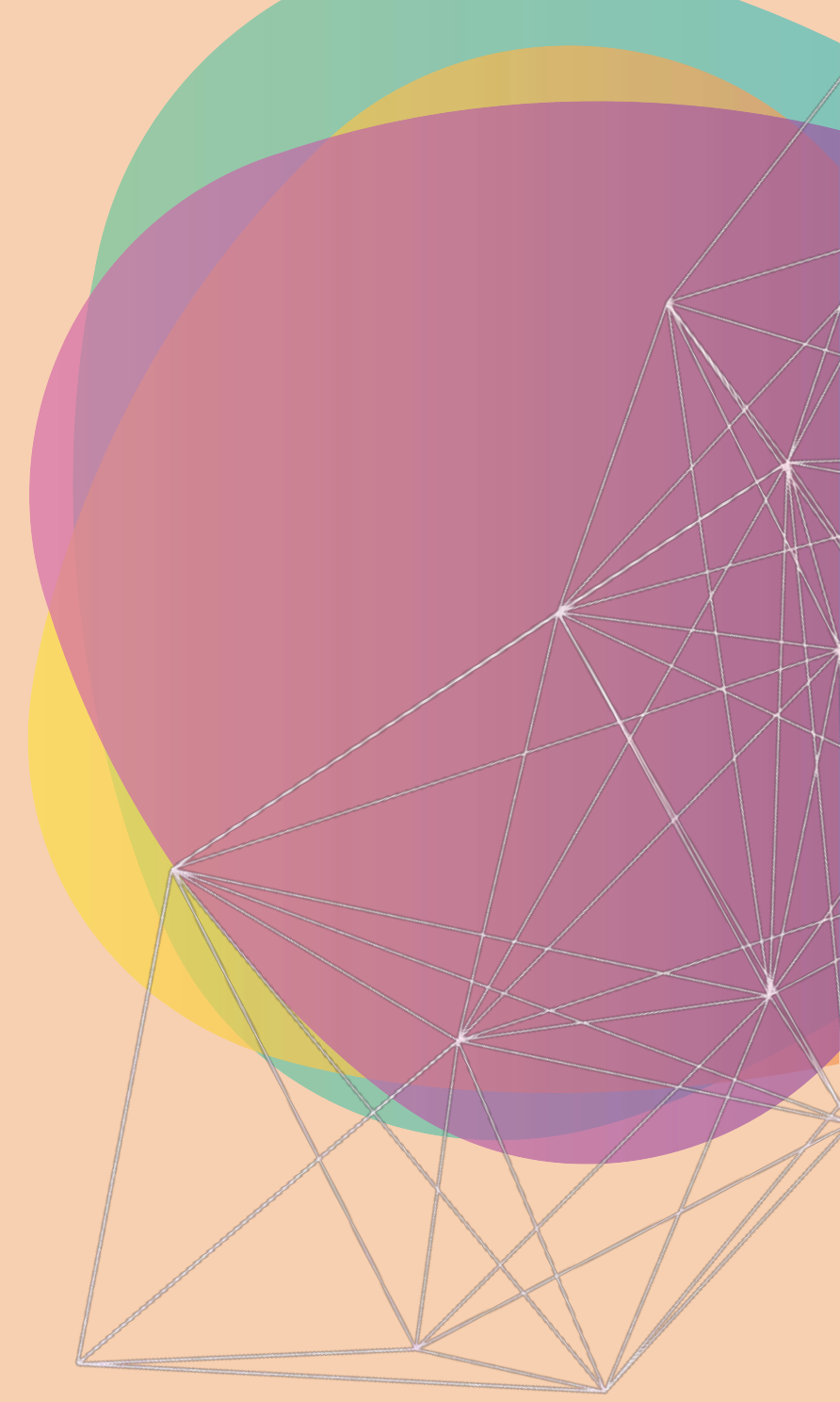


Split screen of WOMAN swiping lipstick on her hand, twisting lipstick bottle, applying lipstick, product shot. Close-up shot of WOMAN doing one last swipe on lips then smiling. Zoom out to reveal WOMAN walking confidently down the street, smiling and sharing a glance with a MAN walking past her. MAN turns his head and looks back at her.



WOMAN finishes doing her make-up. She flashes a confident smile and leaves. Shot of empty chair and vanity mirror. EB Advance logo appears.

STUDY2





THE BRAND MANIFESTO

EB ADVANCE ENVISIONS A FUTURE THAT IS FEMALE-FUELED.

WE WANT WOMEN FROM ALL WALKS OF LIFE TO CELEBRATE AND EMBRACE THE BEAUTY THAT MAKES THEM STRONG, SEXY AND UNSTOPPABLE. EB ADVANCE'S PURPOSE IS TO **UNLEASH** BOTH THE BEAUTY AND THE BEAST FROM WOMEN WITHIN.

BECAUSE BEYOND BEING A BEAUTY,

WOMEN ARE BEASTS WHEN THEY ARE ON FIRE.



 ADVANCE

BEAUTY *Unleashed*



THE VOICE OF BEAUTY UNLEASHED

Tone: Clever

Quick witted and easy to understand intelligence.
Stimulating and lively.
arouses interest or enthusiasm

EMPOWERING

Shows strength and determination

Clever + Liberating

To set free, be bold and courageous

RISE FROM
THE SHADOWS

RELEVANT

Current and on-trend

Clever + Compelling

Evoking interest in a powerful and irresistible way

WAKE UP BEAUTY
IT'S TIME TO BEAST!

RELATABLE

Social

Clever + Social

Shareable and solidarity

CHANNEL YOUR
KIND OF BEAUTIFUL



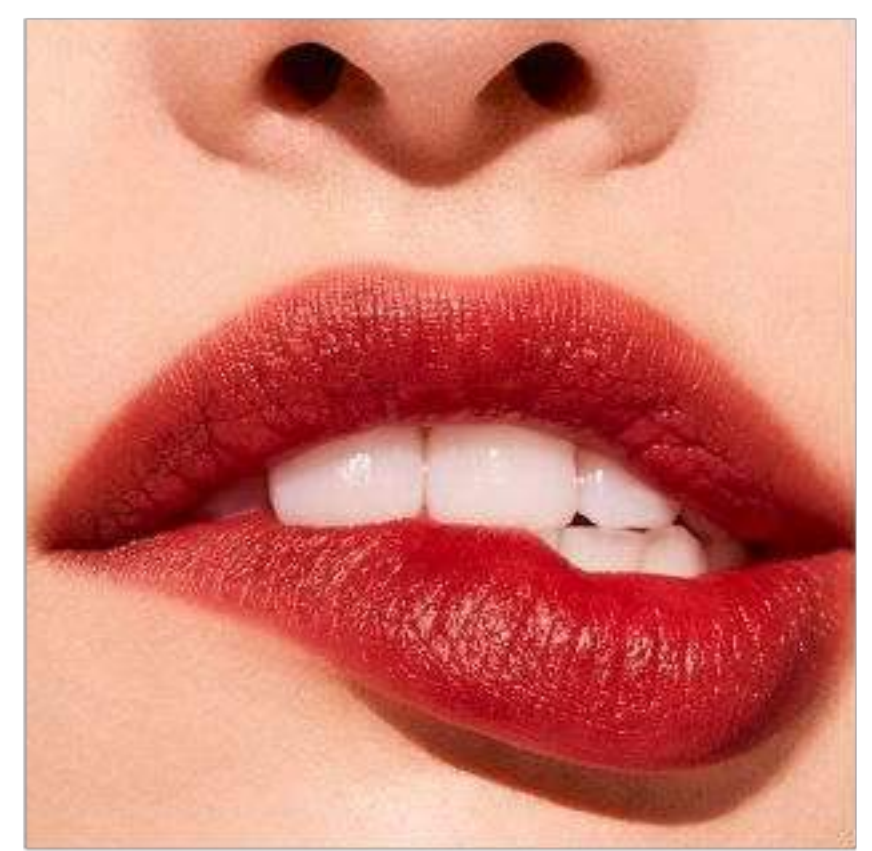
INTEGRATING THE VOICE OF BEAUTY UNLEASHED

EYES



**RISE FROM
THE SHADOWS**

LIPS



**THE SWIPE
THAT'S ALWAYS RIGHT**

FACE



**SET OUT
FOR SEXY**



LOGO AND CAMPAIGN TAGLINE LOCKUP

The new tagline 'Beauty Unleashed' is written with the new typeface, Avallon and Ikaros with colored brush strokes as design element.

 ADVANCE

BEAUTY *Unleashed*



TYPEFACE

FONT NAME:

Avallon

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z

Avallon
Font Stylized

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z

Ikaros

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z

Gotham Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z



CONCEPT

ATTITUDE & EXPRESSION



Confident
Playful Fun
Candid



LIGHTING & BACKGROUND



Clean
Outdoor Bright
Styled Background



MAKEUP



Modern
Edgy Fun
Fresh Bold





ATTITUDE & EXPRESSION

Edgy Candid
Playful Assertive
Confident Strong





LIGHTING & BACKGROUND

Styled Background

Clean Cityscapes

Bright Outdoor





MAKEUP DIRECTION

Edgy Fun
Luminous Bold
Fresh Modern










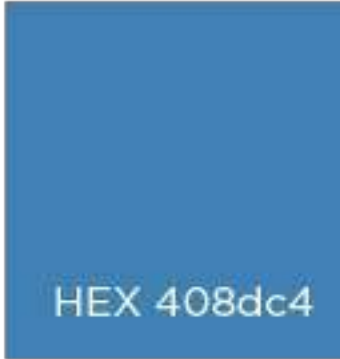

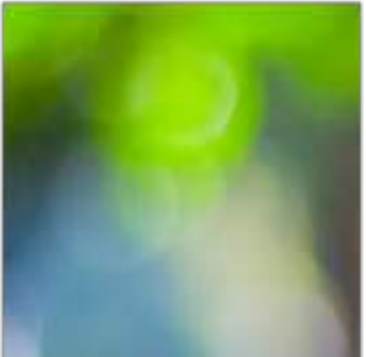

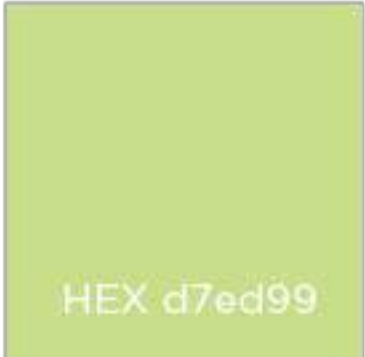




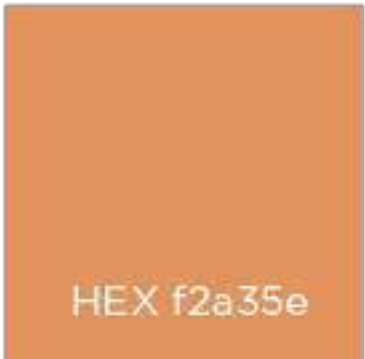





COLOR PALETTE

Background Design

Solid Background color

 HEX 751e43	OR		=	 HEX ae0c56	 HEX e84183	 HEX b8326b
 HEX 285a7c	OR		=	 HEX 315888	 HEX 52b2f6	 HEX 408dc4
 HEX 4b7d48	OR		=	 HEX 37b62c	 HEX d7ed99	 HEX 73d197
 HEX 542c0d	OR		=	 HEX c5580c	 HEX f2a35e	 HEX e5792f





COMBINING COLOR AND IMAGE

Example 1



Example 2



Example 3





PRODUCT SHOT PHOTO DIRECTION

- Orderly Arrange Products
- Clean
- Shiny
- Bright





PRODUCT SHOT

Discover a fearless hue

BEAUTY *Unleashed*

eB ADVANCE

The advertisement features a woman with dark hair and gold eye makeup, wearing a red dress and a green necklace, holding a red lip gloss applicator. To her right, a collection of eB ADVANCE makeup products is displayed on a dark, reflective surface. The products include an open eyeshadow palette with various shades, a compact powder, a liquid lipstick labeled 'LTD LIQUID LIPSTICK', and a mascara labeled 'ADVANCE HYDRATED MASCARA'. The background is a blurred cityscape with a blue sky. The overall aesthetic is bold and vibrant, with a focus on red and gold tones.

KEY VISUAL



Bold
fits the bill

ADVANCE
LTD
LIQUID LIPSTICK

ADVANCE
HD WATERPROOF MASCARA

ADVANCE
CONCEALER

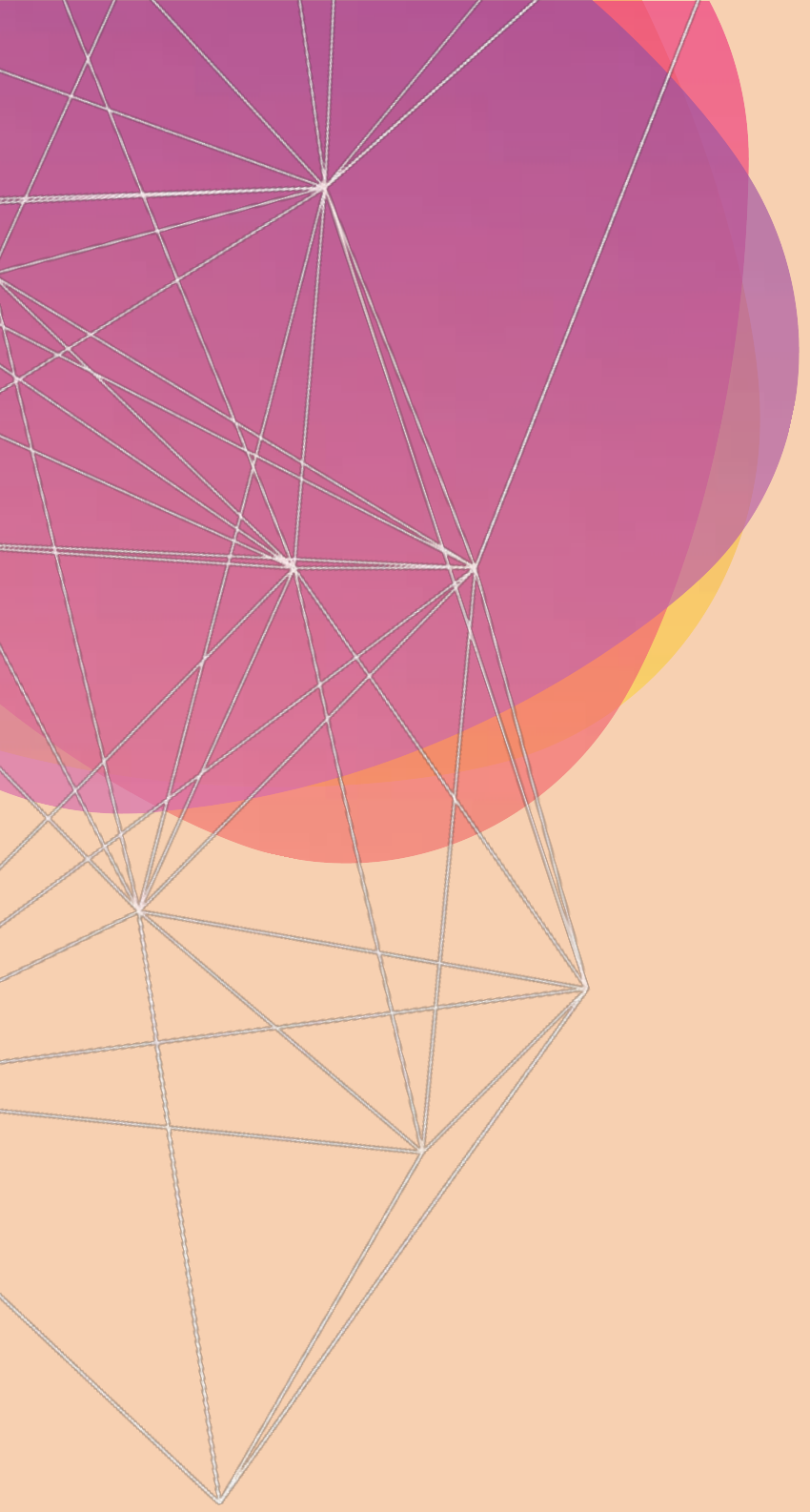
ADVANCE
CONTACT POWDER

eb ADVANCE

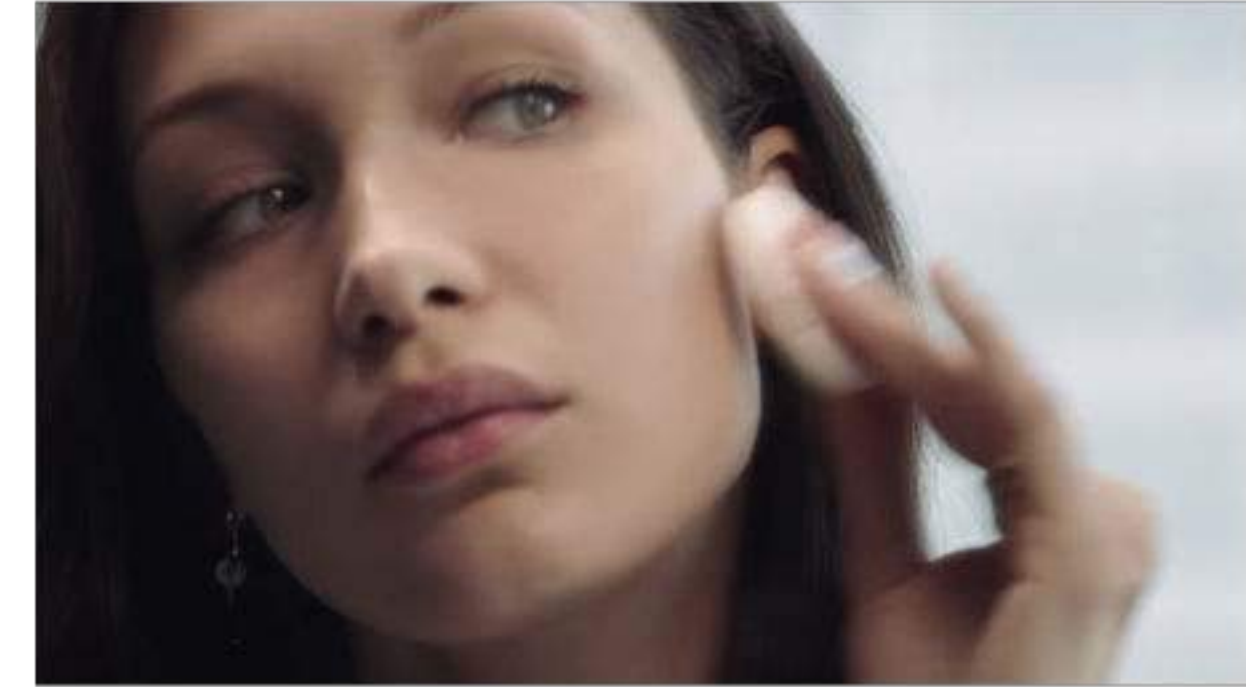
The advertisement features a close-up of a woman's face with dark hair and a hand resting on her cheek. She is wearing a dark red lipstick. To her right, several makeup products are displayed on a dark red background. These include an open eyeshadow palette with various shades, a tube of liquid lipstick, a tube of mascara, and two compact powder containers. The text 'Bold fits the bill' is written in a white, cursive font. The 'eb ADVANCE' logo is visible at the bottom of the product display area.



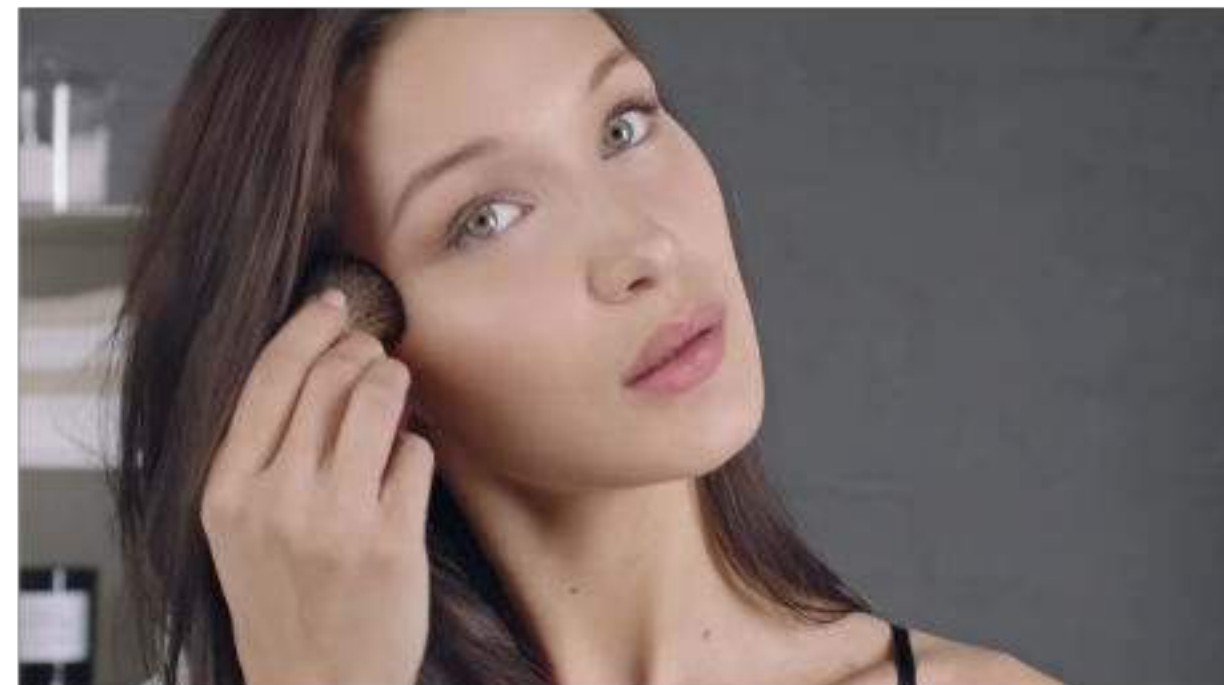




VIDEO CONTENT STUDY



Woman wakes up from her bed and stretches. She washes her face and looks in front of the bathroom mirror. She sits in front of her vanity mirror.



Montage cut scenes of woman applying foundation and contour, shaping her eyebrows, applying lipstick with product shots in between. Cut to: Shot behind woman, her back turned. Edgy music up. She spins from her chair with a full-glam makeup and bold edgy outfit on.



Cut to: Woman inside car. The car stops. Close-up shot of woman's eyeshadow. Woman opens the car door and the sunlight hits her eyes. Cut to exterior shot of car. Woman steps out of the car in a dramatic fashion.



Cut to: Close up shot of red lips. Cut to: Elevator doors opening. Woman walks out like a model as office employees look on.



Cut to: Close-up shot of mirror of compact powder with woman's face showing. She does a quick retouch. Woman closes the compact powder. Cut to: Woman standing in line at a club/bar, bouncer lets her in and she makes a fierce entrance at the club/bar.



She walks to the center and a spotlight hits her and she makes a piercing gaze at the camera. Supers appear. EB Advance logo appears.