



SWATCH BOX Campaign



THE DONNA BELLA SWATCH BOX IS A NEW PRODUCT THAT DESERVES **A BOLD, LOUD INTRODUCTION.**

Who is Donna Bella?

She is confident, bold, and determined.

Driven. She makes her mark on the world and empowers others both personally and professionally.

Inspired. She builds a community where women feel loved, welcomed and understood.

Authentic. She is not afraid to share her struggles and tell her story.

Inclusive. She wants women to find their voice, confidence, and own their individual beauty.

All women belong. Beauty is diverse. Discover your personal power.



Donna Bella Swatch Box

Campaign Background:

Finding the right shade of extensions is the first step to knowing what extensions to purchase. Donna Bella receives requests for color matches using photos; however, it is near impossible to quote the precise shade without the right tool. The color swatch is the best tool for this exercise.

Objective/Goal:

This 2020 campaign will run from March through December. The campaign aims to acquire new customers by allowing them to choose 3 Donna Bella colors (swatches for free, \$1 for postage) to match to their hair. Once sent, follow-up emails will then guide the user to choose the extensions that's best for them.

Target Audience:

Individual end-users; some stylists

Deliverables:

Photography for assets (shoot date 2/26)

1 Landing Page

1 Landing Page pop-up (ex. did you select your swatch yet?)

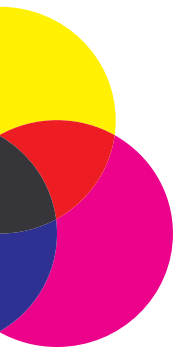
4 Emails (2 announcement and 2 time drip)

7 Digital Ads (2 FB, 2 Insta, 3 Pinterest)

1 Web Banner (mobile/desktop)

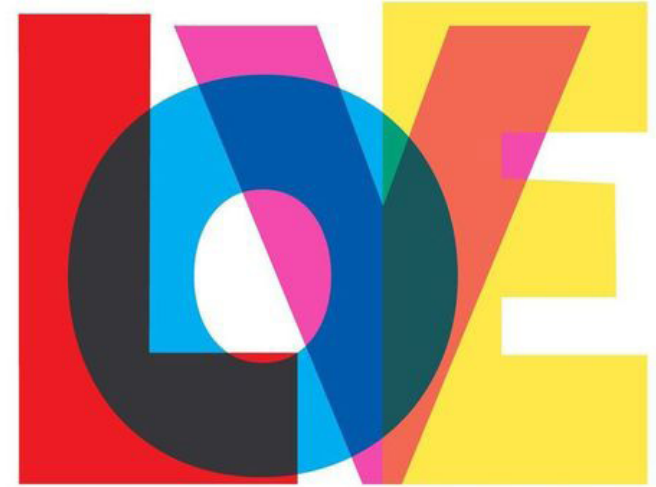
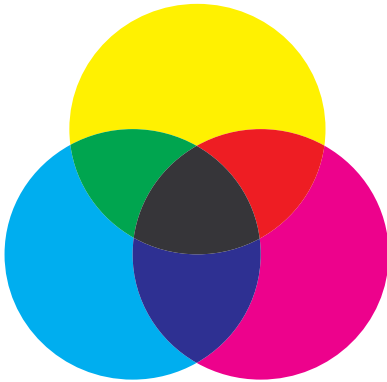
1 Email Banner (mobile/desktop for cart abandonment, order confirmation, etc)

1 Blog Post



Color + Fonts

CMYK refers to the four ink plates used in some color printing: cyan, magenta, yellow, and key (black). Cyan, magenta, yellow are bold, confident colors and **Donna Bella is bold and confident**. Magenta falls in line with DB pink and when combined CMY it makes black, another DB color. With this color combination we'll be able to create some unique, interesting, and dynamic overlays and patterns.



FINDING THE RIGHT SHADE OF EXTENSIONS IS THE FIRST STEP TO KNOWING WHAT EXTENSIONS TO PURCHASE.

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Headline Options

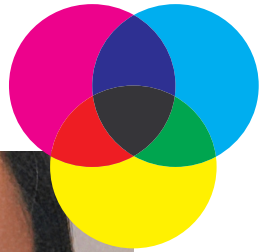
find your **PERFECT**
MATCH

MEET YOUR PERFECT
MATCH

COLOR MATCHING JUST GOT EASIER

WHAT'S YOUR
COLOR

Models



McKenna

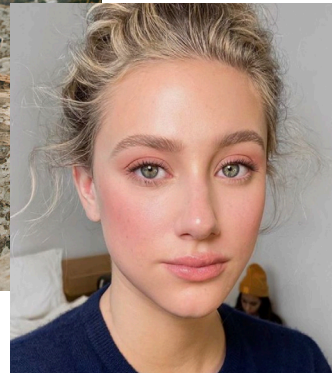
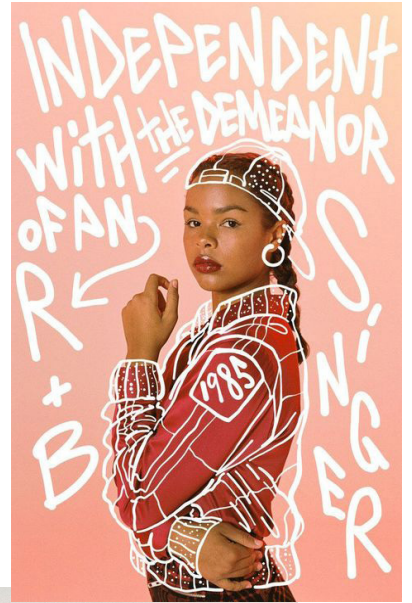
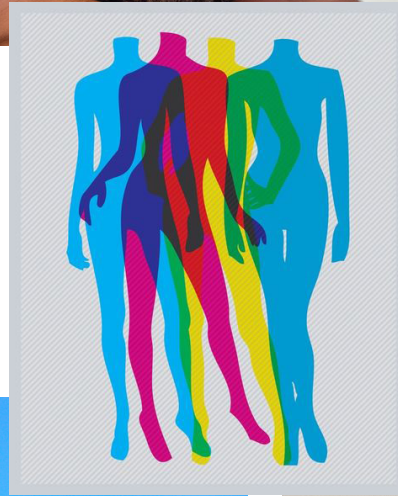


Jayli



Mindy

Imagery + Makeup



Donna Bella Swatch Box Photoshoot, Wednesday, February 26, 2020

Project Owner - Tatiana Mikule

Creative Director - Brandi Webb, call time 8:30am phone# 801.928.0655

Design Lead - Chloe Woodhouse, call time 8:30am

Copywriter - Megan Manfull, call time 8:30am

Videographer - Bobby Burnside, call time 8:30am

Photographer - Everett Fitch, call time 10am (5 hours) phone# 801.864.7109

Hair - Kayla Wright, call time 9am

Makeup - Kristen Packard, call time 9am (5 hours) phone# 801.657.1604

Model - McKenna, call time 9am

Model - Mindy, call time 10am

Model - Jayli, call time 11am

Location - Beauty Industry Group Photo Studio, 631 N 400 W, Salt Lake City, UT 84103



Donna Bella Swatch Box Photoshoot, Wednesday, February 26, 2020

SHOT LIST

Model Images:

Before

With Box

Looking through the box

-taking items out of the box

- Handling the swatches (with playful sad faces to the ones that don't match)

- Models using the measuring tape,

After (clip-in extensions)

Front, Side, Back

Closes up to hair (hands going through hair) (barrettes, clips, pins version too)

Dancing

Laughing

Natural Movements

Group shots (maybe depending on if models are able to) - hair close together

Hands shaking the box, handing off the box (for gifs)

Hands holding the swatches

Product images:

Boxes with the swatches and ruler inside-opened

Boxes closed and stacked (additional playful set ups)

Box from closed to open to create a gif

Flat lays with box, swatches, & ruler

Close up on ruler and swatches

