



# Fill-up-make-up



Ece Su Das, Miruna Croitor, Irene Ramia, Maria Aguilar, Carla Tinoco





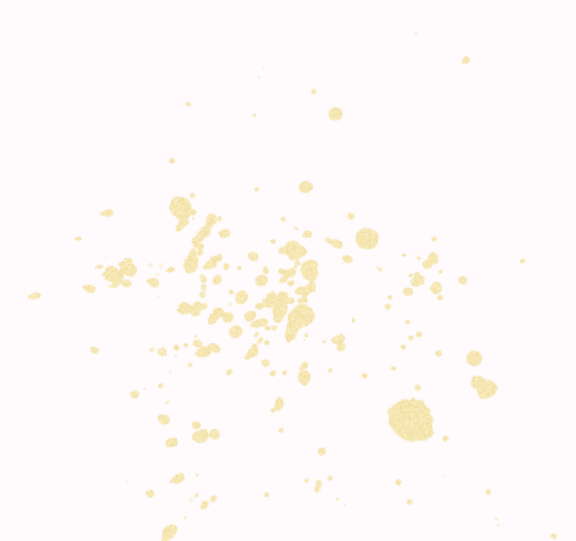

*Our brand*



# Our brand

Fill-up-make-up is a make-up brand, but it's not like every other brand, it's sustainable, ecologic and inclusive.

What does our brand consist on?  
It's a shop were you can fill your own container with make-up





Canvas





### Campaign goals:

Detail the main goals to achieve more brand awareness and perception.

- Make our brand known

- Reduce plastic consume

### Product/Service description:

What it does, what it looks like, how it works, range, price, etc.

Fill-up-Make-up

### Competence:

Identify which brands directly compete in the sector. Know their communication history.

- Make up brands and shops

### Value Proposition:

What is the promise/'reason why' that our product offers, how does it stand out from the competition?

Is a shop where you can get containers with make-up as many times as you want.

The first time you buy, they will give you a card, every time that you buy they will give you a sticker on it.

First you have to buy the container (made up of recycled plastic). Then you go to the shop and when you have a dispenser which it have inside of it different types of make up.

Then you weight it and depends how much it weight you have to pay more or less.

### Target audience:

Who he is, what he does, how he thinks / who thinks, who buys, who uses the product or service.

Our product is for people who use make-up and want to be more sustainable.



### Communication elements and media:

Determine a list of communication materials and supports where they will be disseminated.

We sponsor our business on social media:  
→ INSTAGRAM  
→ FACEBOOK

- Make agreements with advertising companies and share

### Calendar/timing:

Phases of the campaign and when it must be ready.



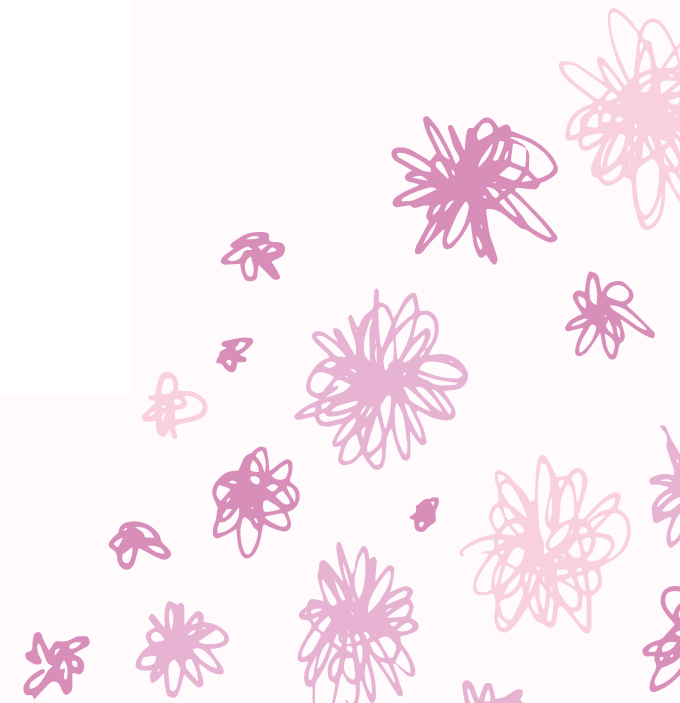
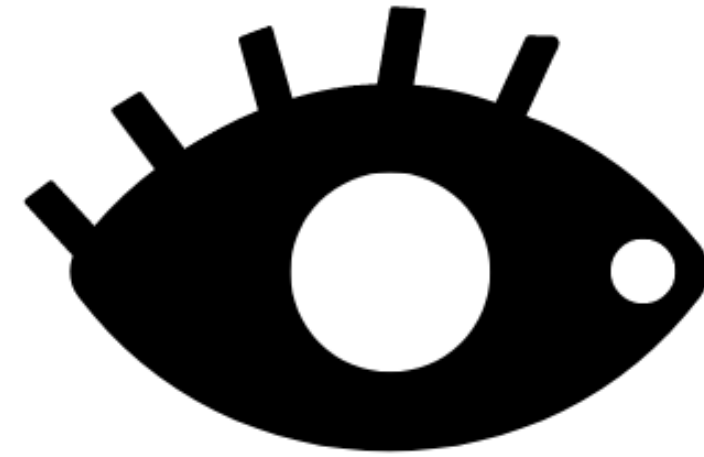


Logo





Logo





Instagram



# Instagram



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Siguiendo ▾

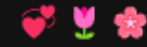
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Sustainable and inclusive brand

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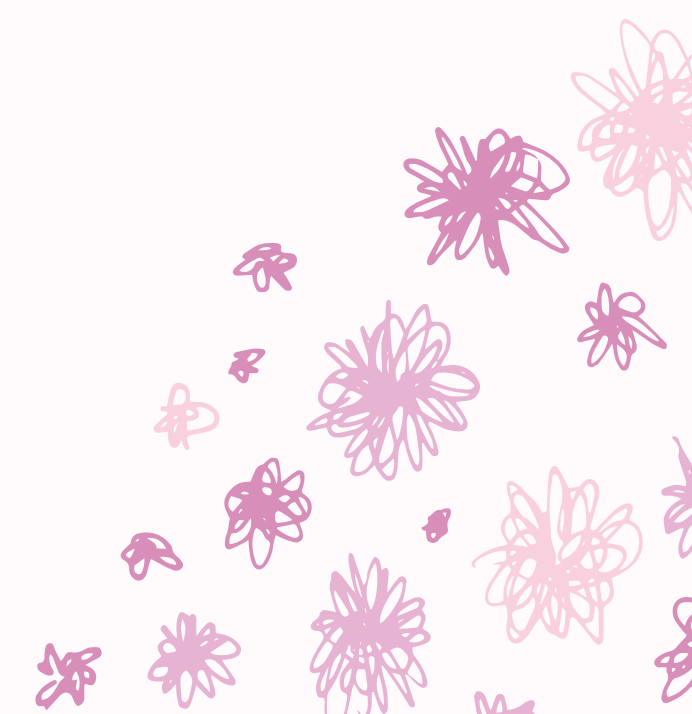
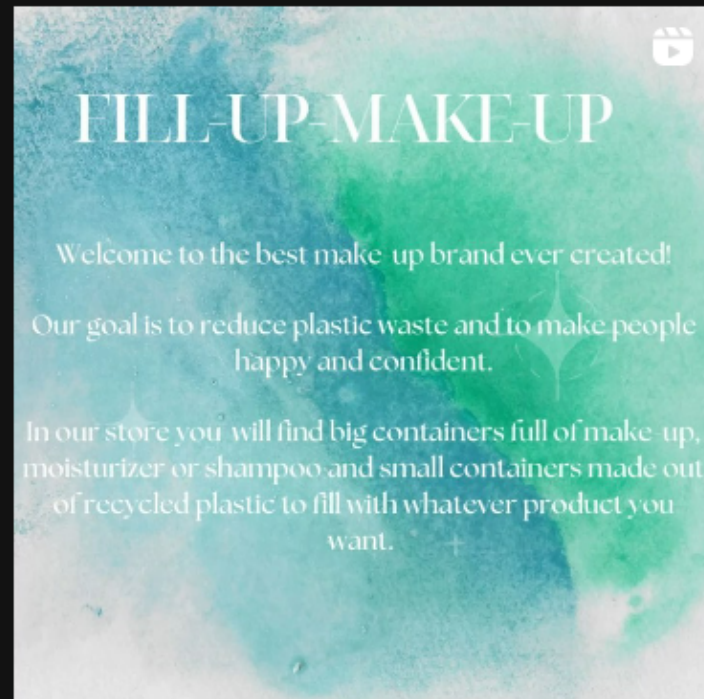


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