

Chapter No 1

Summary of Advertising Project

There are many makeup brands in Pakistan offering variety of makeup products. In the current scenario the communicator decided to introduce her own makeup brand with a different USP in the market.

After a lot of research the communicator decided to go for Corporate Social Responsibility (CSR) strategy in advertising campaign. In Pakistan there is no makeup brand that is associated with any social cause. The cause was Breast Cancer. Which was chosen after conducting survey? The target audience was women above 18 years of age. One TVC is produced that will be on aired during 3 months period of campaign launch. Other print and outdoor tools were also designed by communicator which includes poster, banner, standee, etc.

The main purpose of the campaign was to introduce a new idea in the market. Advertising campaign involves designed series of advertisements and placing them in various advertising media to reach a desired target group. The objectives of advertising campaigns were:

- To introduce a brand and build awareness of the brand among people.
- To build long term relationship with customers
- To position a brand in market different from other makeup brands

Rationale of Advertising Campaign

It was decided to do something different in makeup industry. In today's age make up products became our daily need and looking good has been and will always be continue to associated with feeling good. So why not girls actually feel good while buying a makeup product and donate to charity that has never done before. For this purpose the communicator decided to associate makeup product with a social cause. So, that the product would be recognized for the social cause.

Research Questions

1. What are the factors that influence consumer buying behavior of makeup brands?
2. How a makeup brand can be popular with highlighting a social cause?
3. What issues females' wants makeup brand to highlight through CSR?

Scope of the campaign

If the campaign will be executed then it will help Breast Cancer patients and strengthen women to survive. This idea will help the brand in maintaining its brand equity and brand image. Through this campaign the brand will be recognized by its Corporate Social Responsibility.

Chapter No 2

Brand Information

Brand Name: ORENDA COSMETICS

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept.

The name is decided after conducting a survey from 200 females. Orenda means invisible magic power believed by the Iroquois to pervade all natural objects as a spiritual energy.

Logo

A logo is a graphic mark, emblem, symbol or stylized name used to identify a company, organization, product or brand. It may take the form of an abstract or figurative design, or a stylized version of the company's name, as in a word mark.

Following is the logo of this brand



Tag line

Let's Beat Breast Cancer

Color

Pink & Black

Mission

To offer high quality product without using any harmful chemical and also spreading tradition and innovation to satisfy our customers' need at best. This brand will be devoted to help women to feel good and look beautiful. This product aims to work for a social cause.

Vision

To position Orenda Cosmetic in market as the leading cosmetic company in Pakistan.

Values

Beauty hides in every corner, on every face, in every shape, but not everybody can bring it out. With honesty, trust, commitment and devotion we bring to you best quality products without using any harmful ingredients.

Brand Life cycle

The concept of brand life is firstly described as the distinguishing of separate stages in which a brand is introduced to the market; the sales of products (marked with brand) are increasing and later decreasing. In the last stage, a brand may be related to other products.

According to Bivainiene, L. (2010), brands or products go through five stages of growth that are:

1. Product Development Phase

Product development phase begins when a company finds and develops a new product idea. This involves translating various pieces of information and incorporating them into a new product. A product is usually undergoing several changes involving a lot of money and time during development, before it is exposed to target customers via test markets. Those products that survive the test market are then introduced into a real market place and the introduction phase of the product begins.

2. Introduction stage

In this stage product is new Consumers know little about it and therefore the habits of consumption are not developed. The majority of purchases are trial. Only those consumers who like uniqueness buy the new product. Having evaluated the purchased product, they spread the information for the surrounding people. In this way, more and more consumers, seeking to acquire the product, appear. If a company is able to interest more and more consumers with a new product, the sales volumes and income are growing rapidly. In the introduction stage of brand life, the brand is new and unknown. The company usually performs communication and information communication. The purpose is to enter into a primary relation with a consumer.

3. Growth stage

In this stage, more and more consumers recognize the product; the habits of consumption are in the process of formation. It is important for a company to sustain a rapid growth of sales volumes by attracting as much potential consumers as possible. This is achieved by compiling more and more information about consumers' behavior and needs. However, the sales volumes stabilize and start decreasing. The new consumers purchase only a very little part. The present consumers purchase the usual amounts and do not intend to increase them. In the growth stage, the brand is already known; however, the circle of loyal consumers is only in the process of formation. Precisely in this stage, the company actively develops communication meant for the formation of brand image, i.e. it is tried to acquire the favor of consumers and to entrench the brand.

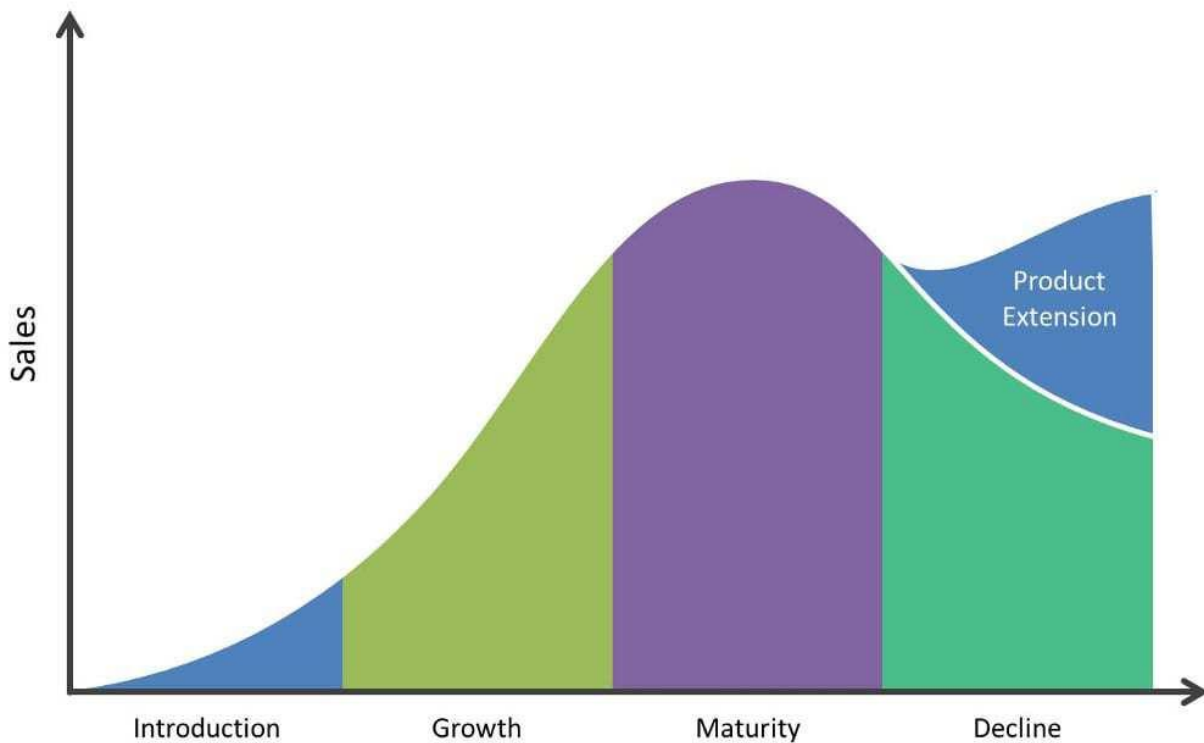
4. Maturity stage:

The sale of a product stabilizes and starts decreasing. The general number of consumers does not change, later it starts decreasing as new products satisfying this need appear in the market. The sales volumes are decreasing. In this stage, the brand has its consumers; however the company seeks for long-time attachment.

5. Decline stage

The sales of the product are constantly decreasing. New products appear in the market. The company usually does not take any radical measures as when the sales volumes extremely decrease, the product may be simply recalled from the circulation. The company usually stops the production of the product before it becomes detrimental. Then the PLC ends. In this stage,

the company firstly seeks to sustain the loyal consumers, i.e. attachment to the brand. It is necessary to mention that the brand may be repositioned in this stage. The analysis of the main features of product and brand life cycles showed that the concept of brand life cannot be analyzed separate from the stages of PLC, as in specific stages actions, invoking the functions of brand and creating / sustaining the brand, are realized. The stages of PLC may be assumed as a basis for the stages of the brand life.



As Orenda Cosmetics is a new product so it is at Introduction stage.

Brand Positioning



Brand positioning has been defined by Kotler as “the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market”. In other words, brand positioning describes how a brand is different from its competitors and where, or how, it sits in customers’ minds.

Orenda cosmetics is the first local brand in Pakistan doing Corporate Social Responsibility by linking up with Breast Cancer.

Brand Differentiation

Brand differentiation is the **means** by which **brand** is set apart from the competition, by associating a superior performing aspect of a **brand** with multiple customer benefits.

Orenda cosmetics is different from other makeup brands because it is highlighting a universal issue that is Breast cancer buying the products of this makeup brand you are donating to Breast cancer patients

Long term goals

- Customer Retention
- Revenue Goals
- Customer Feedback

Marketing Mix



According to Philip Kotler, “Marketing Mix is the set of controllable variables that the firm can use to influence the buyer’s response”. The controllable variables in this context refer to the 7 ‘P’s [product, price, place (distribution) and promotion]. Each firm strives to build up such a composition of 7‘P’s, which can create highest level of consumer satisfaction and at the same time meet its organizational objectives. Thus, this mix is assembled keeping in mind the needs of target customers, and it varies from one organization to another depending upon its available resources and marketing objectives.

Product

Product refers to the goods and services offered by the organization. A pair of shoes, a lipstick, all is products. All these are purchased because they satisfy one or more of our needs. We are paying not for the tangible product but for the benefit it will provide. So, in simple words, *product can be described as a bundle of benefits which a marketer offers to the consumer for a price.* While buying a pair of shoes, we are actually buying comfort for our feet, while buying a lipstick we are actually paying for beauty because lipstick is likely to make us look good.

Price:

Price is the amount charged for a product or service. It is the second most important element in the marketing mix. Fixing the price of the product is a tricky job. Many factors like demand for a product, cost involved, consumer's ability to pay, prices charged by competitors for similar products, government restrictions etc. have to be kept in mind while fixing the price. In fact, pricing is a very crucial decision area as it has its effect on demand for the product and also on the profitability of the firm.

Place:

Goods are produced to be sold to the consumers. They must be made available to the consumers at a place where they can conveniently make purchase. It is necessary that the product is available at shops in your town. This involves a chain of individuals and institutions like

distributors, wholesalers and retailers who constitute firm's distribution network (also called a channel of distribution). The organization has to decide whether to sell directly to the retailer or through the distributors/wholesaler etc. It can even plan to sell it directly to consumers.

Promotion:

If the product is manufactured keeping the consumer needs in mind, is rightly priced and made available at outlets convenient to them but the consumer is not made aware about its price, features, availability etc, its marketing effort may not be successful. Therefore promotion is an important ingredient of marketing mix as it refers to a process of informing, persuading and influencing a consumer to make choice of the product to be bought. Promotion is done through means of personal selling, advertising, publicity and sales promotion

People:

Anyone who comes into contact with your customers will make an impression, and that can have a profound effect - positive or negative - on the customer satisfaction. The reputation of your brand rests in your people's hands. They must, therefore be appropriately trained, well-motivated and the right attitude.

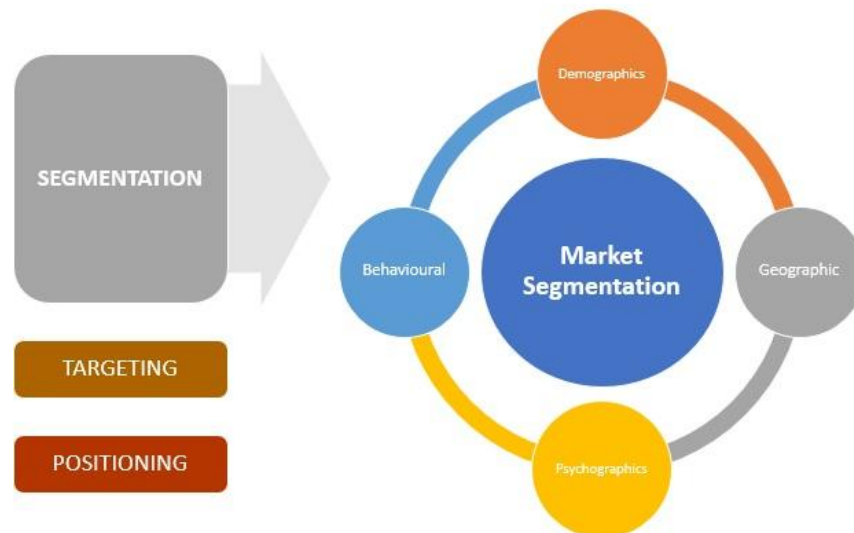
Process:

The process of giving a service, and the behavior of those who deliver are crucial to customer satisfaction. Issues such as waiting times, the information given to customers and the helpfulness of staff are all vital to keep customers happy.

Physical Evidence:

A service can't be experienced before it is delivered. This means that choosing to use a service can be perceived as a risky business because you are buying something intangible. This uncertainty can be reduced by helping potential customers to "see" what they are buying. Cases studies and testimonials can provide evidence that an organization keeps its promises.

Segmentation



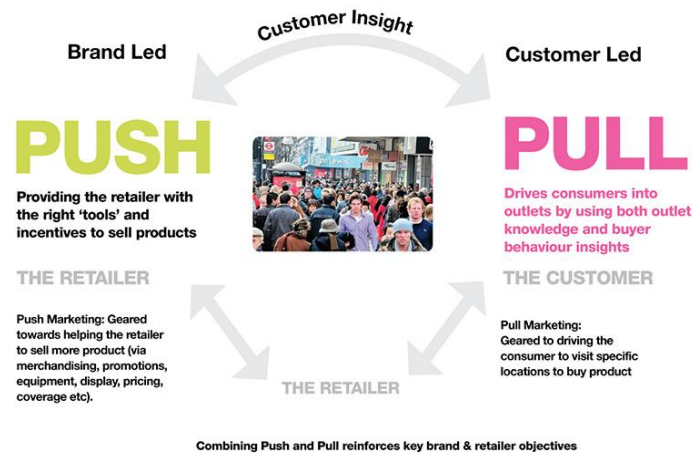
The process of defining and sub dividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics. Its objective is to design a market mix that precisely matches the expectations of customers.

The Target audiences for Orenda Cosmetic are women and they are segmented into age from 18 onwards.

Targeting

As a target market are women for Orenda cosmetics, so the communicator use the medium of advertising through Television commercial (TVC), BTL activities through which people visualize and learn about the brand more.

Push Vs Pull approach



Push Marketing

“Taking the product to the customer”

Push marketing is also known as outbound marketing. Many of the typical marketing channels fit into this category: television, radio, newspaper, direct mail, catalogs, email, public relations and direct sales. The commonality across all of these channels is that the buyer being

targeted may not be aware of the product or service until the information about it is pushed at them through the marketing channel. (Powel)

A push promotional strategy involves taking the product directly to the customer via whatever means, ensuring the customer is aware of your brand at the point of purchase.

Examples of push tactics

Trade show promotions to encourage retailer demand, Direct selling to customers in showrooms or face to face, Negotiation with retailers to stock your product, Efficient supply chain allowing retailers an efficient supply, Packaging design to encourage purchase & Point of sale displays

Pull Marketing

“Getting the customer to come to you”

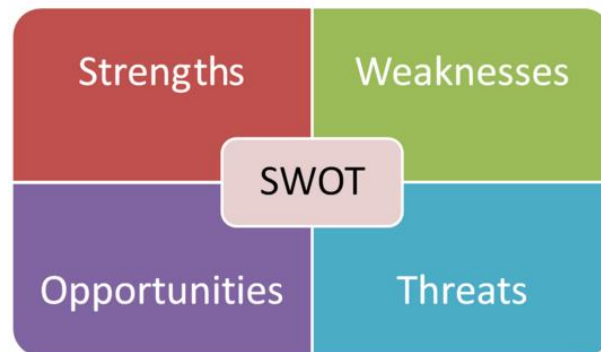
Pull marketing is also known as inbound marketing. Many of the newer marketing channels fit into this category: company and marketing websites, search engine optimization (SEO) and search engine marketing (SEM), blogging, pay-per-click (PPC) and email nurturing. The commonality across these channels is that the buyer being targeted is aware of at least the TYPE of product or service that they are interested in, though they may not be aware of your specific product or brand. In many cases, the company who is employing pull or inbound marketing may not know the profile of the buyer initially, but will develop it over time as they see who is attracted to their content. This may mean gathering little bits of buyer data over time as the buyer interacts with the company on the web, pull strategy involves motivating customers to seek out your brand in an active process. (Powel)

Examples of pull tactics

Advertising and mass media promotion, Word of mouth referrals, Customer relationship management, Sales promotions and discounts

Chapter No 4

SWOT ANALYSIS



Strength

Strengths are defined as what each business does best in its gamut of operations which can give it an upper hand over its competitors. The following are the strengths of Orenda Cosmetics.

- **Product quality:** Each product from Orenda Cosmetics is tested for its quality. The cosmetics are tested for allergies as well.
- **Product Packaging:** The competition in the cosmetics market is so intense that quality is not the only criteria for selection. Attractive packaging attracts customers to buy the product and Orenda Cosmetics has attractive package design.
- **CSR:** Orenda Cosmetics is the only makeup brand in Pakistan who has launched their product with corporate social responsibility by working for a cause that is Breast Cancer.

Weakness

Weaknesses are used to refer to areas where the business or the brand needs improvement.

Some of the key weaknesses of Orenda Cosmetics are

- As it is the new makeup brand in Pakistan thus face more competition in the market.
- Limited brand awareness as compared to other
- Since the public usually has trust in bigger companies, our product would be hard to promote.

Opportunities

Opportunities refer to those avenues in the environment that surrounds the business on which it can capitalize to increase its returns. Some of the opportunities include:

- The shift in consumer behavior: People across the world are now more open to using makeup in all kinds of settings. Most women today are well informed on makeup trends and this has resulted in them preferring to use cosmetics which are a huge opportunity.
- Increase in per capita income: There is a global increase in per capita income and therefore disposable income. This has resulted in an increase in the impulsive shopping behavior of customers.
- Selling through retailer website
- Taking advantage of selling online
- Increase brand reach and presence globally

Threats

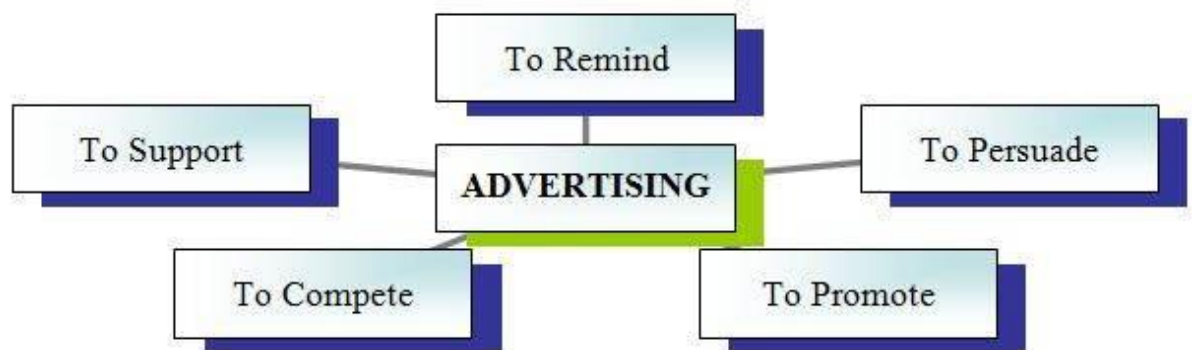
Threats are those factors in the environment which can be detrimental to the growth of the business. Some of the threats include:

- The brand experiences tough competition from its competitors such as Rivaj cosmetics.
- Threat to our business is the economy. If the economy gets to be too low then it will be very hard for people to want to spend their money on our nice natural makeup.
- Difficult to make customer believe that the brand is actually working on a social cause.

Chapter No 5

Advertising Objectives

The audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea is known as Advertising. Sponsors of advertising are typically businesses wishing to promote their products or services. For examples Print ads, radio, television, billboards, direct mail, brochures, catalogues social media ads etc.



Objectives of Proposed Campaign

- To introduce a brand and build awareness of the brand among people.
- To build long term relationship with customers
- To position a brand in market different from other makeup brands

To persuade audience and go for Corporate Social Responsibility (CSR) strategy.

Chapter No 6

Advertising creative strategy

USP

Unique Selling Proposition It defines the reason why someone should buy from you, and not from a competitor. It is a tool to help you focus on what your business is about it looks at the benefits you offer, rather than the features of your product.

Communicator used the corporate social responsibility strategy that is the new strategy in makeup industry

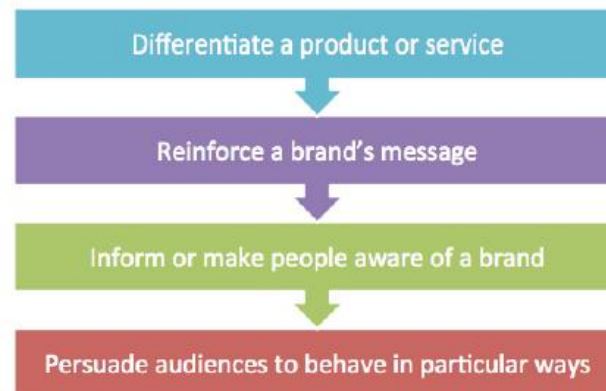
ESP

If you can define the emotional triggers that prompt a person to buy then you can define your ESP or Emotional Selling Proposition.

Emotional selling proposition of Orenda Cosmetics is that it will be giving hopes to breast cancer patients.

Advertising model

DRIP model



The DRIP model is used to support marketing communication planning and is useful when setting broad communication goals. It can be applied when launching a new product or repositioning an existing business, for example. It stands for Differentiate, Reinforce, Inform and Persuade and can be an alternative to the AIDA model. It was created by Chris Fill and will be familiar to readers of his classic Marketing Communications text.

Differentiate: Differentiate your product or service by defining where it's positioned in the market and often the 7Ps digital marketing mix can inform this.

Reinforce: To reinforce the brand's message, consider consolidating and strengthening your messages and experiences, demonstrating why your product is different - superior, cheaper or easier to use?

Inform: Inform or make people aware of your brand. Consider illustrating you're features and availability. If it's a 'new to market' product, it may need education.

Persuade: Persuade your audiences to behave in particular way - encourage further positive purchase-related behavior i.e. visit a website, read about your new product, share it or request a trial.

Appeals

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them. The message conveyed through advertising appeals influences the purchasing decisions of consumers. The most basic of human needs is the need for food, clothing and shelter. Special need for these necessities cannot be created with advertising. However there are certain other products that provide comfort in life and advertising aims to generate demand for these products. Advertising uses appeals as a way of persuading people to buy certain products. Advertising appeals are designed in a way so as to create a positive image of the individuals who use certain products. Advertising agencies and companies use different types of advertising appeals to influence the purchasing decisions of people.

The most important types of advertising appeals include emotional and rational appeals. Emotional appeals are often effective for the youth while rational appeals work well for products directed towards the older generation. Here are just some of the various different kinds of advertising appeals seen in the media today

Emotional Appeal

- *Personal Appeal*
- *Social Appeal*

- . *Fear Appeal*

Humor Appeal

- Sex Appeal
- Music Appeal
- Scarcity Appeal
- Rational Appeal
- Masculine Feminine Appeal
- Brand Appeal
- Snob Appeal
- Adventure Appeal
- Less than Perfect Appeal
- Romance Appeal
- Emotional Words/Sensitivity Appeal
- Youth Appeal
- Endorsement
- Play on Words
- Statistics
- Plain Appeal
- Bandwagon Appeal

In case of Orenda Cosmetic CSR emotional appeal has been used to persuade people to buy the product and donate for Breast cancer patients

Product personality

Product personality refers to the set of personality characteristics that people use to describe a specific product. Product personality can affect users' interaction with and evaluation of a product. Accordingly, it may be desirable to design products with a predetermined personality. (Mugge, R. Govers, P, & Schoormans, 2009)

Chapter 7

Media used to reach Target Audience

Media planning is generally outsourced to a media agency and entails sourcing and selecting optimal media platforms for a client's brand or product to use. The job of media planning is to determine the best combination of media to achieve the marketing campaign objectives. The fundamental purpose of a media plan is to determine the best way to convey a message to the target audience. A media plan sets out a systematic process that synchronizes all contributing elements in order to achieve this specific goal. The media plan is broken down into four stages; market analysis, establishment of media objectives, media strategy development and implementation, and evaluation and follow-up

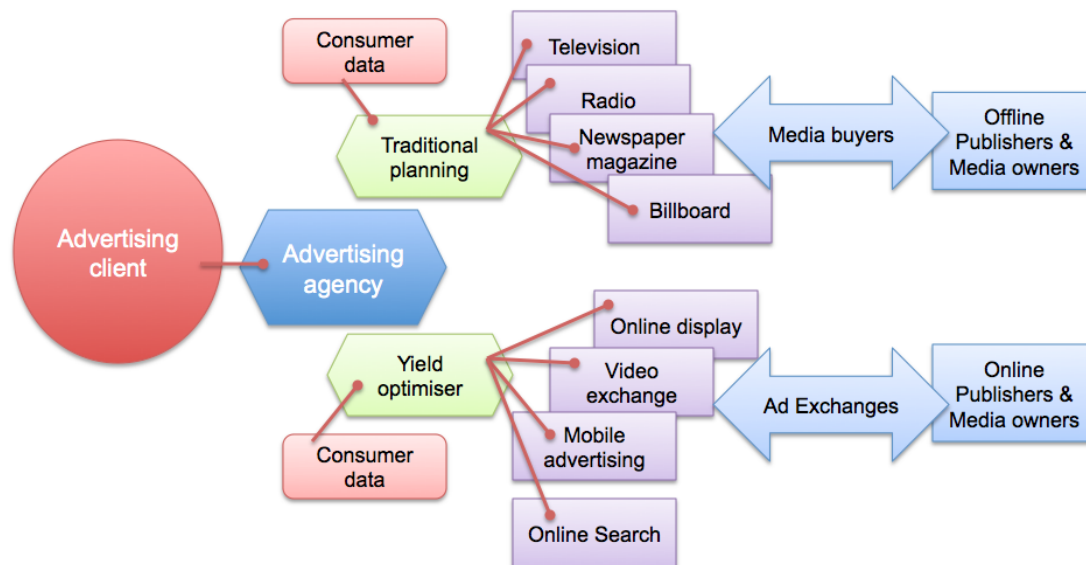
Duration

The duration on advertising campaign on Orenda Cosmetics was from 1st June 2018 to 31st August 2018. The rationale for selecting this time period for launching a new makeup brand was because there is Eid ul Fitar, Eid ul Adha and Independence Day was coming up. Along with this these are considered to be the shaadi seasons so can make offers and promotions along with CSR I can gather more women to come and buy the product.

Campaign Plan

- Point of Sale
- Advertisements
- Direct Marketing

- Out of Home (OOH)



Best media used to diffuse the campaign for Orenda Cosmetics among Target audience is mass media that includes

Electronic Media

The campaign for Orenda cosmetics will be advertised by using following electronic mediums

- Radio
- Television

Digital Media

In digital media the best mediums for advertisements of Orenda Cosmetics are

- Face book
- Instagram
- Snapchat

- YouTube Ad
- Web Banners

Outdoor Media

For outdoor advertisement following medium are best

- Building Wraps
- Bus Stand
- Billboard
- Standee

Point of Sale Media (POS)

For POS advertisements these medium are best

- Dangler
- Standee
- Human Bill boards

Print Advertisement

For Print ads following are the best tools.

- Magazine Ad
- Makeup Catalogue

Chapter 8

TV creative strategy

Summary of TV creative strategy

The communicator has launched a campaign for Orenda Cosmetics because makeup industry is growing fast in Pakistan and women tend to buy and spend a lot of money on makeup products. The target audiences for this campaign are women of Lahore above 18 years. The communicator conducted a thorough research to use CSR strategy for TVC.

The shoot of TVC was accomplished in 1 day. Editing took 3 to 4 days because a lot of changes were made. It was difficult to find a good editor.

The purpose of making this TVC is to persuade women to show their support for breast cancer patients when they buy any product from Orenda Cosmetics.

Description of TVC

The communicator decides to launch a new makeup brand and decided to make an advertising campaign for this brand that is Orenda Cosmetics. The purpose of making this TVC is to persuade women to show their support for breast cancer patients when buying any product from Orenda Cosmetics.

Tagline

The Tagline of this campaign is


Let's Beat Breast Cancer with Orenda Cosmetics

The reason for the selection of this tagline so that people recognized the brand from this cause.

Copy of TVC

	Audio	Video
Scene #1	BGM	Phone Ringing
Scene #2	ہانیہ: ہیلو ماہا تمہیں یاد ہے نہ آج میرے گھر پارٹی ہے اور تم نے ضرور آنا ہے۔ ماہا: ہاں میں ضرور آؤں گی۔ BGM	فون پر بات کرتے ہوئے۔
Scene #3	تم تب بھی میرے ساتھ تھے اور اب بھی Thank you Orenda BGM	لڑکی تیار ہوتے ہوئے۔ میک آپ پراڈکٹس لگاتی ہے۔ اور کہتی ہے۔
Scene #4	ہانیہ: تم بہت پیاری لگ رہی ہو۔ Thank you so much ماہا BGM	لڑکی دوست کے گھر جاتی ہے سب آپس میں باتیں کر رہے ہیں اور ماہا کمرے میں داخل ہوتی ہے۔ اور دوست اس کو دیکھ کر خوشی سے اس کے پاس جاتی ہے
Scene #5	1 out of 8 women diagnosed with breast cancer in Pakistan, Lets Beat Breast Cancer with Orenda Cosmetics BGM	Brand Display


Story Boarding

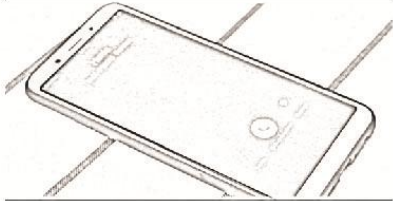





Orenda Cosmetics TVC storyboard

Emotional Appeal

28.05.2018




SC:	BG:	Panel:01	SC:	BG:	Panel:02	SC:	BG:	Panel:03
								
		Phone Ringing			ہانیہ: ہیلو ماہاتہیں یاد ہے نہ آج میرے گھر پارٹی ہے اور تم نے ضرور آتا ہے۔			BGM
		BGM			ماہا: ہاں میں ضرور آؤں گی۔			BGM

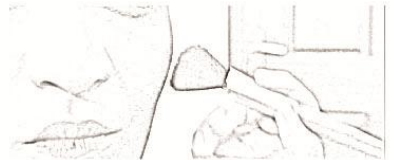





Orenda Cosmetics TVC storyboard

Emotional Appeal

28.05.2018




SC:	BG:	Panel:04	SC:	BG:	Panel:05	SC:	BG:	Panel:06
								
		BGM			BGM			تم تب بھی میرے ساتھ تھے اور اب بھی
		BGM			BGM			Thank you Orenda







Orenda Cosmetics TVC storyboard

Emotional Appeal

28.05.2018




SC:	BG:	Panel:07	SC:	BG:	Panel:08	SC:	BG:	Panel:09
								
		BGM			BGM			ہانیہ تم بہت پیاری لگ رہی ہو۔


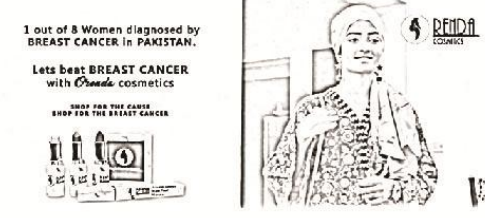


Orenda Cosmetics TVC storyboard

Emotional Appeal

28.05.2018



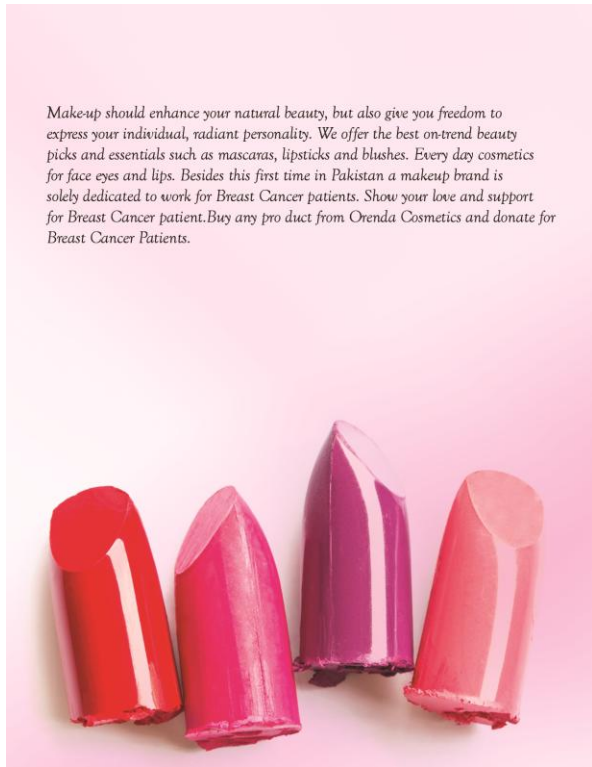
SC:	BG:	Panel:10	SC:	BG:	Panel:11
					
		Thank you so much			VO
					BGM

Product Shoot





Make-up should enhance your natural beauty, but also give you freedom to express your individual, radiant personality. We offer the best on-trend beauty picks and essentials such as mascaras, lipsticks and blushes. Every day cosmetics for face eyes and lips. Besides this first time in Pakistan a makeup brand is solely dedicated to work for Breast Cancer patients. Show your love and support for Breast Cancer patient. Buy any product from Orenda Cosmetics and donate for Breast Cancer Patients.



Our Lipsticks inspire your artistic sense in a collection of natural, bold and sultry colors, including ten beautiful new shades. All have the look and feel of cosmopolitan brands in a moist base, intensely saturated with color for vibrant, long-lasting durability. Layer one or more shades to create irresistibly luscious lips





Dated



Nostalgia



Retro

350/- pkr




Memory




Flash Back



Perfect Your Pout

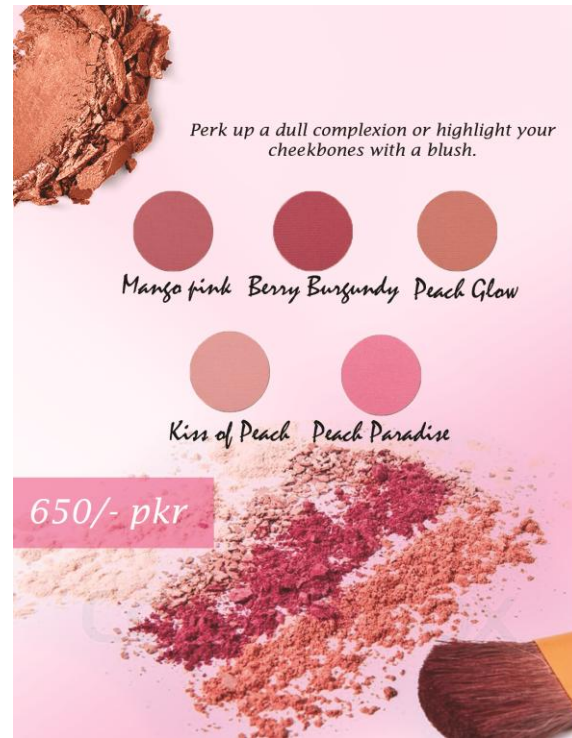


1. Line above your lips with lip liner or lipstick with a brush for highlight this allow lips to appear full.
2. Color the lips with the lip liner and follow with the darkest shade of the lipstick. Finist it with the gloss on the centre of the lips only to give extra pout.
3. Conceal your lips with a concealer to make your pout prominent.





Glow with the perfect
Blush

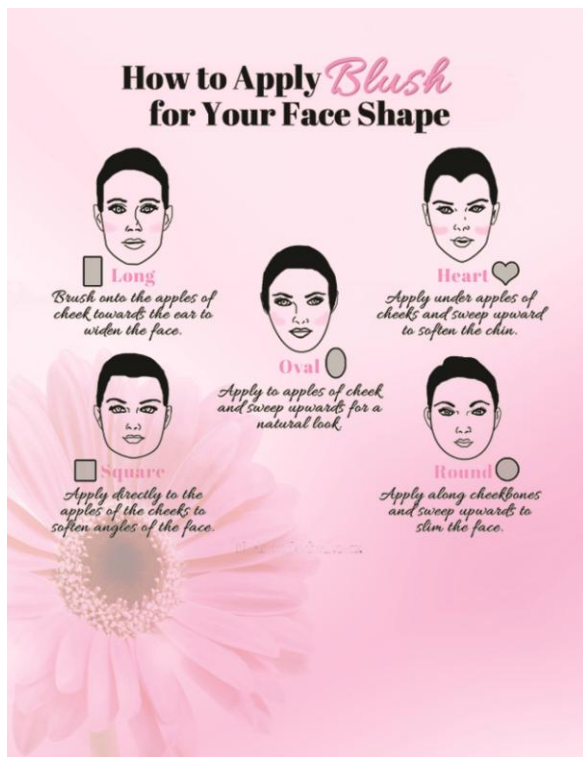


Perk up a dull complexion or highlight your cheekbones with a blush.

Mango pink Berry Burgundy Peach Glow

Kiss of Peach Peach Paradise

650/- pkr



How to Apply **Blush**
for Your Face Shape

- Long**
Brush onto the apples of cheek towards the ear to widen the face.
- Heart**
Apply under apples of cheeks and sweep upward to soften the chin.
- Oval**
Apply to apples of cheek and sweep upwards for a natural look.
- Square**
Apply directly to the apples of the cheeks to soften angles of the face.
- Round**
Apply along cheekbones and sweep upwards to slim the face.



Perfect on
Lash

MASCARA WANDS 101

www.magees.ie

- OVERSIZED**
Maximum Volume
- CONE TAPER**
Whisper Light
- CURVED**
Flatter - One Coat
- BALLED TIP**
Dramatic Curves
- MICRO WAND**
Taper & Precision
- RUBBER SHORTY**
Dense Length
- FLAT COMB**
Separate & Coat

400/- pkr



Thicken your Lashes

The best way to get those curly lashes is to curl your lashes once before applying mascara and once after the mascara has dried.

Mascara
1st coat



Powder

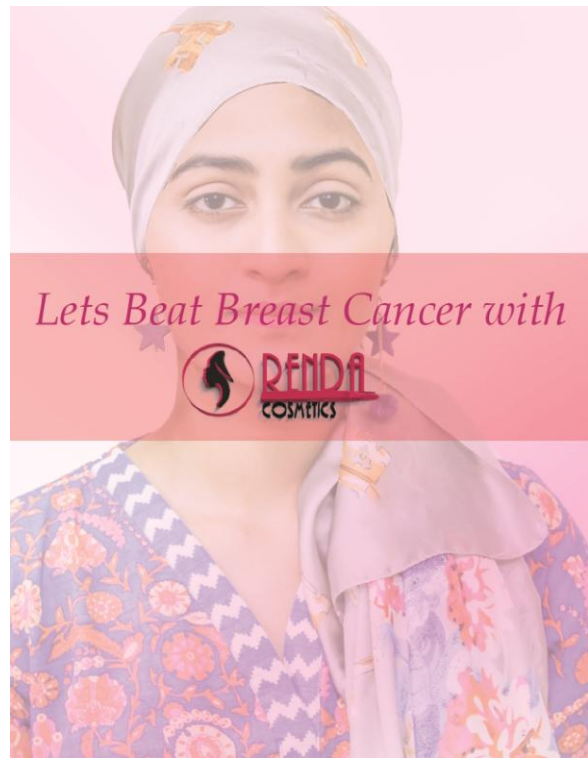


Mascara
2nd coat






To make lashes look extra thick, it's best to dab and puff the lashes with translucent powder before applying the mascara.



Lets Beat Breast Cancer with



Magazine Ad



Juniorlife NEWS

Celebrity voice overs

DIY daddies

1 out of 8 women diagnosed with Breast Cancer in Pakistan. Lets beat the breast cancer with ORENDA COSMETICS. Shop for the cause. Shop for the Breast Cancer Patients.

Standee



Bill Board



Building Wrap



Hoardings



Bus Stop Branding



Human Billboards



Danglers



Makeup Stand Advertising



Street Billboard



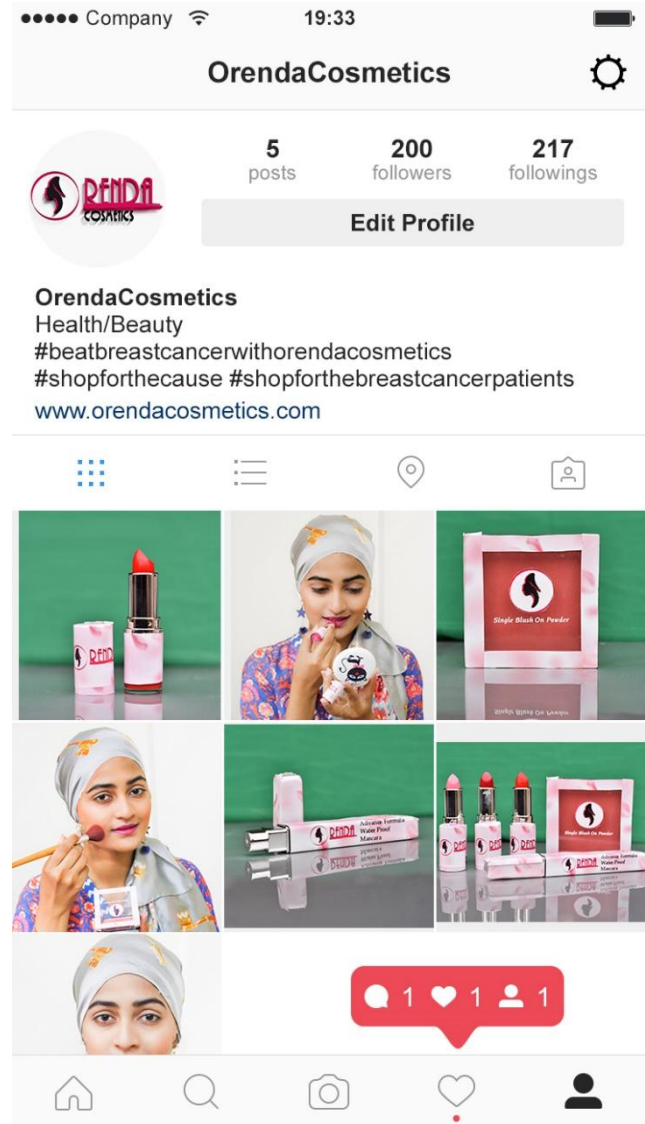
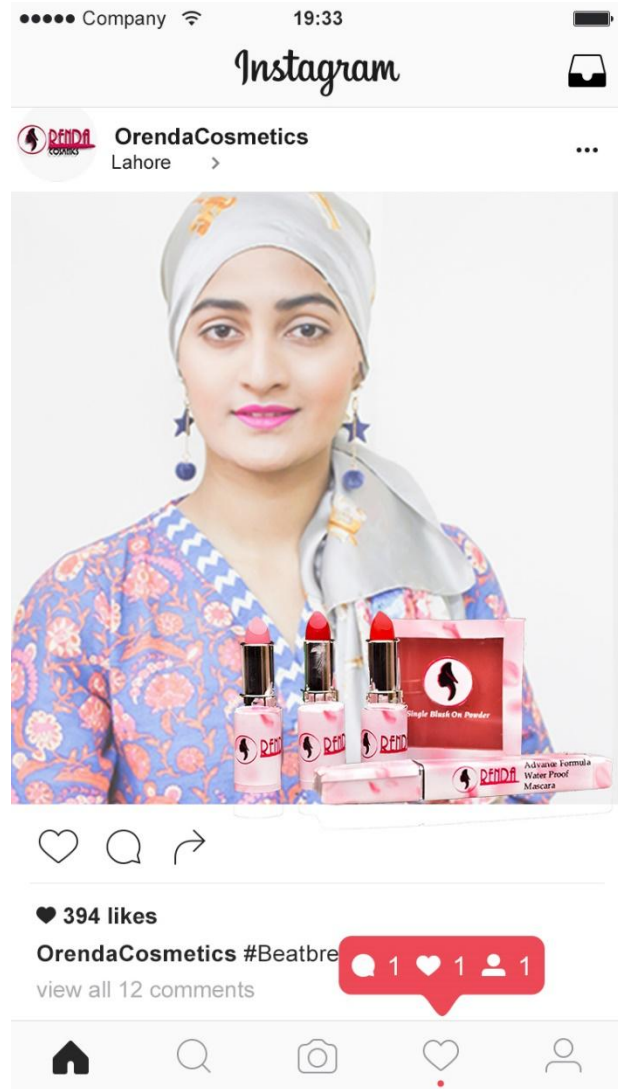
Indoor Advertising



Face book Page

The screenshot shows the Facebook page for Orenda Cosmetics. The page header includes the name 'Orenda Cosmetics', a search bar, and navigation icons. The main content area features a large image of a woman in a white headscarf with yellow accents, looking directly at the camera. To her right, there is a promotional graphic for RENDA COSMETICS. The graphic includes the text: '1 out of 8 women diagnosed with Breast Cancer in Pakistan', 'Lets beat breast cancer with', and 'Shop for the cause, Shop for the Breast Cancer Patients'. Below this text are images of RENDA cosmetic products, including lipsticks and a powder compact. The RENDA logo is prominently displayed. On the left side of the page, there is a navigation menu with options: Home, About, Notes, Email Signup, Photos, Reviews, Videos, Likes, and Posts. Below the menu is a 'Create a Page' button. In the center, there is a status update area with a 'Write something on this Page...' prompt. On the right side, there is a 'Business service' section for 'Lahore, Pakistan' with a 4.7-star rating. Below this is a search bar for posts on the page, and a list of people who like the page, including 'Fatima and 3 other friends' and 'Fatima'. There is also an 'Invite friends to like this page' button and a 'View reviews' link.

Instagram Page



Chapter No 9

Advertising Budget

Advertising can be defined as any paid form of non personal presentation or promotion of ideas, goods or services by an identified sponsor. The advertising budget of an organization is a subset of the larger sales budget and within that, the marketing budget. Advertising is a part of the sales and marketing effort. Money spent on advertising can also be seen as an investment in building up the business.

Print Media Production Cost

Magazine	Page	Color/ B&W	Days	Budget in Rupees
Sunday Style	Mid page right side	Color	Sunday	3,00,000
High Profile	Mid page right side	color	Monday Wednesday	5,00,000

TV On-Air cost (Media Plan)

Channel	Timing	Duration of ad	Slots	Days	Budget
HUM TV	6pm-10pm	53 sec	9 per day	Alternative days of week	3,40,00

Ary Digital	5pm-7pm	53 sec	9per day	Alternative days of week	3,00,000
Geo Entertainment	5pm-9pm	53sec	9 per day	Alternative days of week	2,30,000
Urdu 1	8:30pm-11pm	53 sec	9 per day	Alternative days of week	1,80,000
See TV	8pm – 10 pm	53 sec	9 per day	Alternative days of week	1,95,000

BTL Production Cost

Budget for digital media

Digital media includes online advertisement on like Face book, Mobile theme, and Instagram, Twitter and web banners. Here the main focus will be on the social sites,

Web Banners	30,000
Face book	3,50,000
Twitter	50,000
Instagram	50,000
YouTube Ads	3,00,000

Outdoor branding covers Building wrapping of main buildings at liberty chowk and Fortress square. Billboards on airport road, Sherpao Bridge & Mall Road

Budget for outdoor media

Building Wrapping	2,00,000
Billboards	4,00,000
Hoardings	3,00,000
Bus Stop Branding	4,00,000

Budget for Point of Sale (POS)

Standeess and human billboards at shopping malls, Makeup stand, and danglers are the POS for awareness.

Standee	2,00,000
Human Billboards	3,00,000
Makeup stand branding	1,00,000
Danglers	2,00,000

Chapter No 10

Research

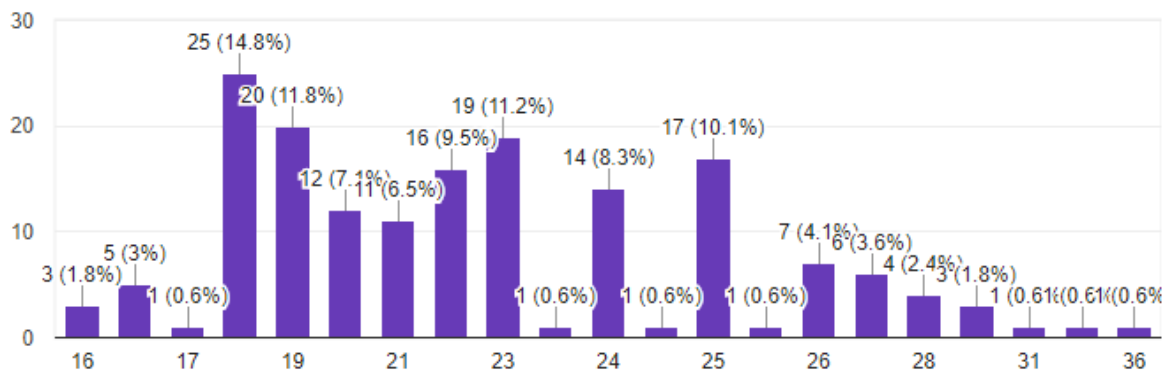
Qualitative and quantitative both research types were used to know the views of the target audience of the campaigns

Research Methodology

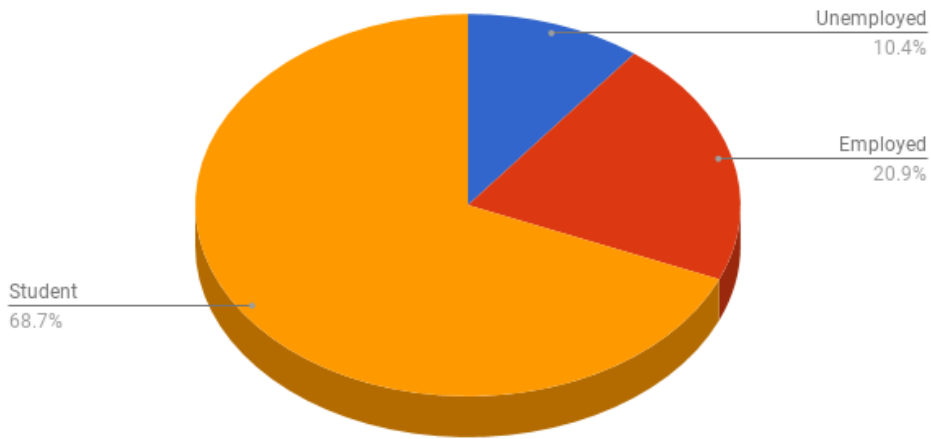
The research methodology used for this research is carried out by a survey. Survey was designed in such a way that some of the questions were open ended so that people give their opinions where as some of the questions were close ended. Survey was conducted from 200 women from age 18 onwards. Following are the responses. The universe of present study is Lahore, Pakistan.

Demographics

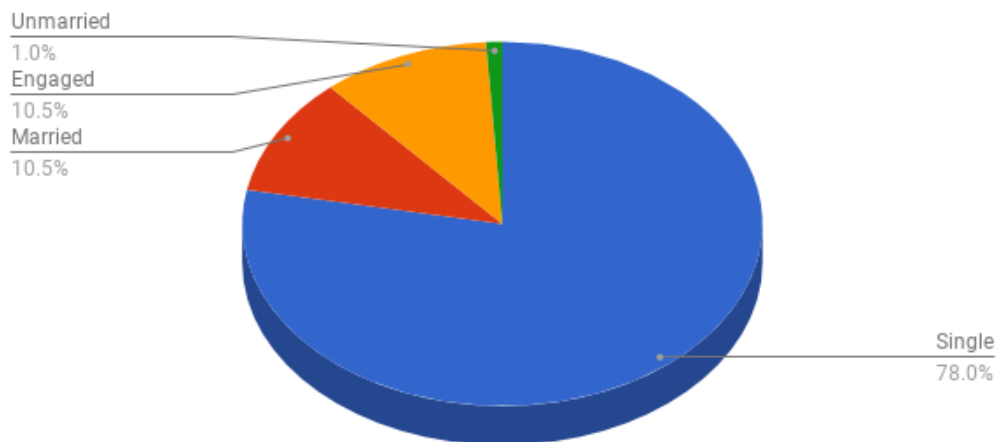
Age

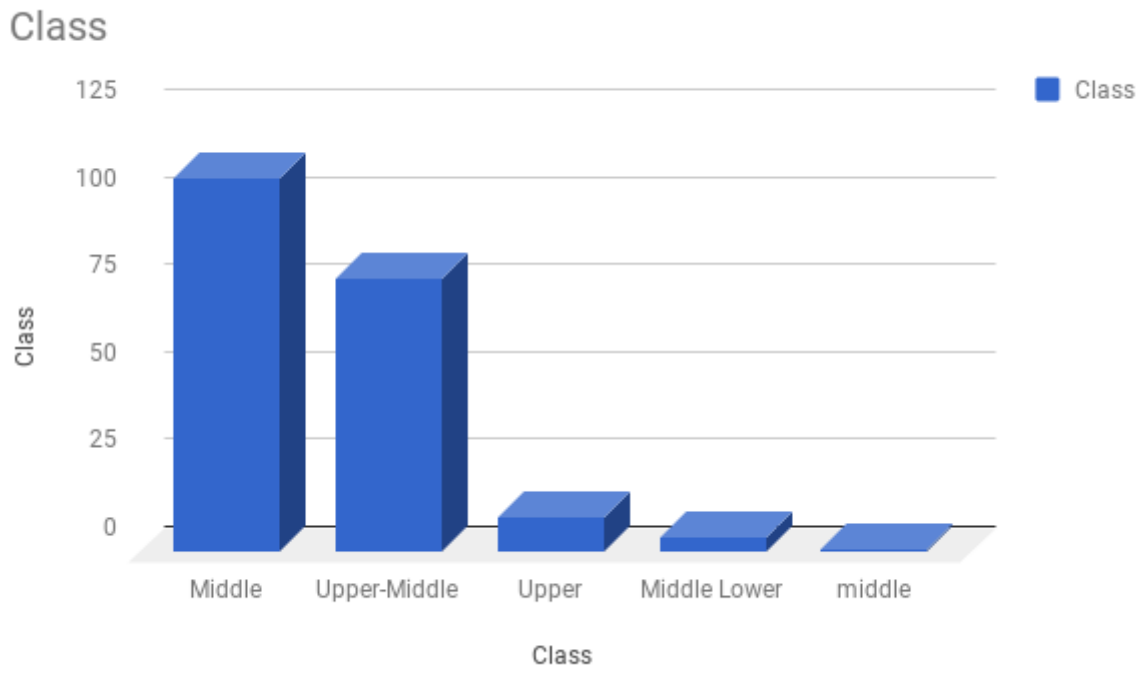


Occupation

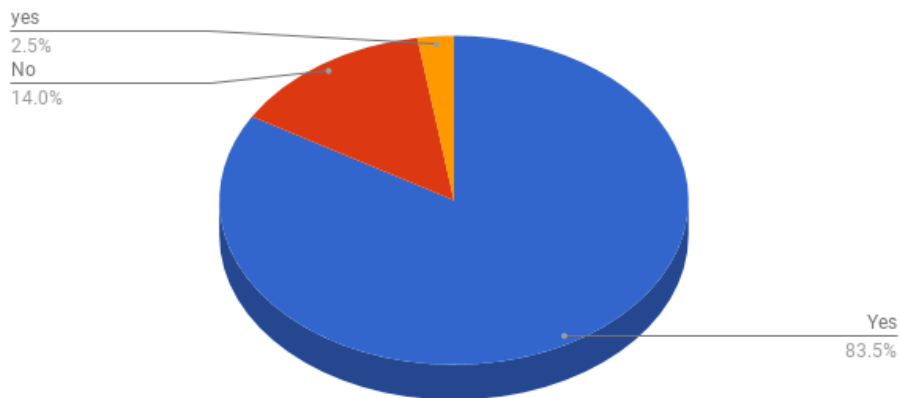


Marital Status



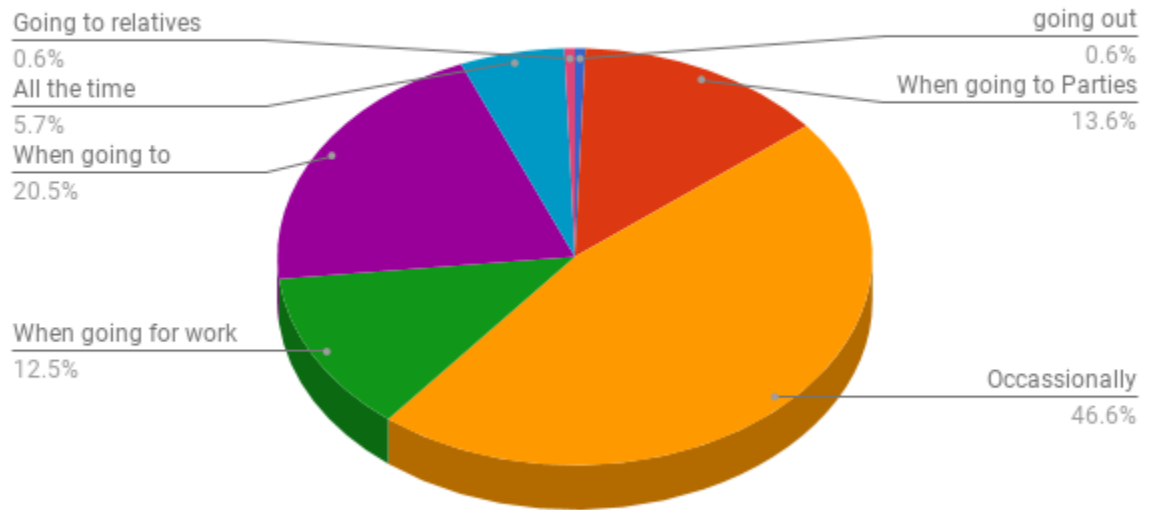


1. Do you wear make up

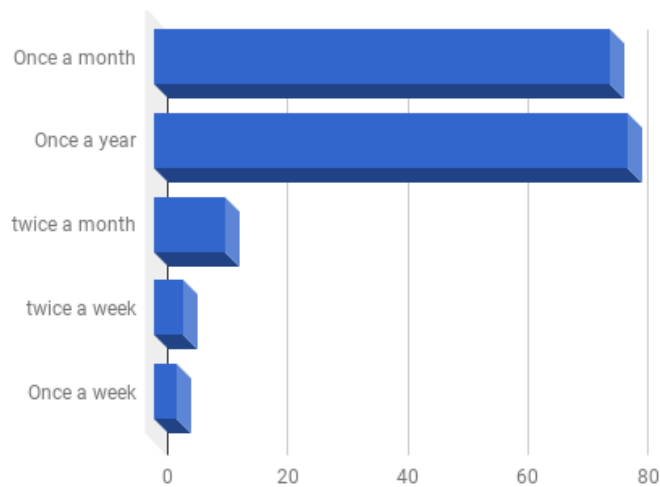


2. If 'YES' proceed further? If No ignore the other questionnaires

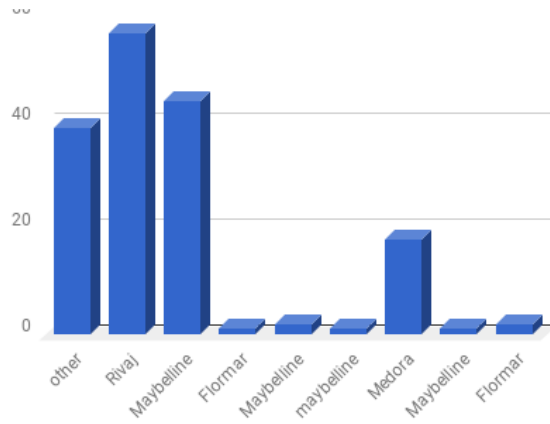
3. How often do you wear makeup?



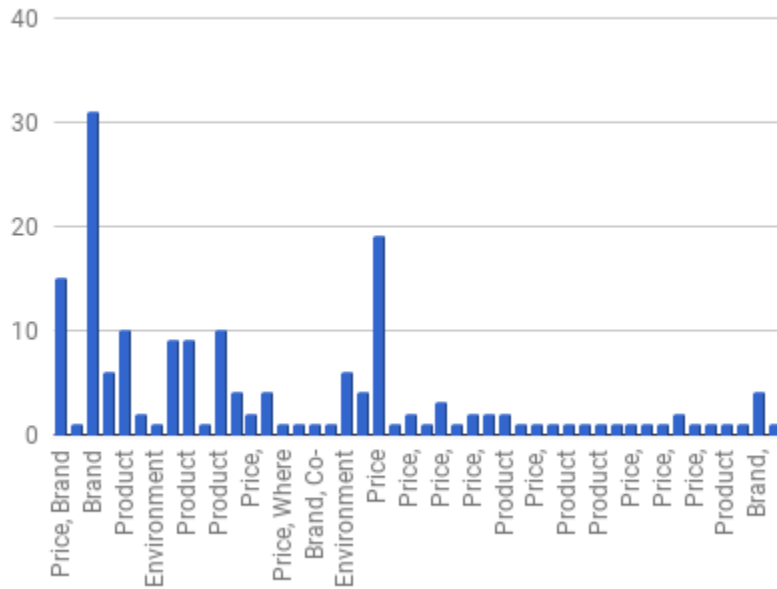
4. How often do you buy makeup?



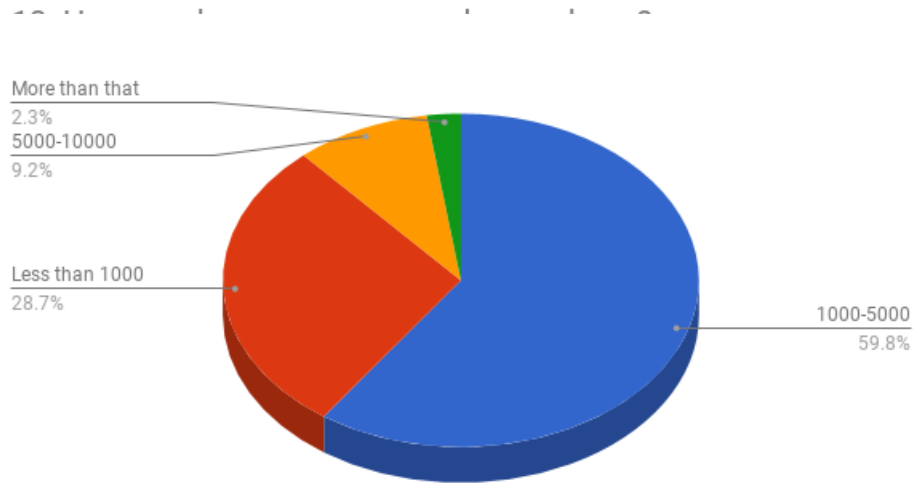
5. Which makeup brand you usually buy?



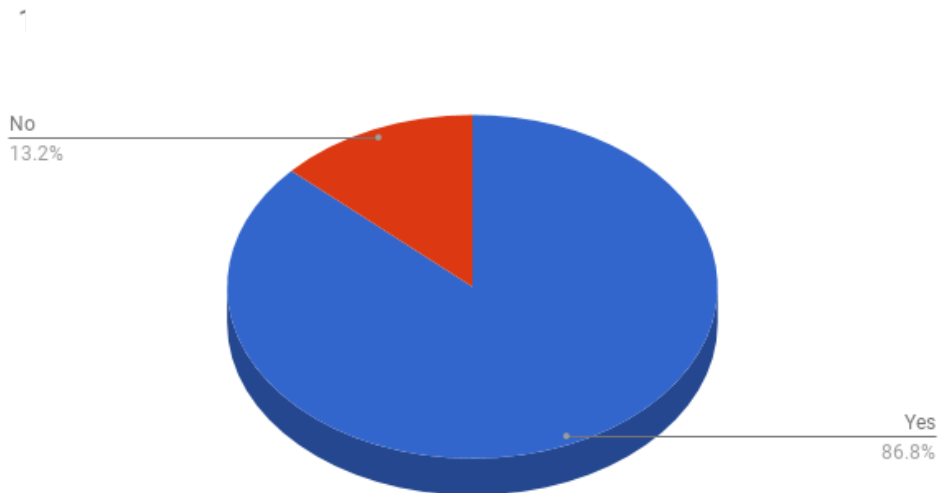
6. What factors do you consider while buying makeup?



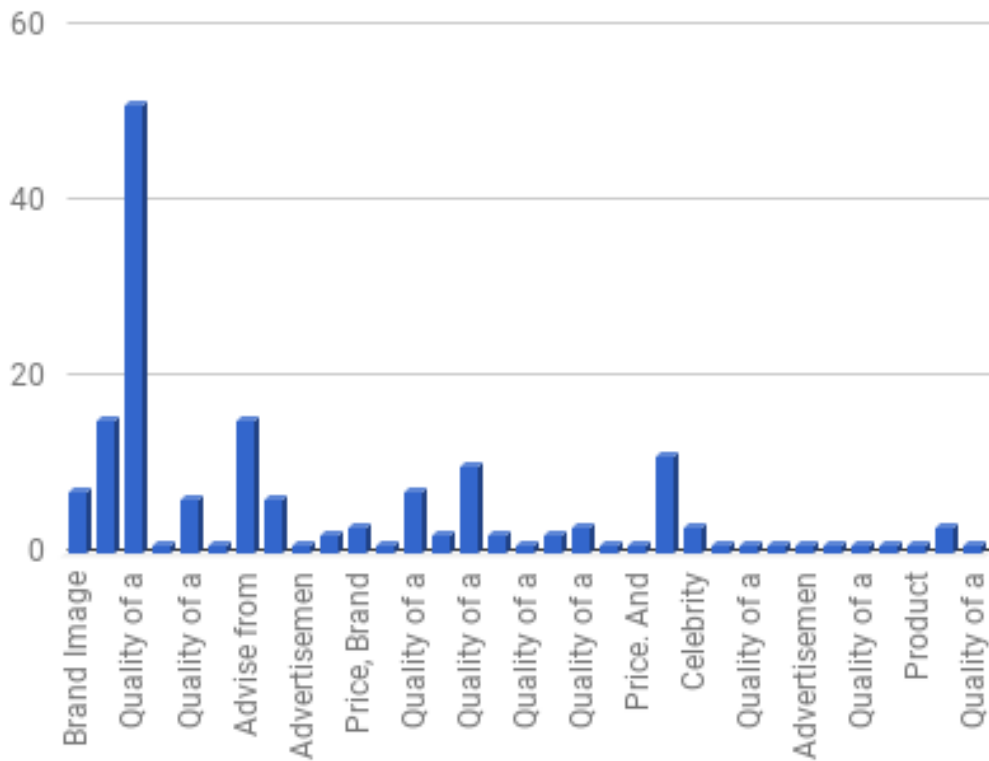
7. How much money you spend on makeup?



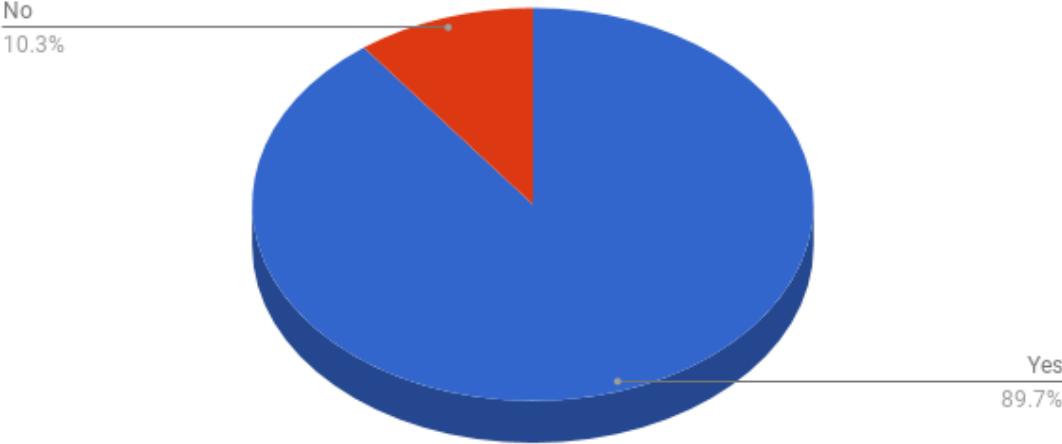
8. Have you ever switch to new makeup brand?



9. What motivates you to switch to new makeup brand?



10. Is this a good idea to launch a new makeup brand?



11. . What qualities you want to see in a new make up brand?

Should be affordable (2)

quality and price, exclusivity

should be economical

Affordable, larger choice range and easy availability

Suitable to skin types, cost effective and quality should be top notch

Good ingredients

Casual use and less toxic

Products should be made that do not do much damage to the skin and are also long lasting. It should be affordable as well so that more people can buy it.

Long lasting

must be of good quality..

Price and quality

It should not harm your skin

The texture should be good

Makeup market is already very strong and at hype. I would good makeup with good prices please. It's so annoying to pay 5000 for just a small palette :/

Easy to use on alk skin types

It should not have too much variety as not all things in a single brand are good. If it specialises in mascaras or lipsticks only then the products should have all good qualities and should be multipurpose.

Affordable having good quality

Long lasting , pocket friendly

It should be different from others. Like it packing and different shades

They should have full coverage foundations and good face powders along with different light pink shades of lipsticks. but the foundation should be best.

It should suit my skin and look good and not caky

12. Give any idea for making a good marketing plan for launching a new make up product?

Focus on product quality with low price

Online promotion on social media.
Use of products in short video
T.v ads
And brand promotion in marketing

Why would I give my own ideas

Target specific generation

Make youtube tutorial for your product

Variation of culture. Take models from white Americans to black Africans. No racism in advertisement.

Easy to use

Social Media ofcourse and handling exhibitions to introduce the brand to the public

first of all start it from a low price. Give some free makeup to a professional . So that they'll tell you how it is

i dont know.

Distribute Free Samples initially.

start with BTL and discounted offers.

Good quality with reasonable price

Advertise

Skin friendly

Stalls in different malls and plazas to try and react for all.

If you really wanna do thz thn u should focus on quality of makeup its important...

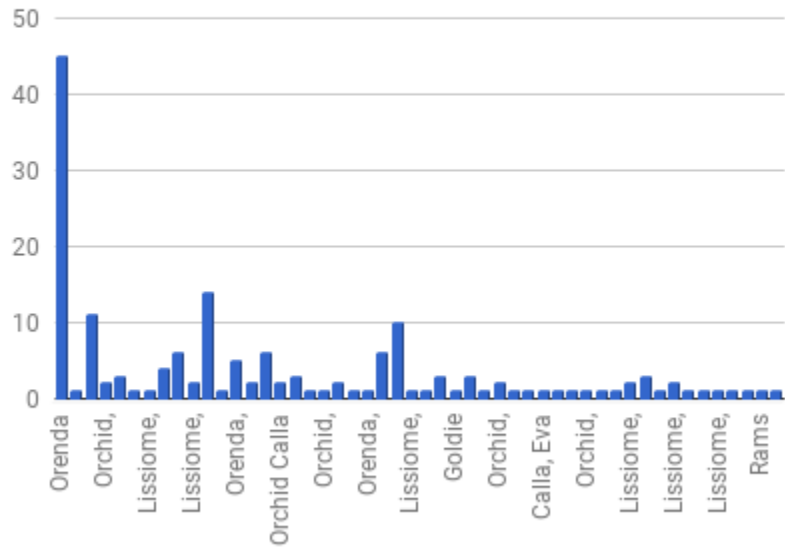
Low prices plus high quality

Going to different institutes or malls and apply makeup got free so they can see the results. And readonable price in the beggining and you may increases the prices after people have developed trust in your brand.

Advertising beautifully and showing it is not harmful to the skin, it should be within reach of most people,

Iam not into it.

13. Choose names for new makeup brand? You can also suggest new one?



14. Suggest Prices for following cosmetic Products?Lipsticks, Mascarra, Eyeliner, & Face Powder

Eyliner 300
Face powder 500

Lipstick:180
Mascarra: 300
Eyeliner: 150
Face powder: 200

200 to 400 lipstick, 150 to 200 mascarra, 100 to 150 eyeliner, 400 face powder

150

Less then 2000

Lipstick : 200-300
Mascara : 300
Eye liner : 200
Face powder : 400

Lipsticks 700
Mascara 500
Eyeliner 400
Face powder 700

Lipstick =100 to 150
Mascara=150-200
Eyeliner=100-150
Face powder =200-400

Ranging less than 1000 PKR

Lipsticks 150rs
Mascara 150 to 290
Eye liner 300
Face powder 350 to 499

Not more than 1500

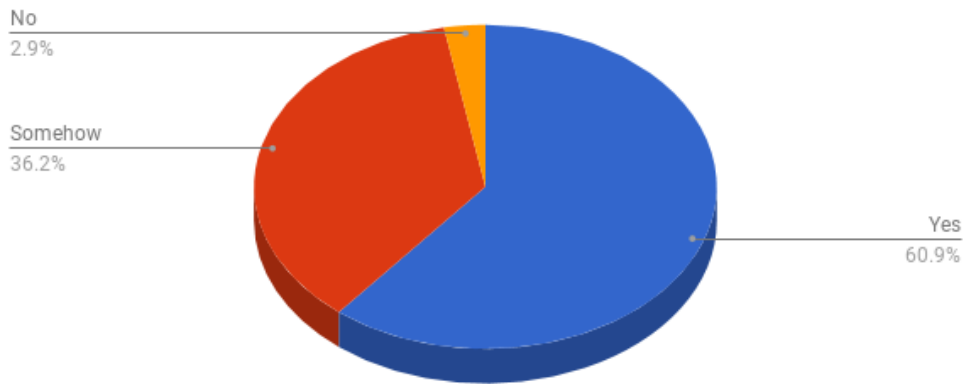
3000

350, 250, 250, 450

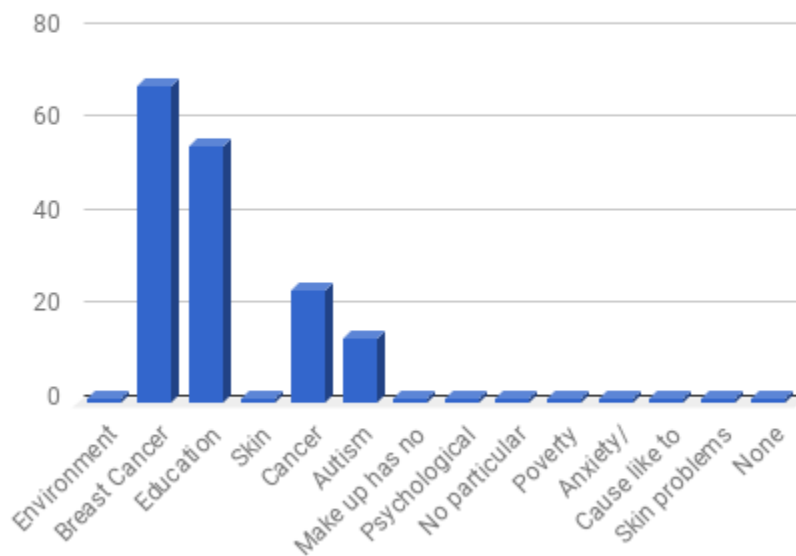
Any range between 300-1000

Everything should be less than 1000 🤔 well it depends on size and quality. Prices can differ.

15. Do you think it is a good idea to launch a product by doing co-operate social



16. Which of the following social cause you want to associate with makeup product?



17. Reason for choosing this issue

Because Makeup itself is related to women so the cause should be related to women too

To aware the students about what best fo their skin

Its a leading female related concern and many makeup products contain ingredients that have potential to disrupt female hormones and lead to breast cancer and other diseases. In this way brands will be cautious while adding harmful ingredients to their products.

Because skin is sensitive for some ingredients

Because its a common disease as well as related to chemicals. Companies should focus on the ingredients and inform the masses regarding it.

As girls use make alot and they are sensitive too so if particular brand use this CSR activity while promoting thier brand then girls can easily contribute for edu.

Because it is the most necessary!

Because education is the only one which can give best future to many others.

no reason

It's something that needs more attention

Ziada associate krta hai women k sath

I think it is adsociated with women thats y

Girls will be attracted towards your product if you will choose this issue because this is the issue associated with women

Although education is important bt i personally think breast cancer should get more focus

Important issue

No reason

Awarenesd

Because people cant afford the treatment of cancer

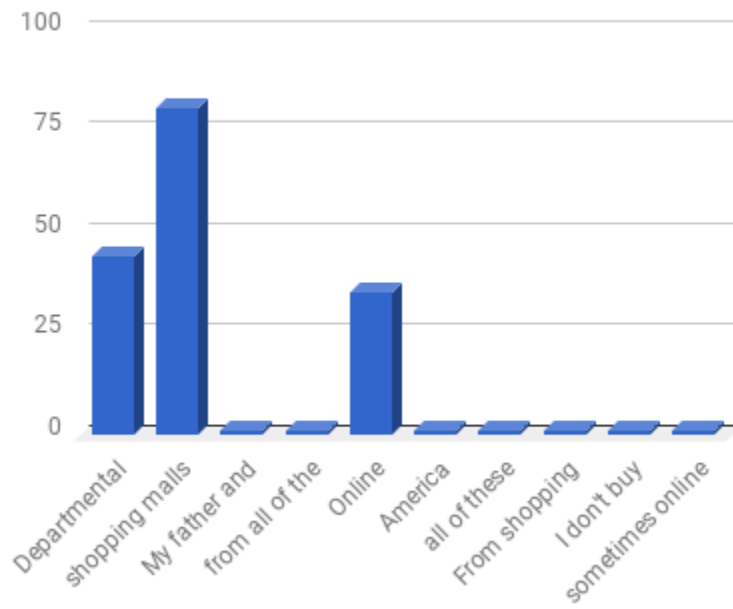
Because everyone cant afford the expenses of treatment and it is good way to help those patiens

Many students who wants to study having no money to pay fee scholships will help them continue their study

Because more work should be done on it

Cancer patients are already very dull they have to be fresh and happy

18. From where you usually buy makeup products?



Post Test

After the campaign was ready to launch, the communicator took pilot survey by displaying TVC to the respondents which includes friends, colleagues, faculty and family members and asked for their feed back. Maximum audience likes the concept that is different from other makeup campaigns in Pakistan.

Analysis & Discussion

From the survey communicator learns what actually audience likes to buy. It has been found that the factors that influence consumer buying behavior of makeup brands depends on quality of the product, brand image and package designing. As women are fond of makeup so they like to buy good quality makeup with affordable price, so the prices of every product of Orenda Cosmetics was decided on the basis of audience opinion

Women like the idea of associating a makeup brand with a social cause because this is never done before in Pakistan. According to the audience it would be a good strategy and can help in building a brand image in people's mind. When asked women about which issue to be highlighted mostly women were in favor of Breast Cancer as they think it will help aware more women about the disease and this brand will give hope to breast cancer patients who cannot afford treatment

Future Agenda

- Organize seminars on breast cancer awareness in different university and colleges.
- The communicator will try to work with the collaboration of Pink Ribbon as well to execute this idea at big plat form

Recommendations

- Orenda Cosmetics TVC should be on-aired on every TV channel
- The CSR campaign of Orenda Cosmetics should be used as an initiative to beat breast cancer and share its message to people

Questionnaire

Age: _____

Occupation

- a) Employed
- b) Unemployed
- c) Student

Marital Status

- a) Single
- b) Engaged
- c) Married
- d) Unmarried

Class

- a) Upper
- b) Lower-Middle
- c) Middle
- d) Lower

1. Do you wear make up?

- a) Yes
- b) No

2. If 'Yes' proceed further? If No ignore the other questions

3. How often do you wear makeup?

- a) All the time
- b) When going to College/University
- c) When going for work
- d) Occasionally
- e) When going to Parties
- f) Other:_____

4. How often do you buy makeup?

- a) Once a week
- b) twice a week
- c) Once a month
- d) twice a month
- e) Once a year

5. Which makeup brand you usually buy?

- a) Rivaj
- b) Medora
- c) Maybelline
- d) Flormar
- e) Other:_____

6. What factors do you consider while buying makeup?

- a) Price
- b) Product Availability
- c) Package Size

- d) Environmental friendliness of brand/company
- e) Brand
- f) Co-operate Social Responsibility
- g) Product Ingredients
- h) Where the product is made
- i) Other:_____

7. How much money you spend on makeup?

- a) Less than 1000
- b) 1000-5000
- c) 5000-10000
- d) More than that

8. Have you ever switch to new makeup brand?

- a) Yes
- b) No

9. What motivates you to switch to new makeup brand?

- a) Quality of a product
- b) Product Ingredients
- c) Price
- d) Advertisement
- e) Brand Image
- f) Celebrity endorsement in ad
- g) Advise from friend/ Consultant
- h) Other:_____

10. Is this a good idea to launch a new makeup brand?

- a) Yes
- b) No

11. What qualities you want to see in a new make up brand?

12. Give any idea for making a good marketing plan for launching a new make up product?

13. Choose names for new makeup brand? You can also suggest new one?

- a) Lissiome
- b) Orenda
- c) Orchid
- d) Jarrid
- e) Narcisus
- f) Calla
- g) Other:_____

14. .Suggest Prices for following cosmetic Products?

Lipsticks _____

Mascara_____

Eyeliner_____

Face Powder_____

15. Do you think it is a good idea to launch a product by doing co-operate social responsibility?

- a) Yes
- b) No
- c) Somehow

16. Which of the following social cause you want to associate with makeup product?

- a) Education
- b) Breast Cancer
- c) Cancer
- d) Autism
- e) Other:_____

17. Reason for selecting the issue?

18. From where you usually buy makeup products?

- a) Online
- b) Departmental stores
- c) Shopping Malls
- d) Other:_____

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