

Omorovicza.

— BUDAPEST —

Content Brief

Business Overview

Omorovicza is a Hungarian based anti-aging skincare brand. Founded on principals of tradition and familial heritage, Omorovicza is unlike any other luxury brand of skincare. The thermal baths in Budapest are renowned for the powerful healing waters and nutrient rich muds, which the Omorovicza family sought to translate into a modern day skincare brand. The Nobel Prize winning laboratory that formulates all Omorovicza products has a patented technology that is able to successfully transfer the minerals found in the rich waters and nutrient-dense mud of Budapest thermal pools. This allows for the formulation of products that, over time, truly heal the skin.

Campaign

Omorovicza is launching their newest product: Acid Fix. It's a multi-purpose nighttime AHA and BHA serum targeted to heal skin damage caused by sun, pollution, and acne. The potent mixture is the strongest acid treatment in the Omorovicza repertoire and will be presented as an active-ingredient serum designed to deliver dramatic results. Acid Fix is not for the faint of skincare heart; it's formulated to reverse hyperpigmentation, exfoliate, resurface, and plump the skin. In addition to AHA and BHA acids, it contains lactic acid, Australian Caviar Lime Extract, and Sodium Hyaluronate, a unique combination of highly active ingredients. Of course, in addition to these ingredients its base is the healing Hungarian thermal water. The campaign will focus on the concept of history meets science, showcasing the Hungarian thermal baths contrasted with the hard-hitting ingredients of Acid Fix.

The campaign, aptly titled *Have You Had Yours?* is targeted towards promoting the product across the Canadian market in the hopes of creating significant sales of the product. The typical Omorovicza client is between 28-60 years old, is ingredient focussed, and willing to save their money in order to invest in high-performing, quality skincare. They are well-versed in the product market and have a discerning eye for gimmicks and fads. They seek out results-driven skincare.

Challenges

Omorovicza faces a unique challenge in Canada given that they do not have any storefront locations. In order to drive Canadian sales, they need to encourage customers to shop online from their ecommerce platform. The skincare landscape in Canada is quite saturated with products including those with a lower price point. Brands with similar price points include La Prairie and La Mer. Both of these brands have been synonymous with luxury for many years and have garnered a loyal following of consumers. However, unlike most high-end skincare brands, Omorovicza has the unique angle of being a more natural-ingredient focussed brand. The unique ingredients such as the thermal waters and nutrient-rich mud are naturally healing; this lends itself well to the more natural movement in beauty and skincare.

The goals of the campaign are multi-tiered, yet cohesive in nature. Creating brand awareness through the marketing is important in growing the Omorovicza presence in Canada. The hope is the combination of brand awareness, coupled with the Acid Fix product launch, will lead to Canadian sales of this product and long-term, returning clients.

Project Goals

As previously stated, the campaign is multi-tiered. The hope is to convey the unique message of Omorovicza, which includes its history, its familial ties, and of course, the ingredients. This information paired with the innovative Acid Fix serum, will hopefully drive sales. The campaign will juxtapose the two concepts of history meets science, merging the brand information with the cutting-edge science of Acid Fix. The overarching goals are both increased brand awareness and product sales in the Canadian market.

Tone & Messaging

Omorovicza is an innovative brand that evokes professionalism and warmth to its clientele at all times. The below list exemplifies the overall feeling and tone we wish to convey with our campaign.

- Innovation
- Tradition
- Sophistication
- Opulent
- Potent
- Powerful
- Restorative
- Quality
- Performance-driven
- Luxe
- Lavish
- Familial

The overarching tone and theme of the campaign should be true to the Omorovicza name, encompassing the warmth and professionalism of the brand. We are a family owned company and we see our clientele as an extension of our family. Language should remain sophisticated, yet witty when applicable. As always, an educational component should appear in either text or in the graphics, allowing the consumer to quickly realize the unique aspects of our products. Appropriate logo, typeface, and colour choices as indicated by our company Style Guide should appear on all branded material.

Our campaign tagline *Have you had yours?* Inspires our Call to Action (CTA), which is *Get Your Fix*. This will appear on our Omorovicza email and newsletter.

In terms of Search Engine Optimization (SEO), we will need to be creative in targeting frequently searched skincare items, such as anti-aging serums, but with the more specific search terms such as the ingredients and the skin benefits. For example, “best acids for hyperpigmentation.” We will need to make informed choices based off of the competition level of certain phrases.

A sample tweet linking to our product page could be “History meets science with our breakthrough Acid. Get your fix: (link to product page). The accompanying Tweet graphic would be an Omorovicza branded image featuring the product with text prominently displaying the skin benefits of the product.

Email subject line: Just In From Budapest: A One of a Kind Acid Fix to Get Glowing.

A headline for our blog page could read “Why Your Skin is Craving an Acid Fix.”

A sample product description page:

A one of its kind blend of AHA and BHA acids, this restorative treatment works to exfoliate, peel, resurface and brighten the skin. It targets damaged skin due to sun and pollution, as well hyperpigmentation caused by acne. It also contains the newly developed Sodium Hyaluronate and Australian Caviar Lime which work to restore and retain moisture, while smoothing and softening the skin for a natural glow.

Active Ingredients:

- Hungarian Thermal Waters
- Salicylic Acid, Glycolic Acid
- Lactic Acid Sodium Hyaluronate
- Australian Caviar Lime Brightens

Results:

- Exfoliates
- Resurfaces
- Moisturizes
- Repairs

Skin Types:

- Acne prone
- Oily
- Hyperpigmented

Target Audience

The typical Omorovicza client is between 28-60 years old, is ingredient focussed, and willing to save their money in order to invest in high-performing, quality skincare. They are well-versed in the product market and have a discerning eye for gimmicks and fads; they seek out results-driven skincare that contain active ingredients. Given the price point of the products, they are likely working graduates or full-time professionals who are able to invest in select products. They are not necessarily interested in “popular” brands, but in finding unique skincare designed for overall skin health. With that in mind, each aspect of the *Have You Had Yours?* Campaign must contain educational elements. In order to speak to a discerning clientele, we need to ensure the ingredients and benefits of our product are made clear.

Long Term Goals

Research from the NDP Group Reports indicates a 14% growth in Canada over the past year and a rise in the number of women who are conscious of the ingredients in their skincare. This fact lends itself well to our overarching goals of brand awareness in Canada and an increase of Canadian sales. Our campaign is designed to educate and intrigue new clientele. With an engaging and cohesive campaign, we can not only promote Acid Fix, but spread awareness of the principles of our company. In turn, this will translate into new and loyal customers.