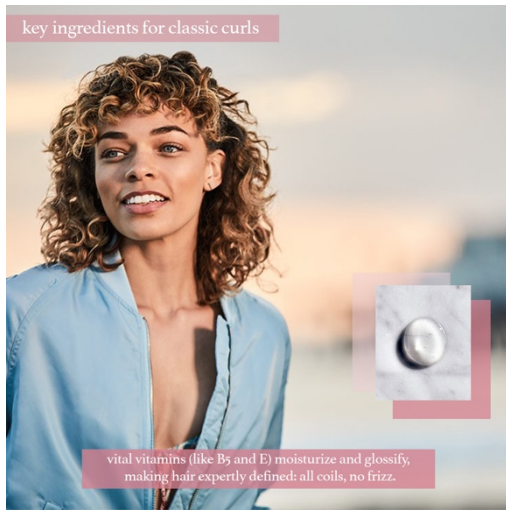


## Create a Campaign



For my mini-campaign for my client, Ouidad, I chose to highlight their products for classic curls, in a three-part Instagram series titled “What Your Classic Curls Need.” “Rose” (my persona from the last module) is the target audience for this campaign. Rose is a young female making between \$25K-\$35K, looking for curly hair products. I followed the clean blush style of Ouidad’s Instagram account to design the campaign.

Brands often use color and design to convey a message about their brand personality and to provoke emotion or action from their audience. [MarTechSeries \(Links to an external site.\)](#) says that the clean design speaks to the millennial audience because a simple website design minimizes the salesy feel by a large extent; and because a simple design appears more beautiful compared to a complex one. As for the blush, [color psychologists \(Links to an external site.\)](#) say shades of pink do an effective job of relating to the female market. In addition, [color psychologists \(Links to an external site.\)](#) say the softer the shade of pink the higher the quality of the brand and/or product.

Instagram reflected the highest engagement for Rose’s generation as well as the most engaging social platform Ouidad currently operates. Therefore, I thought my campaign was the best fit for this platform.

Each one of my posts highlights the three key ingredients, Ouidad says, classic curls need to thrive: vital vitamins, moisturizing botanicals, and natural proteins. I made this clear by providing a short description and image of each key ingredient in all three posts. While the captions varied, I made sure each had the “...more” because Ouidad captions are traditionally very long. For the likes, I randomly inputted a number between 250 and 315 to reflect their average likes. In each post, I wanted to make sure the women represented a diverse audience, all of whom share the trait of classic curls. I believe the diverse models help the campaign speak to more segments of the Ouidad audience.



ouidad

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[Learn More](#)




♥ 278 likes

**ouidad** B5 and E vitamins are vital ingredients in products made for loose curls. Click the link in our bio to learn more about what ... [more](#)

For my first post, I highlighted vital vitamins. It was important to incorporate the blush tones while also being sure to not over complicate the design. Here I chose a model with short highlighted classic curls, with a simple yet not plain background. Additionally, I offered a minimal text description of vital vitamins, in a font similar to that used on the Ouidad website and social media– in order to stay within brand standards. In order to incorporate the image of the vitamins into the post, I added blush shadows, in two different shades. I believe the shadows were an opportunity to include the blush tones and helped tie together the overall design. In the caption, I reiterated the text on the image and also encouraged viewers to take action by clicking the link in the [@ouidad](#) (Links to an external site.)bio.

Ouidad **ouidad** Sponsored ▾

key ingredients for classic curls



Moisturizing Botanicals add deep moisture, plumping your curls from within. The end result? Manageable curls and a lustrous finish.

[Learn More](#) >

♡ 💬


♥ 315 likes

**ouidad** Our Curl Experts know your classic curls need moisturizing botanicals. Click the link in our bio to learn more about what you ... [more](#)

For my next two posts, I carried the same design template making changes to the model, arrangement of design elements, and information pertaining to the key ingredients. In the second post, I highlighted the moisturizing botanicals. I chose a red-haired model with long classic curls. And similarly added a minimal text description of the moisturizing botanicals, along with the visual representation—surrounded by the same blush shadows in the first post. In the caption, I mentioned the Ouidad Curl Experts in order to bring validity to the campaign. In a way, it shows that professionals are the ones saying these ingredients are important for classic curls. The caption ended again with a call to action, encouraging viewers to visit the link in the [@ouidad \(Links to an external site.\)](#) bio.

Ouidad ouidad Sponsored ▾

key ingredients for classic curls



Natural Proteins (from Wheat, Silk, and Soy)  
add body and strength to keep your internal moisture levels  
balanced for healthy, high-performance curls.

[Learn More](#) >

♡ 💬

♥ 300 likes

**ouidad** Wheat, Silk, and Soy produce natural proteins that help to strengthen your curls. Click the link in our bio to learn more abo ... more

For my final post, I highlighted the natural proteins. I chose a model with medium length black classic curls. And similarly added a minimal text description of the natural proteins, along with the visual representation– surrounded by the same blush shadows in the first post. As for the caption wanted to make sure viewers knew what the proteins did, by reinforcing the text on the image. The caption ended again with a call to action, encouraging viewers to visit the link in the [@ouidad \(Links to an external site.\)](#) bio.

I made all three of my posts follow the same template in order to maximize their usage. Meaning if Ouidad chose to post “What Your Classic Curls Need” all together in a carousel, rather than individual posts, or all together on Instagram or Facebook they follow the same branding for the campaign. Throughout each post, I wanted to maintain Ouidad’s branding in color, design, font, and style. By using three young, diverse models with classic curls I feel the campaign will be effective in reaching the “Rose’s” in the Ouidad audience.