



# The Ordinary

CAMPAIGN 1  
04 06 2025 @lucyruppert

#That's out of the ordinary



The Ordinary is a skincare brand known for its minimalist and affordable products. It focuses on delivering high-quality formulations with a strong emphasis on **transparency**, **science** and **ingredient integrity**.



# CAMPAIGN TARGETS

- This campaign targets middle to upper-class Gen Z and Millennial women experiencing **insecurity** around their skin and the casual natural observer who has not purchased yet.
- They're the urban-living middle class to upper class woman who recognize the pressures surrounding the beauty industry and may feel like they have to cave into beauty trends.

## With this information....

- **The goal** is to offer a space where women can feel **confident** and **accepted**, no matter what their skin looks like.

# INSIGHTS & RESEARCH

Shared challenges that Gen Z and Millennial women face in the **beauty industry** and **outside** of it.

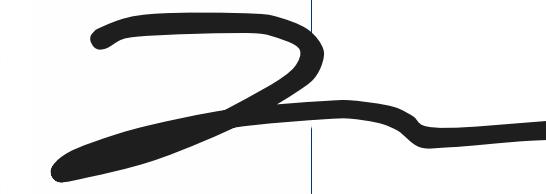
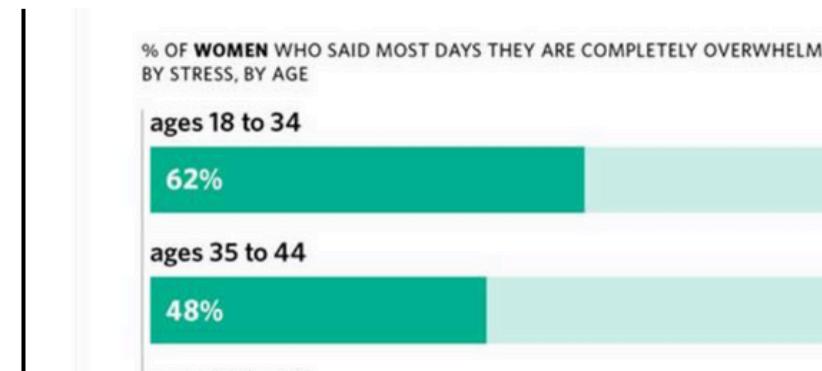
- hyper-perfectionism
- insecurity
- stress



According to a recent survey by Dove examining social media and body image, over half of girls say they can't live up to the beauty standards projected on social media.



A 2019 study done by the American Psychological Association (APA) says Gen-Z “is growing up in a world where appearance is closely tied to success and social acceptance. The pressure to look a certain way isn’t new, but it’s intensified.”



it's **ordinary** to feel overwhelmed now.

# PERSONAS

## Profile 1

They're balancing corporate finance by day and influencer life by night. Based in Los Angeles, she thrives on wellness, beauty, and lifestyle content. She's always on-trend and thinking about the next opportunity.



### An experience to be felt :

- Improve self-care and feel confident and beautiful even with a short beauty routine. She would like to stray away from the hyper-perfectionism, especially living in LA .

### Frustrations:

She would like to avoid a complex skincare routine since she's always busy.

## Profile 2

They're a NYC high schooler and retail worker with a growing love for beauty. New to skincare but eager to learn, she looks up to the influencer world for inspiration and guidance.



### An experience to be felt :

- Feel seen and accepted as a young high-school girl facing different skin conditions such as uneven skin texture and acne.

### Frustrations:

Would like to avoid products that make them break out and are high-cost.

# HMW STATEMENT+ CONCEPT

How do we empower Gen-Z and Millennial women to challenge beauty, stereotypes and embrace their authentic selves during a heightened time in America?

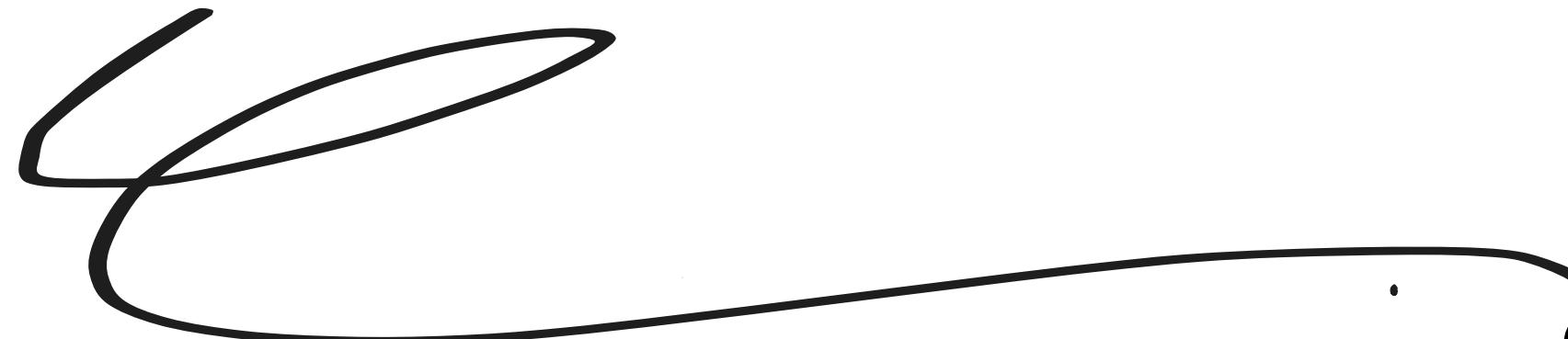
## Concept



This concept encourages women experiencing skin conditions to question traditional beauty standards while incorporating an Americana theme to reflect the pressure and stress of today's cultural climate in America.



Featuring a play-on-words of “**out of the ordinary**” phrases and experiences that are normalized in America and specific to the beauty industry, it provides an ironic take on how unrealistic beauty ideals have become a norm, encouraging self-acceptance over perfection.



**what is out of the ordinary?**

- political climate
- covering up skin flaws
- hyper-focused on self-image

# ART DIRECTION AND MOODBOARD

## Typography

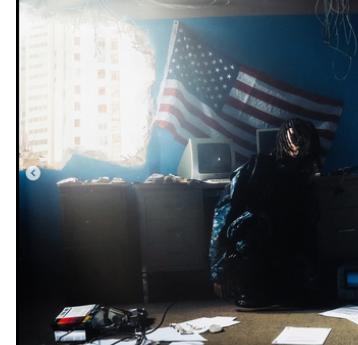
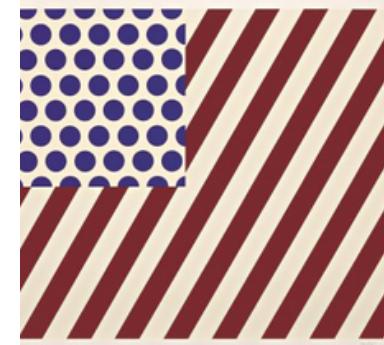


## Graphic elements + layout



## VISUAL KEYWORDS: BOLD, AUTHENTIC, RESONANT

## Photography



- Handwritten fonts to represent “authenticity” + originality (Bold choice)
- Minimalistic light and bold sans serif

- Incorporation of cropped small pictures
- American flag dots and stripes for American feel
- Small and largely space font in the middle to achieve a clean look

- Atmospheric feel with emphasized soft shadows and under-glow of face
- American flag element within the backdrop

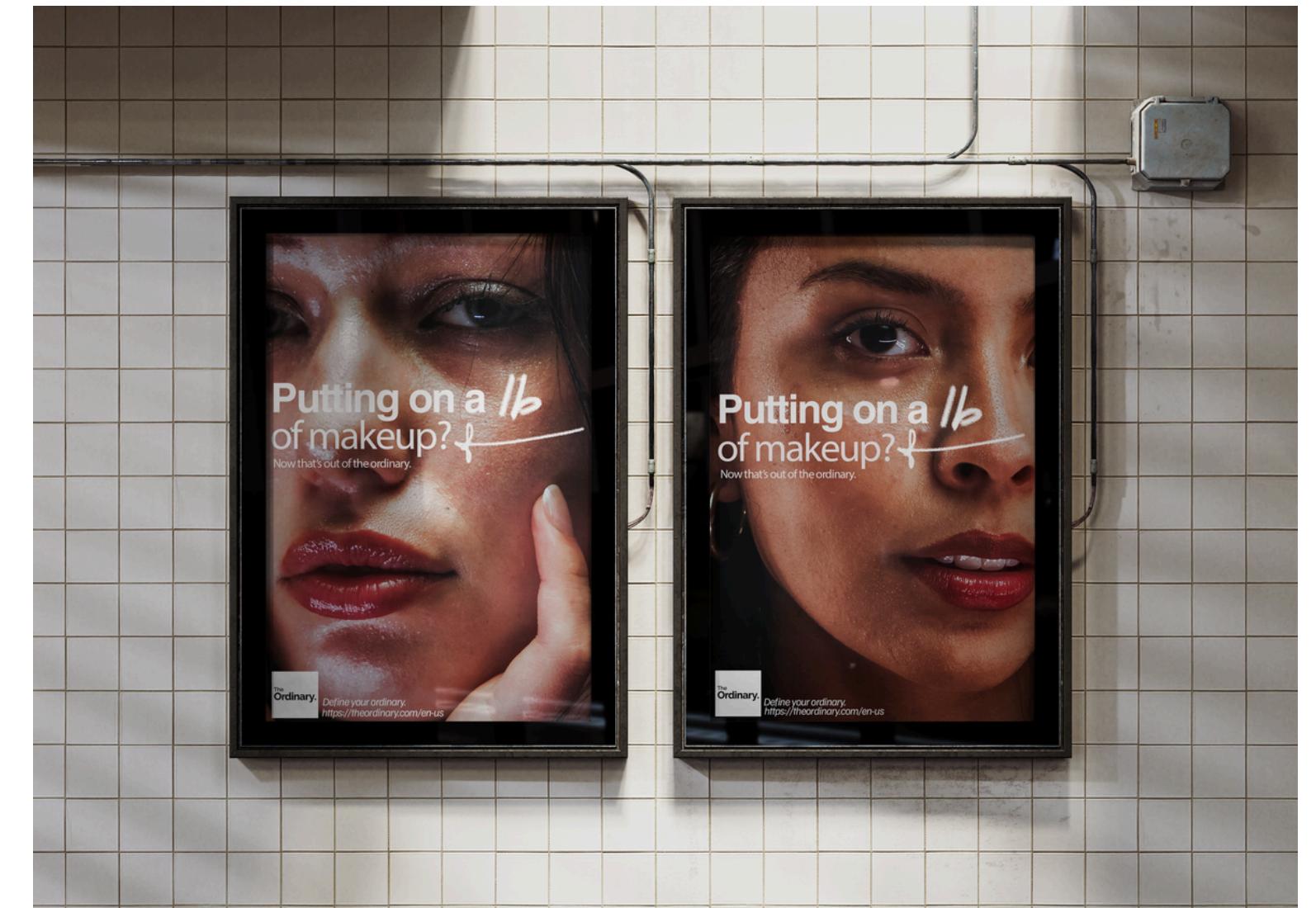
# INDOOR BILLBOARDS

Placed in Gen-Z and Millennial urban hotspots full of high-foot traffic. Mostly placed against minimalistic backgrounds.

📍 New York City, Los Angeles, Portland, Philadelphia, Austin, Atlanta, and Minneapolis.



Pictures shot by me

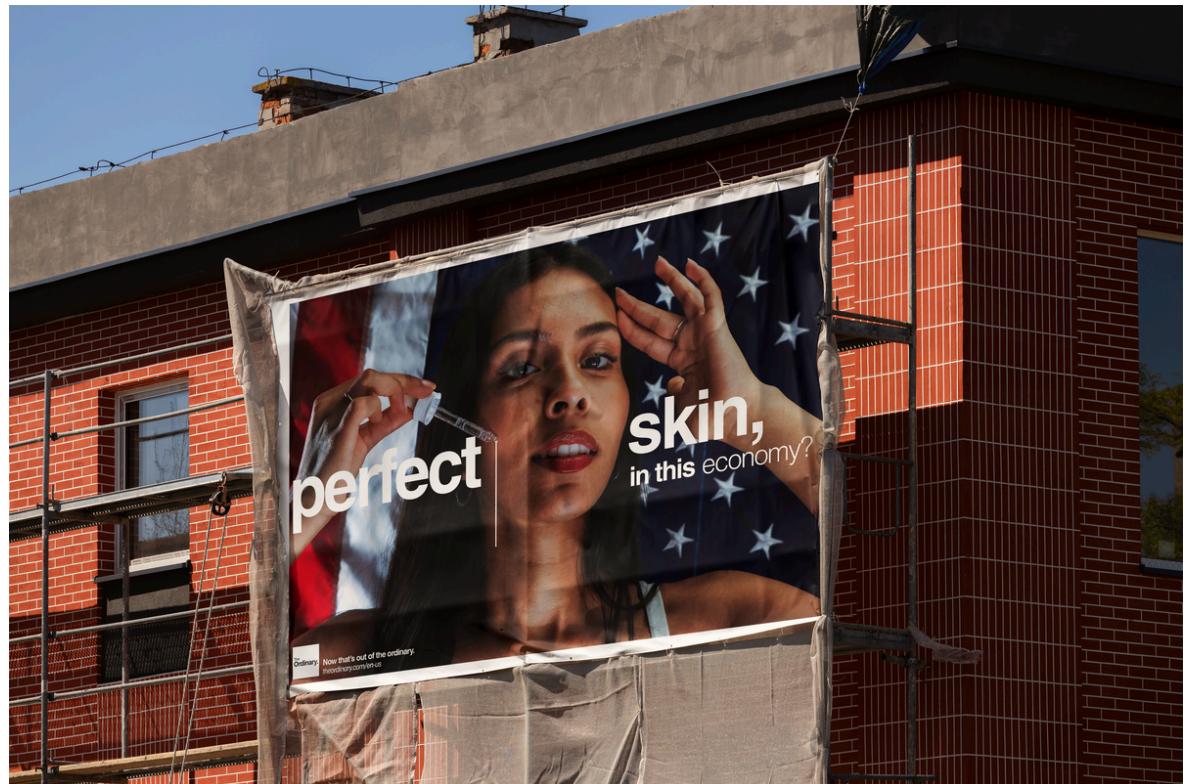


Featuring a hashtag: #Nowthat'soutoftheordinary

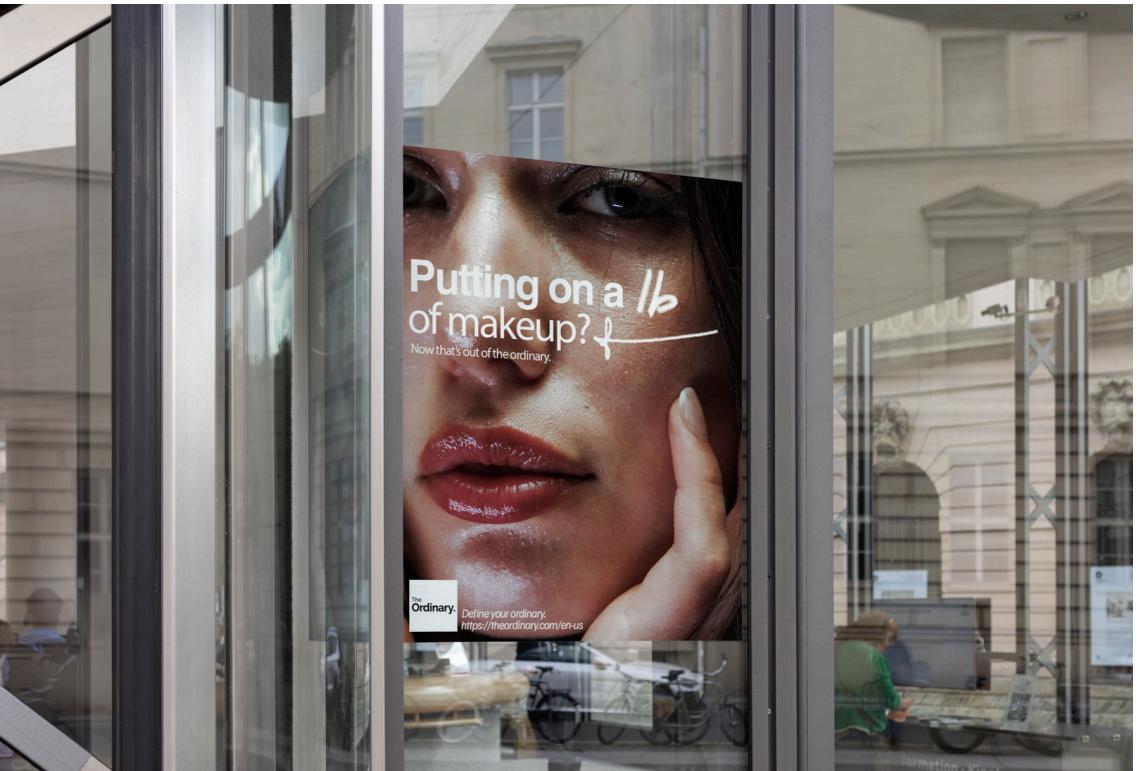
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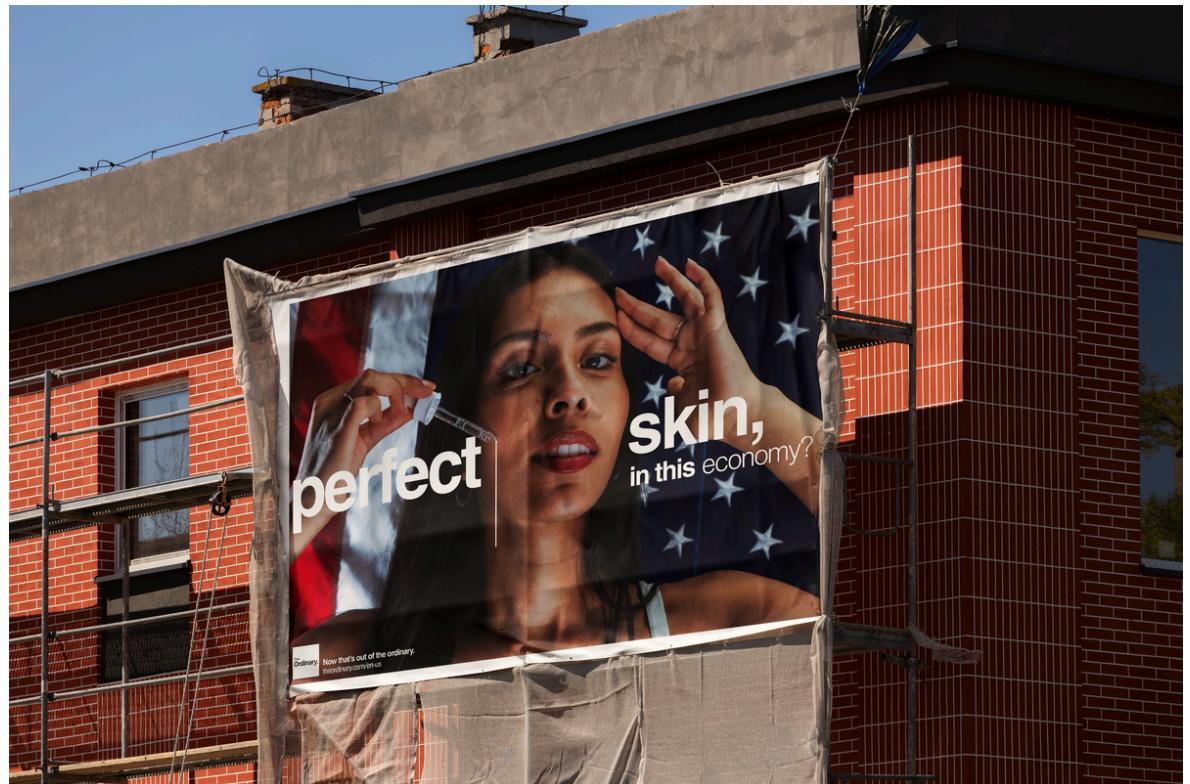
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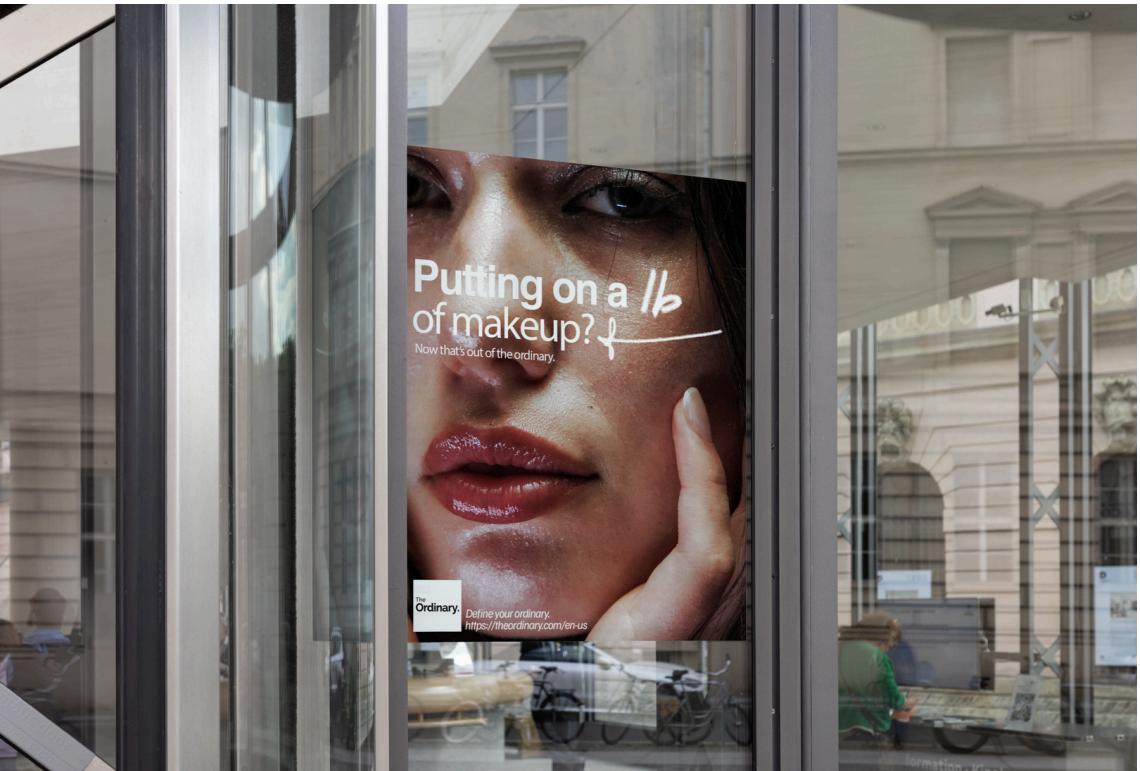
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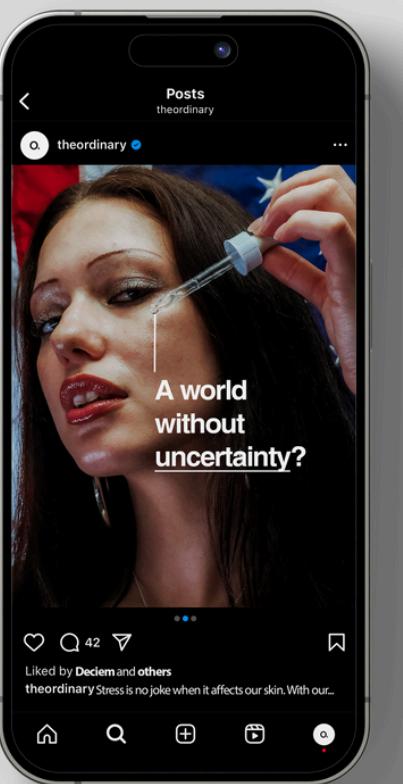
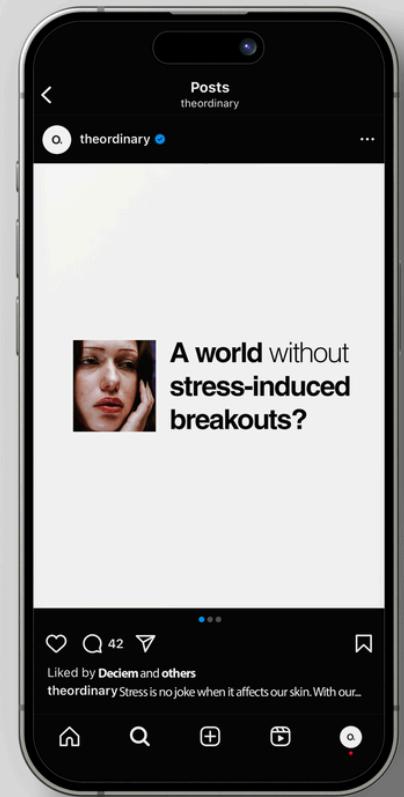


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# SOCIAL MEDIA POSTS

Instagram carousel #1



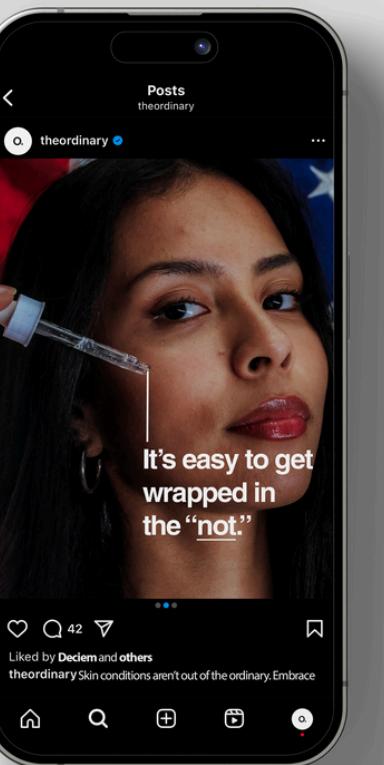
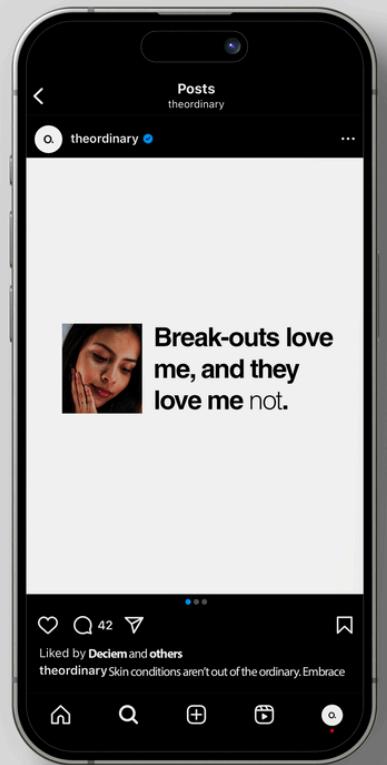
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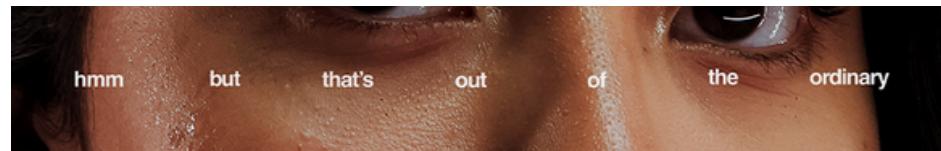
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# SOCIAL MEDIA POSTS

Instagram carousel #2



Pictures shot by me



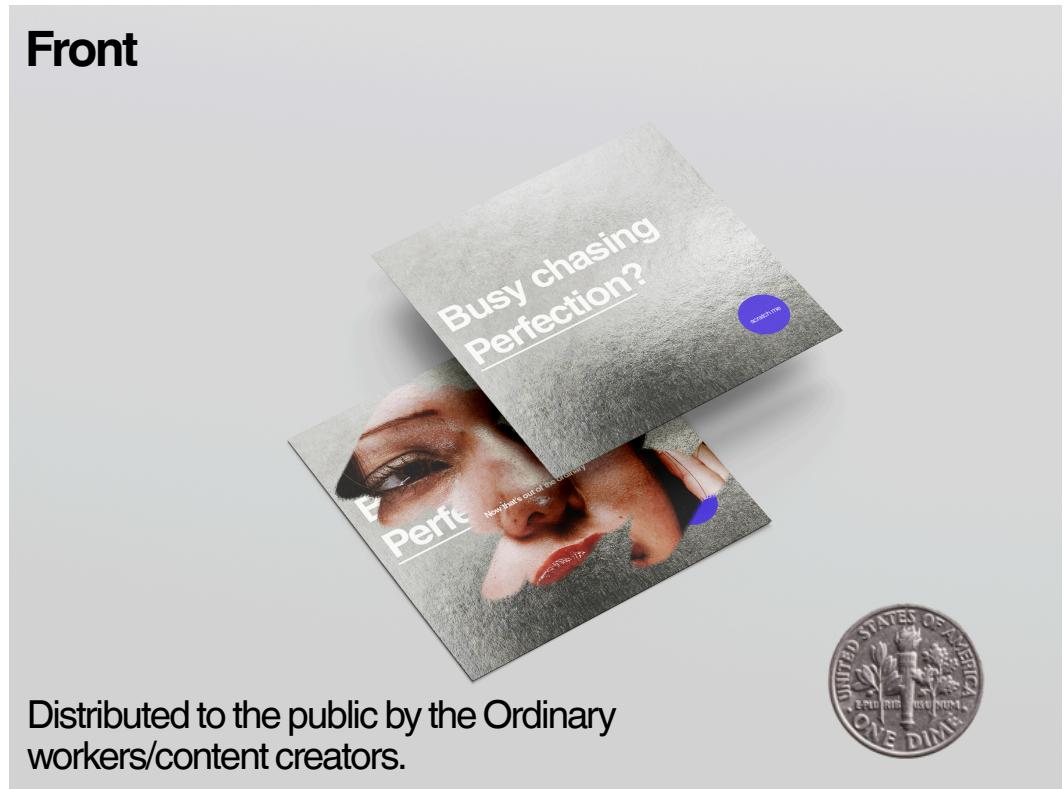
Featuring a hashtag: #Nowthat'soutoftheordinary

# UNTRADITIONAL

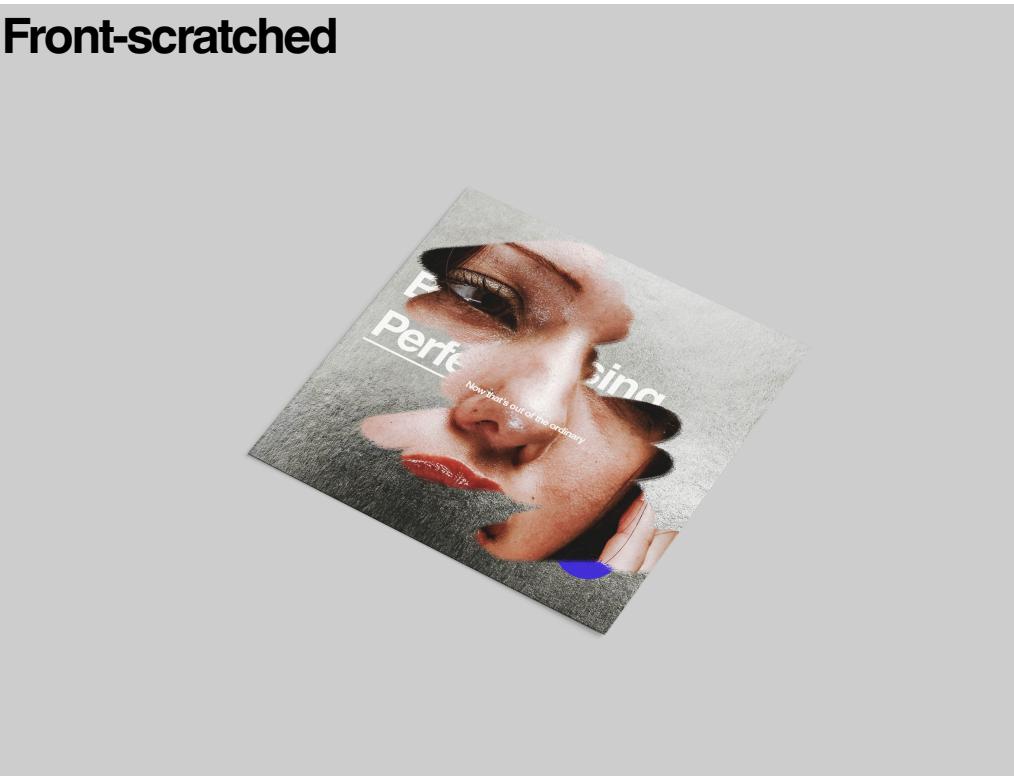
## Scratch Discount Hand-outs

Use a coin or your finger to scratch away your worries or your stress.  
Or hey, maybe it just means you're getting 20% off in-store. You decide.

Front



Front-scratched



Back



# MEDIA PLAN PT. 1

## Goals & KPI's

### Qualitative

- Encourage women to post and use the hashtag #NowThatsOutOfTheOrdinary to support breaking beauty standard stereotypes.
- Monitor shifts in tone (e.g., from stress/insecurity to confidence/self-love) across comments and captions on campaign-related posts.

### Quantitative

- Track redemption of discount code (from scratch card activation) and aim for 5K+ redemptions.
- +20% increase in website traffic from social channels during campaign window
- +15% increase in hashtag usage (#NowThatsOutOfTheOrdinary) over 8 weeks.

## Audience targeting

This campaign will utilize Instagram as it's suited for the editorial and photo-heavy look of the campaign.

- Instagram, TikTok, YouTube and Snapchat are popular amongst Gen-Z and Millennial users

# MEDIA PLAN PT. 2

## Timeline

July 4<sup>th</sup>, 2025 release. Gain independence from stress, perfectionism, and anyone else's definition of beauty.

Social Media campaigns release 4 weeks before major release.



Billboards and posters release 3 weeks before July 4<sup>th</sup>, 2025 (main release).

Scratch-cards release 5 days before the date.

## Scheduling

Instagram posts must reach EST, PST, and Central times. 11am-3pm is peak time for posting on Instagram. Most targeted cities reside on the East Coast, so posting 12am EST 9am PST, and 11am central would be most efficient.

## Media Mix

- Influencer/scientific partnerships with relatable and science-focused content creators (educational content).
- Promotional behind-the-scenes and interview content of the scratch-handouts
- Giveaways via Instagram live





A LIL BTS OF THE PHOTO SHOOT HEHE

**THANK YOU!**