

**CLINIQUE**

**B L A C K H O N E Y**

A campaign with a difference

- Our platform**
- Our key visual**
- Our campaign activation**
- Our campaign extension**
  - Social content
  - Influencer engagement
  - Partnerships
  - POS
- Summary**
- Guidelines**

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Please note:  
All imagery in this presentation is for reference only and not currently licensed for usage.

## 01. Our platform

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# Our objective

As we looked to define the next chapter of communications for Clinique's Black Honey, we focused on a clear and singular objective:

**GET**

A digitally native Gen Z consumer

**TO**

Trial and advocate for the viral TikTok sensation, Black Honey

**BY**

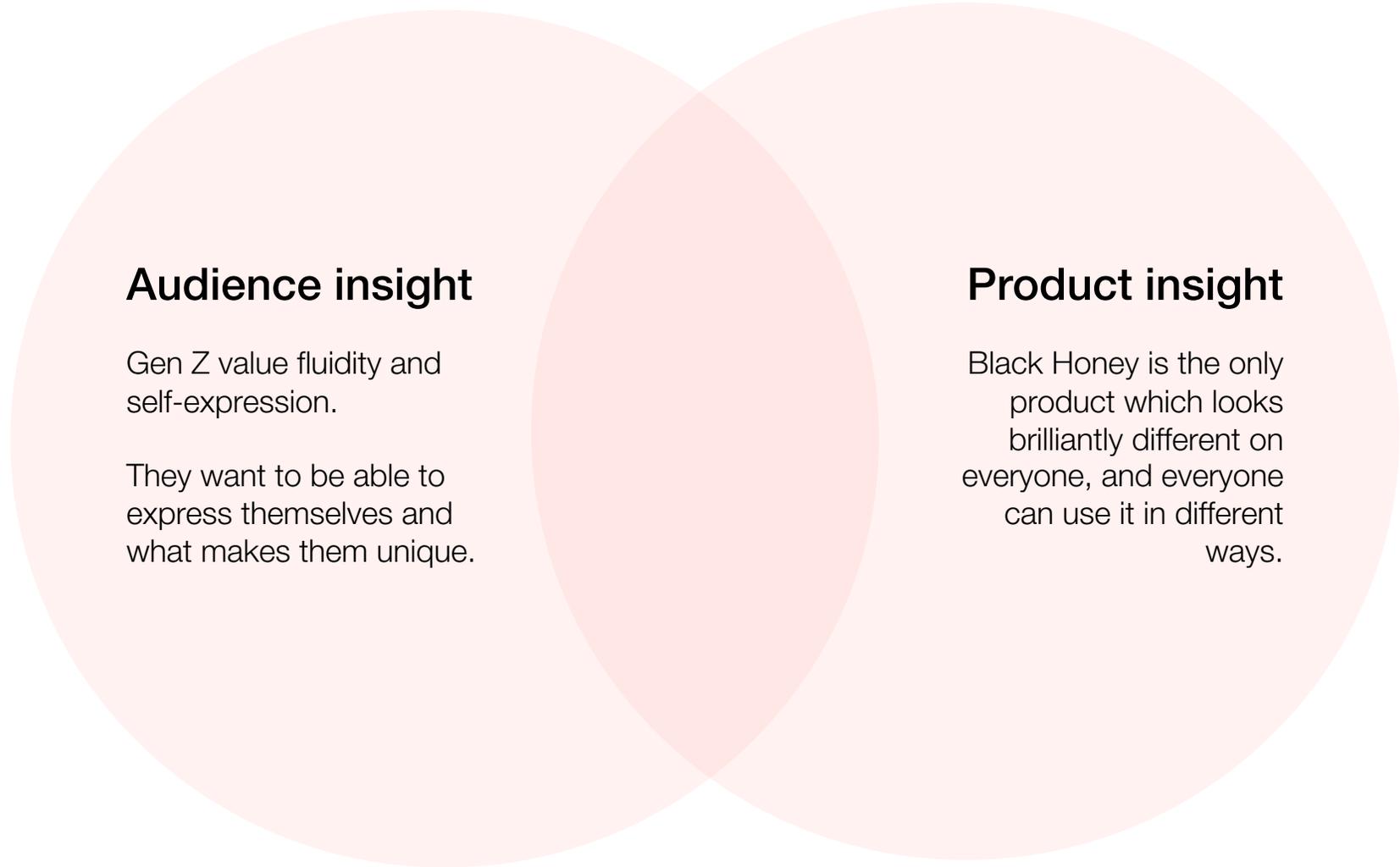
Developing a distinct 'next chapter' for communications that builds upon the existing equity behind 'universal shade' and 'one shade fits all'

**SO**

We harness the existing support and groundswell behind the product.

# Our objective

With an existing groundswell of support amongst the Gen Z community, it was vital that our new communications platform derived from both inherent audience and product truths.



- Gen Zers are 7.2% more likely than previous generations to say that having a unique style is "very important" to them ([OC&C Strategy Consultants](#))
- 73% of Gen Z believe they need more self-expression to live a happy, healthy life ([OCAD University](#))
- "The key point is not to define themselves through only one stereotype but rather for individuals to experiment with different ways of being themselves and to shape their individual identities over time" ([McKinsey](#))

# Our strategic platform

Black Honey is one product, one shade,  
but it looks different on everyone.

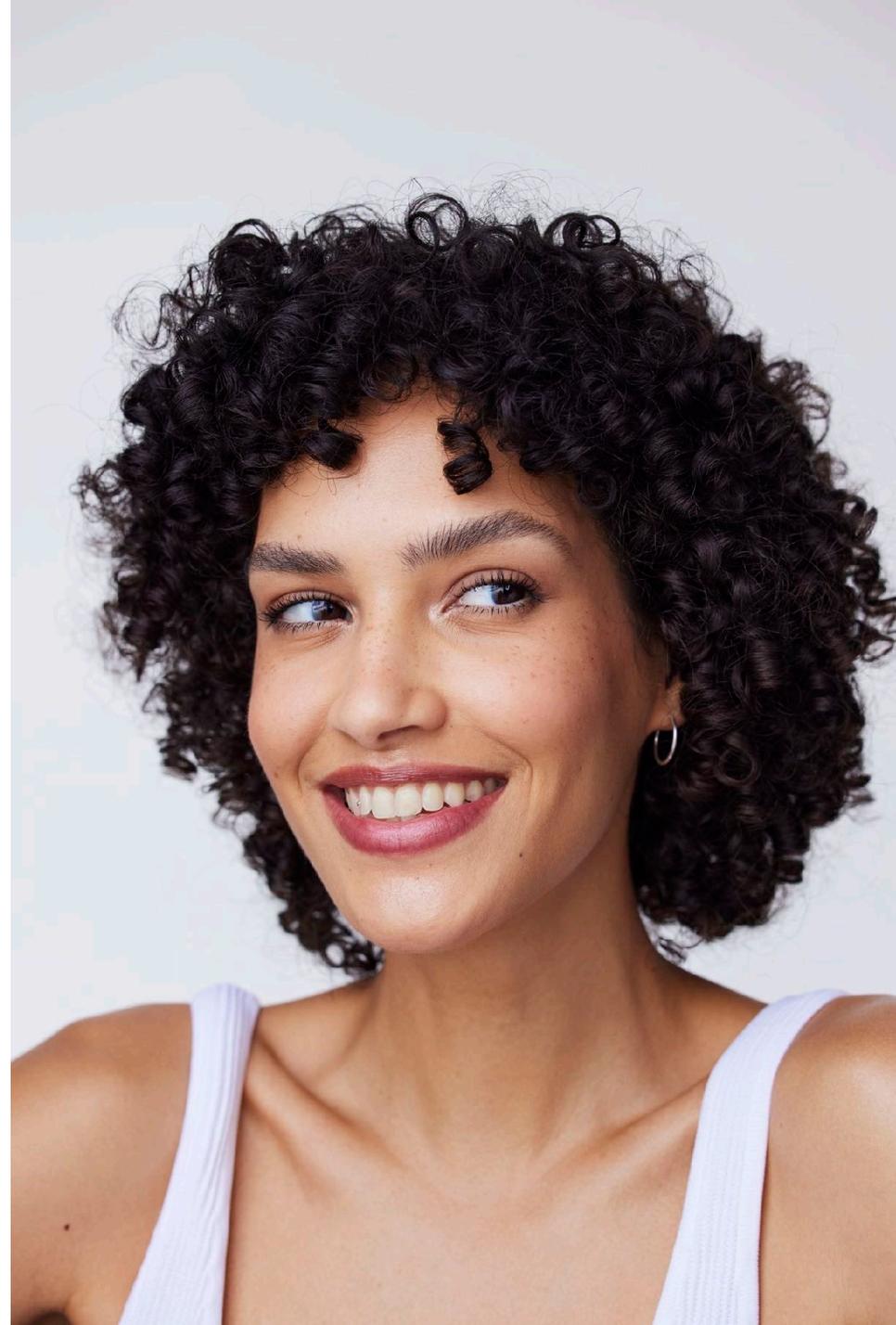
With Black Honey,  
the difference is you.

You are the changing variable.  
The unique canvas.  
The artist + the model.

You use Black Honey to  
let your beauty shine through.  
To make a difference.  
To express + celebrate your differences.  
To be the change you want to see.

To stand out.  
To be bold.  
And to show the world...

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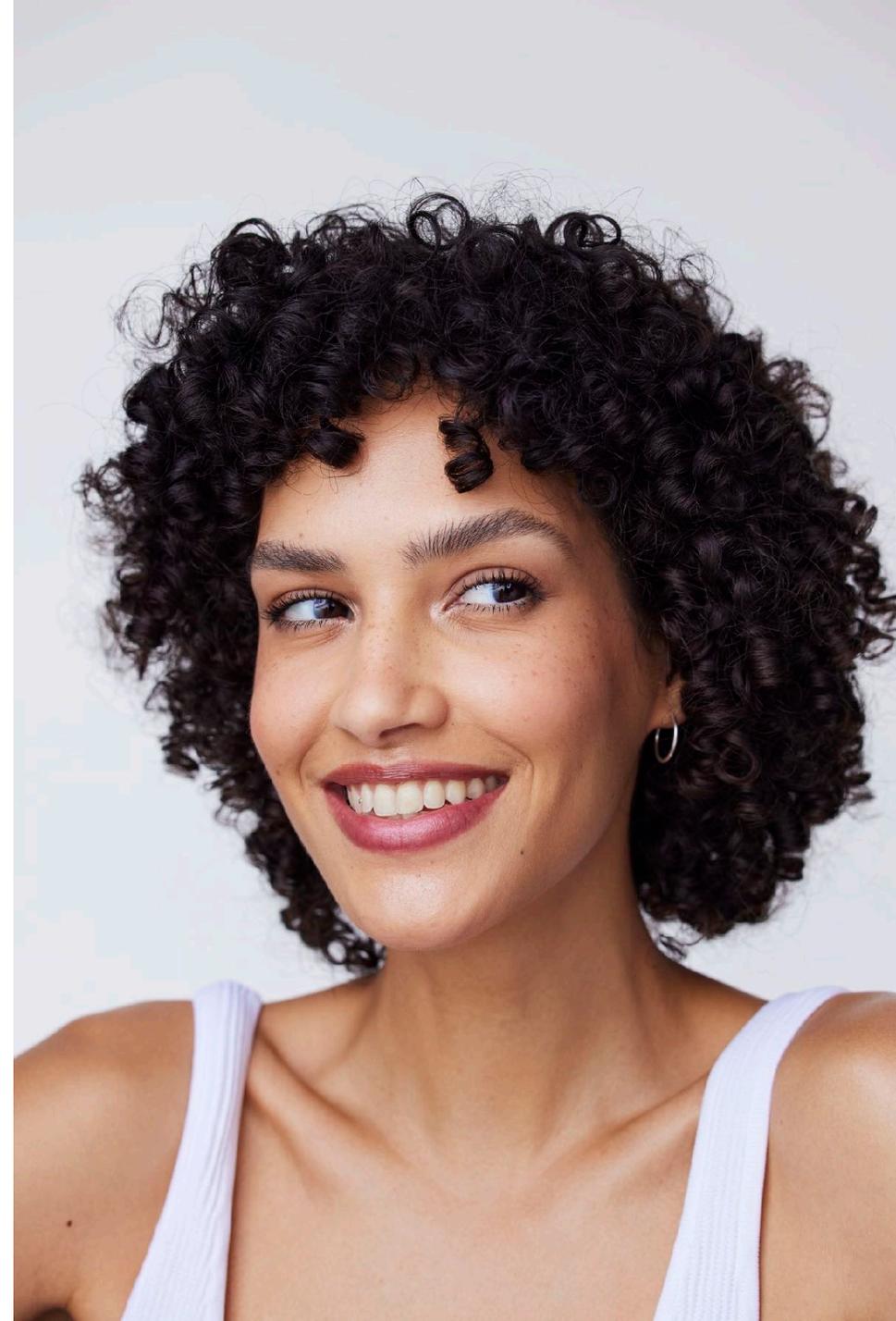


## Our creative idea

A powerful, unifying  
thought to guide the  
next chapter of Black  
Honey communications.

THE  
DIFFERENCE  
IS YOU

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**Our  
creative  
idea**

Which can travel  
globally across our  
markets.

ENGLISH

**THE DIFFERENCE IS YOU**

FRENCH

**LA DIFFÉRENCE, C'EST TOI**

SPANISH

**TÚ MARCAS LA DIFERENCIA**

GERMAN

**DER UNTERSCHIED BIST DU**

**CLINIQUE**

## 02. Our key visual

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# Landscape key visual

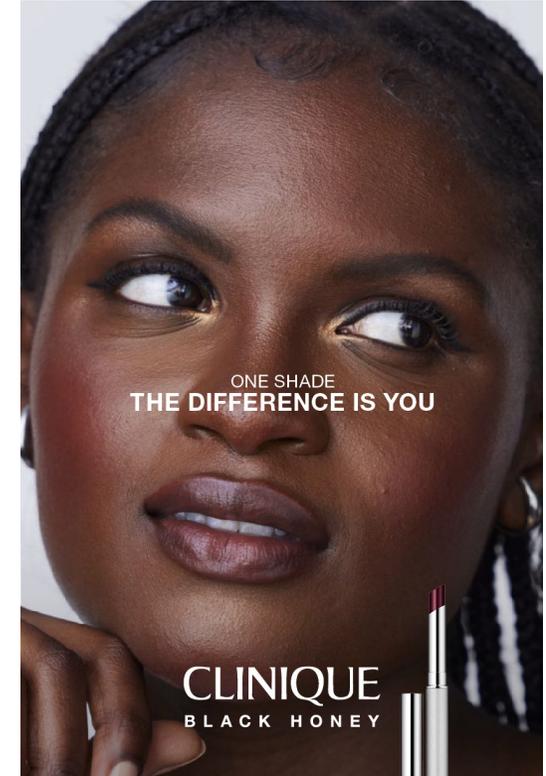
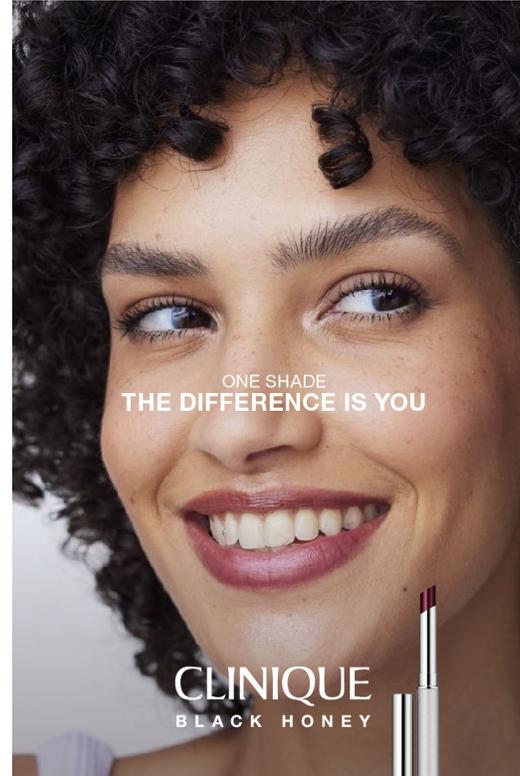
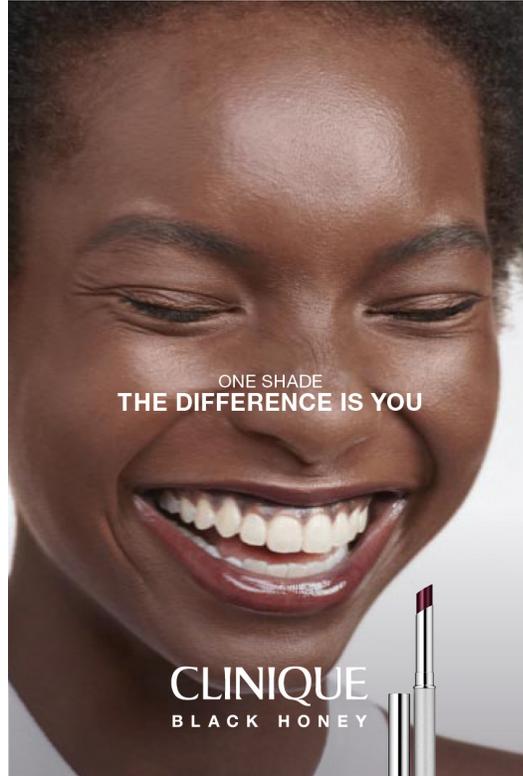
In line with our creative idea, we have developed a modular visual treatment that highlights the individuality of our models, and the appearance of our product application through close crops, whilst retaining a simplistic and 'made by the people' style that feels socially native.



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# Portrait key visual

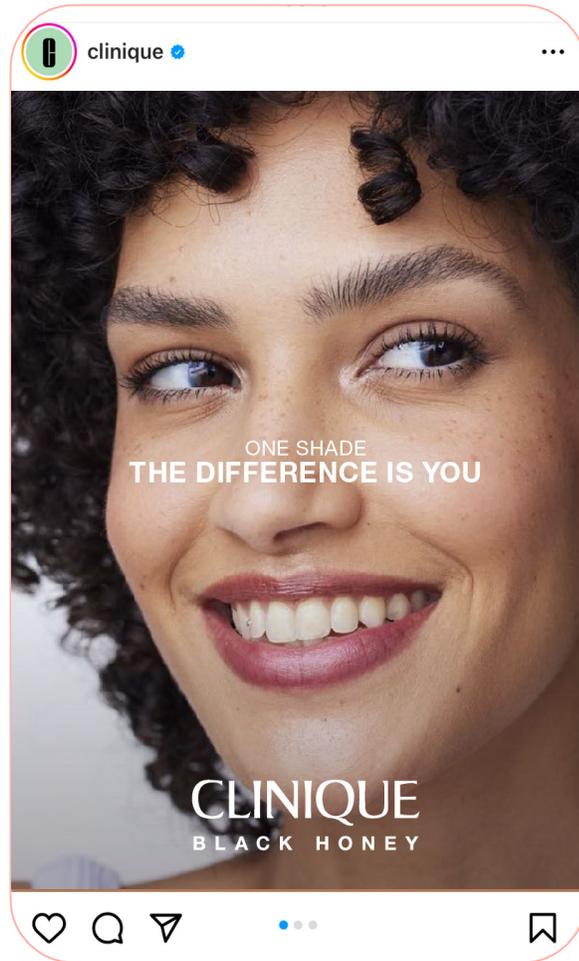
For placements in which we are not able to use our modular approach, we will incorporate the Black Honey product within our key visual image as a lock-up.



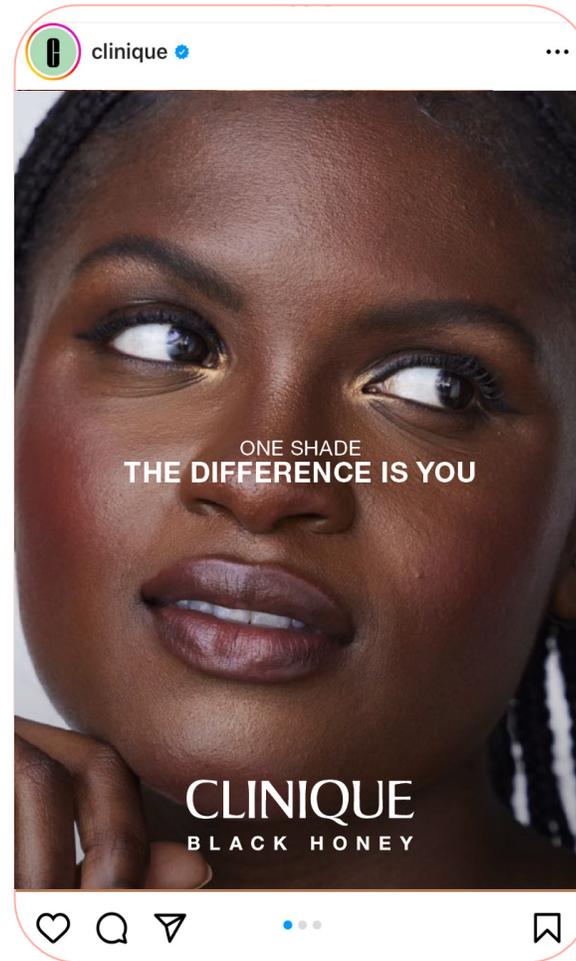
# CLINIQUE

# In-situ examples

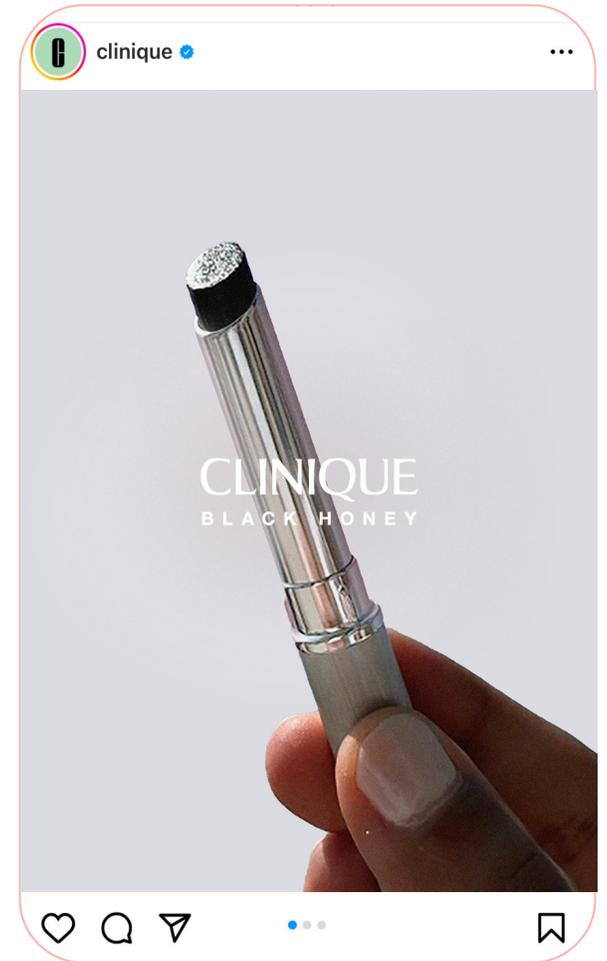
Meta carousels



Card 1



Card 2



Card 3

# CLINIQUE

# In-situ examples

6" product content

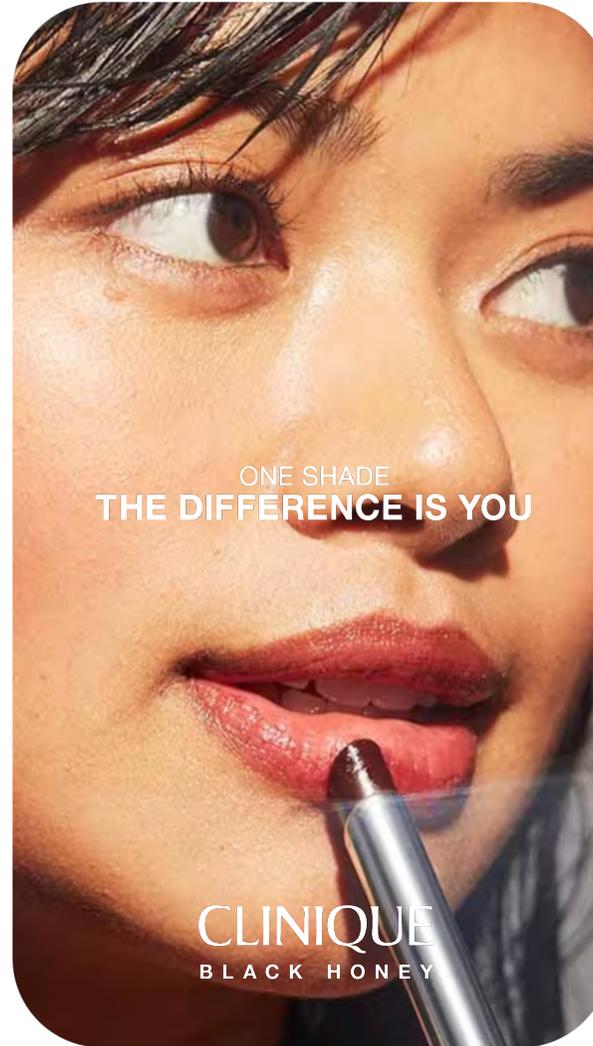
Series of 6" shorts of different individuals applying Black Honey to the camera in a candid style.

Platforms: TikTok, YouTube Meta, Pinterest



Open tight on lips applying a light slick of Black Honey.

First half of campaign endline animates on.



We then pull out swiftly to reveal the person behind the lips.

Second half endline animates on.

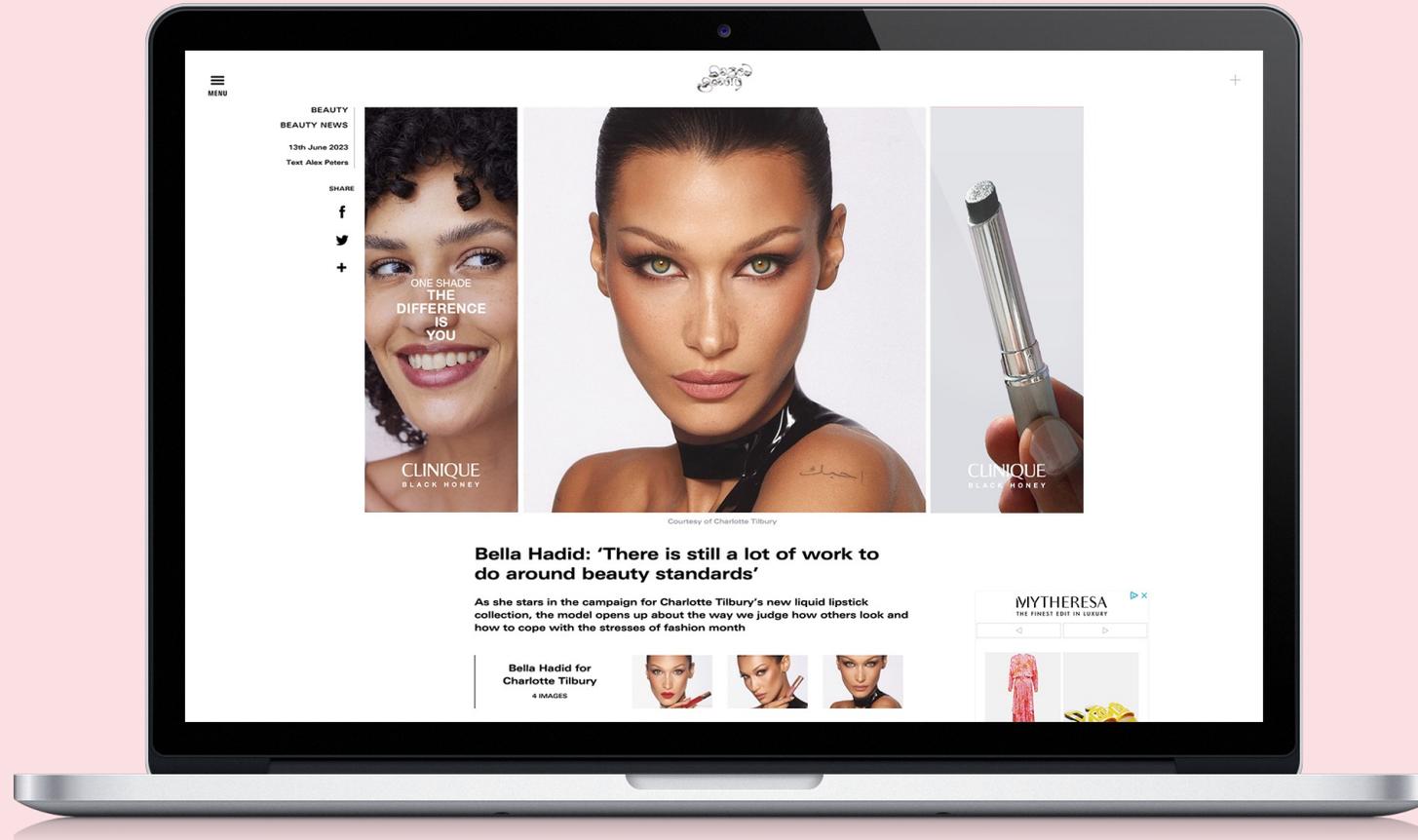


Close on product shot

# CLINIQUE

# In-situ examples

Digital banners



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## 03. Our launch activation

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Our  
'anti-  
casting'  
activation



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# Our 'anti- casting' activation

We will launch our new creative idea with an attention-grabbing launch activation with flexible scale dependent on local market investment.

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To celebrate 'The Difference Is You', we will launch the most diverse beauty campaign ever achieved, with an 'anti-casting' approach where anyone + everyone who wants to participate in the campaign shall.

In cities around the world, we'll build try-on booths for people of all ages, ethnicities + gender expressions to simply swipe on a coat of Black Honey, take a photo + instantly be featured in Clinique's digital marketing.



A true celebration of the vast scale of uniqueness, individuality and different expressions of individuals who can use Black Honey.

## Step 1: Access

Black Honey pop-up photobooths are placed in high footfall locations in cities.

Photo booths could also be located next to Clinique stalls in department stores - allowing passers-by to try on Black Honey, creating buzz around in-store trials, and in turn, creating a more candid and streamline approach to individuals participating in the campaign.

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## Step 2: Awareness

Influencers will be invited to participate, with them sharing the try-on-booth to their socials, showing them visiting one, and encouraging their audience to go out and do the same.



## Step 3: Amplification

Once we have all of the photobooth photos collated, we will create 'fly-poster-style' print walls with the most amount of people featured ever, showing the diversity of individuals and versatility of the product. Lining up the individuals' images together, we can show the power of the community.



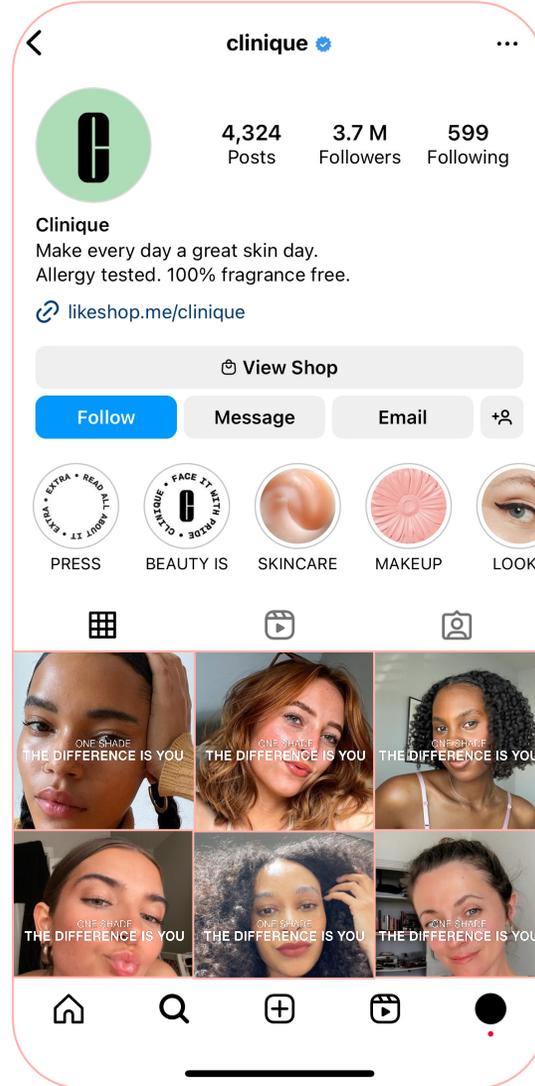
CLINIQUE

# Step 4: Extension

For those unable to physically take part in the activation, we'll feature their faces on our social channels.

We will create a social filter with a photobooth backdrop and our campaign line, allowing individuals to take retro-style photos and show how Black Honey looks on them. We will then encourage them to post their Black Honey selfies on IG with the tag #TheDifferencelsYou and repost them on our feed so they become part of the campaign, digitally.

# CLINIQUE



## **04. Campaign Extension**

Influencer engagement | POS | Partnerships

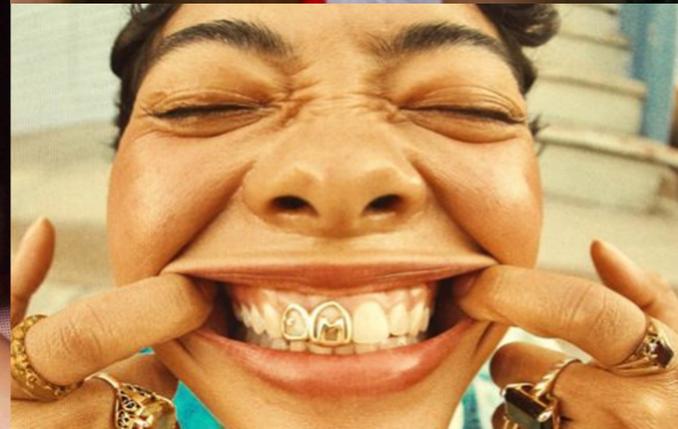
**CLINIQUE**

## 04. Campaign Extension

Influencer engagement | POS | Partnerships

# The difference is X

We will use influencers to uncover what makes each of them unique and how Black Honey feels individual to them.



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# The difference is X

Global content series (produced)

Working with a carefully curated selection of influential people from around the world who would appeal to a global audience to create a series of films.

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## The Difference Is Deba

We'll cast Deba to feature in a short film that visually encapsulates her identity whilst putting on and wearing Black Honey. This will live on Clinique + Deba's social channels.



Open on Deba applying a tube of Black Honey to her lips. She introduces herself.



Cut to a shot of her cycling around London, with VO of her telling us about how cycling is a big part of what makes Deba, Deba.



Cut to a shot of her styling an outfit for the day with VO telling us about how expressing her self through fashion is a big part of being Deba.



Endframe visual + endline

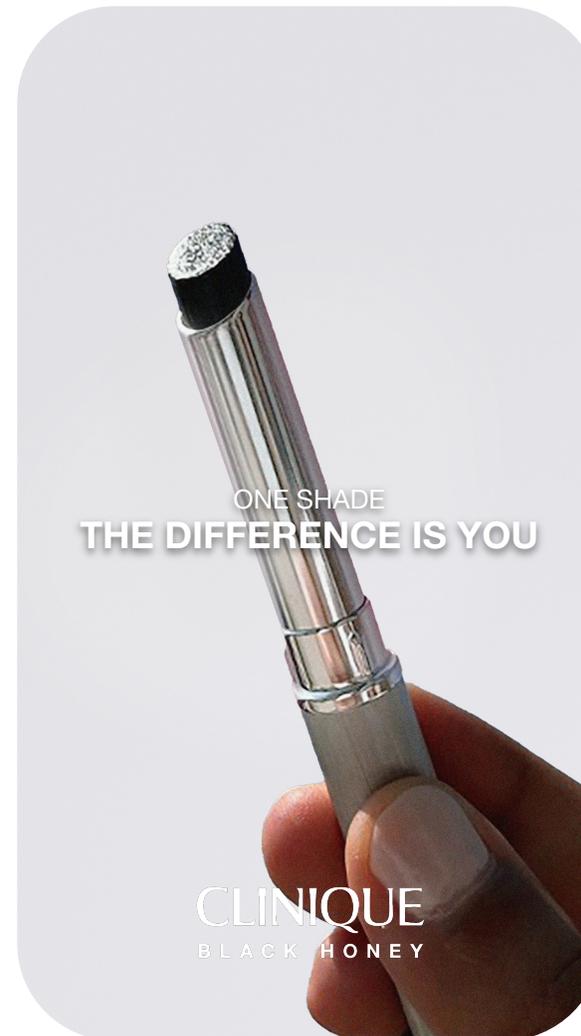
# The difference is X

Product pushes

We could utilize each of our influencers / ambassadors to also feature in some simple, hardworking product assets.



Open on individual looking to camera applying Black Honey.



Product shot + endline

# CLINIQUE

# The difference is X

Local influencers (briefed)

Local markets can brief relevant influencers/micro influencers in the market to create content following the same structure.

## The Difference Is Zee

We'll brief Zee to create a short film that visually encapsulates their identity whilst putting on and wearing Black Honey. This will live on their social channels.



Zee  
Black Honey looks different on me, watch what makes me feel different @Clinique

Open on Zee with Black Honey on their lips



Zee  
Black Honey looks different on me, watch what makes me feel different @Clinique

Cut to a shot of Zee showing us the product



Zee  
Black Honey looks different on me, watch what makes me feel different @Clinique

Cut to a shot of Zee dancing to Bollywood music



Zee  
Black Honey looks different on me, watch what makes me feel different @Clinique

End on shot that makes Zee feel the most unique which is on the runway

# The difference is X

## Montage films

Using the influencer content from around the world, we can create 8-10" cutdowns featuring a huge variety of characters applying a swipe of Black Honey using a montage flick animation, quickly flicking through each person.



Ambassador 1



Ambassador 2



Ambassador 3



Ambassador 4



Ambassador 5

# CLINIQUE

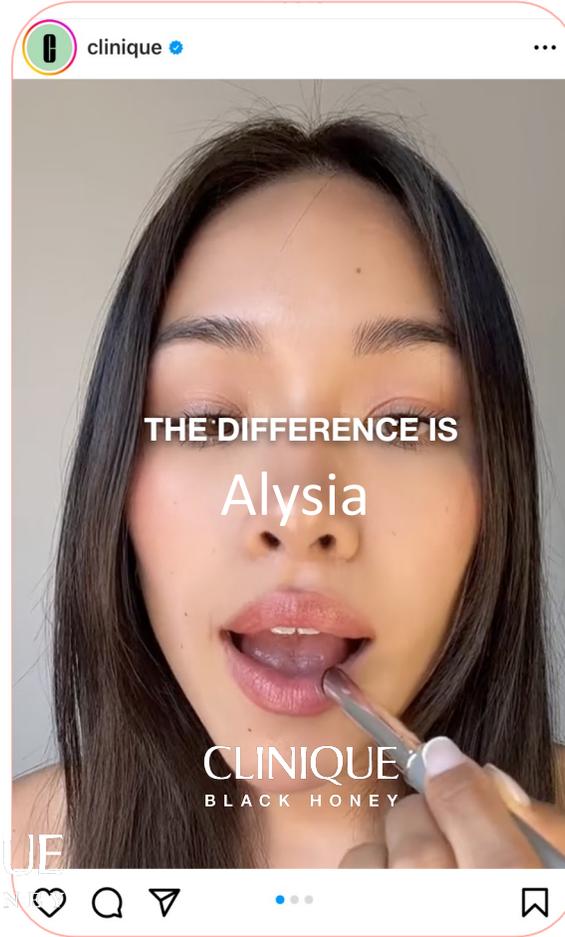
# The difference is X

## Carousels

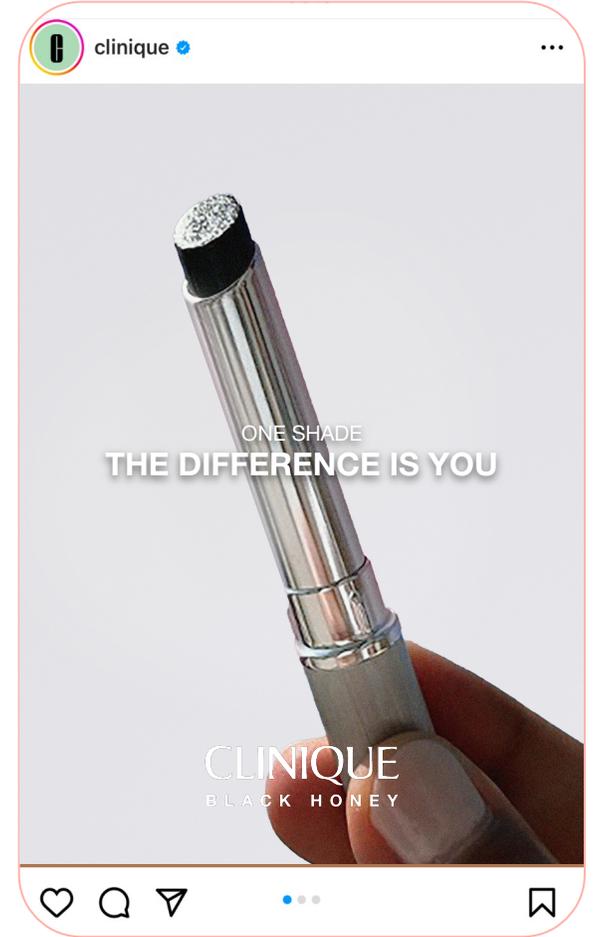
We could flex our influencers / ambassador content and create some simple, static carousel posts showing them wearing Black Honey and the product.



Card 1



Card 2



Card 3

# CLINIQUE

# The difference is X

Calendar moment content (Examples)

This construct also allows us to tap into and continue the conversation at relevant calendar moments throughout the year.

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**PRIDE EDITION**  
These films will feature LGBTQ+ individuals + follow the story of how they express themselves uniquely + how they use Black Honey to make it feel individual to them.



CAT BURNS

**INTERNATIONAL WOMEN'S DAY EDITION**  
For IWD, we'll create films featuring our very own Clinique pros, making a difference at Clinique HQ. They'll discuss their career trajectory and what being different means to them, all whilst wearing Black Honey.



CLINIQUE STAFF



# The difference is X

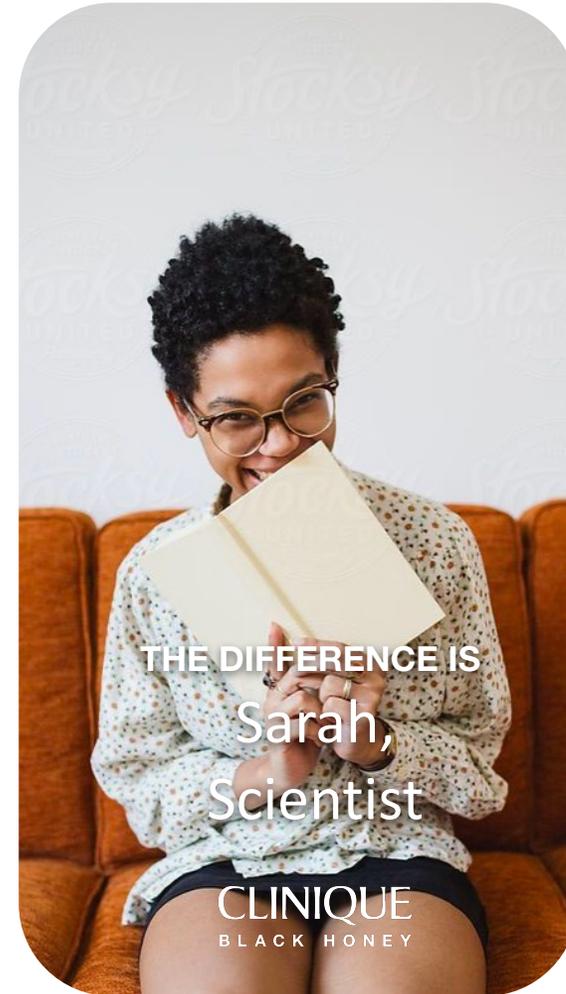
Calendar moment content (Examples)

This construct also allows us to tap into and continue the conversation at relevant calendar moments throughout the year.

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## INTERNATIONAL WOMEN'S DAY EDITION (alt)

We will create short AVs for TikTok and Instagram shining a spotlight on women within communities who are making a difference in some way - whether that be a mom who constantly gives back to her kids, a women's football club coach, an older sister, a small business owner or scientist.



SARAH JANE- SCIENTIST



# The difference is you

## TikTok Challenge

We'll commission a musical ambassador - e.g. ShyGirl - to make a unique track for Black Honey purely for TikTok.

The star will launch it on the platform by encouraging users to create their own visuals to the song while wearing the lipstick.



SHY GIRL  
Ambassador



Eloise  
TikTok Participant

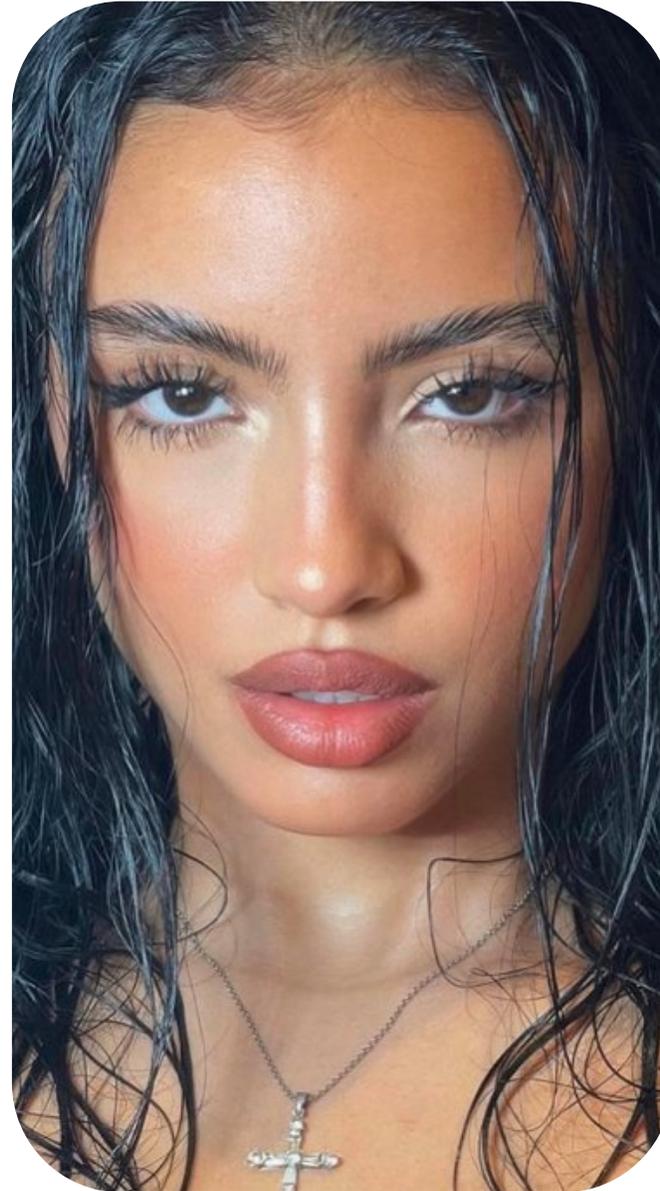
# The difference is you

## TikTok Alt. Challenge

We will create a TikTok filter effect which begins focusing on individual's lips before zooming out to reveal the person and their look.

We will use the song 'You Make Me Feel (Mighty Real-)' by Sylvester' as our trending TikTok sound.

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Katie  
TikTok Clinique  
Filter Participant

### Reference Example:

<https://www.tiktok.com/@chiaraking/video/7005495619137588486>

## 04. Campaign Extension

Influencer engagement | POS | Partnerships

## Point of sale

To bring our idea in-store, we could create a display unit which dispenses one Black Honey at a time to emphasize our 'One Shade' message disrupting a usually cluttered product environment.

We would also incorporate a mirror within our display alongside our campaign message, so our customers momentarily become part of our campaign as they pick up the product.

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## 04. Campaign Extension

Influencer engagement | POS | Partnerships

## Editorial partnerships

We could partner with beauty and fashion publications to extend our content series into editorial, with our influencers answering interview style questions to reveal more about what makes them different.

**THE DIFFERENCE IS**  
*Deba.*

**CLINIQUE**  
BLACK HONEY

**How do you define beauty?**  
*Confidence, authentic self expression.*

**What's a staple in your wardrobe?**  
*Any of my Wales Bonner items, can't live without them!*

**What do you do for fun?**  
*Cycle around London!*

**What 3 words sum you up best?**  
*Strange, colourful, loud*

**What's your Black Honey look?**  
*I love wearing my Black Honey for a dinner with the girls, when I wanna dress up and feel a bit classy.*

**CLINIQUE**  
BLACK HONEY

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The title will feature our campaign name 'The Difference Is' then in each ambassador's own handwriting they will write their name. They will also answer each question in their own handwriting too.

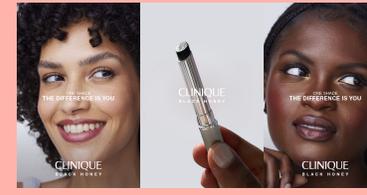
This will hone into the unique identity of each ambassador, presenting a page that can't be recreated by anyone else.

## 05. Summary

# CLINIQUE BLACK HONEY

ONE SHADE  
**THE DIFFERENCE IS YOU**

## Launch



## Extension

### Influencer Engagement

#### 'The Difference is X' Influencer Engagement



#### Calendar Moment Content

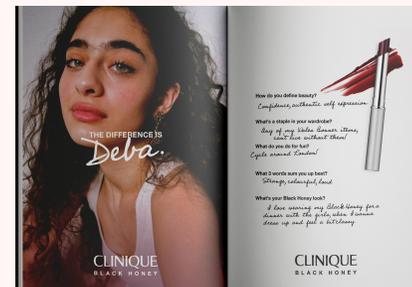


## POS

#### Bespoke Display Unit



## Partnerships



# In-situ examples

6" product content

Series of 6" shorts of different individuals applying Black Honey to the camera in a candid style.

Platforms: TikTok, YouTube Meta, Pinterest



Open tight on lips applying a light slick of Black Honey.

First half of campaign endline animates on.



We then pull out swiftly to reveal the person behind the lips.

Second half of campaign endline animates on.



Close on product shot

# CLINIQUE

## 06. Guidelines

# Landscape KV

Based on a 48 sheet

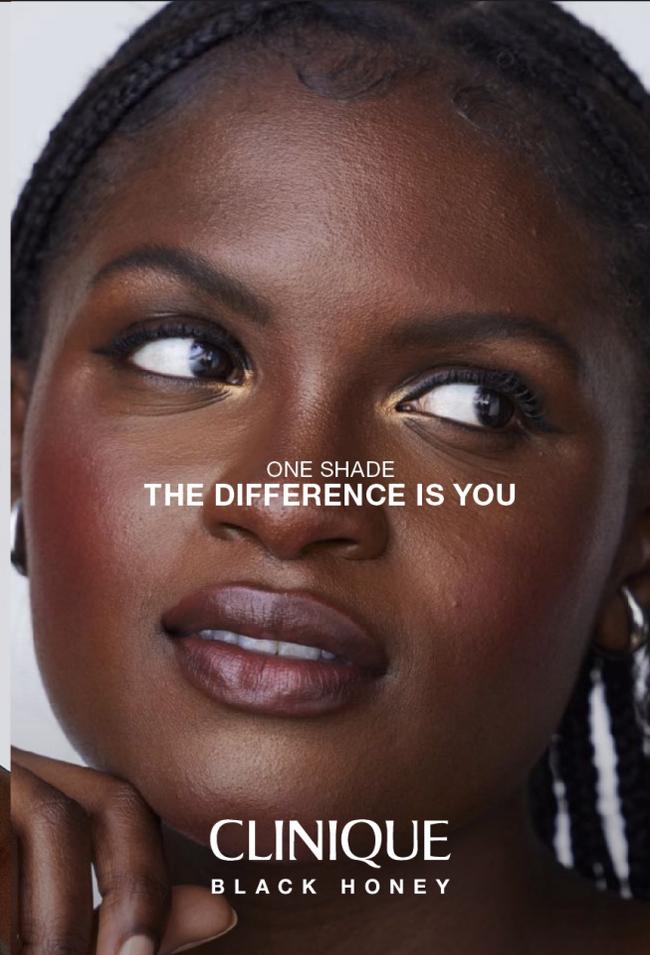
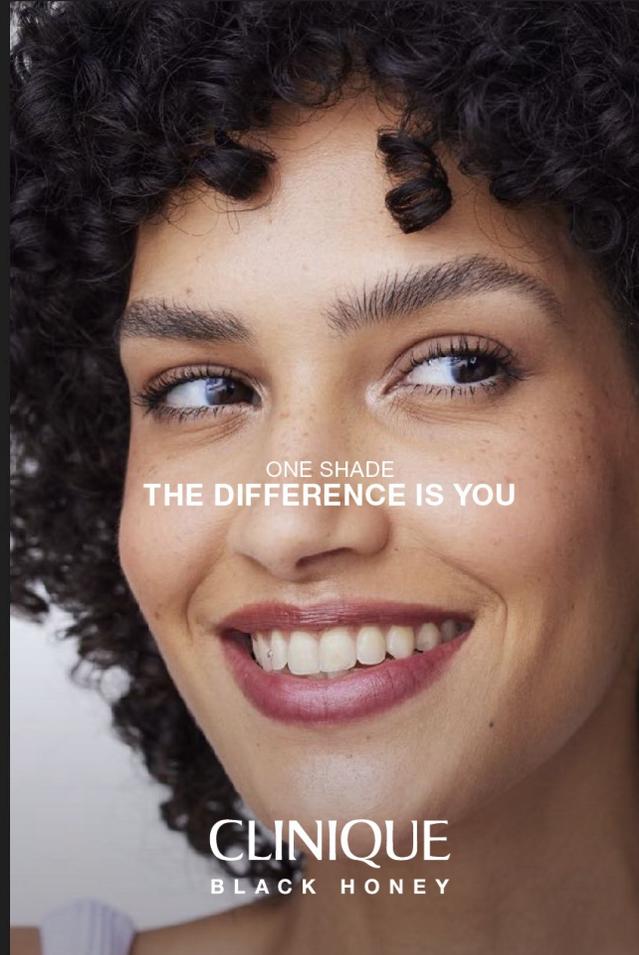
-  
Follow this KV as reference for landscape executions in terms of positioning and composition.

-  
Always use the product image centred in the execution.

-  
Always centre the headline.

-  
Keep hierarchy in the headline in terms of font size and weight.

-  
Always keep the logo lockup at the bottom of the KV when used with the headline.



CLINIQUE

# Landscape KV

Based on a 48 sheet

- Follow this KV as reference for landscape executions in terms of positioning and composition.

- Always use the product image centred in the execution.

- Always centre the headline.

- Keep hierarchy in the headline in terms of font size and weight.

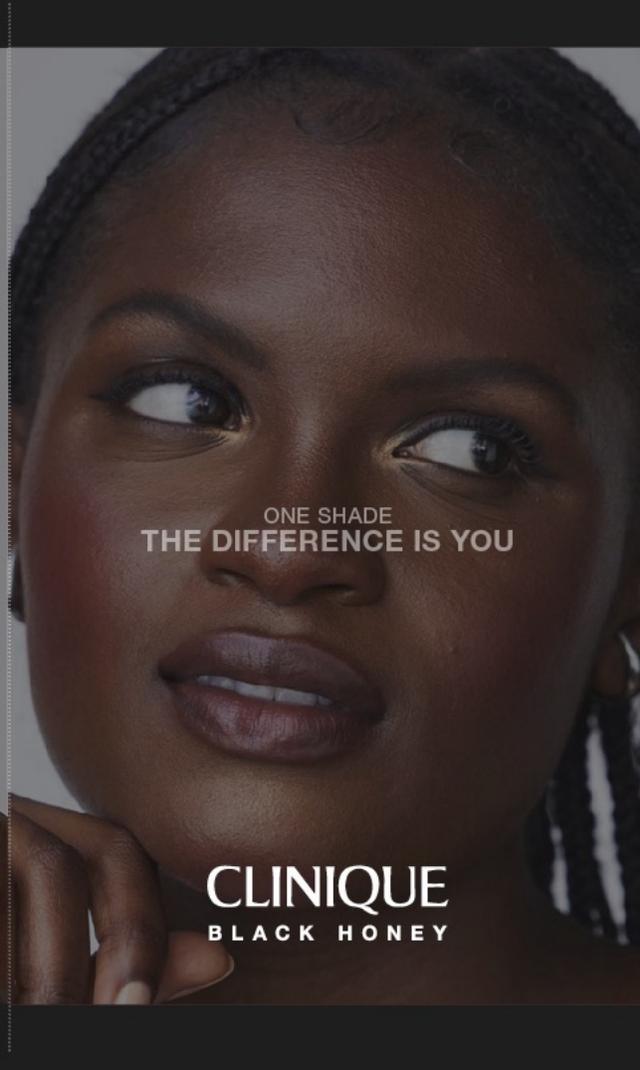
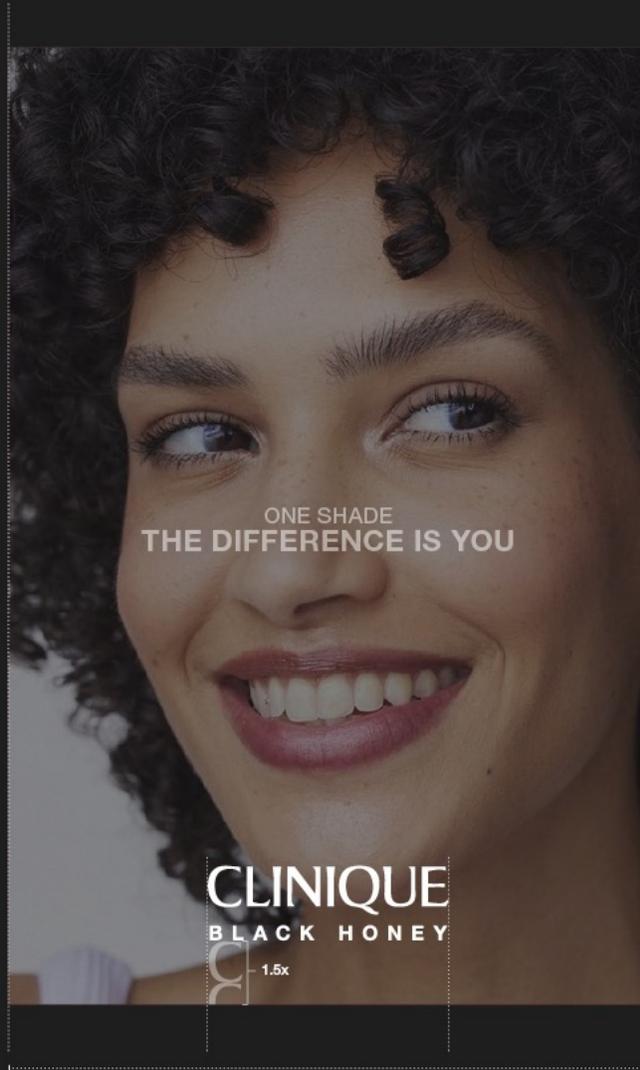
- Always keep the logo lockup at the bottom of the KV when used with the headline.

## Logo Lockup Reference:

Dimension: 2.5x the length of (a)

## Margins:

1.5x the height of the 'C' as per reference.



CLINIQUE

# Portrait KV

Based on a 6 sheet

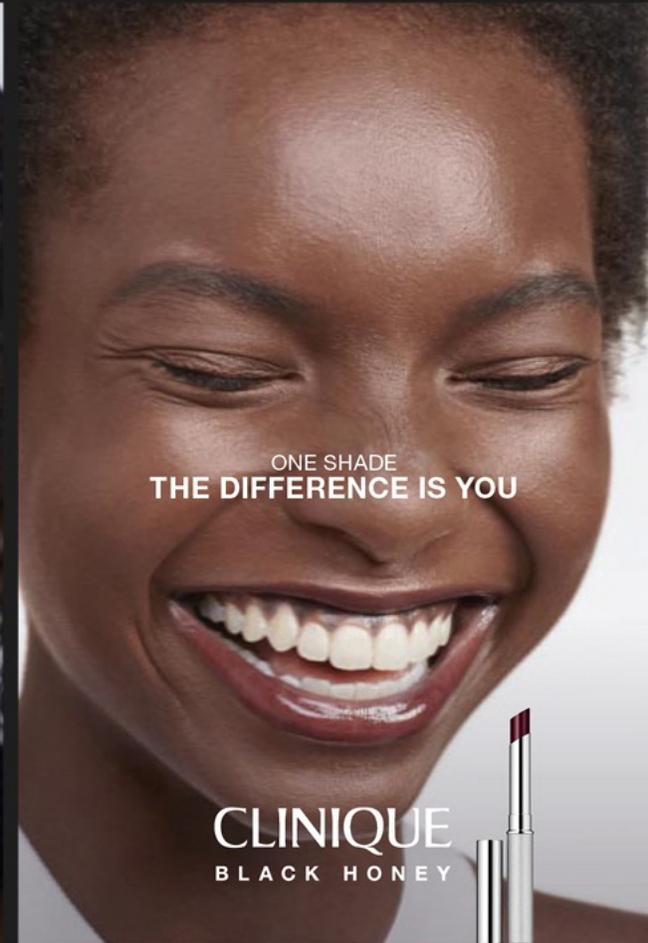
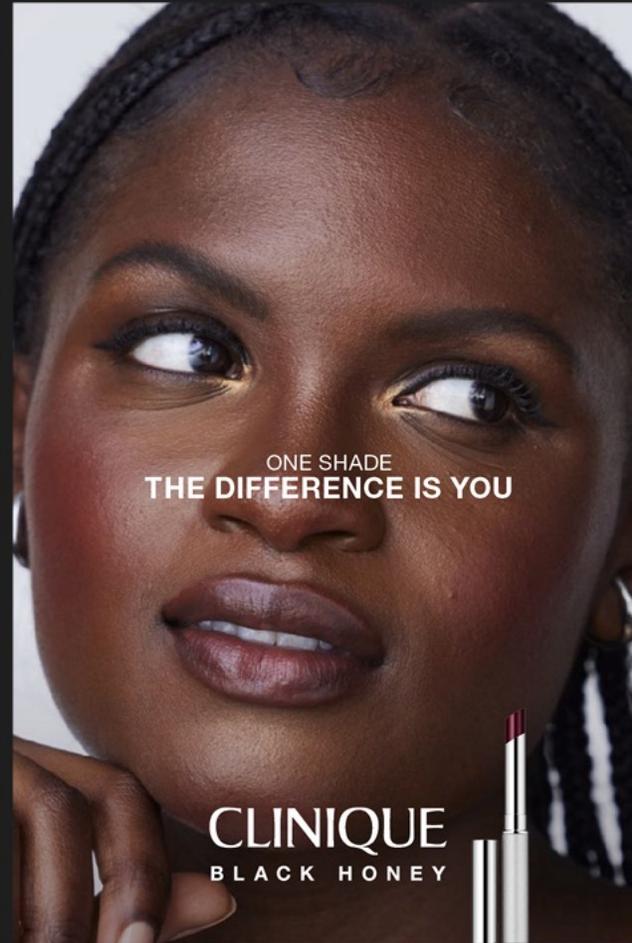
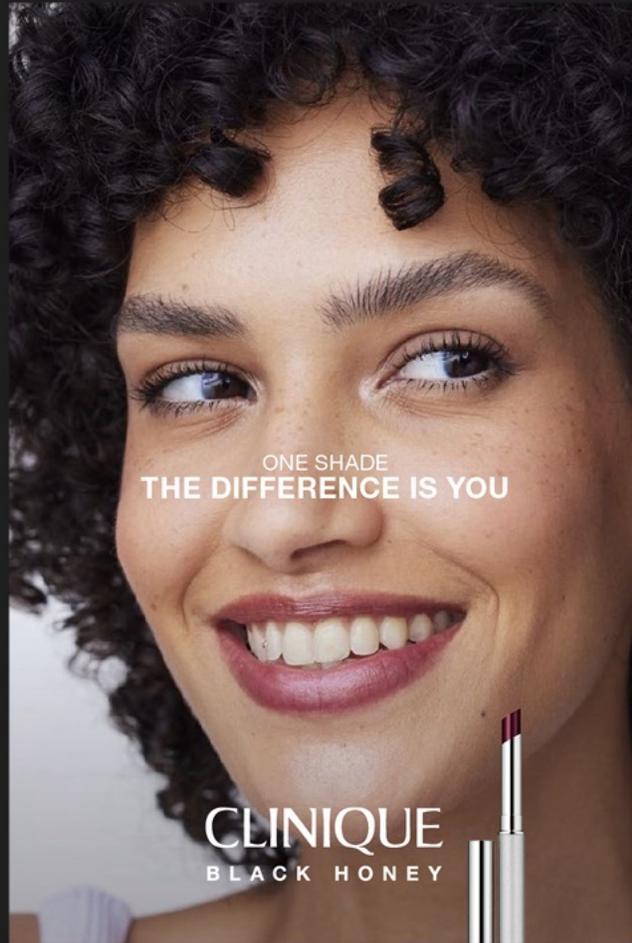
-  
Follow this KV as reference for single portrait product layout execution in terms of positioning and composition.

-  
Always centre the headline in the layout

-  
Keep hierarchy in the headline in terms of font size and weight.

-  
Always keep the logo lockup at the bottom of the KV when used with the headline.

-  
Always use the product next to the logo lockup as per reference.



CLINIQUE

# Portrait KV

Based on a 6 sheet

--  
Follow this KV as reference for single portrait product layout execution in terms of positioning and composition.

-  
Always centre the headline in the layout

-  
Keep hierarchy in the headline in terms of font size and weight.

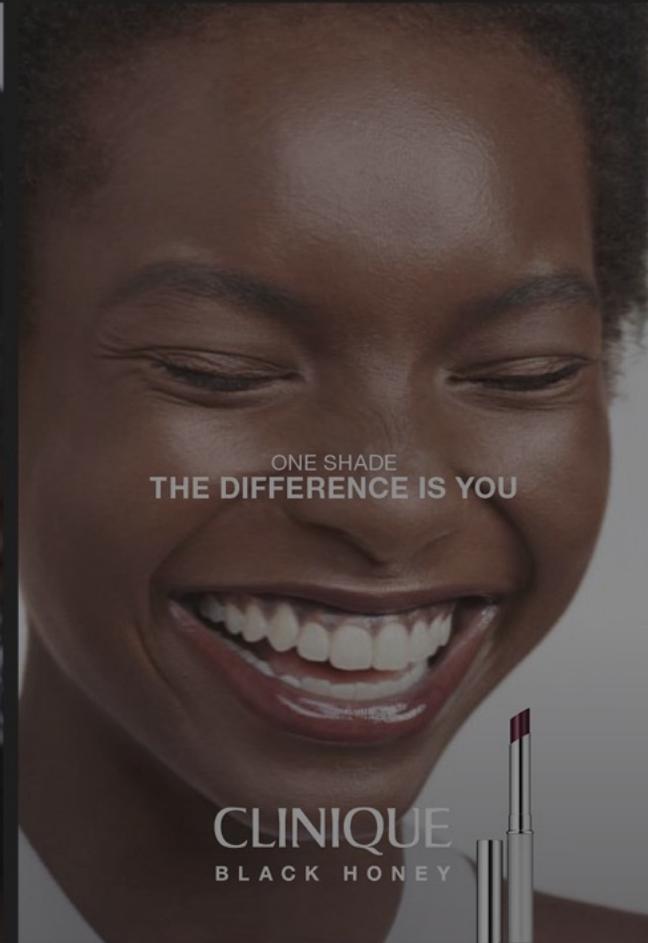
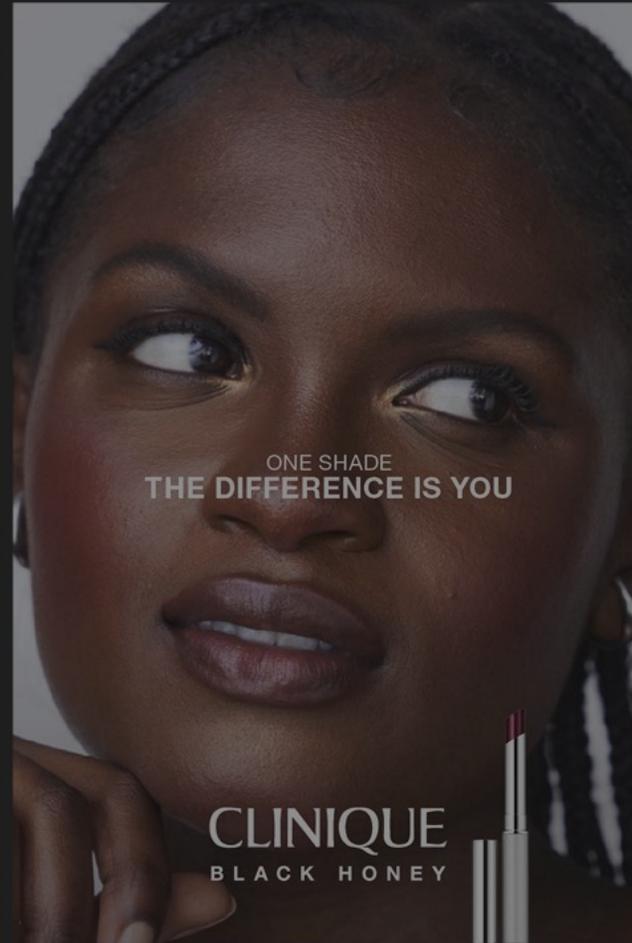
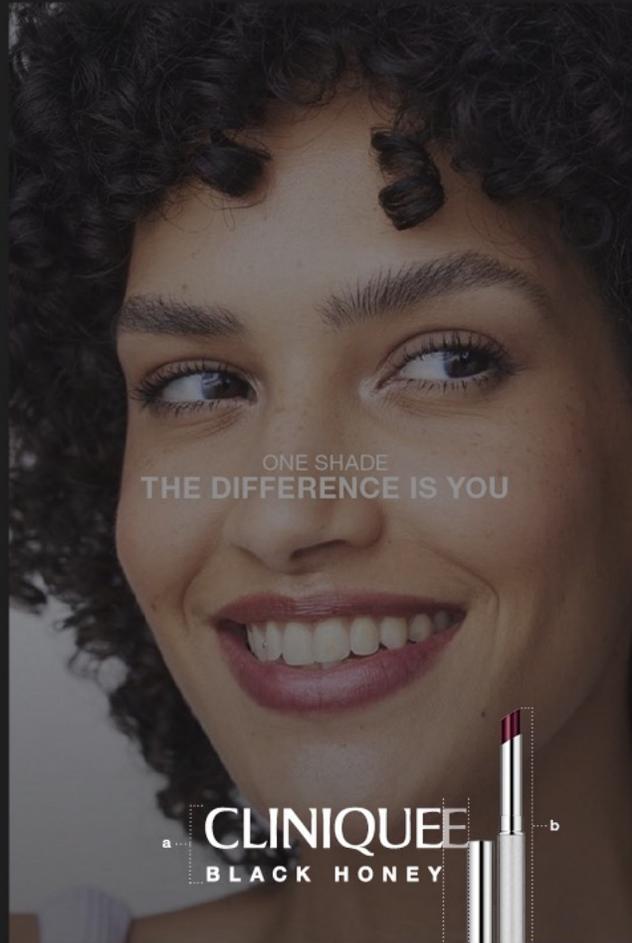
-  
Always keep the logo lockup at the bottom of the KV when used with the headline.

-  
Always use the product next to the logo lockup as per reference.

-  
**Logo Lockup:** Same as per page 3 of this doc.

-  
**Product Dimension (b):** 3x the height of (a)

-  
**Margins (c):** Follow reference.



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## BLACK HONEY

Thank you