



SUN BUM

TAKE IT WITH YOU CAMPAIGN

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AGENCY: BANANA BOYZ



OBJECTIVE



MAKE SUN BUM LIP BALM PART OF YOUR OUTDOOR/TRAVELING KIT



TARGET AUDIENCE





THE ONE THING



SUN BUM LIP BALM WILL PROTECT YOU FROM UV EXPOSURE ANYWHERE YOU GO.



IDEAS EXPLORED



The one Item they can't forget



We'll Keep Them Young



We can't protect ourselves...





CREATIVE IDEA



SUN BUM AND LIPS ARE BEST FRIENDS. THEY'RE INSEPARABLE AND GO EVERYWHERE TOGETHER.



Never leave your Bum behind





Exploring the world with your Bum out



**When under the Sun
pack your Bum**





BODY COPY



Sunglasses.....Check

Lotion.....Check

Sunscreen....Check

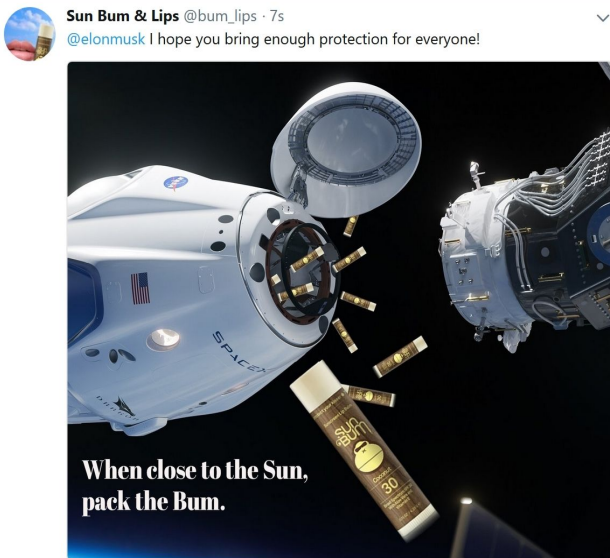
You walk outside feeling confident you've packed everything for the trip, but as you feel the hot sun shine brightly on your naked lips...you remember exactly what you left behind.

“My Sun Bum!” you scream, as your lips become dry with the thought of spending time away from his only friend.

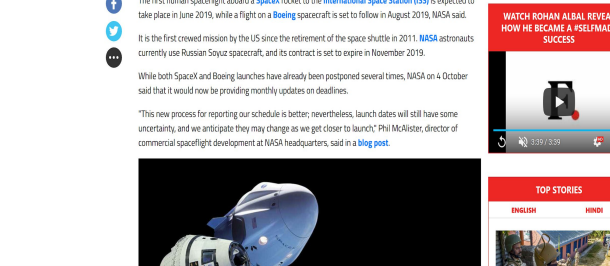
Nobody likes being alone on vacation and neither do your lips, so please, always remember to take your Bum out.



Cellphone users nationwide just received a ‘Presidential Alert.’ Here’s what to know.



SPACEX AND BOEING TO CARRY OUT HUMAN SPACEFLIGHTS IN MID 2019, CONFIRMS NASA



Columbus Day
Holiday

Columbus Day is a national holiday in many countries of the Americas and elsewhere which officially celebrates the anniversary of Christopher Columbus's arrival in the Americas on October 12, 1492. [Wikipedia](#)

Date: October 8, 2018

Frequency: Annual

Observed by: Various countries in [the Americas](#), [Spain](#), [Italy](#), various Little Italys around the world



Thank you

