

TAKE IT WITH YOU CAMPAIGN

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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









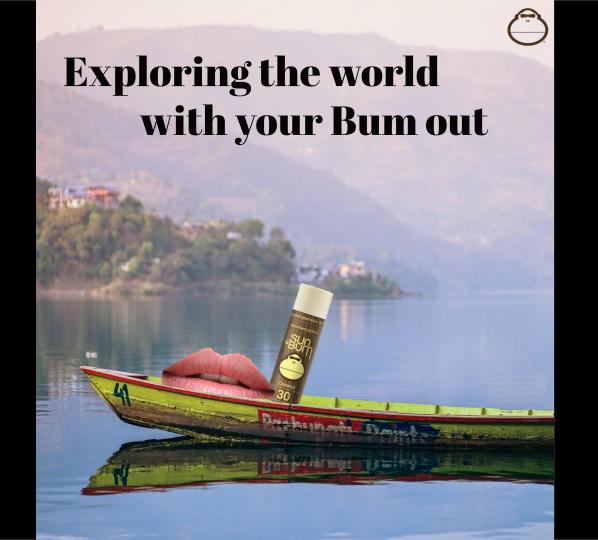


CREATIVE IDEA



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









BODY COPY



Sunglasses.....Check Lotion......Check

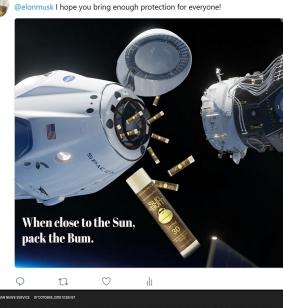
Sunscreen....Check

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.

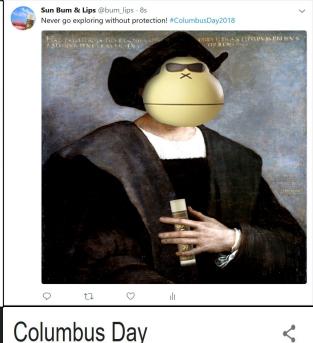
"My Sun Bum!" you scream, as your lips become dry with the thought of spending time away from his only friend.

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



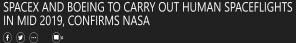


Sun Bum & Lips @bum_lips · 7s



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





NASA currently uses Russian Sovuz spacecraft, and its contract is set to expire in November 2019

The first human spaceflight aboard a SpaceX rocket to the International Space Station (ISS) is expected to take place in June 2019, while a flight on a Boeing spacecraft is set to follow in August 2019, NASA said. WATCH ROHAN ALBAL REVEAL HOW HE BECAME A #SELFMAD It is the first crewed mission by the US since the retirement of the space shuttle in 2011. NASA astronauts rrently use Russian Soyuz spacecraft, and its contract is set to expire in November 2019. said that it would now be providing monthly updates on deadlines. "This new process for reporting our schedule is better; nevertheless, launch dates will still have some uncertainty, and we anticipate they may change as we get closer to launch," Phil McAlister, director of commercial spaceflight development at NASA headquarters, said in a blog post.



Holiday



Columbus's arrival in the Americas on October 12, 1492. Wikipedia

Date: October 8, 2018

Observed by: Various countries in the Americas, Spain, Italy, various Little Italys around the world

Frequency: Annual

Columbus Day is a national holiday in many countries of the Americas

and elsewhere which officially celebrates the anniversary of Christopher



