



## **Creative Brief**

**Client Name: Realr Professional Skin Care**

### **What is the purpose of this communication effort?**

Realr Professional Skin Care is a skin care clinic located in Newton. Realr wants to introduce and create awareness of their new product line and facial services to the local Newton residents, especially their anti-aging Tripolar Lifting service - a non-invasive treatment and procedure for mature and aging skin that results in a firmer and younger looking skin.

### **Who are we talking to, and what is their mindset?**

Highly educated, up-scale men and women age 35-50 years old. They care about a good quality of life and are willing to spend time and money to enrich their lives. They think skin care treatments are very time-consuming. However; they will consume more facial services once they have tried it.

### **What do they currently think about our brand?**

Our potential customers from Newton think Realr is similar to other lashes or skincare clinics that provide only cosmetic services like lashes extension. In addition, our target audiences also have a hard time understanding the facial services that Realr provides, such as the Tripolar Lifting treatment. The treatment techniques and terminologies are new to the target audience, and they are unsure about how the procedures work.

### **What problem, need, or desire does this communication effort need to address?**

Raise awareness and visibility about Realr's services, and attract new customers from Newton.

### **Who or What are we competing against?**

Other spas and cosmetic clinics from the local Newton area, such as Bella Boutique Spa, Serendipity Skin Care and Waxing.

### **What is the essential point the audience is supposed to take away from the communication?**

Realr offers luxury paramedical health and beauty services, offering a full array of advanced skincare that are non-invasive and customized to each customer's needs. Customers can come in to the clinic for a free consultation before they choose to start a treatment

### **What makes this believable?**

Realr features non-invasive and result-driven treatments, with the use of the newest facial machines, Realr delivers immediate results to consumers right after their treatments. Additionally, Realr also has a professional team of technicians that design customized and unique skin care experience to every consumer.

### **What is the desired personality/tone of the brand?**

Professional, natural and luxurious.

### **What are the executional considerations?**

Posters, banners, brochures, and social media content launched and used to promote Realr's products and services.

### **The Brief of the Brief:**

Get: Up-scale residents from Newton

Who: Care about their skin condition and appearance

To: Consume Realr's professional facial treatments and products

By: Highlighting the superior products and services



**Account Executive:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Katrina Villalobos

**Planning Supervisor:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Joe Panico

\_\_\_\_\_  
Nitya Ravi

\_\_\_\_\_  
Ziyan Jiang

**Faculty Advisor:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Tobe Berkovitz/ Pegeen Ryan

\_\_\_\_\_  
Tobe Berkovitz/ Pegeen Ryan

**Client:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
Larrie Zhang