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AdTelligence Agency Project
Client: Undercover Colors

Undercover Colors Product

Undercover Colors product is a clear coat nail polish that changes color when it comes in contact with date-rape drugs such as Rohypnol, Xanax, and Gamma-Hydroxybutyrate (GHB). Women can simply stir the drink with her finger after applying the nail polish to ensure her safety. This self-defense product empowers women and protects them from sexual assaults proactively.

Product Positioning:

Undercover Colors current four competitors are test strips, coasters, cups, and straws. They all can detect date-rape drugs with changing colors. In comparison with its competitors in positioning:

- Undercover Colors nail polish is a private and secret tool. Customers buying the date-rape drug detection devices have the desire to be safe. Customers not only want the personal safety, but also an unnoticeable product that protects their safety during the detection.
- Undercover Colors nail polish is a technology relying on user's finger. It is also a combination of daily-used fashion product with drug detection technology. Therefore, it's a portable and innovative device.
- Undercover Colors nail polish is more effective and precise, which guarantee the result.

Demographic of Target Audience

- Female University Undergraduate students
- Ages 18 to 24
- In social leadership positions and are opinion leaders
- Heavy social media user
- Caucasian
- Upper-middle income
- Trend-setter
- Stylish

Psychographic of Target Audience

The target audience, a female University student, is highly organized. She arrives at every class ten minutes early with her assignments completed. She has her weeks planned out, including school work, social life and her role as President in her sorority chapter. Because she is well structured, her social life does not interfere with her studies. She is deliberate and does not act impulsively. When planning her weekend she chooses outfits, hair-styles and accessories earlier in the day to be ready for when the party starts, and her peers often ask her for style tips. She is deeply informed of social issues surrounding sexual assault and often tends to gather information about it from credible and pop-cultural websites and apps on her iPhone including New York Times, Huffington Post, BuzzFeed, and from friends. Impressions she gathers from

social media about fashion impact her consumer behaviors. She is open to publicly sharing her feedback about a product both in conversation with peers and on social media.

Facebook Ad Campaign Overview

Based on Undercover Colors' target market and advertising research, we will conduct part of our ad campaign through Facebook. Using Facebook to drive the advertising campaign is one of the most effective methods to reach the right audiences. Facebook also provides various tools such as Ads Manager and Conversion Tracking to help track the results. The objective of this campaign is to send people to Undercover Colors' official website or somewhere that sells its product. The placement of the ad will be on the Desktop News Feed and Mobile News Feed as well. The optimal recommendation of the time for running the ads will be one month before and the following three months of each semester. Recommendation for the ads' size is 1200 * 628 pixels in order to match the most effective placement.

The Facebook ad campaign will use a lifetime budget instead of daily and Cost-Per-Action(CPA) bidding (in which advertisers pay for actual actions such as page likes and link clicks), which gives better Return on Investment (ROI) than cost-per-click and cost-per-impression biddings. This campaign creates three Facebook ads images with the same tone, which will be running randomly in the first month. Changes will be made once we get the feedback of effectiveness of the three Facebook ads.

Our whole campaign will use the same type of female, who represents Undercover Colors' target audiences, similar typography and set of circumstances to make sure the consistency in

different media. The overall campaign's theme will also be based on the same big idea: power through style.

Visuals

A fashionable, stylish female college student, who represents Undercover Colors target audience, sits besides the bar table with her finger dipping into the drinking cup elegantly but discreetly. It looks like an unintended gesture. Meanwhile, she is looking at people around her with confident smile. She is enjoying the party moment without fear even she is a little bit drunk. She dresses up as normal as other females in this situation.

In one of the ads, her body is becoming transparent which makes it seem like she is wearing an invisible cape . The second one shows the concept of protective coat in another way. Her body is surrounded by a brighten frame with background fading. The last one is a close-up shot with a highlight around her finger. The overall visuals design tries to present the campaign's big idea "Power through Style" in a tangible and entertaining way. Two chief focuses for the visuals are firstly, to show how to use the product to Undercover Colors' target audiences and then, to illustrate how the product will benefit them.

Copy

- Headlines: "The Power is in my hands." It is our slogan running through the whole campaign. It points out the campaign's big idea and provokes readers' curiosity. Using first-person perspective is meant to leave a positive impression into reader's mind.

Therefore, each time when the reader thinks about the ads, she will directly come out the words “Power is in my hands”.

- Subheads: “Protective coat on me and people I care about.” “Protective Coat” is a pun here on the meanings of clothing and also nail polish since Undercover colors nail polish is a top coat nail polish. It conveys the message that using Undercover Colors nail coat polish is like wearing a protective cloth. “Me and people I care about” is sending message to Undercover Colors’ target audience to subconsciously evoke her responsibility as an opinion leader or a student influencer. She will introduce and promote this product to her peers.
- Body copy: “Undercover Colors date-rape drug detection coat nail polish empowers women to prevent sexual assaults.” It explains the function of the product. The key messages are “date-rape drug detection”, “empower women” and “prevent sexual assaults”. More details will be clarified in the product information page (UC official website) when readers click through the ads on Facebook.
- Others: Besides the three ads images, the link to Undercover Colors official website will be used with the headline “Get the Power Right Now” or “Choice Matters” added before. These words are meant to call for action. The text below will be a description of the URL and promotional hashtag #PowerInMyHands

Posters

The Power Is In My Hands.

*Protective Coat on me
and people I care about.*



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