

ADBR-254-A01

FALL 2022

PROJECT 1 - PROCESS BOOK

247,365 ADS

AMY SOFÍA SÁNCHEZ ESTRADA



- Founded in 1969
- 57 countries and 6 languages
- Brazilian brand founded by Embelleze



- The most known Brazilian hair care brand worldwide
- Brand that sells hair products as shampoo, conditioner, hair masks, and more

VISION

We have the dream of everyone to see the world through women's eyes.
Transform the lives of 1 million women every five years through beauty.

STRATEGY STATEMENT

We understand women and create the best beauty solutions for women from all ethnicities, with different life styles and different beauty needs.

"I have a passion for life. I love to see and understand women in each transformation and stage of their life. I want to create something that they can feel loyal to and I'm not scared of taking risks to innovate. I want to help women all around the world to reach their dreams and embrace natural beauty. I want to share with the world the secrets of Brazilian beauty-"

-Itamar Serpa (CEO and Founder)



PROBLEM

The Novex brand is not very well known worldwide, although it is very good and not expensive. In addition, their ads are not attractive or are simple for the client

IDEA

Create a campaign that not only highlight the product and brand, but women too and the importance of hair.

HASHTAG IDEAS

#EXTRAORDINARYWOMENSAY

#POWERFULWOMENHAIR

#WOMENSHAIRPERFECTHAIR

#TOOGOODTOCARE

#EXTRAORDINARYWOMENSAY



gorgeous hair is
the best revenge

-IVANA TRUMP

novex



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#ExtraordinaryWomenSay

“I’M A BIG WOMAN.
I NEED BIG HAIR.”

-ARETHA FRANKLIN

novex





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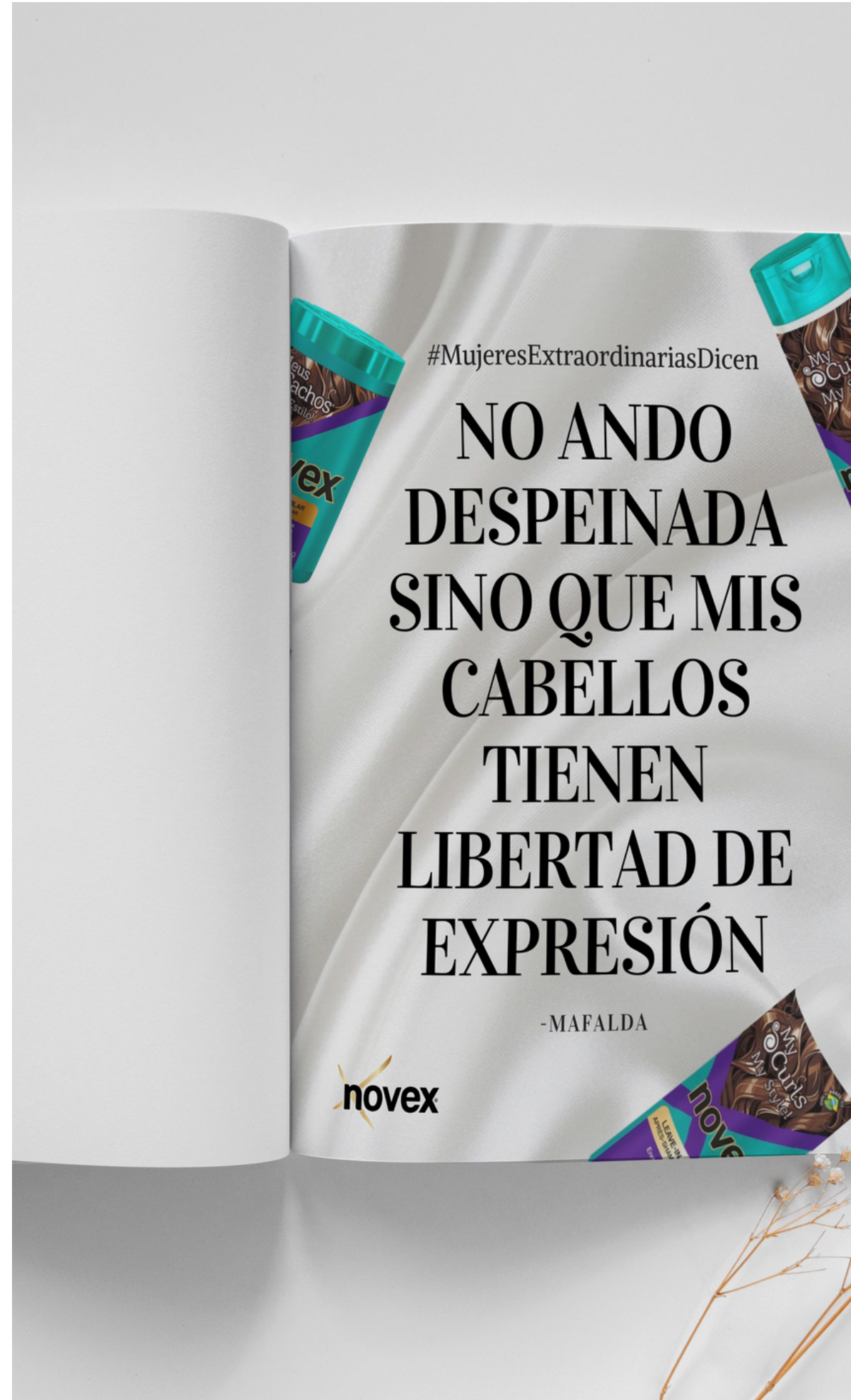
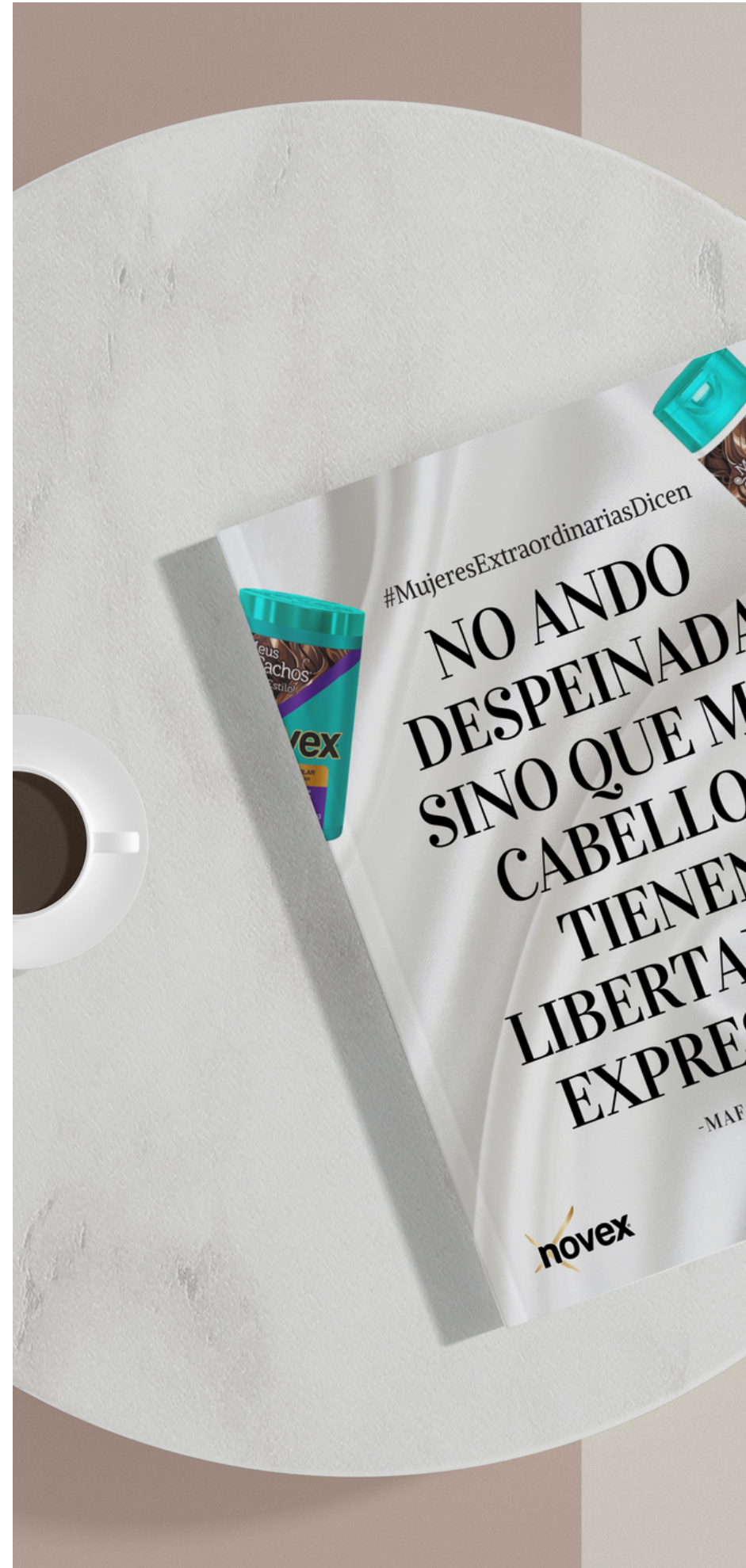
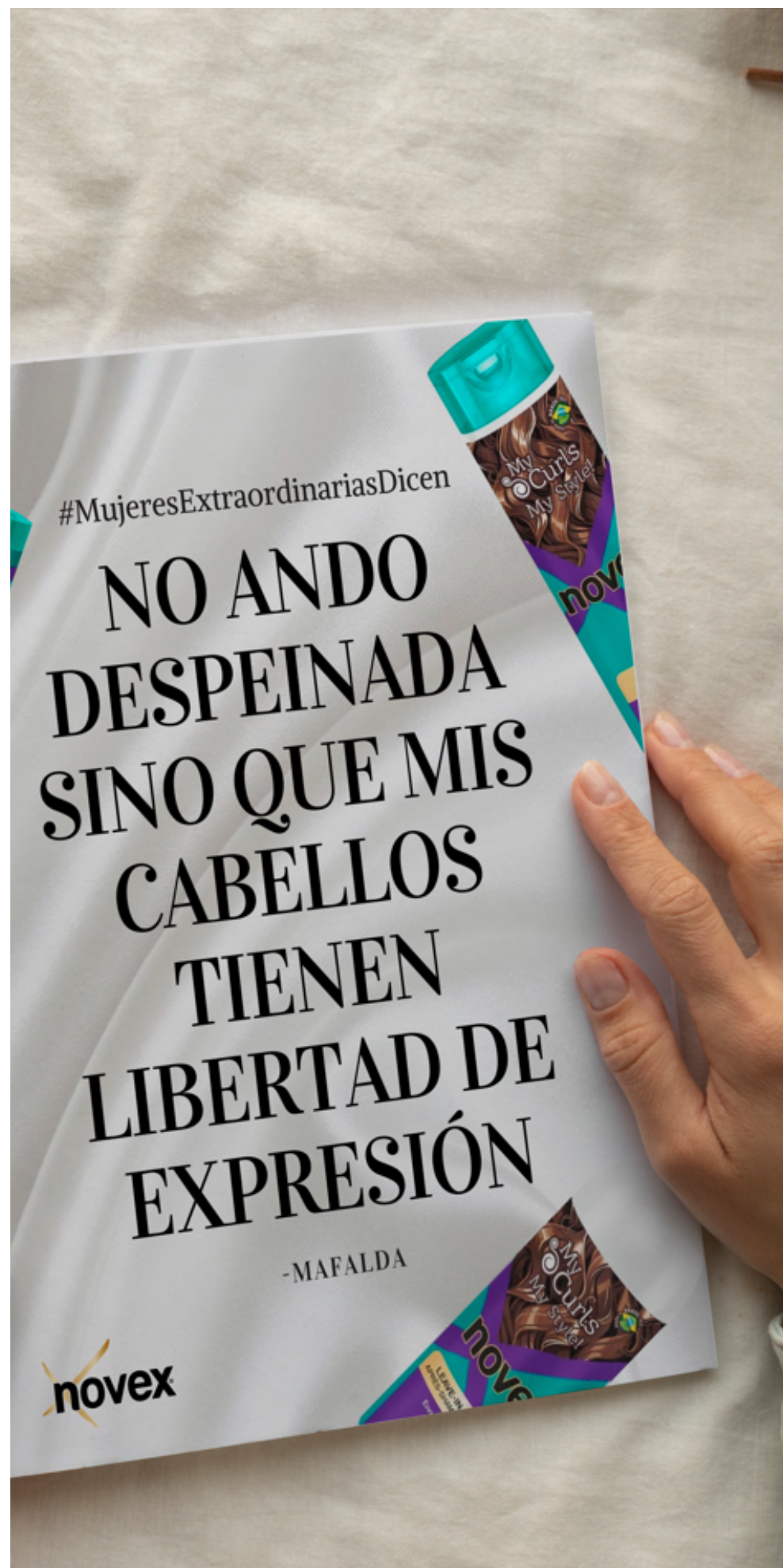








I'M NOT DISHEVELED, IT
HAPPENS THAT MY HAIR HAS
FREEDOM OF EXPRESSION.





PRODUCTS USED

CITATIONS

- [HTTPS://NOVEXHAIRCARE.COM/](https://NOVEXHAIRCARE.COM/)
- [HTTPS://ELABCRURAL.COM/MAFALDA-LA-NENA-REBELDE-INTELIGENTE-Y-OBSERVADORA-CUMPLE-57-ANOS/](https://ELABCRURAL.COM/MAFALDA-LA-NENA-REBELDE-INTELIGENTE-Y-OBSERVADORA-CUMPLE-57-ANOS/)
- [HTTPS://WWW.ALLTHINGSHAIR.COM/ES-MX/CUIDADO-DEL-CABELLO/TRUCOS-PARA-CABELLO/FRASES-SOBRE-CABELLO/](https://WWW.ALLTHINGSHAIR.COM/ES-MX/CUIDADO-DEL-CABELLO/TRUCOS-PARA-CABELLO/FRASES-SOBRE-CABELLO/)
- [HTTPS://WWW.FREEPIK.COM/](https://WWW.FREEPIK.COM/)