

# FESTIVAL READY

# POS SUITE

*Are you ready!?*

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for...



HOW my

# CREATIVE MIND WORKS

[HOW I CHOSE MY IDEAS]

...and then my quick visuals



# SKINCARE BRAND OPTIONS

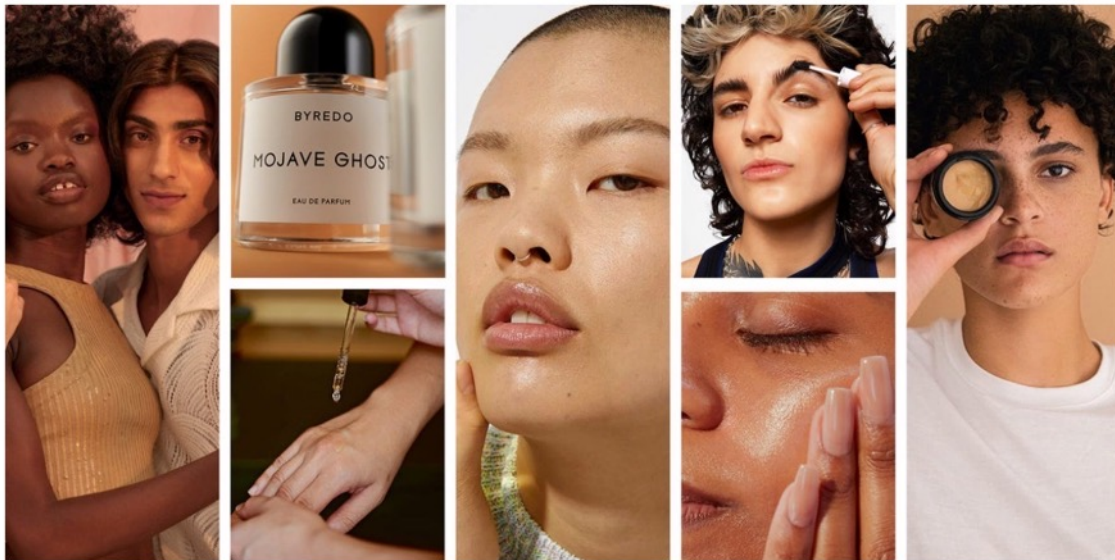
## UNISEX BRANDS WHICH MIGHT APPEAL...

# 20 Gender-Neutral Beauty Brands to Shop Now

Explore a new era of self-expression.

BY [CHELSEA HALL](#) PUBLISHED: JUN 28, 2023 1:00 PM EDT

🔖 SAVE ARTICLE



- Aesop** - well known, Cool looking, warm colours, glowing futuristic vibe
- Dermalogica** Simple, looks high end but not too expensive for young shoppers
- Medik8** – A cooler version of Dermalogica, possibly appealing to a younger audience
- The Ordinary** – medical looking, looks quite natural or scientific (can't put finger on)
- La Roche** - unisex | simple, a bit more biological than ordinary
- Grown Alchemist** – unisex | looks nice / trending style
- Milk** - Gender neutral but looks feminine| colourful, might be too young an audience
- Humanrace** - unisex, gives natural feel, not all white, green / friendly, cool



# Humanrace



**Already has fun packaging which appeals to younger customer**

**A bold colour which is recognisable**



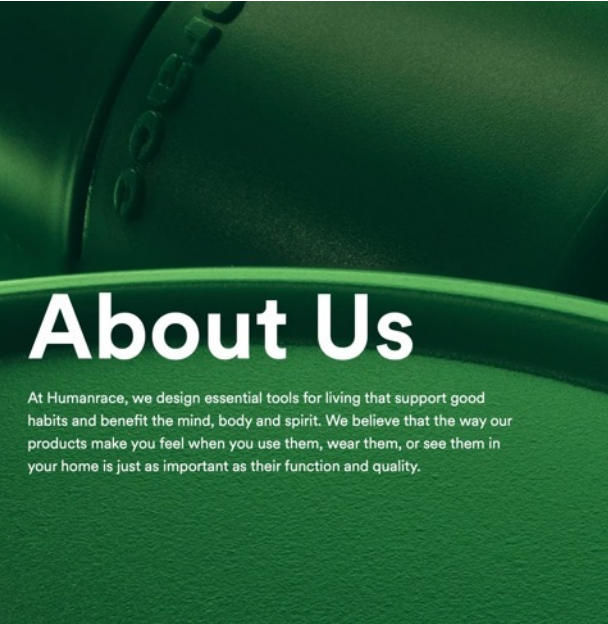
# Humanrace



Founder Story — Pharrell Williams

“Humanrace doesn't differentiate by race or gender. We're creating for humans; we are all born in the same skin.”

Unisex products for all skin types



Founded by musician Pharrell Williams / relates to young crowd / could tie the musician into 'festival'



# GEN Z & MILLENNIAL *Values*



## INITIAL DIRECTION: Pros & Cons...

### PRIMARY COLOUR:

GREEN RELATABLE TO THE BRAND, NOT ALL WHITE AND CLINICAL, SO WILL ALREADY STAND OUT

### SECONDARY COLOUR:

WILL HELP LOOK MORE APPEALING



### BORING:

APPEALS TO MAYBE 'TOO YOUNG'.

### UNORIGINAL/ MUNDANE

TOO TYPICAL, 'SAMEY'



*New*  
**CHOSEN  
DIRECTION**

*& Why*

**TRANSPARENT GLOW  
UNFILTERED YOU**

*AUTHENTIC,  
UNFILTERED (esp. SELFIES)  
TRANSPARENCY*

**Humanrace**



**SKIN THAT  
SPEAKS LOUD**

*TATTOOS,  
STANDING OUT,  
LOUD (FESTIVAL)*

**Humanrace**



**GLOW UP +  
LIVE HAPPY**

*LIVE LIFE TO  
THE FULLEST  
BE HAPPY,  
GLOW (GROW  
UP) PLAY ON  
WORDS*

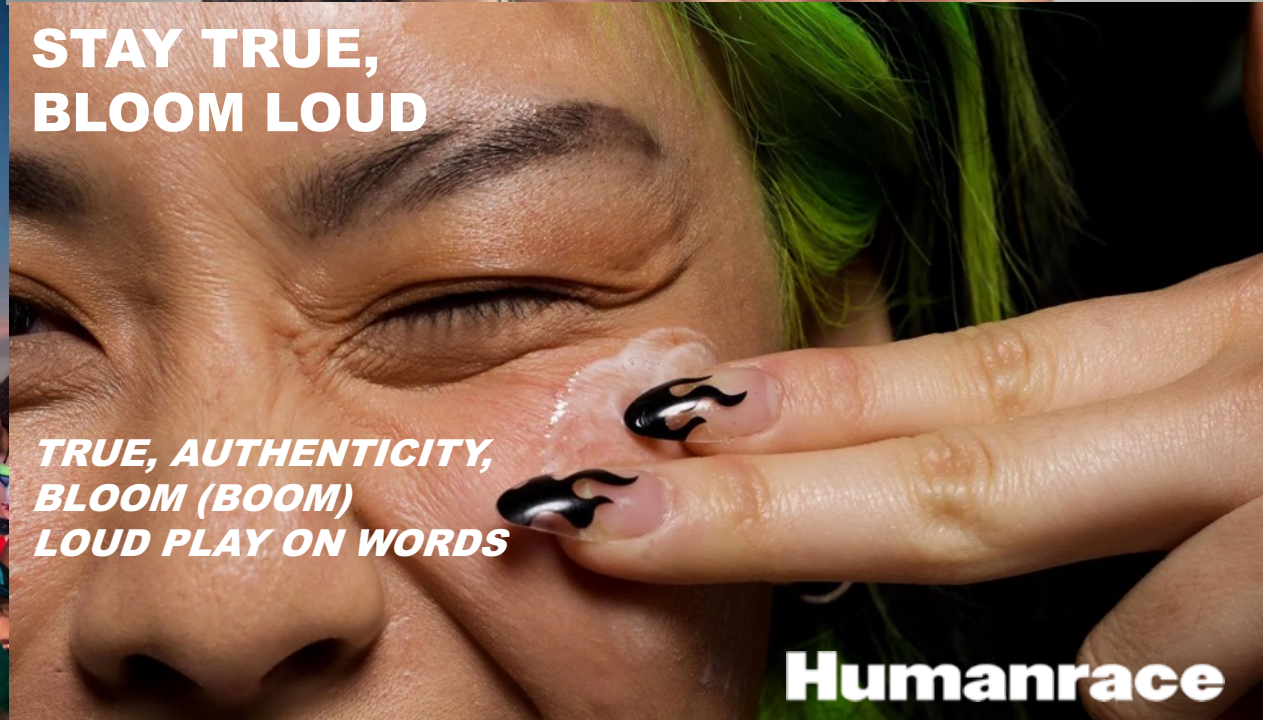
**Humanrace**



**STAY TRUE,  
BLOOM LOUD**

*TRUE, AUTHENTICITY,  
BLOOM (BOOM)  
LOUD PLAY ON WORDS*

**Humanrace**



## GENERAL DIRECTION...

### BOLD CAMPAIGN TITLE

SKIN THAT SPEAKS LOUD

### MUSIC IMAGERY

SOMETHING THAT  
ADDS MUSIC OR  
MOVEMENT

### FESTIVAL IMAGERY

RECOGNISABLE  
BACKGROUND

### HAPPY SMILING LIFESTYLE IMAGES

STANDS OUT &  
RELATABLE TO  
PARTYING

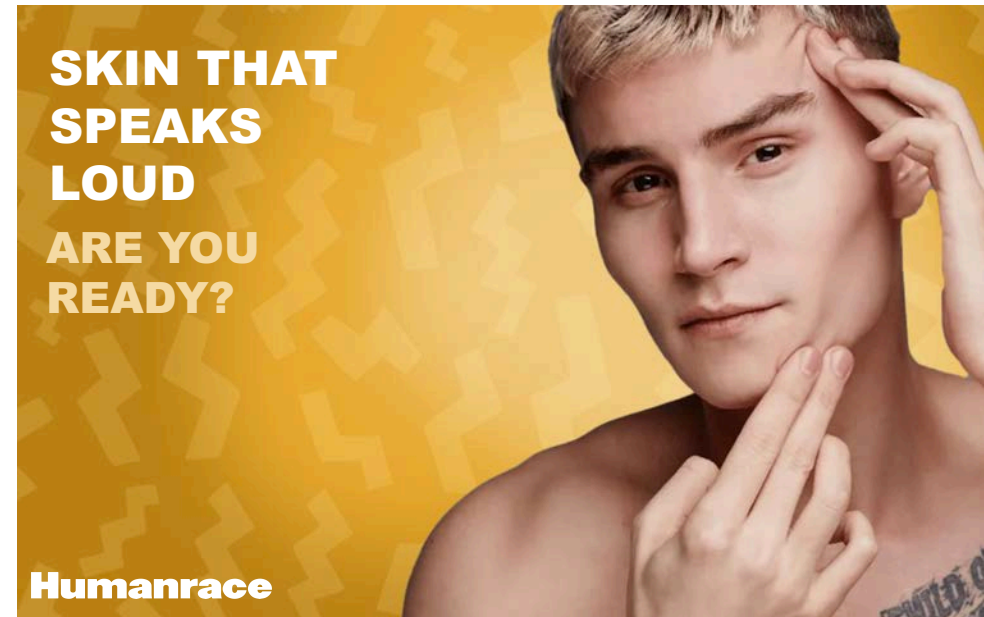
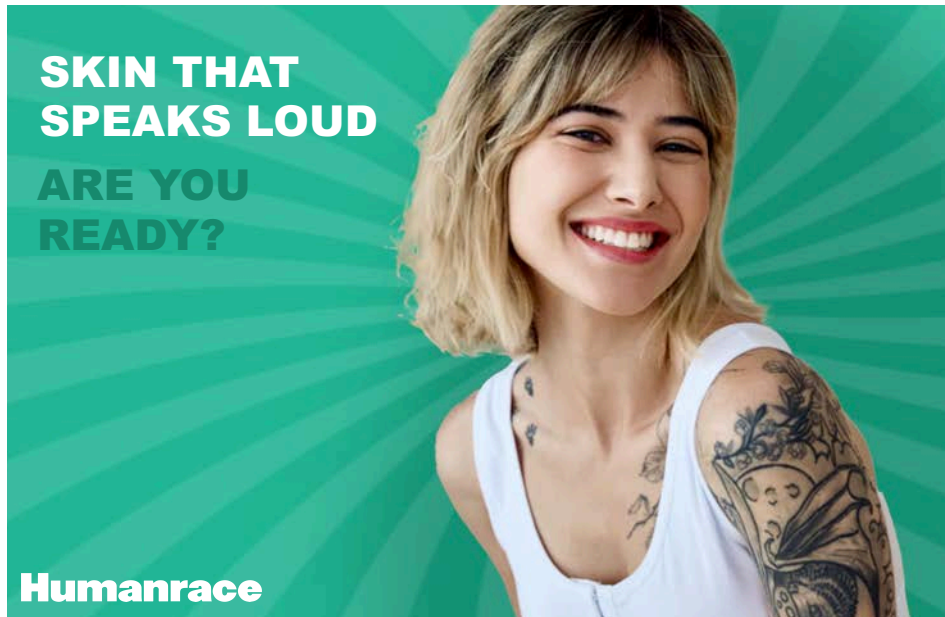
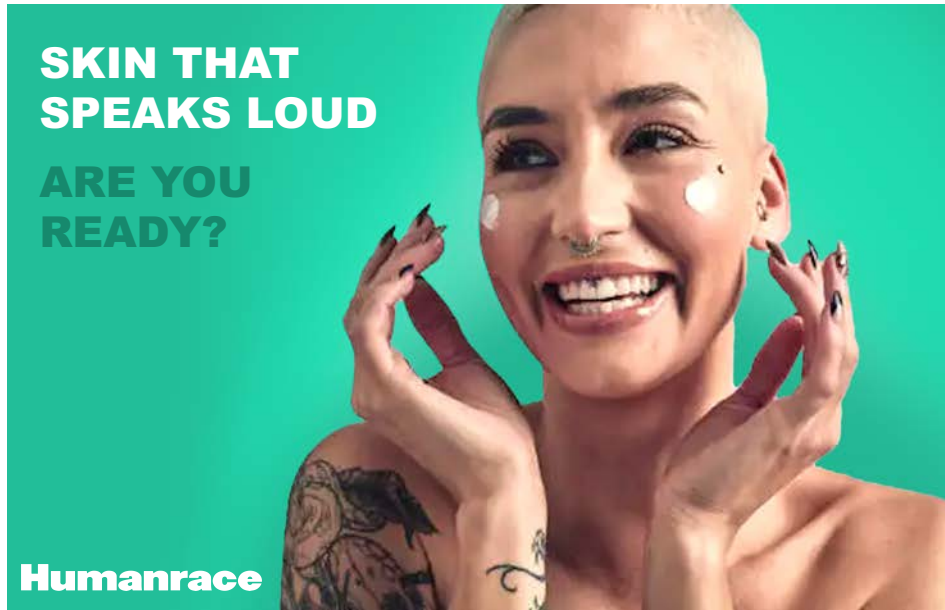
### COOL YOUNG MODELS

TATTOOS (skin), COOL HAIR,  
RELATABLE, MAYBE PIERCINGS



**Humanrace**

# PHOTOGRAPHY | LIFESTYLE & COLOUR PALLETTE...



# QUICK MOCK UP OF CHOSEN IMAGE STYLE AND COLOURS...



**Humanrace**  
**SKIN THAT SPEAKS LOUD**



# POINT OF SALE SUITE DESIGNS

Sketches & Mockups



## GOOD

Cost effective, scalable,  
for all stores (Standard)

Shelf Strips

Posters (small)

Counter top testers

Simple counter units

Shelf Wobblers



## BETTER

More engaging,  
memorable experience

Large branded screens

Shelf Strips + visual

Small floor Graphics

Gifts with purchases

Mirrors & Small selfie spots

Large FSDUs with mirror to try products

End of aisle units (eco)

Large escalator banners



## BEST

Unforgettable,  
Immersive, Instagrammable

Large Full Floor Graphics

Tent above product department

Large selfie mirrors + Music

Interactive mirror "predict your skin"

End of aisle units (bespoke design)

Lighting, disco/ festival lighting, Music

# Humanrace

ARE YOU READY?

SKIN THAT SPEAKS LOUD

END OF AISLE UNITS

**User experience, numbered to clearly indicate the products they need to be festival ready.**

- Multipurpose Balm (SPF 30+)
- Deodorant
- Hydrating mist
  
- *Maybe free handy wipes*



**Memorable eye catching visual.**

something to attract younger shopper (emoji?)

**Multiproduct presentation**

Get all your products now in one place.

Relatable **lifestyle image**





**Floor signage at store entrance showing the memorable emoji how to get to products**



**Shelf wobblers which are numbered per product**



GOOD

## Shelf Strips



BETTER

## Shelf Strips + Visual behind products How product works / Information

# Humanrace

ARE YOU READY?

SKIN THAT SPEAKS LOUD

## LARGE FSDU COVER AND FESTIVAL MUSIC

Shaped like the iconic stage tent at the festival and music from the festival to immediately catch the attention of the festival goers.

Immediate recognition.



# Humanrace

ARE YOU READY?

SKIN THAT SPEAKS LOUD

FREE GIFTSET!

A range of essential skincare products from Humanrace to make sure you're festival ready!

- Multipurpose Balm (SPF 30+)
- Deodorant
- Hydrating mist

+ *Plus handy wipes*



**A cost effective  
(cardboard) branded  
handy size box containing  
miniature products.**

# Humanrace

ARE YOU READY?

SKIN THAT SPEAKS LOUD

## FREE GIFTSET WITH FESTIVAL INFO...

The open box shows a map to the festival & each stage to use the products.

Use all products before you leave your house!

- 1** Your skin is you... remember sunscreen!
- 2** Almost there freshen up / deodorant
- 3** Party time! Mist your face and glow.



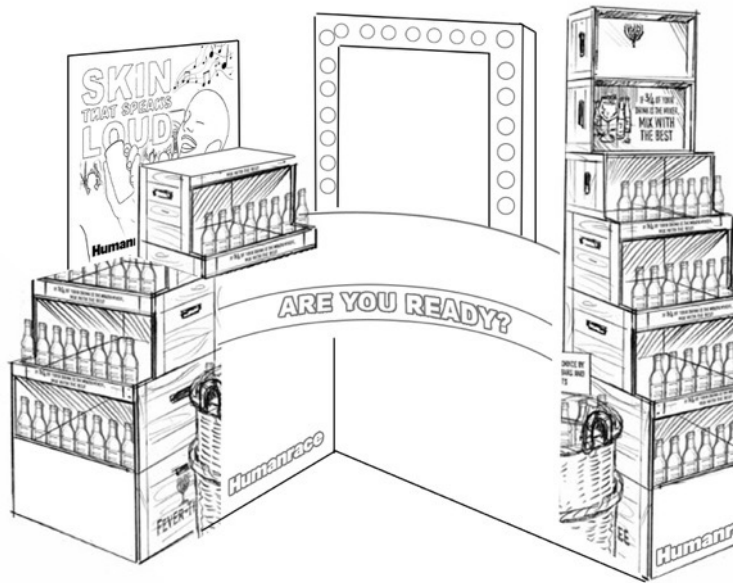
# Humanrace

ARE YOU READY?

SKIN THAT SPEAKS LOUD

## LARGE MIRROR FSDU

Branded display with mirror and products to try.



BEST

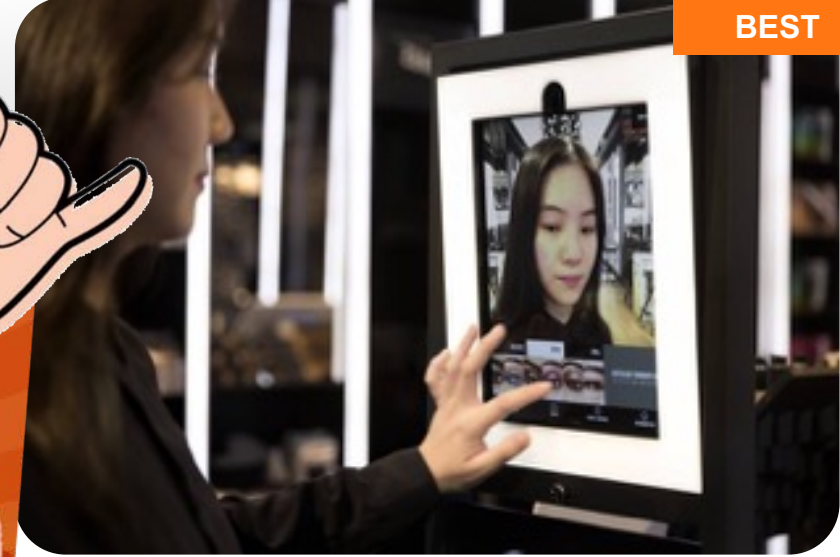
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ARE YOU READY?

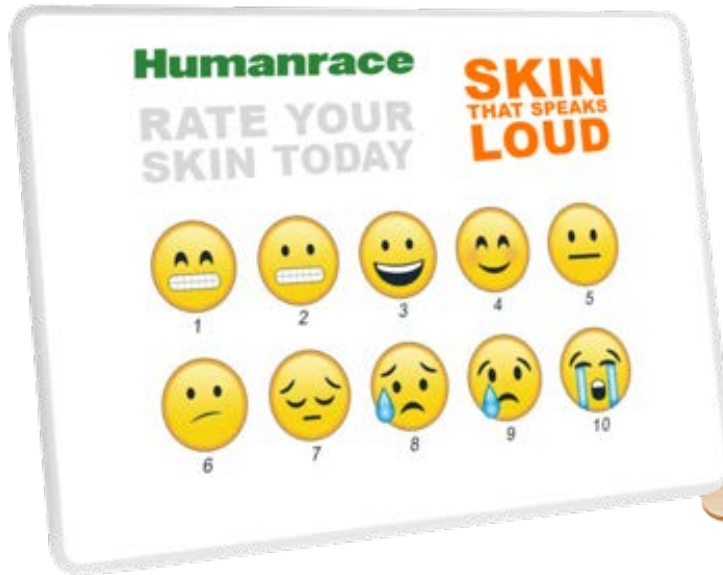
SKIN THAT SPEAKS LOUD

## COUNTER TOP TESTERS

Placed throughout store on counter tops to test the range of festival products.



Interactive mirrors placed next to the counter top testers to predict your skin



# Humanrace

ARE YOU READY?

SKIN THAT SPEAKS LOUD

## RATE YOUR SKIN

Rate your skin today (during festival days) to see how skin is improving, or if you should try another product.

BEST

A graphic titled "Humanrace RATE YOUR SKIN TODAY" and "SKIN THAT SPEAKS LOUD". It features a grid of 10 emoji faces numbered 1 to 10, representing a skin health scale from happy (1) to crying (10).

A large advertisement for Humanrace products. At the top is the "Humanrace" logo. Below it is a side-by-side comparison of a woman's face, showing skin improvement. To the right, under the heading "RECOMMENDED", are two product containers: a white jar of "Humanrace Skincare" and a green jar of "Humanrace Skincare". Below the face comparison is a diagram illustrating UV protection. The diagram shows three stages: "Unprotected Skin" where UVB and UVA rays penetrate the skin; "UVB-protecting Sunscreen" where UVB rays are blocked; and "Broad-spectrum Sunscreen" where both UVB and UVA rays are blocked. A large orange circle with the number "3" is in the bottom right corner.



**Instagram Selfie Booths**

**Try products with Interactive mirror**

GOOD



BETTER



BEST



# Humanrace

ARE YOU READY?

## SKIN THAT SPEAKS LOUD: Wrap up

1. Inject energy into skincare shopping
2. Speaks directly to unisex millennials
3. I hoped to have showcased a range of ideas clearly
4. How different POS items can be used in small to big stores



...Thoughts? And questions