

# ***NEW SPARKLING DESIGN***

*CREATIVE DIRECTIONS*



### The Alchemy of an essence

In Alchemy they say that everything that exists in the world, every living being as well as inanimate things, are hiding deep within themselves a very bright, sparkling ESSENCE that makes them be or become what they are, and in the same time makes them special and particular. Even the Universe was built using this element as wire frame and the same frame is building our inner and most intimate emotional self in the very same way.

This is a specific energy and an extraordinary ingredient that molds and transforms things and people from their very first day to get the shape and characteristics that they will keep for their entire existence. For each one of us there are people or things that perfectly fits with our most inner matrix and this ESSENCE if you know how to use it, will "turn the stone" into fluid metal and the power of the feelings into pure light.

While the most "physical" among us will master the secret of melting everything they set their eyes onto, the most spiritual of us will enjoy discovering into the essence of things the various intensities of the pure light. A virtue and an attribute that lately women tends to forget about themselves. Corset will try to remind them every day how special this energy is and how strongly they can affect the universe around them, to the point of a radical change. To discover their Essence, all they have to do is to be aware of themselves.

You can say there is a glittering chemistry, but the truth is only one – there are things that makes us feel complete and people that complete us. And all this may be thanks to the magic of this colorful wire frame that defines us to be what we are and connects us to one another in such a perfect and magical, alchemical way.

Completing the feminine universe in a very subtle note and with soft tones and touches, Corset Libo and Pink hides within themselves THE GLITTERING ESSENCE that can build around an entirely new colorful reality, filled with scintillating and brilliant experiences that one could only guess and get a glimpse of. And using this element to translate the reality around you, casting fluid metal and transfuse pure light, you are inspiring everyone around you to discover the inner Essence and the Alchemy that brings it to light.





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The campaign will be launched mainly in Tobacconist shops, by POSM's, posters, and on the shelf promotion materials. It will be sustained on line by 2 main events organized or sponsored by Corset – "Pure Light Nights" and "The Fluid Metal", it will be promoted in HoReCa with incentive campaigns and by BA's at every connected event where the brand will be invited to co-participate along perfume brands, cosmetics, music – concerts or launching events, fashion or art shows, specific social events (ball, festival, annual social meetings).

There are consumer engagement programs meant to establish trial and brand awareness by encouraging consumers to actively participate to the brand development and communication:

-The first month all consumers are invited to enlist on the brand database and will receive a DM at home containing one of the 2 Corset packs they choose to receive. The DM will be sent as a result of contacting the BA or the shop assistant and offering valuable information for Corset on a Data Collector Form.

-Next steps will consist on interactive consumer activities, based on the purchasing the packs and using a special code, on the pack insert, to enter into the main promotion. Depending on the pack preferred, there will be 2 types of prizes, and they will be offered to the consumer that used the most codes. If possible, there will be developed a special promotional site, or if not possible, the codes will be sent by phone – SMS and the development of the campaign is communicated on the leaflets founds in the tobacconists shops. In the same time, every shop will have the possibility to repay the consumer participation, by offering a supplementary code or an incentive, by her choice.

-Last steps will be keeping the consumer active by using mini activities in HoReCa that would promote the brand name: "The shiny weekends" in cafés, "The bright evenings" in restaurants, "Pure energy hour" in clubs and "The special moments" everywhere else where it can be present a BA to sustain the mini activation event.





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### Events

Will evolve around the 2 central elements – fluid metal and pure light and will take place one complementing the other (and one after another) to promote both packs with the same frequency and intensity and to touch different types of target consumers.

Pure light event will concentrate around light shows, light art and light environmental constructions that would underline the event concept main idea – the pure light element - and will be constructed around a party, a concert or a modern artistic representation. At this event every tobacco consumer will be targeted, the event being announced through FB events page, on the event personal web page or Tweeter, and will be named: "Pure Light nights" by Corset, hosting every time a new artist in a different place and context, but always connected with the "pure light" main concept





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"The Fluid metal" can evolve mainly as a fashion statement, a fashion show or as a modern design exposition organized or sustained/sponsored by Corset. The brand will invite its database and most active and important consumers to this shows, offering a very personal experience to every consumer enlisted and by doing so, encouraging the development of a such database. The artist participating, will produce specially, or give from the showed collection, a piece of her choice to the winning lady, in note with the event specific. The prize will be won by drawing her name at the end of the show.





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### Promo Incentives

The gifts or incentives will be in line with the 2 themes of the campaign and will be received accordingly with the channel of distribution and only if the consumer will be "caught" smoking Corset brand:

In Café and restaurants Corset can offer to their lady consumers a very glittering coffee cocktail with a special pink melted silver ingredient for the morning, pink melted gold ingredient for the afternoon and pink melted platinum for the evening. In clubs and bars they can give violet alcoholic drinks in flames, that would contain "a drop of pure light". And on the terraces the brand can compliment it's consumers with an exquisite pink or violet ice cream.



In the clubs and disco, the consumer will receive a special Champagne cocktail.

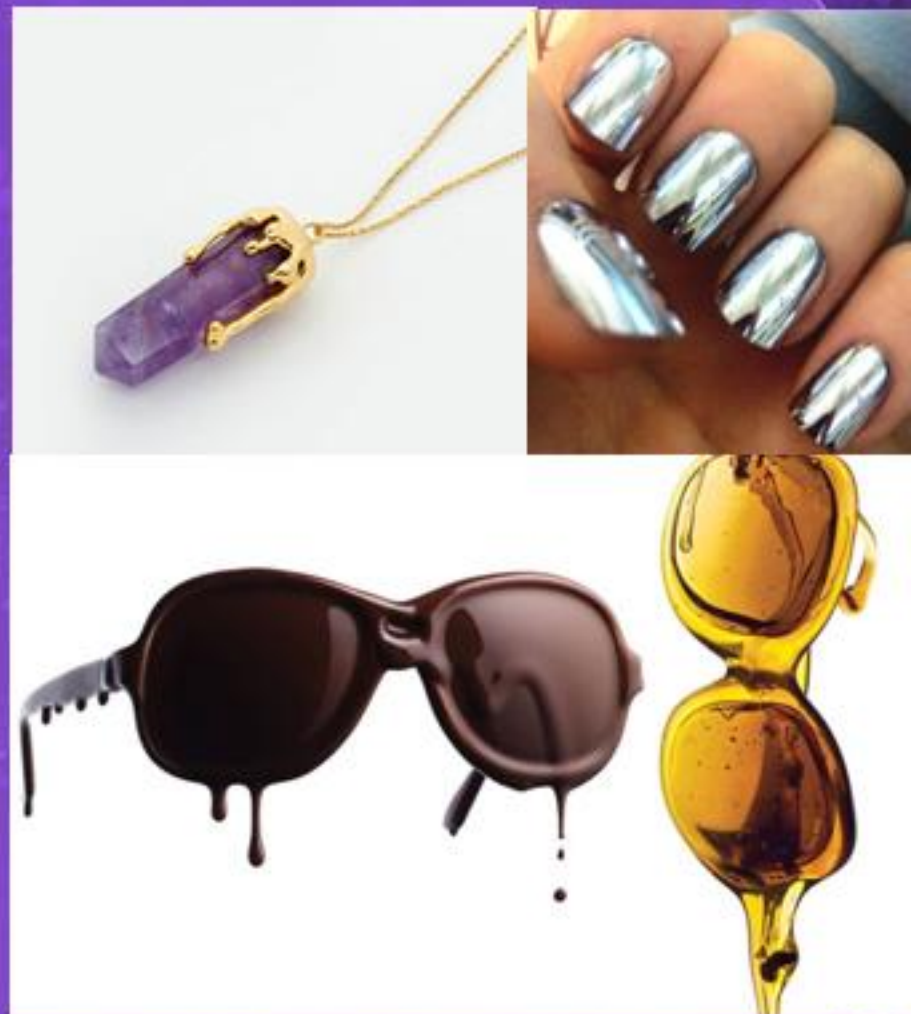
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### Give aways

The give aways will be offert on the point of sell, in Tabacconist shops by the shop assistant or inserted in a special promo pack directly on the shelf. In the same time, a brand ambassador can interview the consumer, offering this give aways as a result of her participation to the discussion, or as a result of the direct purchase from the BA.

The gifts will be connected with the 2 packs promo concepts and will consist of a branded lighter, one of the 2 packs, small jewelry pieces, accessories, cosmetics or invitations to the Corset 2 events.

Other small incentives can be represented by branded matches, ashtrays, pack holders, or cigarette supports.





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### Graphic language elements

Building the image of Corset Fluid Metal and Pure light around the idea of 2 distinct personalities that yet complement each other, would help both packs to communicate in the same time each one's special personality and characteristics. Both parts should compose a very unitary key visual that can work as a whole as well as can work in 2 separate halves.

It should be a lyrical construction with metaphoric elements in which the fluid metal would meet the transforming light together setting the Universe into a world of dream and color. The 2 sister personalities are coming together to compound a reality that every consumer would like to find herself in and interact with.

