

NEW SPARKLING DESIGN

2nd CREATIVE DIRECTION

Wild Spirit

The way we think and behave is what sketches the lines of our character. But more important is the way our instinct lets us adapt to the world and affects our choices. Along with the general aspect, it comes to complete the picture of our-selves and it positions us in our social group. In time it will grow to be an attitude, the attitude that will define us.

If some of us are emotional, soft and kind, some others are passionate, invulnerable and tough, but we are all adapted in a personal way to the world as social "animals". And inside each of us there is a WILD SPIRIT that needs to be tamed and therefore hidden. It usually shows off in the most intense moments of our life. When our conscious control fades away and we are in our purest and most unaltered state of uncensored selves, this instinct dictates our behavior.

Connecting with this wild spirit, connects us with our inner nature from where we take the very substance of our personality. It also allows us to get to know our selves better and to get to understand our limits, our fears or our best and most precious innate gifts. This wild spirit pushes us to enjoy our life at it's most and also gives us the courage to experiment and overstep our boundaries. This wild spirit bypasses reason and encourages THE MANIFESTATION OF THE SENSES.

In this context, Corset comes to inspire your wild spirit to manifest uncensored and it drives your instincts to the limit where you have to show your own self. Corset wants you to enjoy life and wants you to make your choices without letting yourself controlled by any restraint. Under these circumstances it asks you what kind of wild spirit are you and asks you to have the courage to unleash your true self. And as you are young and vibrant, filled with life and willing to enjoy it, Corset invites you to free your wild spirit and enjoy a life of fun, party and exultation. So are you a night butterfly or a savagely sparkling personality? Either way this is an attitude. Corset wants you to learn and as an attitude it has to be trained to manifest naturally and offer you the best of yourself.

Being preciously dangerous is a way of leaving when you are young, lively and high spirited as you are.



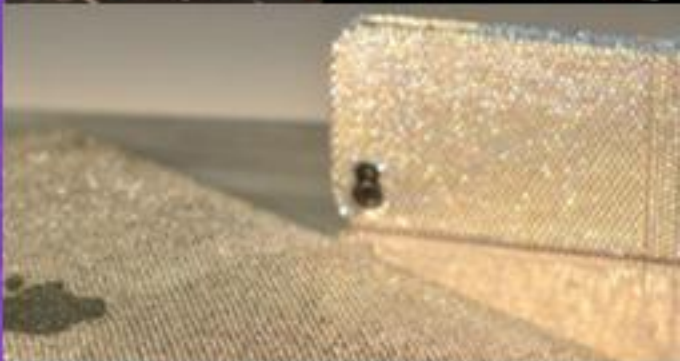
NEW SPARKLING DESIGN 02. Wild spirit

Wild spirit

The campaign should be announced first on pack inserts or teaser – "Free your Wild Spirit and Glow". In parallel it should be introduced in Tobacconists shops and points of sells in 2 weaves: the first weave should encourage the discovery of your inner wild spirit, while the second one should transform it into an attitude that young ladies should enjoy.

First weave should be based on personal communication with the consumer – DM, electronic mail (where possible), mini websites communicated on pack inserts for the New Weave Wild Spirit trend (where possible) and BA's interviews (or shop assistant speeches). It can be sustained by printed materials (structured as teasers), but the first weave should be part of the teasing campaign, so no POSM's should be revealed at this point

Second weave should be "the revealing" and this campaign should be massively communicated on all possible channels, depending on the type of market (dark market, semi-dark market, etc). Now all the POSM's will be developed and the promo activities can start in all the channeled platforms – on web it can be organized a special wild spirit trend blog to advise young ladies how to best get in touch and learn this new attitude, how to find best and most interesting modern or fancy places they can display their new selves and how to enjoy themselves and their social group. This can be an occasion to offer prizes: accessories that would make you look extraordinary and will make you feel as well, all made or offered by fashion designers specially to complement your wild and naturally shiny spirit. The prize can be won weekly, by a number of young ladies, by entering a database using an SMS to send their contact information and if the blog owner calls them they will have to prove they are in possession of a Corset pack by giving the code of the bill they paid with for the pack. They will be announced in the shops about the contest rules and they will have to keep both the pack and the bill to enter in possession of the prize....



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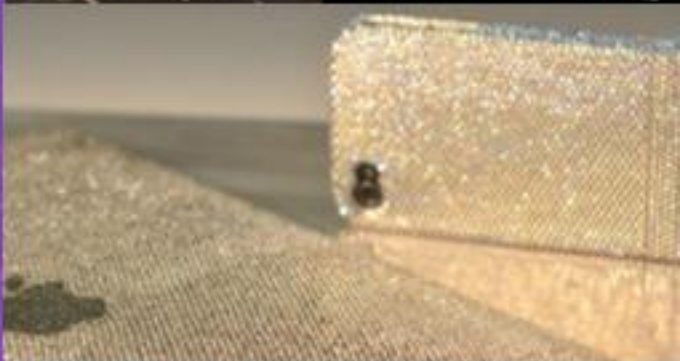
Wild spirit

....On the campaign website (where possible) will be developed a special "hunting" contest where consumers must hunt for the wildest trends and using a dedicated leaflet with a code on it, received at every 2 packs purchase, they will be able to enter the site and hunt for prizes: a glittering Ibiza party for them and their 3 best friends, wildly glittering electronics they can use to accessorize their wild spirited attitude, or a sparkling vehicle with their own personal driver, to bring them and pick them up from the parties they will go at night, for the entire month ahead. These prizes will be won every month by electronically drawing the winning code.

On a special note, they can also win on their birthday, once a year, their private party in the most fancy and wild club in the city they are of, for them and 30 of their friends. To do so, they must be enlisted in the consumer database and must prove active in all the "code sending" campaigns in that year. This is a one / year prize and it is meant to loyalty the consumers and repay their one year effort. But the condition is for them to have participate for the year before, to all Corset campaigns and have been registered for doing so in the database.

On the selling points there will be 2 types of gifts – those that comes with a promo pack and those offered by the BA's or shop assistants when purchasing more than 2 packs. These will be specific prizes fitted with the campaign theme and they can also be lighters, pack holders, more packs, specially design matches, cigarette holders, ashtrays, and so on.

The last type of prizes will be in HoReCa and in the airports. They can be instant prizes chose form the BA's and/or Hostesses by showing that the consumer holds and use a Corset pack, or they can win special prizes by participating in specific activities (TFT games, consumer engagement activations, events) entering Corset database or buying more than X number of packs.



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Events

Will be activated on the 2nd wave. Will consist of 2 directions – touching both type of personalities – the soft and artistic one and the passionate and party oriented one.

The first direction will have to cover all the new artistic trends and social behavior in fashion, art, music and dance, restaurants and social places in a very modern and fun oriented manner, while the second one will cover best parties, best clubs/bars and best music, best ways to spend nights out, in a very "wild" manner.

For the first one the party invitation can be a small drawing/ hand written text by the participating artist on a Corset matchbox took by the costumer from the shop assistant counter, while purchasing the packs, and for the second direction can be a glittering disco ball received in the selling point from the BA.



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Promo Incentives

On the terraces the BA's can offer instant prizes to the consumers after the activation took place or after purchasing a pack. These prizes can be a piece of jewelry, a cover for the phone, headsets or a gymnastic training inflatable ball.

Promo Incentives

On Café and tea places, the BA or the place hostess can offer instant prizes to Corset consumers, such as specially designed disco ball cookies or small cakes, glittering coffees or teas or, if it is the consumer's birthday, a dedicated mini birthday cake.



Promo Incentives

In restaurants the consumer can receive a bottle of Disco Absolute Vodka to share it with friends, wild energy glittering pills to give a pleasant experience for the evening out (it will contain a small quantity of energy giving substance and will be softly mentholated) or she can be offered the best table or seat in the place for that evening.

Promo Incentives

In Clubs and Disco's the consumer can receive the party kit – one piece at a time: the party hat, the bow, a funky accessory, a bag or even better, an entrance card that will allow her multiple entrances in a month with the possibility of receiving the first drink as gift.



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Give aways

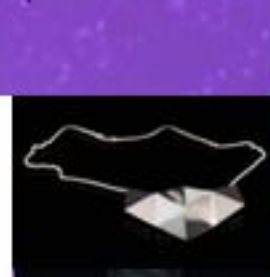
The promotional gifts offered in all point of sells, or by BA's or Shop assistants, or the special gifts in the promo packs on the shelves or the special gifts offered on the blog, will be split in 2 categories and will be communicated during the campaign by either the pack inserts, promo pack covers, leaflets, on the web/blog or by BA's or SA's directly. They will be won ONLY by purchasing the promo packs or a certain number of packs, depending on the promotional strategy active at that moment. They will be split on 2 categories :

The "Home Collection Wild Girl" composed by disco ball shaped speakers or disco glittering head sets for music, disco ball shaped items – pillows, clock, mug, USB powered coffee heater, earth globe, drinks cooler or a shaped table with a "microphone lamp" for the personal corner... and so on...

3D DISCO BALL SPEAKER



HIGH RESOLUTION
3000 X 4000 PX
2 PERSPECTIVES
TRANSPARENT PNG
READY FOR YOUR FLYERS



...or the "Out Collection Wild Girl" covering an evening clutch, an office bag, a shopping bag, special nail enamel, glittering disco sun glasses, glittering jewelry tree, or disco shaped jewelry pieces

NEW SPARKLING DESIGN *02. Wild spirit*

CORSET
SuperSlims

Give aways

The instant prizes category will cover small and not expensive items and they will be offered either when purchasing a pack or offered by BA's when "catching" a consumer using Corset in different HoReCa places.

They are disco ball jewelries, Corset silver braided signature pendant, a disco ball shaped lips glow, a disco ball external phone speaker key chain, simple disco ball key chains, sun glasses, mini jewelry box, accessories, phone cases, disco ball shaped broche or pins, phone/i-pod ear sets, shopping bag and so on.



NEW SPARKLING DESIGN *02. Wild spirit*

Graphic language elements

The images selected must define the campaign theme and the consumer profile and will fit Corset new brand image. They are selected to fit the Wild Spirit direction and they describe an attitude, a state of mind and a situation/context – wild partying posture. The type of communication will be centered on how the brand "educates" building an attitude and what is the result of interacting with the brand. It can have 2 different approaches, both with the same result.

One approach is the philosophic, metaphoric suggestion that shows in a more artistic manner the message Corset wants to send to it's consumer (this direction is the one I choose for on the first page).

The second one is more direct, showing party girls in intense fun attitudes, showing the result of interacting with Corset values, style and personality.

