

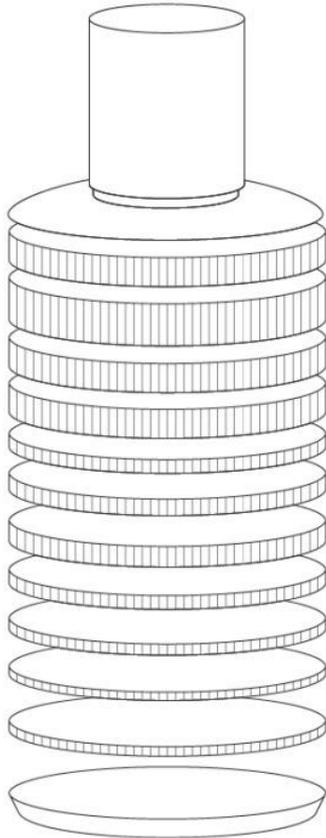


A.N Other

2021.12.08 Jenessa, Faisal and Anny

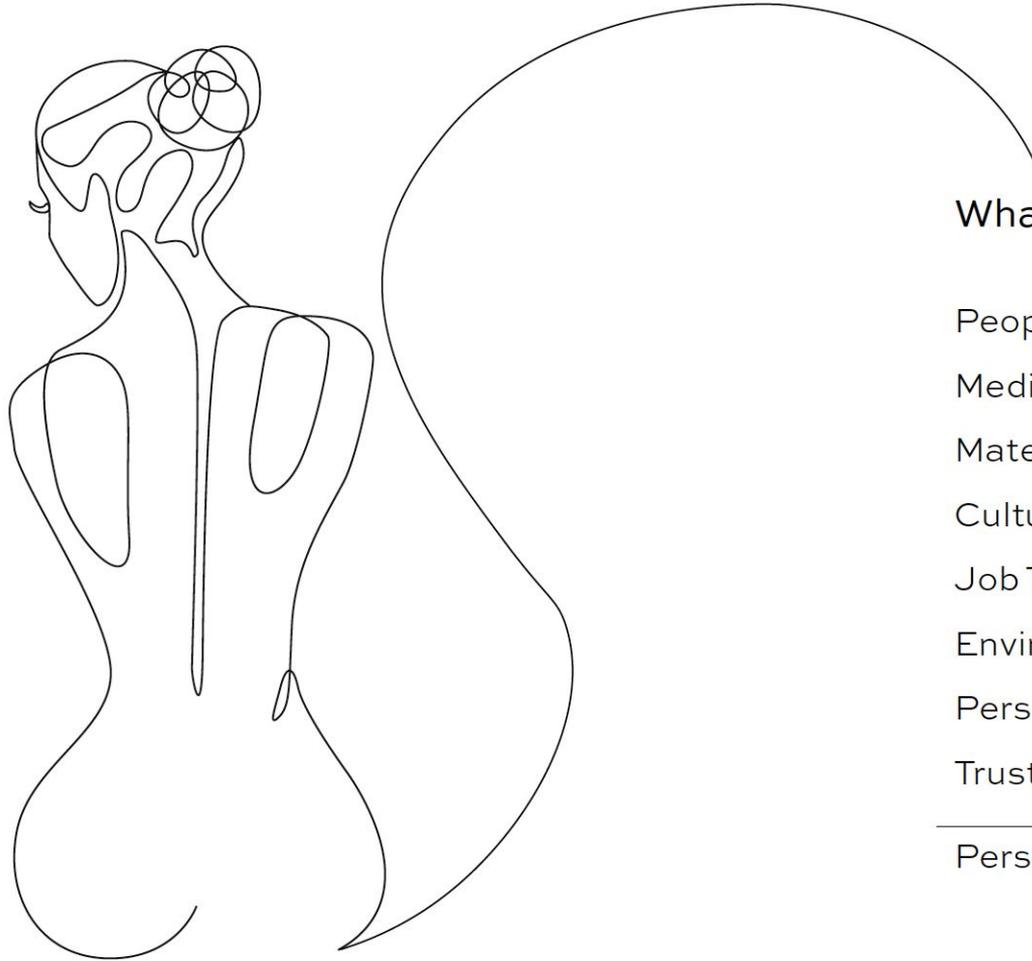
Background

01



BARBARA THAU IN
'BEHIND THE SPRITZ: WHAT REALLY GOES
INTO A BOTTLE OF \$100 PERFUME'

RETAILER'S PROFIT	\$15
RETAILER'S OH	\$25
MANUFACTURER'S PROFIT	\$15
MANUFACTURER'S OH	\$15
LICENSING FEE	\$4
SALES COMMISSION	\$6
MARKETING	\$8
FILLING & PACKAGING	\$4
BOTTLE, CAP & SPRAY	\$6
ALCOHOL	\$0.5
FRAGRANCE	\$1.5
TOTAL	\$100



What makes up a person?

People's Expectation	25%
Media Influences	20%
Materialism	15%
Cultural Standards	15%
Job Title	14%
Environment	7%
Personality	1.5%
Trust	2.5%
<hr/>	
Person	100%

A.N Other wants to build a
community of people who
appreciate what really matters.



Objective



Target Audience

Age

30 years old

Life Style

Won't follow the fashion trend and has excellent taste. Shops less but owns high-quality products.

Work

An independent Photographer and lives in Los Angeles

THE PROBLEM

People try too hard to 'fit in ' with peers by making similar selections as other people.





Miss Ellen • 9 months ago

I would much rather have a “Little House on the Prairie” life than this shit that influencers try to push on us day after day. I’m tired of everybody trying to sell me something.

 86



 1





Udemba Stella • 9 months ago (edited)

"If you have a kid who is not interested in being famous, you are doing something right"

 1.4K



 17



17 REPLIES

The Creative Brief

02



Annie Weston • 1 year ago

Too much pressure on people these days...do more more more..be more more more..be the best...have it all...take it all...and work to death...no wonder depression is through the roof.

 2.3K



 49



[49 REPLIES](#)



THE INSIGHT

People who try too hard end up being fake.

THE STRATEGY

Show that investing in your ordinaries is what will make you extraordinary.





Italia Ferguson • 9 months ago

When I watch historical content, it's always stuff like a day in the life of an ordinary person or an ordinary family that's the most interesting.



39



1



1 REPLY



EWizard 512 • 1 year ago

Our current perception of mediocrity is being "ordinary", to not be rich, intelligent, or one of the greats. By redefining the purpose of life, to accept the "ordinary" life as natural, is in essence, fighting against that false notion of mediocrity, and thereby contributing to our sense of purpose and contentment in our lives



Reasons to believe



1 - A.N.Other is familiar with the production process of their perfume since A.N.Other has their factories to make unique and high-quality perfumes. Nowadays, only Chanel HERMES and Guerlain have their perfume factories.

2 - A.N.Other authorize their perfumers to make stylish and award-winning perfumes. A.N.Other invests in perfumers to design the unique products.

3 - The name of A.N.Other also means that everyone can bring their own story. A.N Other empowers people to show their own personality and taste.

A.N. Other has all the strengths above to help people show their original sides. A.N Other wants to introduce the trend and not get lost with other perfumes with their marketing tricks.

Communication Strategy

	Barrier	Comms task	Channel
Awareness	People think ordinary equals mediocre.	Share the special moment of people's ordinary day.	Online: Youtube, Tiktok, IG Offline: Poster in boutique shops
Consideration	Don't have confidence in my ordinary life.	We will show how ordinary things will lead to an extraordinary life.	Retargeting, Social media
Action	How can I show /join this community?	Share your moments on this Microsite.	EDM, and Campaign Microsite.

Tone

Using a bold and strong voice empowers people to show a simple, original version of themselves.





THE BIG IDEA

**Dare to be
original**



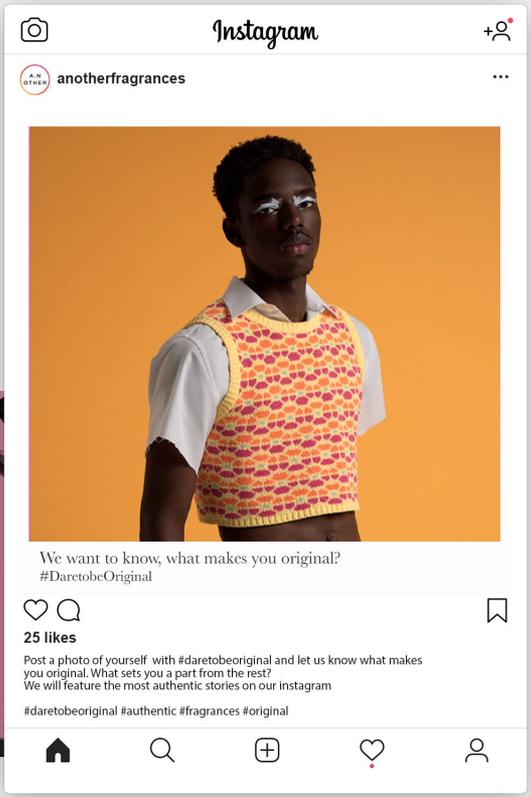
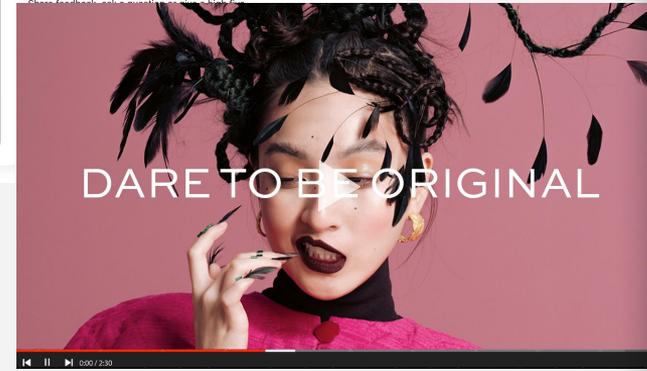
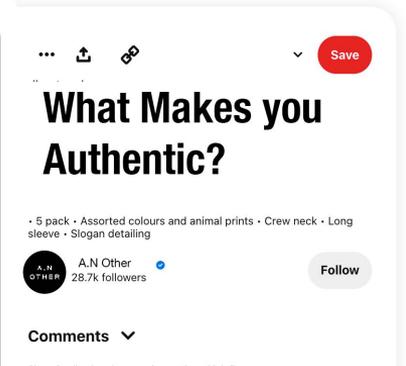
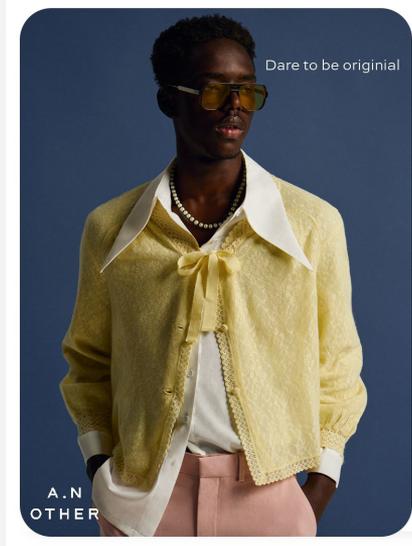
Creative Concept

A.N. Other has invested in their product to make something original and now we want the consumer to invest in themselves

We will empower consumer to be original. And ask what ordinary moments shape them?

Message: A.N Other dares you to be original

Dare to be Original Campaign- Awareness



Youtube
Tiktok
Instagram
Pinterest

Print OOH

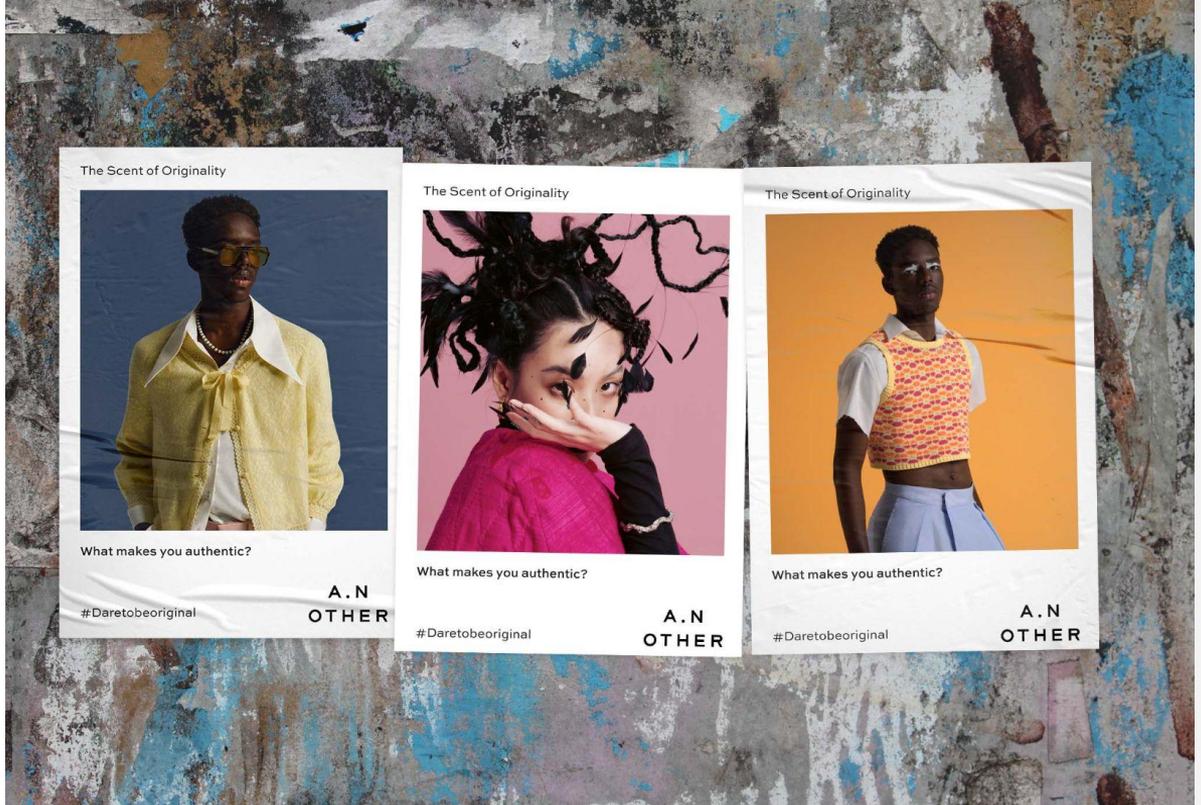
The Scent of Originality



What makes you authentic?
A.N
OTHER

#Daretobeoriginal

Boutique
3456 San Fernando St

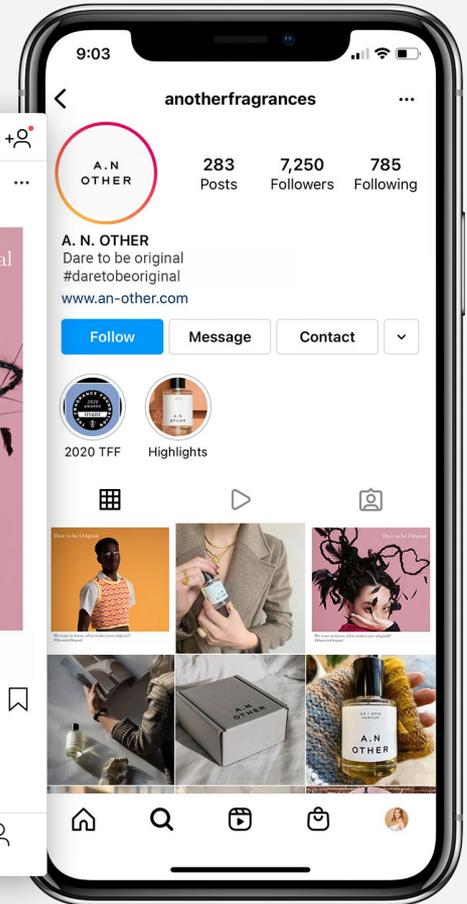
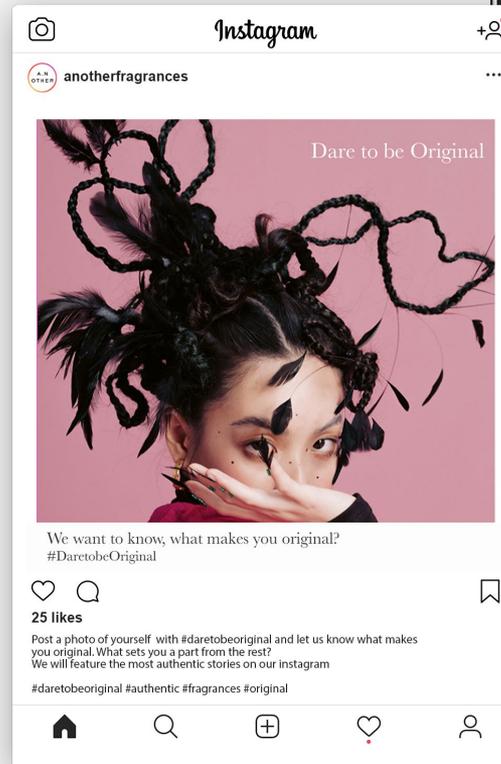


Build Online Community by Empowering

Start to build community on social, asking our consumer -

what keeps them original?
what ordinary moments in their day make them who they are?

#daretobeoriginal

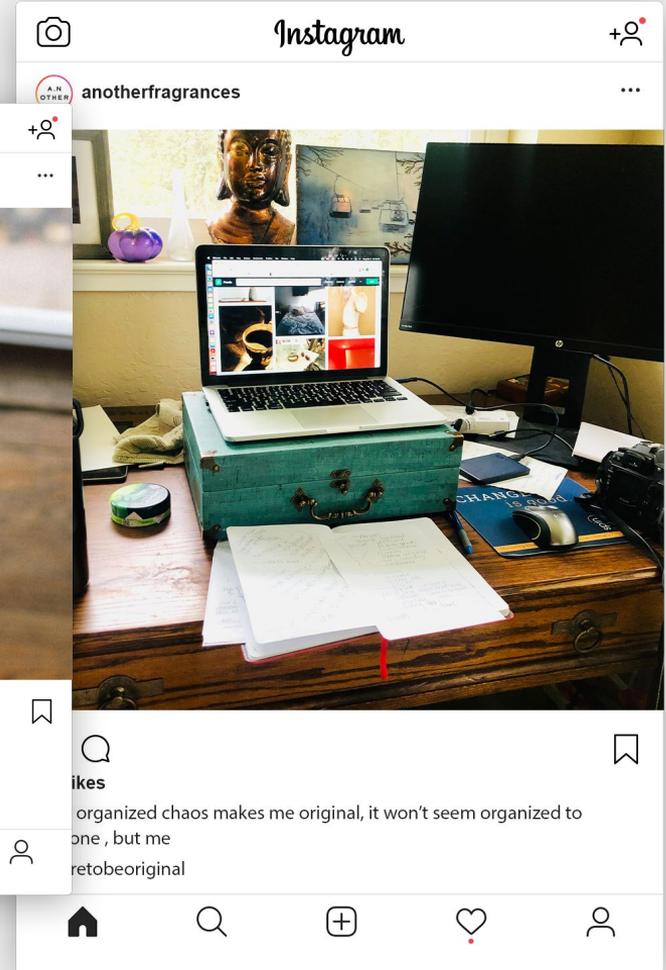


What Makes You Original?

-Users will post on their page captioning - what makes them original #daretobeoriginal

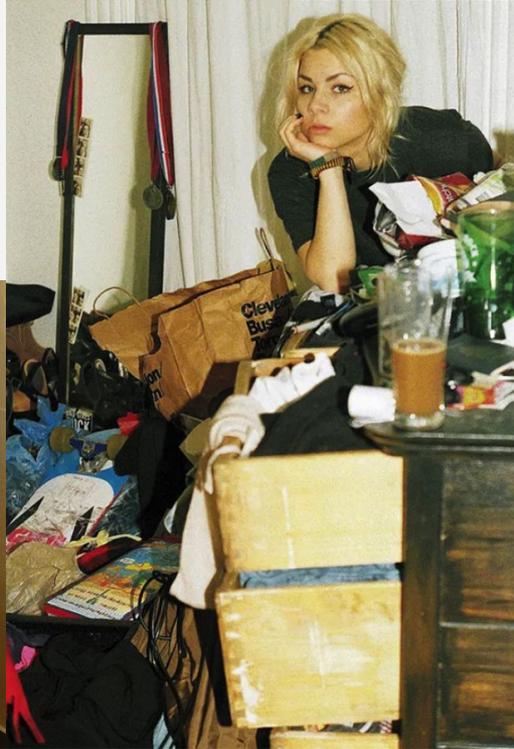
-Making the consumer and their stories the face of A.N. Other

-A.N. Other would repost on platforms



Ordinary Life

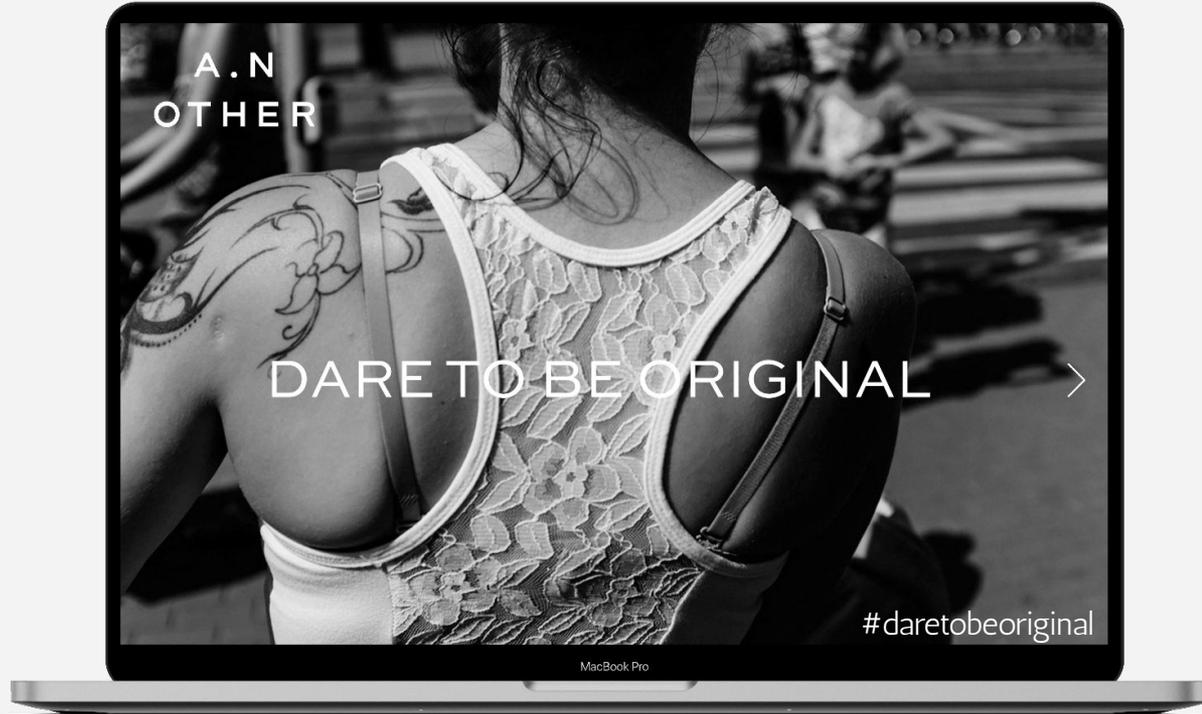
This is real, this daily life



Microsite for Consumer Photos

A collection of moments
that get you from one
point of your life to the
next

Embrace your normal



Consumer face of A.N Other's brand

DARE TO BE ORIGINAL

What makes you normal?

A.N
OTHER

#DARETOBEORIGINAL





Thank You