

**IL MAKIAGE. Make up for maximalists.**

**Digging deeper into the “100% high maintenance” territory.**

**Brand:**

IL MAKIAGE New York

**Brief:**

Create the follow-up campaign to Il Makiage’s “100% high maintenance” launch campaign

**Who is Il Makiage:**

In 2013, two entrepreneurs discovered an American treasure — proprietary formulations for professional makeup that were used for decades by some of the most renowned celebrities and professional makeup artists, but remained unavailable to millions of women with equally high standards.

With this focus, they embarked on a five year mission to painstakingly extend this treasure into a full line of makeup products with uncompromising attention to detail. IL MAKIAGE teamed up with hundreds of professional makeup artists and committed to only launch a product when they were certain it was distinctly superior to any product they had ever used.

**What is the brand:**

At a time when more and more brands are embracing a minimalist, millennial pink-covered approach, Il Makiage is betting on the opposite route.

The beauty brand, which relaunched in the U.S. last June, has an ideology that is all about maximalism and embracing your high-maintenance tendencies. And with a robust and modern product arsenal (Il Makiage offers 50 shades of foundation—10 more than Rihanna’s Fenty Beauty), Il Makiage is providing consumers with the tools to do so.

### **What is the challenge**

Their launch campaign focused on embracing Il Makiage's maximalist identity. Billboards featuring women in dramatic beauty looks—a striking red lip, or shimmering green eyeshadow—feature bold, sassy captions like “Who wants to be low maintenance anyway?” or “My reservation is for whenever the f\*\*\* I get there.”

The current challenge lies in crafting the follow-up campaign. After disrupting the streets of New York with their bold, unapologetic tone and with their sassy sense of humor, how can the brand double down and create disruption once again?

### **Deliverables:**

You Tube videos, social media content, OOH, print. Though the individual pieces are important, the real challenge lies into the creation of an overall campaign.

### **Brand Character:**

Bold  
Unapologetic  
Sassy  
Strong  
Maximalist

### **Brand Slogan:**

Makeup for maximalists.

### **Who is the target market?**

Millennials and Gen Z's, women who are bold and unapologetic, that embrace the “extra” look and have +8 steps on their makeup routine.

### **What to consider:**

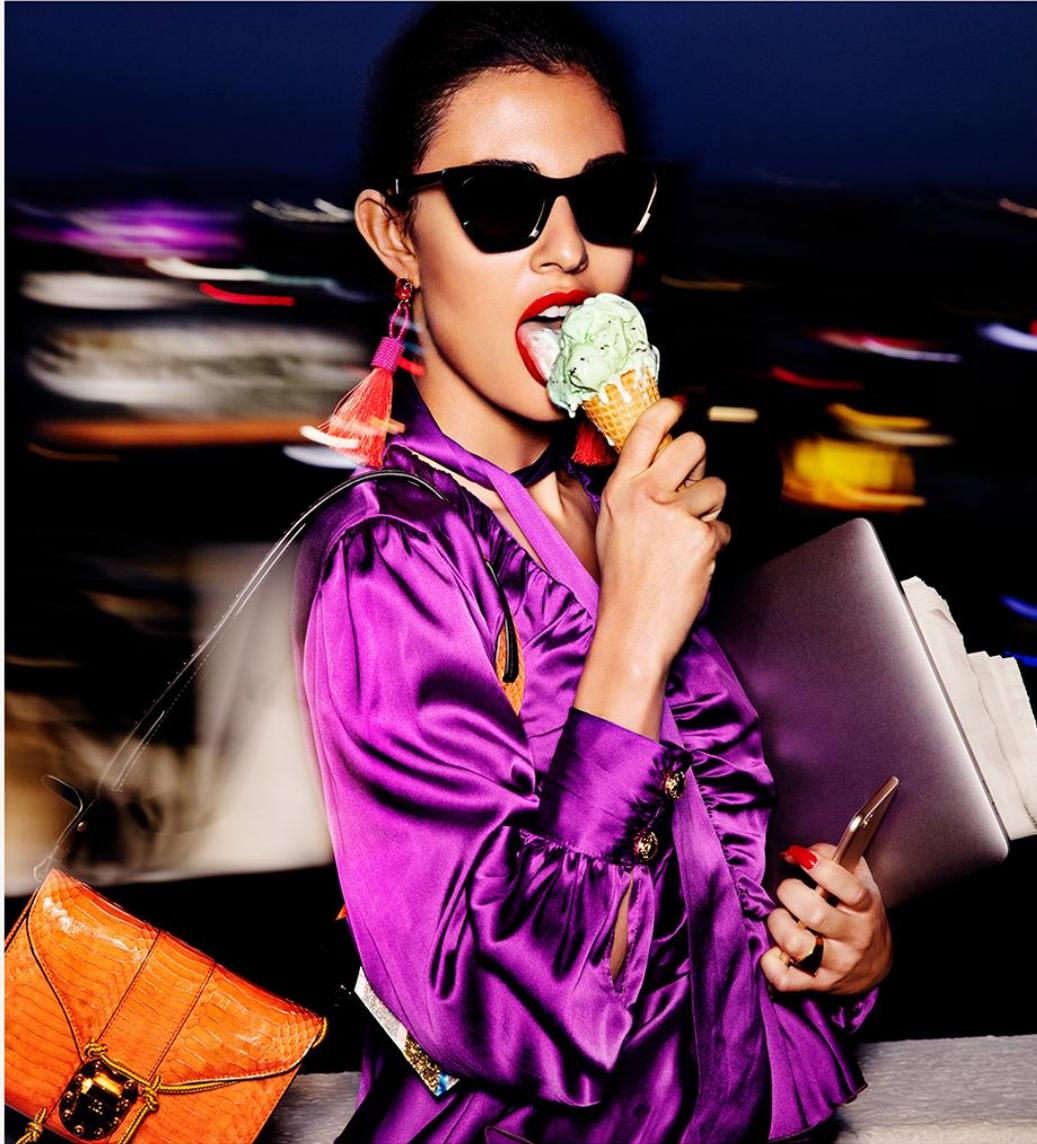
Il Makiage doesn't promote any of their products in particular, but the brand itself. There's no obligation to include the products on the campaign. Obviously, the brand logo and lockup it's mandatory on every piece (the lockup includes the tagline).



“  
**YEAH, I WOKE UP  
LIKE THIS.**  
”

**IL MAKIAGE**  
NEW YORK

MAKEUP FOR MAXIMALISTS



“  
**WHO WANTS TO BE  
LOW MAINTENANCE  
ANYWAY?**  
”

**IL MAKIAGE**  
NEW YORK

MAKEUP FOR MAXIMALISTS



“  
**MY RESERVATION IS  
FOR WHENEVER THE  
HELL I GET THERE.**  
”

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MAKEUP FOR MAXIMALISTS



“  
**IF I'M TOO MUCH,  
MAYBE YOU'RE  
NOT ENOUGH?**  
”

**IL MAKIAGE**  
NEW YORK

MAKEUP FOR MAXIMALISTS



“  
**I'M ONE HIGH  
MAINTENANCE B.**  
”

**IL MAKIAGE**  
NEW YORK

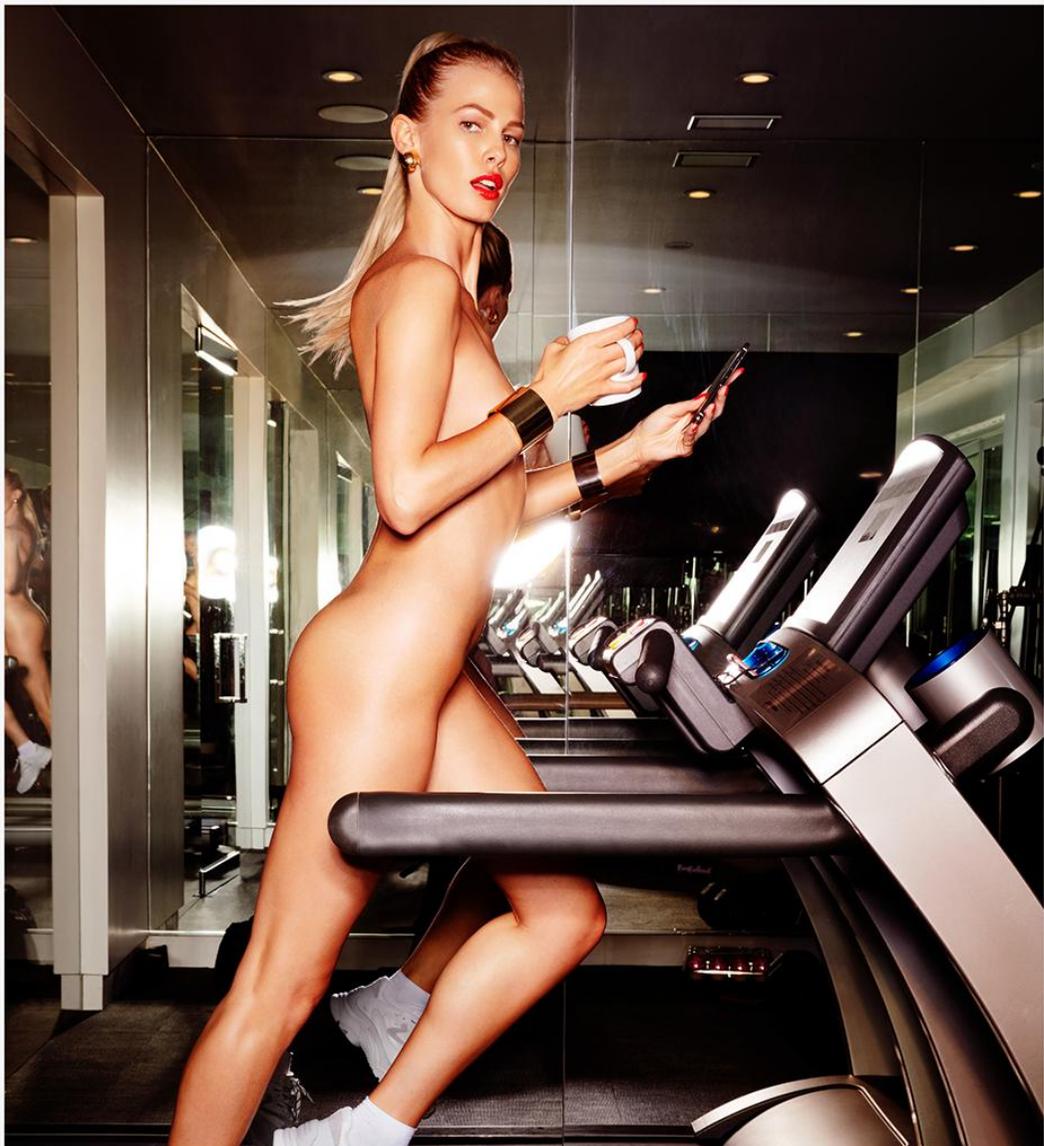
MAKEUP FOR MAXIMALISTS



“  
**I’LL TELL YOU  
WHEN I’VE HAD  
ENOUGH.**  
”

**IL MAKIAGE**  
NEW YORK

MAKEUP FOR MAXIMALISTS



“  
**I LOVE THE SMELL  
OF DGAF IN THE  
MORNING.**  
”

**IL MAKIAGE**  
NEW YORK

MAKEUP FOR MAXIMALISTS



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**I GET HOT JUST  
THINKING ABOUT  
MYSELF.**  
”

**IL MAKIAGE**  
NEW YORK

MAKEUP FOR MAXIMALISTS



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**IDON'T SWEAT  
IF\*CKING GLOW.**  
”

**IL MAKIAGE**  
NEW YORK

MAKEUP FOR MAXIMALISTS



“  
**GO AHEAD,  
ASK ME TO SMILE.**  
”

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