



LARRY GERRARD

CREATIVE DIRECTOR



case study
re-brand of encanto

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old

NOT RELEVANT FOR LEAD MARKET (RU). NOT LUXURIOUS. LACKING PERSONALITY. NOT ENGAGING. PASSIVE.



AVON

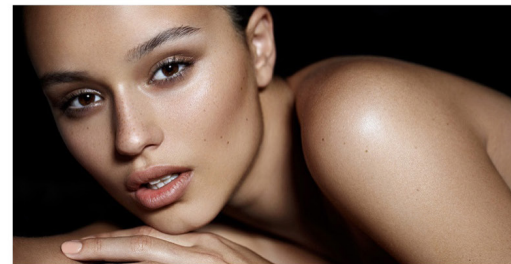
Be who you want to be always with the best skin

AVON Encanto
PREENDIMIENTO
AVON Encanto
RESISTENCIA
AVON Encanto
DELICADEZA



must haves

MOOD-BOARD CREATION DEMONSTRATING
THE KEY DELIVERABLES & EXPECTATIONS
TO LAUNCH THIS BRAND IN RUSSIA



beautiful
silky skin

musthaves

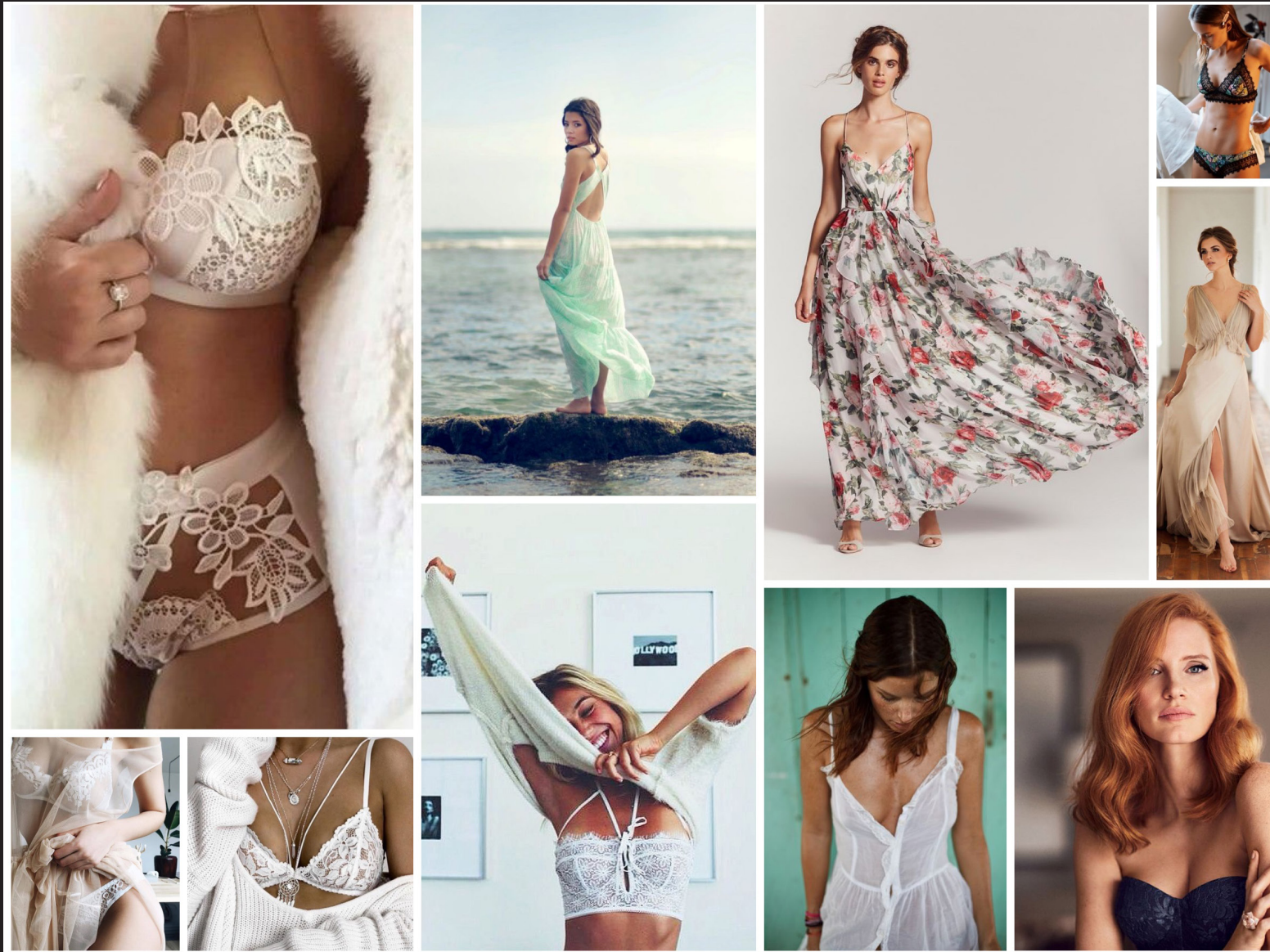
MOOD-BOARD CREATION DEMONSTRATING
THE KEY DELIVERABLES & EXPECTATIONS
TO LAUNCH THIS BRAND IN RUSSIA



setting &
place

musthaves

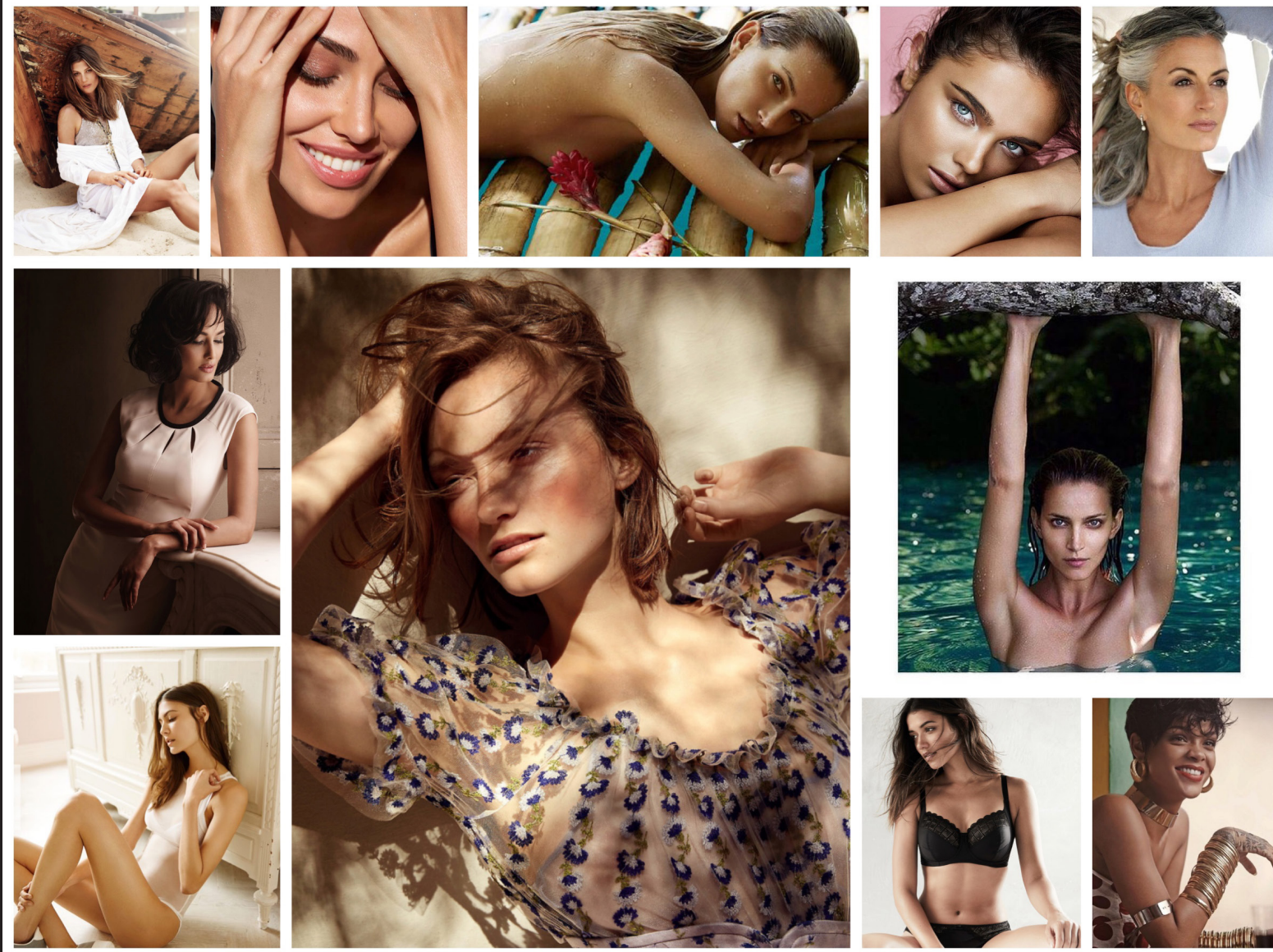
MOOD-BOARD CREATION DEMONSTRATING
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styling

musthaves

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mood &
engagement

Encanto

NOW IN RUSSIA
ONLY AVAILABLE FROM AVON

enchant your skin
be fascinating

lusciously rich lotion leaves a
tantalising trail of fragrance

lush fruits
wrapped in rich
cashmere, revealing
a heart of rare
jade vine



48hr moisture
indulgently rich feel
long-lasting scent





AVON

CAMPAIGN 00
AVON.COM



INTRODUCING
Encanto

be **IRRESISTIBLE**

*with sensually soft skin and the opulent fragrance
of pink bouquet and amber*





INTRODUCING Encanto

LUXURIOUS, PERFUME-INFUSED BODY CARE
AND FINE FRAGRANCES

*featuring warm,
fruity notes inspired
by the irresistible joy
of femininity*



silky textures
absorb easily
into skin



up to 48-hour
moisturisation*



with luxurious
perfume
oils

*After multiple applications

be IRRESISTIBLE

*with sensually soft skin and the opulent fragrance
of pink bouquet and amber*

PERFUMED
BODY SPRAY

\$00,00

RICH
BODY LOTION

\$00,00

EDT
FRAGRANCE

\$00,00





AVON

CAMPAIGN 00
AVON.COM



INTRODUCING
Encanto

be IRRESISTIBLE

*with unforgettably soft skin and the enchanting
fragrance of jade vine and cashmere*




INTRODUCING
Encanto

LUXURIOUS, PERFUME-INFUSED BODY CARE
AND FINE FRAGRANCES

*featuring warm,
floral notes inspired
by the exotic beauty
of the rare jade flower*




silky textures
absorb easily
into skin


up to 48-hour
moisturisation*


with luxurious
perfume
oils

*After multiple applications

be FASCINATING

*with unforgettably soft skin and the enchanting
fragrance of jade vine and cashmere*

PERFUMED
BODY SPRAY

\$ 00,00

RICH
BODY LOTION

\$ 00,00

EDT
FRAGRANCE

\$ 00,00