The client I chose for this assignment is Cassandra Bradshaw, who is a recent graduate from the Cosmetics Techniques and Management program at Sheridan College and a colleague of mine at Caryl Baker Visage Cosmetics. The ad campaign that I developed for Cassandra focuses on marketing herself as a makeup artist (“CB Makeup Artistry”) by showcasing her recent work and skills in three different online forms. The three forms of advertisements I adopted for this particular campaign are a Facebook page and Facebook Sponsored Ad, a YouTube Channel with two videos posted online (to view videos, see links posted on page 3), as well as a Website.

The Facebook page and sponsored ad I designed as a simple jump-off point for Cassandra to get the message circulated through her group of friends that she is a freelance makeup artist who is looking to expand her portfolio. By having friends ‘Like’ Cassandra’s Facebook page, as viewers are prompted to in the sponsored ad, Cassandra will be able to quickly increase the number of viewers who see her makeup work, which will increase her chances of someone booking her to do their makeup. The sponsored ad also functions to expand Cassandra’s social network on Facebook beyond her immediate contacts, allowing her to address females between the ages of 13-65 who ‘like’ makeup and get them to also view her page. This Facebook page prompts Cassandra’s followers to go visit her YouTube Channel, allowing viewers to watch, and Subscribe to Cassandra’s videos online as she teaches viewers new makeup looks, and showcases her talents. I incorporated a YouTube channel in my campaign to highlight Cassandra’s personality and to give her followers a deeper feeling of connection to her as a person and to her brand. I believe that by doing this, and having users subscribe to her weekly video updates, Cassandra will be able to further increase her viewer following, and in turn, increase the amount of people interested in having their makeup done by CB makeup artistry. Finally, this YouTube Channel directs viewers one step further to Cassandra’s webpage, as well as back to her Facebook page. Cassandra’s website contains a homepage, a biography, a list of her services, her full portfolio, as well as her contact information. I created this webpage for Cassandra to advertise a full list of services she offers to her clients (eg. makeup, waxing, facials, etc), as well as to provide viewers with the contact information necessary for booking appointments.

Overall, I believe these three different online advertisements compliment one another, and maintain a consistent look and feel throughout the campaign. Most of the challenges I encountered while designing these ads were focused around the webpage design. Throughout this project, I was unsure whether I should incorporate the webpage in my overall campaign, or if I should develop something more ‘ad-like,’ such as a banner ad or e-mail marketing for this campaign. Ultimately, I decided to incorporate the webpage into my campaign because I felt it necessary to advertise Cassandra’s services and contact information in order to emphasize that CB Makeup Artistry is not simply a Facebook group, or a vlog to be subscribed to online. Cassandra is in fact marketing her services, which are showcased in various forms online. These online environments have been developed to increase viewer engagement and to ‘spark’ an interest in viewers, so they keep checking back to see more. Ultimately, the goal of this campaign is to ensure that ‘CB Makeup Artistry’ is first on everyone’s mind when they are looking to book a makeup artist!

To view the videos created for Cassandra’s YouTube page, please visit the links below: <http://www.youtube.com/watch?v=VT3w_Ex2EBw&context=C38921e1ADOEgsToPDskLHw0wXKwoI_I9pNzeuYWUf>

<http://www.youtube.com/watch?v=YPsiiN6Gikc&feature=context&context=C38921e1ADOEgsToPDskLHw0wXKwoI_I9pNzeuYWUf>