



BEAUTIFUL EXPOSURE

Campaign Positioning

PROBLEMS TO SOLVE

- Skin cancer is the most common form of cancer in the United States. One in five Americans will develop skin cancer within the course of their lifetime.
- There is a perception within our media, our society, our culture that tan (sun-kissed) skin is more beautiful or attractive than pale skin (untouched by the sun).

OBJECTIVE

The objectives are two-fold:

- Our business objective is to drive downloads of the Beautiful Exposure app and put Beautiful Exposure on the map in the skin care industry as a beauty tool.
- Our marketing objective is to create awareness of the dangers of overexposure to UV light and convince people that wearing sunscreen is beautiful.

TARGET

Young woman aged 15 to 25 years old who:

- are tanning bed users
- are sun worshipers who go out in the sun without the use of sunscreen or who never reapply sunscreen throughout the day

Other potential stakeholders:

- dermatologists
- beauty industry leaders

WHAT DO THEY BELIEVE

Our target believes that tanned skin is beautiful. She believes she looks gray (worse than white), unkempt, self conscious and not attractive when she is not tan. She cares a lot about her outward appearance both in how it makes her feel and in how it is noticed by others.

She says she cares about being healthy; however, she doesn't consider health implications when she is tanning. She believes she is invincible.

The obstacle we will have to overcome is there is a lot of awareness out there on the dangers of exposure to the skin and still people want to tan. Through the years, skin in our society described as "sun-kissed" has been seen as a positive. It is a form of health and a form of beauty. The way people feel when they are tan is described as refreshed, strong, beautiful, happy, noticed, in control.



BEAUTIFUL EXPOSURE

Campaign Positioning

ADDITIONAL INSIGHT

People, especially Gen X and Y, want things now. Technology allows us to see what we would look like with different hair color. Social media apps allow us to put on funny faces, animal faces, merged faces and send it to our friends instantly. But nothing allows us a crystal ball to see if we are healthy or not. A campaign is needed that combines the now and the future, the wanting to look beautiful, and the control to see how unhealthy you could be if you don't take care of your skin.

WHAT WE WANT THEM TO BELIEVE

We want them to see that they can be a better version of beautiful that is caring for their skin with the Beautiful Exposure app. We want her to believe that she can still be tan and beautiful with sunscreen and to do that, we need to change her perception of sun tanning to skin damage.

We want her to be able to get the sun-kissed glow in a healthier way and to have control over her skin health now, rather than waiting to find out 5, 10, 15, 20 years from now when it's too late.

SINGLE MINDED PROPOSITION

Beautiful Exposure gives you the ability to be healthy and beautiful now and in the future by arming you with tools to detect skin damage.

POSITIONING

Save what beauty you have left.

REASONS TO BELIEVE

At the start of a sunburn — when skin starts to become painful and red — irreversible damage has been done leading to premature aging, wrinkling of the skin and can cause skin cancer.

Sunburn is color-blind when it comes to it's victims. Although dark skin may protect you from short exposures to UV light, all skin tones burn.

Skin damage does not show up until later in life, far after damage has been done so it is best to change skin care habits earlier on in life.

One blistering sunburn doubles the likelihood of developing malignant melanoma.