

MAYBELLINE NEW YORK

Create your own, new product line for an existing brand (hair care, pet food, deodorant, etc.) You're developing 4-5 new products for that line. On one page, write a main benefit of the product line, name of the line, and tell me about the target audience (1 page, typed). On a second typed page, include 4-5 different types of products + names within the line and write original copy for both the front and back of each product package. Be as creative as possible!

Brand: Maybelline

General description of the new product line: smaller miniaturized versions of makeup essentials like mascara, foundation, concealer, eyeliner, and lipstick. Each product is able to easily fit in a purse or a Glam to Go makeup bag that allows the customer easy access for a touch up or a late start to the day. Each mini item is designed to be able to be applied on the go in a miniature size that is slightly cheaper than Maybelline's full-sized products.

Main benefit: Allows women to keep makeup in tact when on the go

Name of the line: Glam to Go

Target Audience: Women aged 25-40 who are often on the go and away from home. She cares about her appearance and having access to makeup throughout the day helps her maintain her confident and personal look. She would rather not bring her entire makeup bag along because that would be too much of a hassle. She makes enough money to afford to look her best, but doesn't splurge on overly priced makeup lines.

Glam to Go Product Line Sample:

General Description: small makeup bag that fits each product in the line, encourages shoppers to complete their line.

Front copy: "Glam's Best Friend Bag" Meet your new best friend that will make sure you look good and feel good.

Back copy: Your new travel makeup bag has got your back. There's room for the entire Glam to Go collection to make it as easy as possible whether you're on the go or need a quick touch-up to maintain your fierce Maybelline look.

Glam to Go mini concealer pen:

General Description: Miniature concealer pen that comes in every color of Maybelline's current FitMe line. Retractable by twisting so that the small packaging still lasts a while.

Front copy: "Covered 24/7" Your on the go makeup collection won't be complete without a way to mask imperfections and keep your skin smooth a happy.

Back copy: We got you covered with your new pocket concealer. Our multitasking and hydrating formula replenishes your skin and helps you feel flawless whenever you're out and about. Never freak out again when an unwanted blemish appears in the middle of your workday.

Mini mascara

General Description: Miniature mascara that is only big enough to have a regular wand and a wet mascara eraser that will clean up your accidental mistakes while applying, Doesn't smudge.

Front Copy: "Maybelline Travelproof Mascara" Keep your lashes looking glam wherever you go!

Back Copy: Never leave the house again without our Maybelline Great Lash Waterproof formula, now Travelproof. With a miniture wand that won't hog your purse space and an all-new built in mascara eraser that will come in clutch when you accidentally smudge your makeup on the train. Look great. Feel great.

Lipstick with a mirror

General description: general lipstick line that is the same size as Maybelline's normal lipstick line, but includes a small mirror on the side to be able to apply on the go, dries quickly so that you can apply right before lunch and avoid the embarrassing lipstick stain on your glass.

Front copy: "Matte on the Move" Never got caught without fabulous lips again!

Back copy: Whether your walking into a first date or in the elevator on your way to that big business meeting, this is the perfect lipstick to keep up your confidence. Use the built in mirror to perfect your look. Dries ultra-fast to avoid embarrassing lipstick stains!