

Savage X Breast Cancer Awareness Creative Brief

Tagline: Power up for breast health

Campaign Goals: The campaign aims to raise breast cancer awareness among women, not only the older age group who are at higher risk of being diagnosed, while also expanding on supporting critical research on cancer and affected African American minority groups who are often facing health disparities in the United States.

Target Audience:

Geographic:

- United States urban areas

Demographic:

- Age: 20-year-old and older
- Sex: women
- Gender: all gender identities and expressions
- Generation: adult Gen Z, millennials, baby boomers
- Marital Status: married, divorced, separated, widowed, never married, single
- Family Size: 1-10 people in a household
- Annual Household Income: \$40k-\$200k
- Occupation: all occupations, employed or unemployed
- Education: high school diploma or higher
- Ethnicity: All ethnicities with a focus on African American
- Religion: all religion

Psychographic:

- Interested in inclusivity, women empowerment, health, beauty, fashion topics
- Pay attention to the comfort and appearance of their underwear and lingerie
- Enjoy browsing on the Internet and social media

- Open to accepting new opinions and enjoy studying and researching

Behavioral:

- Spend 2+ hours on their phones per day
- At the awareness, lead generation, or conversion stage of the marketing funnel

Key Message: The “Power up for Breast Health” campaign will raise awareness of breast cancer among women, educate women on early detection, and promote a positive, caring, thoughtful, and inclusive brand image.

Tone: The brand voice is a confident, fearless and relatable tone because it speaks to the individuality and inclusivity nature of the brand, and when the target audience sees the campaign, they will feel empowered and enlightened.

Media Buy: The campaign will be launched on channels and platforms that the target audience regularly engages with. These will include Instagram, Twitter, Youtube, commercial radio, out-of-home advertising, and Savage X Fenty’s website.

We will release content including the “Check Your Chest” challenge, breast cancer awareness-themed blind box, videos on breast cancer educational materials, and donations made to support cancer research and affected minority groups.

Marketing Budget: \$200,000

Revenue Goal: \$2 million

