

BEHIND YOUR MAKEUP

# The Campaign

## Cause

Behind your makeup is a social awareness campaign geared towards women who use makeup. Its mission is to motivate women to be conscious of the products they are using and the unnecessary animal cruelty behind it.

## Audience

This campaign is geared towards women who use makeup. It is focused mainly on informing women of the animal cruelty that takes place in order to test their makeup.

## Angle

The angle of this campaign is to use bright colors and modern typography to mimic makeup products and advertisements. These design elements will capture the audience through posters, guerilla advertising, and an app.

## Call to Action

Behind Your Makeup will ultimately encourage women to stop using cosmetics that have been tested on animals. The campaign will also inspire its audience to sign the petition to end animal testing.

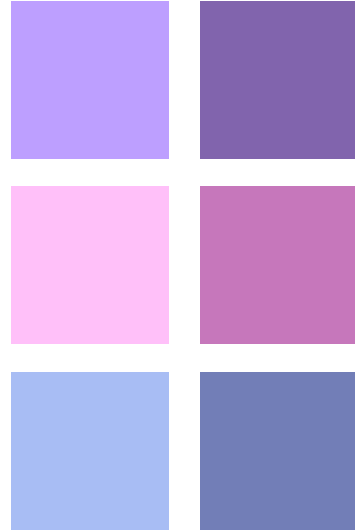
# Design

## Logo

The Logo is a simple silhouette of a bunny, as they are most commonly used in cosmetic testing. This logo is meant to represent the shadow of a bunny as a metaphor for what's behind your makeup.



## Color Palette



## Typography

The typeface I chose for my posters is Futura. I used Future Medium for the headers and Future Std Light for the text. I chose this font because it is most commonly used in magazines.

### **Futura Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

### Futura Std Light

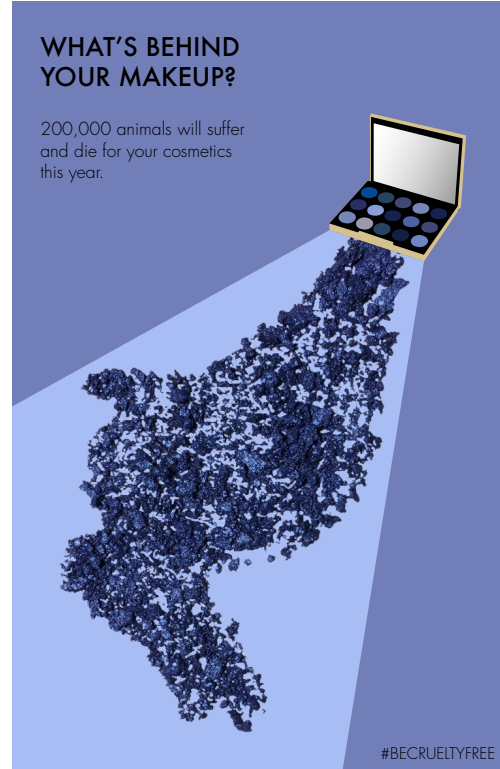
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## 2D Series

### Posters

The 2D poster series uses bright, vibrant colors to draw in the audience. Photographs of makeup are used to recreate a shadow of a bunny.



## WHAT'S BEHIND YOUR MAKEUP?

It is still legal to test on  
animals in 80% of countries.



#BECRUELTYFREE

## WHAT'S BEHIND YOUR MAKEUP?

Chemicals are dropped  
into rabbits eyes to test for  
irritation and toxicity.



#BECRUELTYFREE

## 3D Series

### Cutout Posters

The 3D posters are used in a guerilla marketing fashion. The cutout of the bunny is used to reveal makeup brands that test on animals. The QR code will provide the viewer with further information regarding their products and a link to sign the petition to end animal testing.







## Screen Based Series

### App

This app is meant provide the user with further information regarding cosmetic testing as well as the ability to scan their products to see if they are cruelty free. This app also provides the user with a petition to end animal testing.



