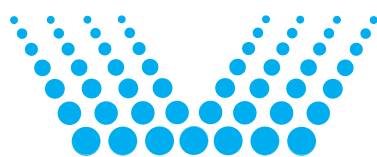


# Бриф на разработку рекламной кампании

September 2006

ALIX AVIEN –  
A Turkish  
brand of the  
“Kopas” com-  
pany, a cos-  
metics pro-  
ducer “Kopas”  
successfully  
living on the  
cosmetics  
market for  
over 15 years

ALIX AVIEN



WEST  
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# 1. General Information

*Alix Avien*  
C O S M E T I C S

Company name:	KOPAS
Product/service:	Cosmetics ALIX AVIEN
Brand:	ALIX AVIEN
Company History:	A leader in Turkish cosmetic producers since 1991
Mission and goals that we have for the advertising agency:	Development of an advertising concept and strategy for brand advancement onto the Russian market
Time allowed to offer the presentation	2 weeks
The form of the presentation	Detailed brief

The "Alix Avien" production line is undoubtedly the oldest and strongest brand on the Turkish cosmetics market



## 2. Information about

Our main goal is to accompany the “Alix Avien” brand advancement onto the market with a quality marketing strategy by using our expertise and experience of adopting western brands onto the Russian market.



How long has the brand existed on the market, brand history	
List the consumer characteristics of ALIX AVIEN	
What are the main competitive attributes of ALIX AVIEN? What sets it apart from the rest of the other brands? Its best qualities, its pros, what makes it most wanted.	
Why do the consumers chose exactly ALIX AVIEN cosmetic products?	
Give the quality level: very high; higher than the competitors; at the competitors level; below the competition	
Does the product have a seasonal character? If so then what?	
ALIX AVIEN segment of the pie (market share)	
In which countries is the “ALIX AVIEN” brand represented?	



### Creativity in cosmetics

The “Alix Avien” cosmetic line is creativity without limits and boundaries. For every woman and for every taste.





## Mission number - 1

To conduct a market analysis of the Russian market in order to find the main competition of the "ALIX AVIEN" production line and then lay down all the groundwork to beat them.

**Daniel Depp,**  
Creative Director

**WEST  
MEDIA**

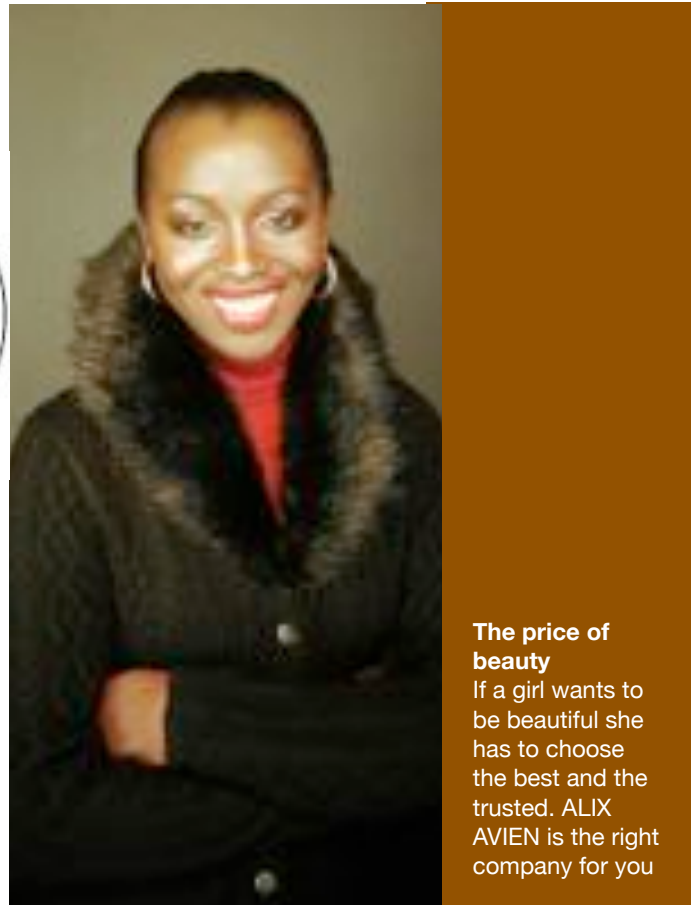


### 3. Sale Channels

Type of sale (large, small, small whole-sale, retail)	
Sale location (wholesale market, stores, supermarkets, and etc)	
Distribution channels (structure, volume and regions of distribution)	
Market position (absolute leader in volume of sales; #2 on the market; a medium size company among lots of competitors; specialist on small niche; new comer with small market share)	



## 4. Price



**The price of beauty**  
If a girl wants to be beautiful she has to choose the best and the trusted. ALIX AVIEN is the right company for you

Retail price (price segment)	
The price level of ALIX AVIEN (very high; higher than the competition; at the competitor level; lower than the competitors)	



## 5. Target audience

### Alix Avien

Corporate clients (business sphere, what kind, number of employees(from – to), other important info)	
Private individuals: who are the consumers and the buyers?	
Primary and secondary target audience (sex, age, education, work, residence, family status, income level per one family member and etc.)	
Motivation to make a purchase (why does the consumer need to buy your products and use your products)	
How, when and who makes the decision to buy the product of the given brand	
Other important factors	

Based on our data, cosmetics are purchased by women that fall into the 20-35, with an above average income level. They want to look and feel better about themselves.





## 6. Information about competitors

Main competition, competitive brands, close to the brand by some characteristics (characteristics or price or design and etc.)	
Competition that does not pose a severe threat	
Retail price (price segment) products/services of the competitors	
Advantages of the competition(why does the client choose them)	
Your opinion about the add/commercials of the competition	
Market segment of main competitors on the European market	



## 7. Info regarding previous advertising campaign (if there was one)



The type and duration of previous events for brand advancement (TV, press, radio, outdoor, PR, SP, DM and etc.)	
Size of the advertising budget of the previous periods, weight of the company	
Brand positioning in the previous add campaigns	
The main point of the add campaign	
What slogans were used in previous add campaigns?	
How effective were the campaigns, positive experience, mistakes	





## 8. Information, necessary for a more precise planning of the advertising campaign on the Russian market



Marketing goals (long term and short term)	
The goal of the add campaign (creation of the recognizable and popular brand, a reminding add campaign, forming a certain relationship between the brand and the customer and etc.	
Offered add budget and preferred budget allocation for the media	
Offered capital for add distribution (preference, if any)	
The time limits of the planned add campaign or its parts	
The regions where the add campaigns will be conducted	
Product positioning	
The point of the add campaign. The message.	
The offer for the target audience	
The nature of the brand, the tone of the add message	
Existing add materials (video, audio spot, commercial print for outside advertising, ready mockups for the press, polygraphs and etc.)	

## 9. Additional information

Existing materials from previously conducted marketing studies and analysis	
Other important details that were not mentioned earlier	

## 10. Contacts

Last and First name of the director	
Last and First name of the advertising manager or person to contact	
Street Address	
Phone fax	
E-mail	

Date filled out

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Signature of Client

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Signature of executor

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