

RODAN & FIELDS PRESENTATION

MACKENZIE SNIDER





Rodan & Fields has made their stamp on the online market but have no stamp on the in-store market. They use the technique of turning their customers into their own global sales team.

BRAND #1

RODAN & FIELDS

NEWEST PRODUCTS

1) What typeface does R&F currently use?

- Bank Gothic

2) What is R&F current competition?

- Youngliving, Mary Kay, Arbonne International, Younique and Clinique.

3) Even though they have a very well establish target audience of 30+ yr Women I believe they are missing out on the younger female target audience. I believe they still need more engaging print ads and social media ads.

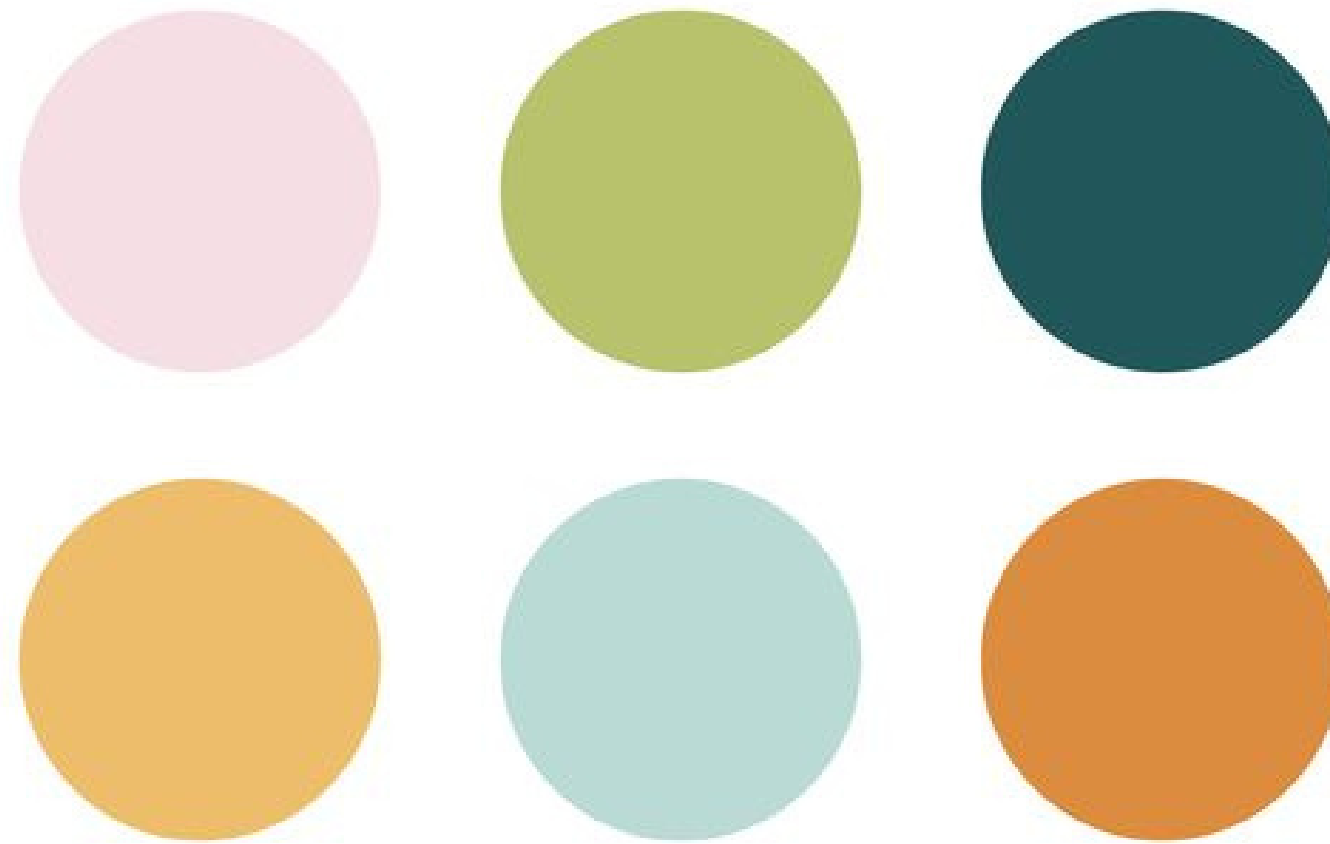




RODAN AND FIELDS
TYPE MOODBOARD



RODAN & FIELDS AD MOODBOARD



COLOR THEME

I want to keep the theme of the ad campaign refreshing and young.

RODAN & FIELDS FONTS

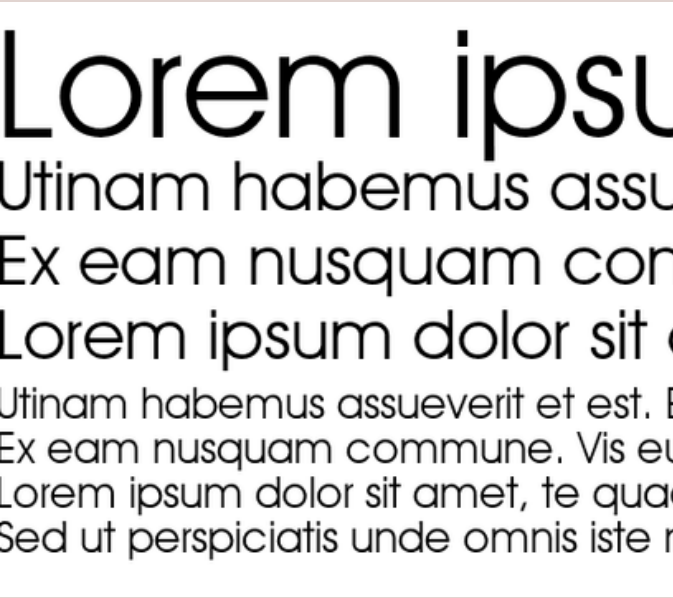
WHAT THEY HAD BEFORE ~



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ALLEMB

THE FONTS I WANT TO USE:



Advantage Regular

OR:

GENEVA BOLD + Black Chancery

OR:

ANDES + Bougan

FONT COMPARISON

THOUGHTS

In the beginning I was struggling to decide whether I wanted do more of a funky playful font, or keep it simple and modern like their previous ads.

Why should your mom
be the only one with an
unblemished life?



life-changing SKINCARE
RODAN+FIELDS

**Your Mom isn't the only
one that has insecurities to
SOOTHE.**



life-changing SKINCARE
RODAN+FIELDS

**Your mom's skin
isn't the only one
in need of a**

**R
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life-changing SKINCARE
RODAN+FIELDS

PROJECT ROUGHS

CHOSEN FONT

Hegante Black

I chose this font because I believe that it is eye catching to the younger eye, and carries a more playful tone to it.



FINAL COMPS

**Why should
your Mom be the
only one with
an unblemished
life?**



life-changing SKINCARE

RODAN+FIELDS

**Your Mom's
skin isn't
the only one
in need of a
Recharge.**



life-changing SKINCARE

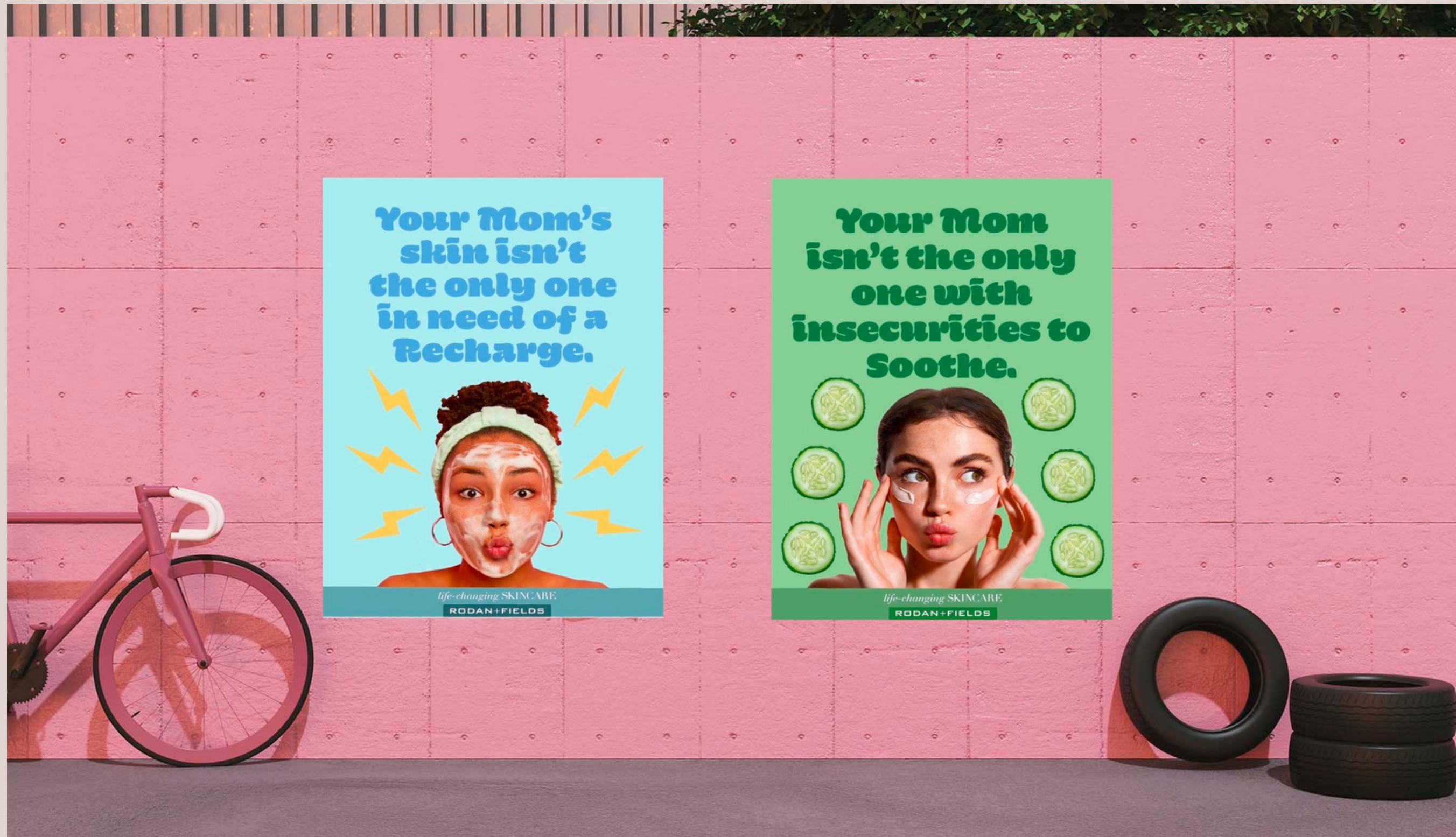
RODAN+FIELDS

**Your Mom
isn't the only
one with
insecurities to
Soothe.**



life-changing SKINCARE

RODAN+FIELDS



2



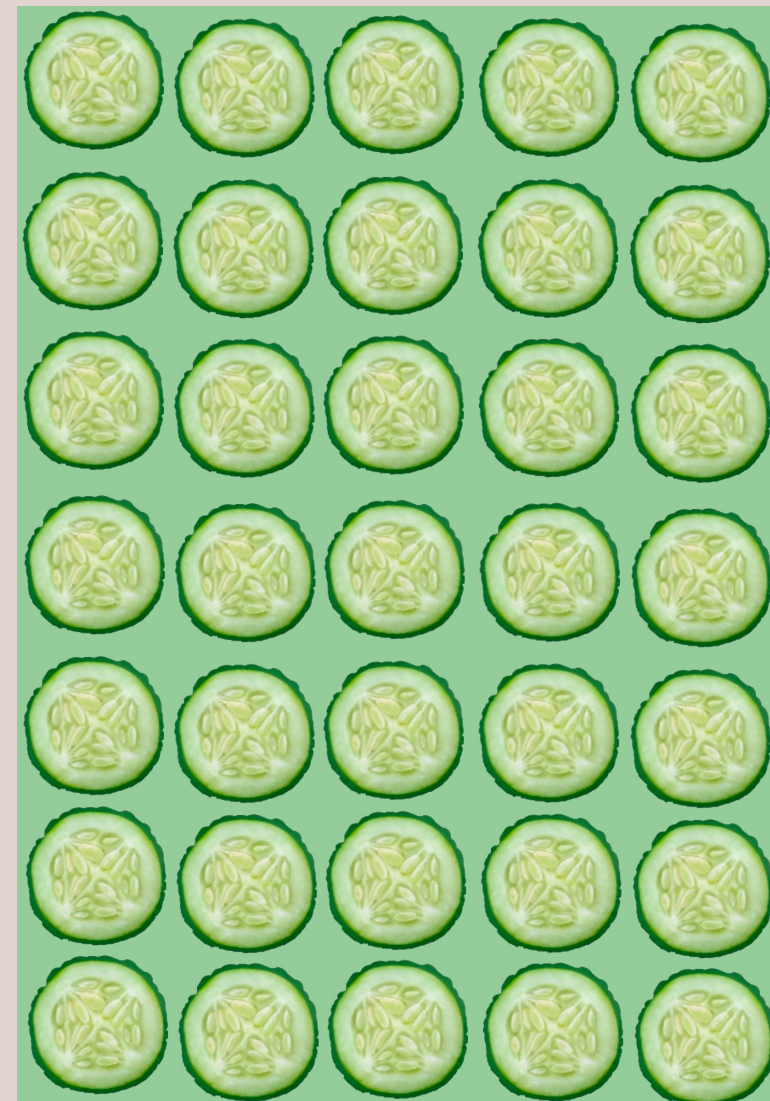
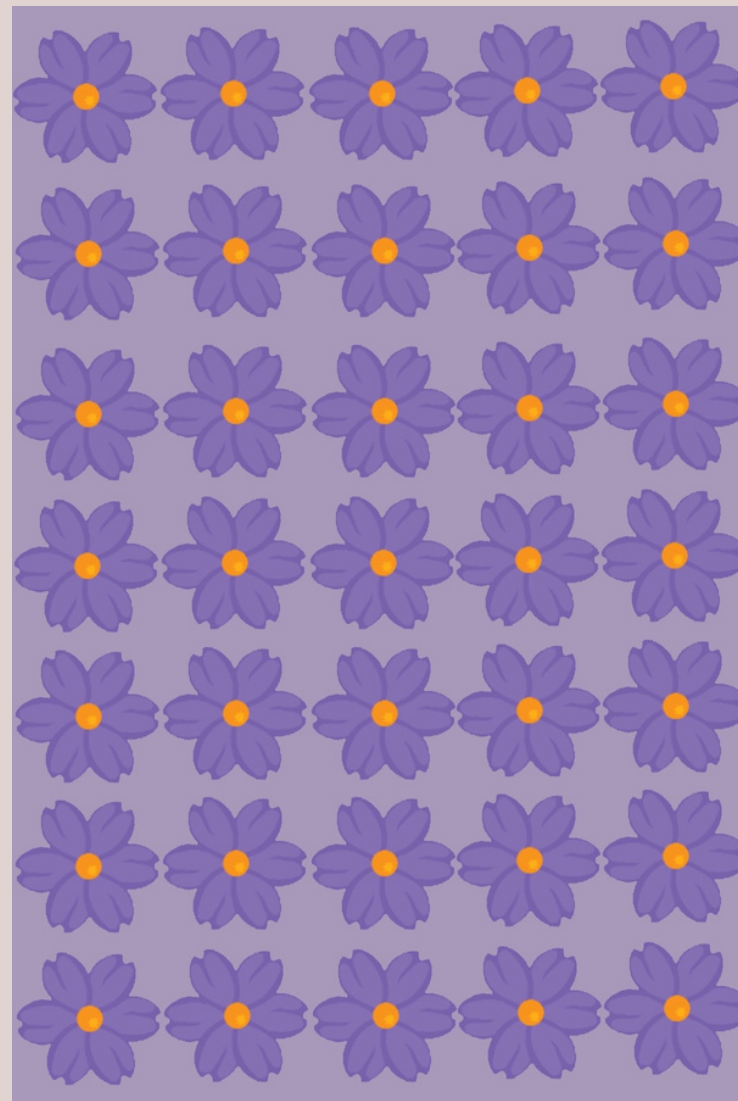
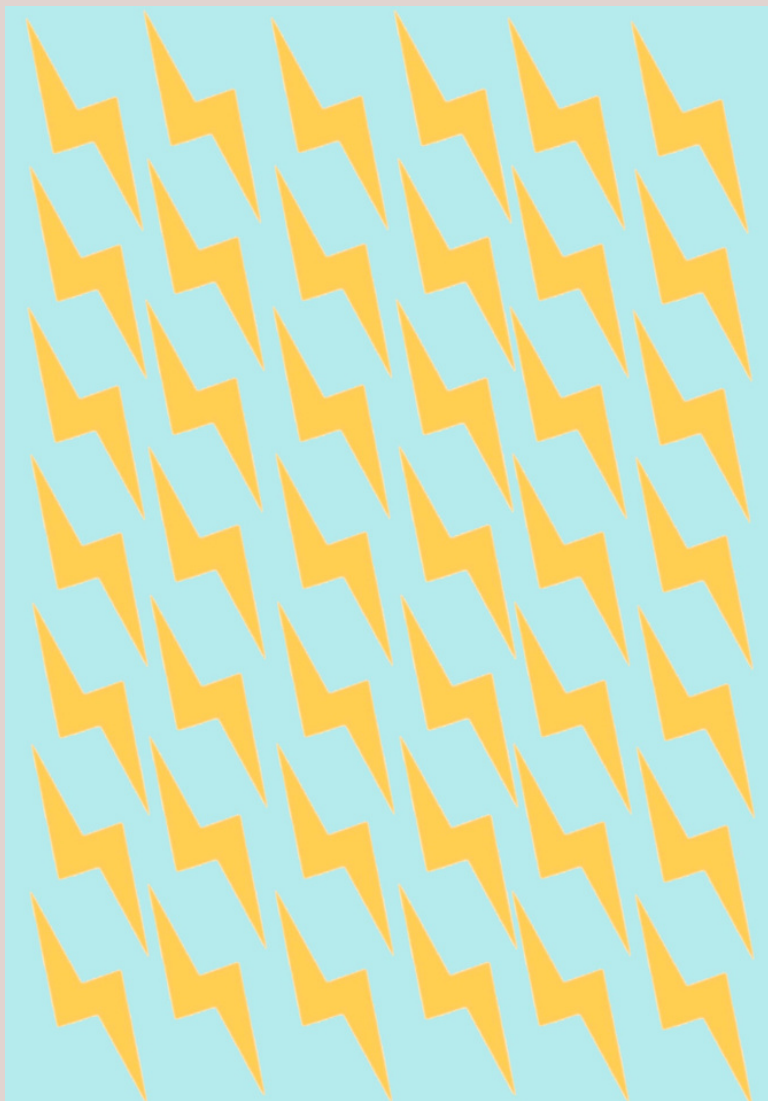
The background of the entire slide is a repeating pattern of thin, circular slices of cucumbers. Each slice shows the internal seeds and the green outer skin. The pattern is arranged in a grid-like fashion, with slices slightly overlapping.

ADBR-461
START OF 1C

RODAN & FIELDS CAMPAIGN PACKAGING MOCKUPS.

The goal for the packaging, was to match the feel of the posters and keep the lively/young voice throughout the campaign.

CAMPAIGN PACKAGING PATTERNS



BOX FRONT MOCKUP



**SHOPPING
BAG
MOCKUP**



YOUR SKIN TYPE STICKER

Let's face it not many teens are focusing on their skin and what type of makeup products/skin care products to use for their skin type. A big percentage doesn't even know that there are different skin types.

This sticker will help remind them what skin types they have.

1: Mixed

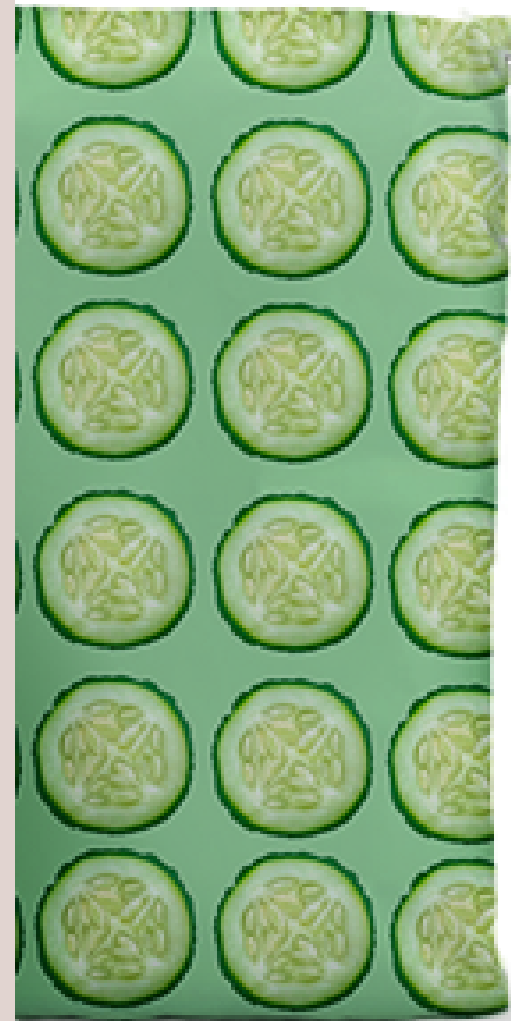
2: Dull

3: Dry and sensitive

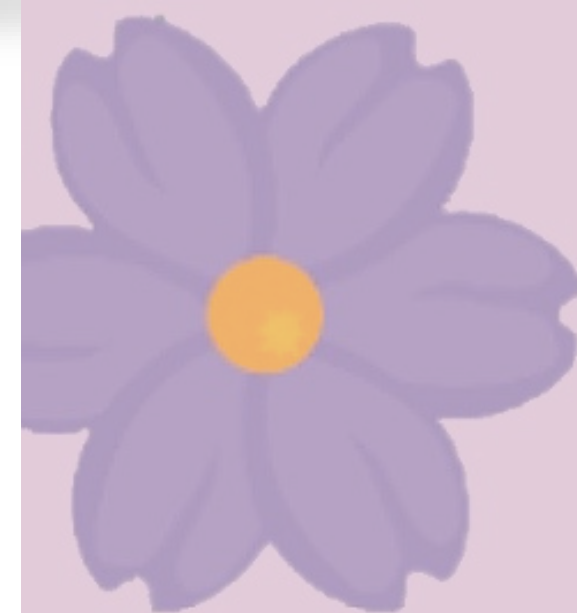
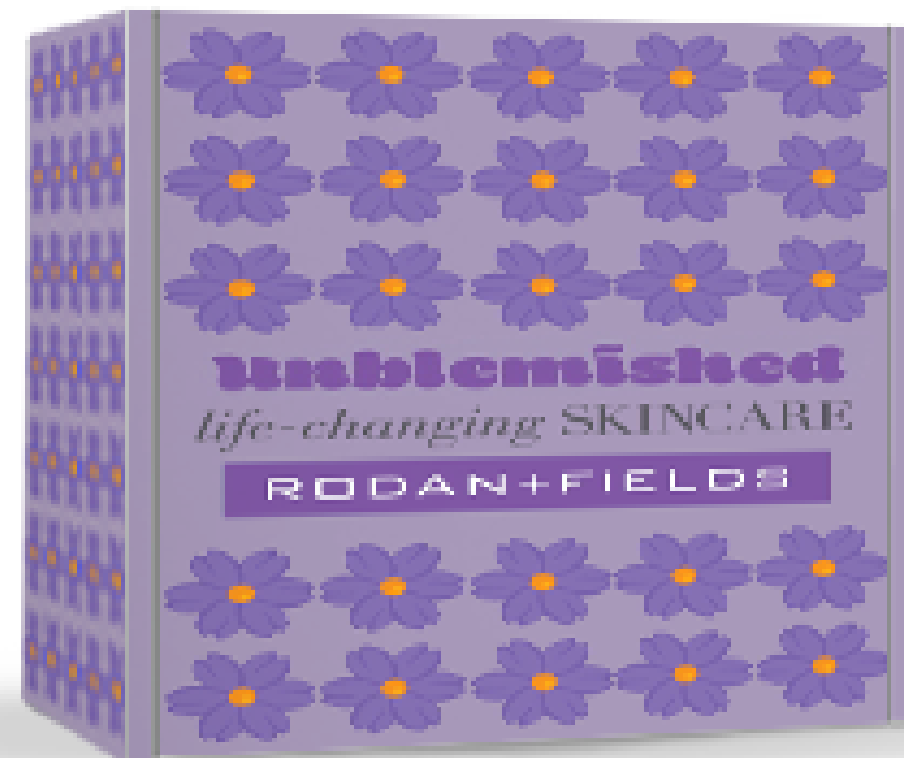
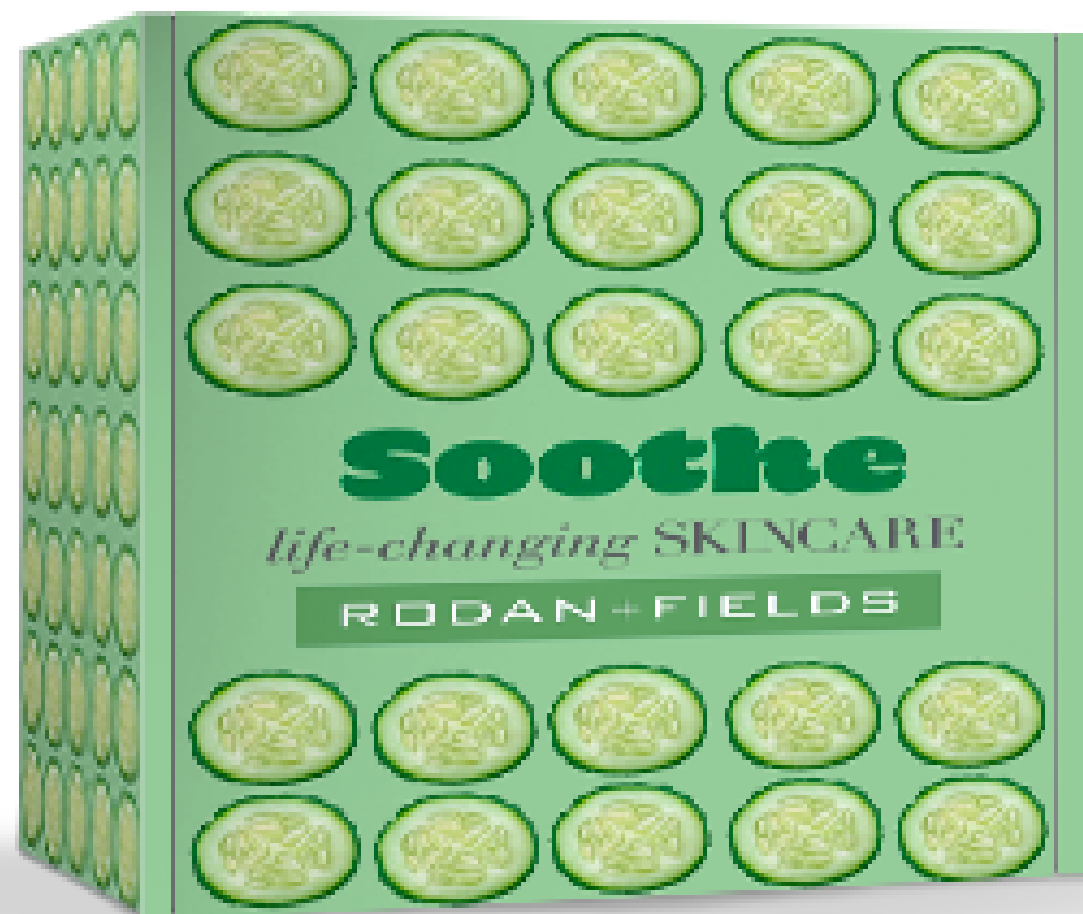
4: Oily

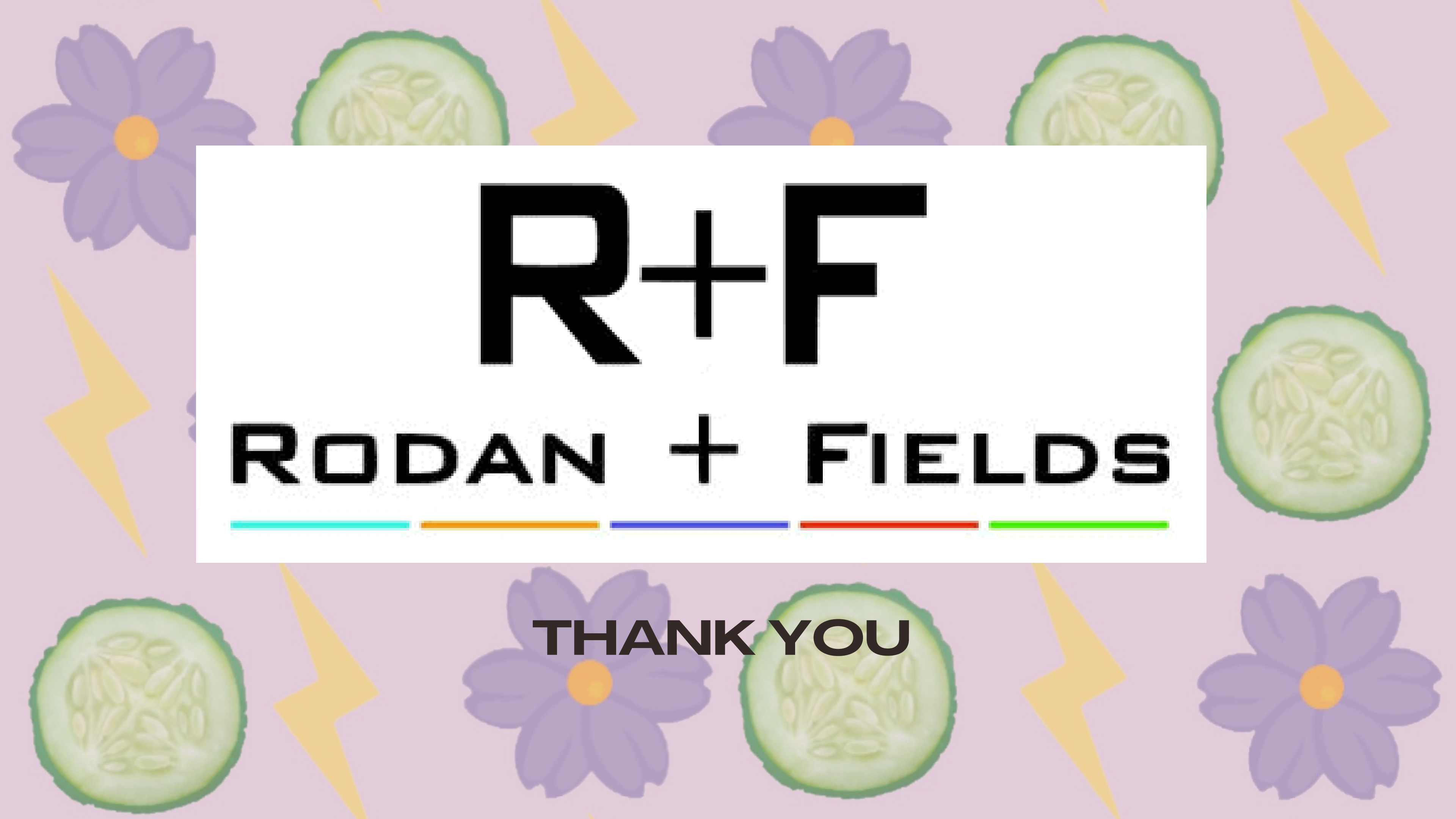


SHIPPING PACKAGING MOCKUP




SKINCARE KIT BOX MOCKUPS





R+F

RODDAN + FIELDS



THANK YOU