

SEPHORA CREATIVE BRIEF

Marketing
Campaign

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SEPHORA:

A MULTINATIONAL BEAUTY RETAILER THAT SELLS A WIDE VARIETY OF MAKEUP, SKINCARE, FRAGRANCE, AND HAIR PRODUCTS FROM BOTH WELL-KNOWN BRANDS AND ITS OWN LABEL, SEPHORA COLLECTION.

A CIRCULAR BEAUTY SYSTEM

IN-STORE + ONLINE ECOSYSTEM WHERE CUSTOMERS CAN REFILL VERIFIED BEST-SELLING FORMULAS USING SMART DISPENSERS OR MAIL-BACK POUCH

WHY:

SUSTAINABILITY GUILT IS HIGH, BUT CURRENT REFILL SYSTEMS ARE FRAGMENTED, INCONVENIENT, AND BRAND-SPECIFIC.

SEPHORA REFILL LAB

THE AUDIENCE

FOR

VALUE-DRIVEN BEAUTY CONSUMERS WHO WANT TO BE SUSTAINABLE BUT WON'T SACRIFICE CONVENIENCE, AESTHETIC, OR BRAND CHOICE.

CORE MESSAGE

YOU DON'T NEED TO CHANGE TO BE SUSTAINABLE.

BRAND TONE

PROGRESSIVE · RESPONSIBLE - ELEVATED





CAMPAIGN THEME

“ONLY WHAT’S WORTH REPEATING”

- Sustainability is a byproduct of good taste, not a moral directive. Circularity feels natural because customers are choosing to keep what delivers, not compromise.
 - The idea reflects attainable luxury: value is defined by quality, longevity, and confidence in what works. No constant novelty or excess.
 - The result is a premium, modern approach to sustainability that feels elevated, practical, and credible.
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TAGLINES

STORY-DRIVEN

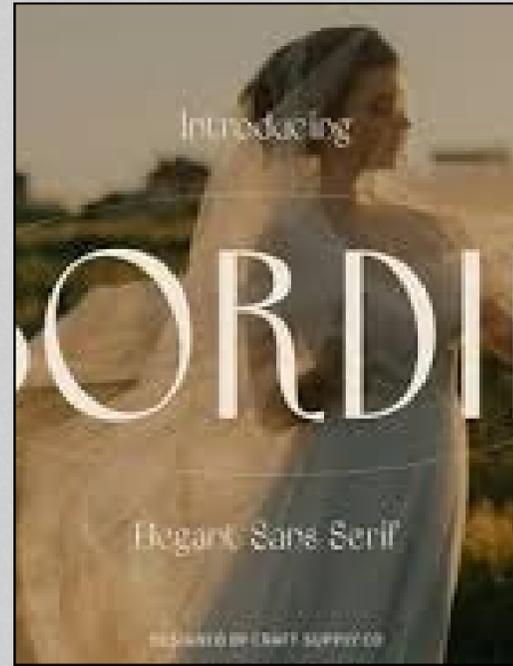
- REPEAT WHAT WORKS, RELEASE THE REST

LUXURY / PREMIUM

- THE ESSENTIALS, MADE TO LAST.

WITTY

- NOT EVERYTHING EARNS A REFILL.



COLOR PALETTE:
NO "GREENWASHING
GREENS," NO ECO
CLICHÉS

TYPOGRAPHY
MODERN, RESTRAINED,
EDITORIAL.
PRESENT, NEVER LOUD.

TEXTURE
FROSTED GLASS
MATTE FINISHES
SOFT REFLECTIONS
MINIMAL LABELING

**PHOTOGRAPHY &
IMAGERY**
HANDS, RITUALS,
REPETITION. NOT FACES
POSING

COMPOSITION
EDITED. INTENTIONAL.
REPETITIVE BY DESIGN.
REPEATED FRAMES (SAME
SHOT, SLIGHTLY DIFFERENT
STATE)

VISUAL INSPIRATION



VISUAL INSPIRATION

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- We used AI as a thinking partner to broaden ideation and sharpen ideas.
 - We used it to quickly test multiple product ideas, campaign directions, and messaging approaches to identify what felt strategic and what clearly did not fit the brand.
 - We pushed AI's ideas in opposing directions so we could better understand where the campaign should land. For instance, when ideating the campaign, ChatGPT was not capturing that we were looking for a campaign that met somewhere between 'Patagonia's emphasis on product recycling and the attainable luxury that Sephora's consumers expect.
 - All outputs were treated as raw material. Language, structure, and positioning were revised to sound and behave more human.
 - In practice, AI helped us move faster and think more broadly, but the final work needed a human eye to sound less robotic, especially in a campaign emphasizing sustainability and contingent on humanity's compassion.
 - We also used Canva Image Generator and ChatGPT to create many of the Visual Inspiration images and mockups.
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HOW AI WAS USED



APPENDIX

PROMPTS:

STEP 2:

"1. BASED ON THE OVERVIEW AND OPTION WE'VE DECIDED TO MOVE FORWARD WITH, GENERATE 10 DISTINCT CAMPAIGN THEMES FOR THIS PRODUCT EXTENSION.

2. RIFFING OFF OF #3 LUXURY THAT LEADS COME UP WITH ANOTHER LIST THAT PUSHES IT MORE ATTAINABLE LUXURY

3. ALL OF THESE ARE A BIT OF A MISS. BECAUSE YOU'LL USE IT AGAIN IS THE CLOSEST BUT IS READING A BIT TARGET INSTEAD OF SEPHORA. PATAGONIA'S MODEL OF ATTAINABLE LUXURY OUTDOORS EQUIPMENT FUSED WITH SUSTAINABILITY IS THE BALANCE WE'RE AIMING FOR. BUT REPLACE THE RUGGEDNESS WITH BEAUTY/FASHION MENTALITY. WITH THAT IN MIND LET'S SEE ANOTHER SET OF 10

4. I LIKE THESE TWO 2. GOOD ENOUGH TO FINISH. SMART ENOUGH TO REFILL. A QUIET BADGE OF DISCERNMENT. YOU DON'T REFILL EVERYTHING—ONLY WHAT PROVES ITSELF. SUBTEXT: TASTE COMES FROM EDITING, NOT ACCUMULATING. 3. NOTHING EXTRA. JUST BETTER. NO VIRTUE SIGNALING. NO DOWNGRADE. SAME FORMULAS, SAME BRANDS—LESS WASTE. SUBTEXT: THE MOST SEPHORA-CODED LINE OF ALL. BUT 2 IS A BIT CLUNKY AND 3 DOESN'T SIGNAL ANY RECYCLING PRINCIPLES. CAN WE COME UP WITH OPTIONS TO BLEND THE TWO"

APPENDIX

STEP 4:

1. YOU ARE CREATING THE VISUALS FOR THIS PRODUCT SEPHORA REFILL LAB A CIRCULAR BEAUTY SYSTEM—NOT JUST REFILLABLE PACKAGING PRODUCT CONCEPT SEPHORA REFILL LAB IS AN IN-STORE + ONLINE ECOSYSTEM WHERE CUSTOMERS CAN REFILL VERIFIED BEST-SELLING FORMULAS USING SMART DISPENSERS OR MAIL-BACK POUCHES, TRACKED VIA BEAUTY INSIDER REWARDS. IT EXISTS NOW BECAUSE SUSTAINABILITY GUILT IS HIGH, BUT CURRENT REFILL SYSTEMS ARE FRAGMENTED, INCONVENIENT, AND BRAND-SPECIFIC. TARGET AUDIENCE VALUES-DRIVEN BEAUTY CONSUMERS WHO WANT TO BE SUSTAINABLE BUT WON'T SACRIFICE CONVENIENCE, AESTHETICS, OR BRAND CHOICE. CORE MESSAGE "REFILL WITHOUT COMPROMISE." BRAND TONE PROGRESSIVE · RESPONSIBLE · ELEVATED · PRACTICAL · OPTIMISTIC THE CAMPAIGN THEME IS ONLY WHAT'S WORTH REPEATING AND THE TAGLINE REPEAT YOUR GLOW—NOT YOUR TRASH. CREATE A VISUAL DIRECTION CONCEPT DESCRIBING STYLE CHOICES (COLOR MOOD, TYPOGRAPHY FEEL, PHOTOGRAPHY/IMAGERY, TEXTURE, COMPOSITION). GIVE ME THE IMAGES.

2. GENERATE PHOTOREALISTIC IN-STORE MOCKUPS FROM SCRATCH SHOWING:

- A SEPHORA STORE INTERIOR
- A DEDICATED REFILL LAB ZONE
- SMART DISPENSERS
- CUSTOMERS REFILLING
- PREMIUM, NON-ECO-CODED AESTHETICS
- CAMPAIGN LINE SUBTLY INTEGRATED

INCORPORATE THIS COLOR PALETTE: SOFT BLACK, WARM IVORY, MUTED STONE, TRANSLUCENT FROSTED WHITES AND THIS TEXTURE AND MATERIALS FOR THE CONTAINERS AND FURNITURE, FROSTED GLASS, MATTE FINISHES, SOFT REFLECTIONS MINIMAL LABELING