



**amika:**

***cosmetic campaign***

Emily Howard

# *campaign features*

## ***Hand drawn illustrations***

hand drawn branding motifs inspired by retro fashion illustrations

## ***brand aligned colors + fonts***

design following amika's established brand guidelines

## ***pr campaign***

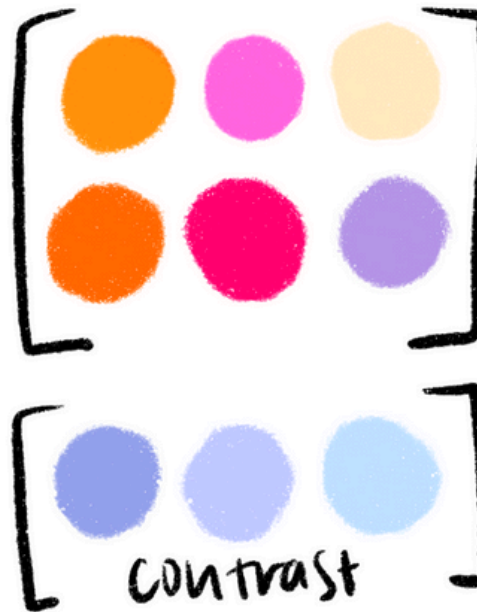
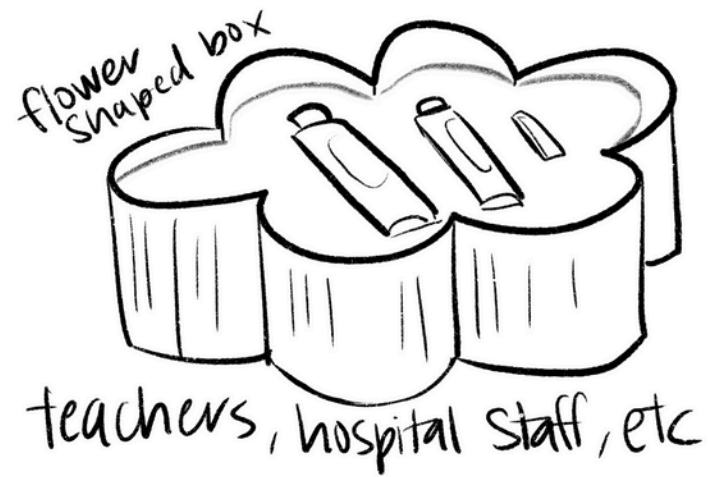
pr campaign aimed at local heroes instead of influencers

## ***immersive experience***

concept for mobile hair studio for product roll out

# concept work

PR Boxes distributed  
to influencers + hair  
people doing good -



**amika:**  
**amika:**



Connected carousel post



typeface  
Oceanwide  
Semibold





***hand drawn illustrations***



*print ad  
with pr  
floral motif*

*hand drawn with cut  
images of product and  
flowers which gradually  
fade into drawing*





# connected carousel post



hand drawn motifs, character, and background with product cut outs



# *highway billboard*

*featuring hand drawn  
retro swirl motif and  
mandala amika logo*





# *social posts*



**amika:**



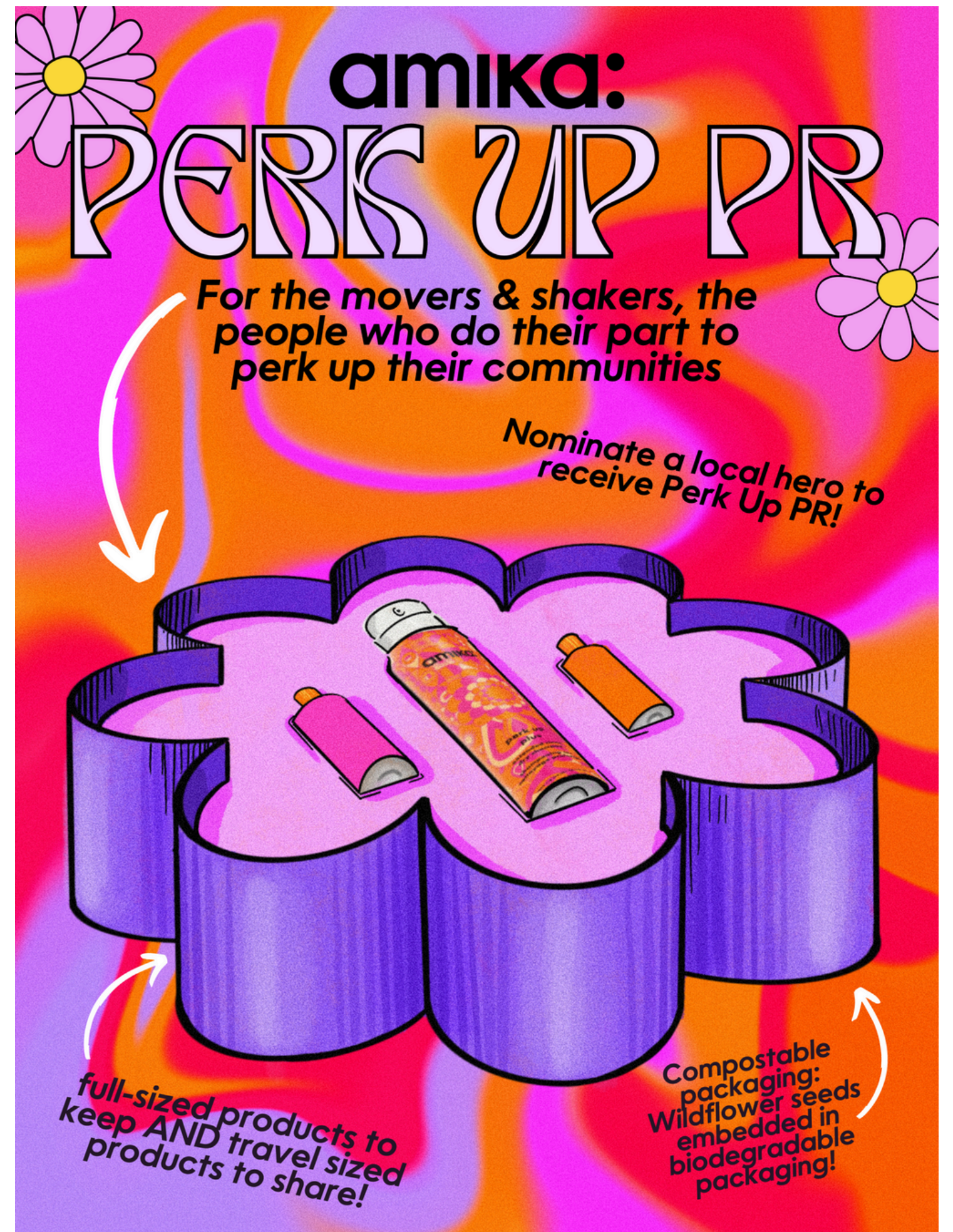
the ultimate dry  
shampoo for a classic  
refresh between  
wash days!

**amika:**



**perk up pr  
campaign  
product  
mockup**

**featuring hand drawn  
mockup of pr packaging**





# *immersive experience*



*perk up  
coming to  
a city near  
you!*



# ***Creative Direction and Brief***

Creative Direction



# *Room for Improvement*

I would have preferred to also be able to style and shoot the product myself if I had a studio set up (and the expendable funds for very expensive dry shampoo) but I think I was able to get creative with drawing/digital designing some of my images that I would have liked to shoot, particularly the ranunculus flower composite. I'm not satisfied with my visual designs for the mobile hair studio, I think if I had been able to render a neon sign for the truck I would have been happier. I also had so many video ideas but lacked the models, venue, and some technical know-how to accomplish it. I also find that I stress hard about visual perfection, so creating these designs from scratch took a very long time. I have 7 different renderings of the flower composite alone. Learning to self-edit and let go is a lesson I still need to work on learning.