



SHANY Nail Polish

PRIDE Campaign

Concept

Background

Brand Story

Mood Board

Style Inspiration

Typography

Palette

Tagline Ideas

Sketches

Deliverables

Concept

Inspired by Pride, I will create an advertising campaign for SHANY Cosmetics, revolving around their nail polish. The advertising campaign will consist of both stills and animated elements in a variety of formats including but not limited to social media posts, billboard ads, banners, and website content. The images will be captured on camera and composited with text and graphics, unified through the campaign's aesthetic.



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Pride Month

Pride Month takes place in different months throughout the world, yet in the United States, Pride Month is held each year in June. The United States's celebration commemorates the brave individuals who took part in the Stonewall riots, which occurred in June of 1969. The riots were a series of demonstrations by members of the LGBTQ+ community in response to a police raid at the Stonewall Inn. Nowadays, Pride Month is filled with events, parades, and celebrations throughout many cities in the country.



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LGBTQ+ Flags



Asexual

Aromantic

Bisexual

Lesbian



Pansexual

Polysexual

Transgender

Progressive Pride



Nonbinary

Genderqueer

Genderfluid

Intersex



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SHANY Cosmetics

Created in 2006 by a college student who sought to increase accessibility to high-quality cosmetics through affordable prices, SHANY prides itself on innovative products, a diverse team, cruelty-free practices, and high-quality ingredients. SHANY manufactures their products themselves and is a PETA-certified brand. They actively support the LGBTQ+ community, which shows through their previous Pride campaigns:



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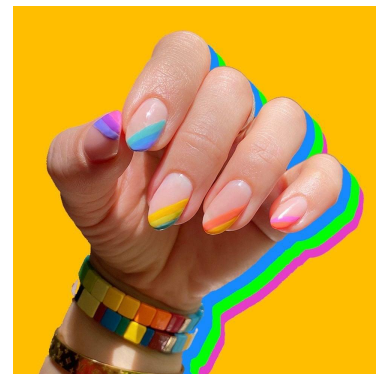
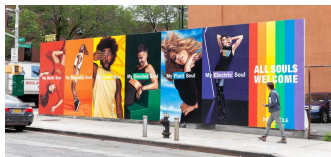
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JUNE 25 | PRIDE



Made with cream colors that do not melt.



See The World in PINK



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Montserrat

Montserrat Thin

Montserrat Extra Light

Montserrat Light

Montserrat Normal

Montserrat Medium

Montserrat Semi Bold

Montserrat Bold

Montserrat Extra Bold

Montserrat Black



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Potential Taglines

Love is Love is Love.

Love wins.

Embrace every shade of the rainbow.

Wear your flag proudly with SHANY nail polish.

Celebrate Pride with SHANY.

Express yourself.

Unapologetically you.

Born this way.

Bold. Confident. Proud.

Kiss him/her/them. (gif)

Love has no gender.

Straight outta the closet.

Make America Gay Again.



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Banners

Billboards

IG Feed Posts

IG Stories

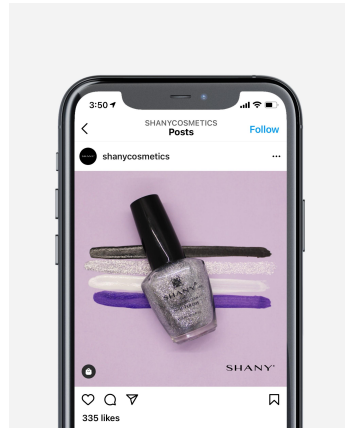
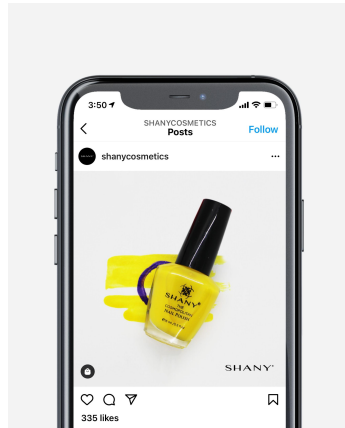
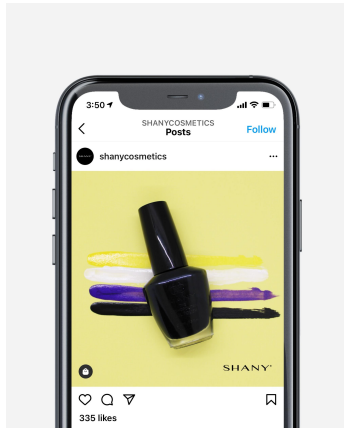
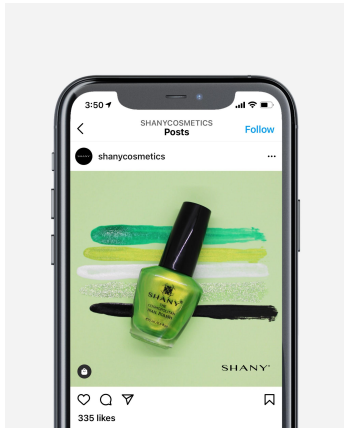
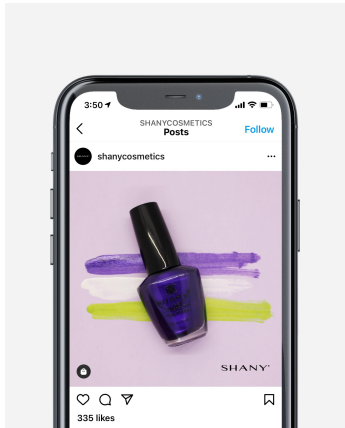
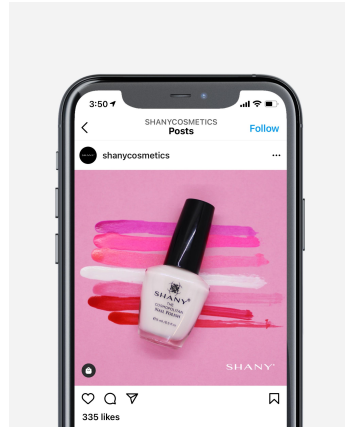
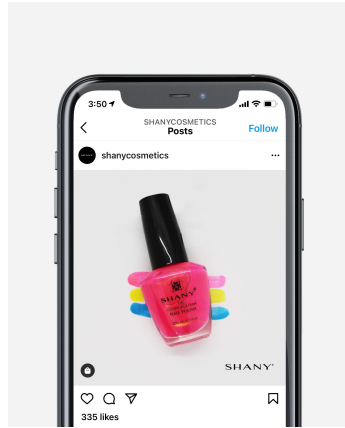
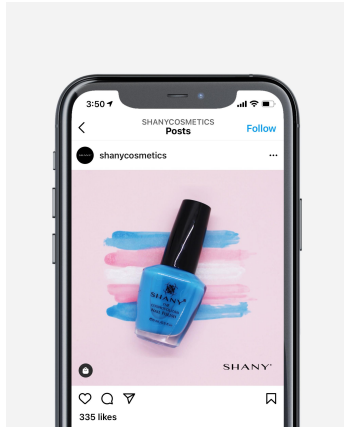
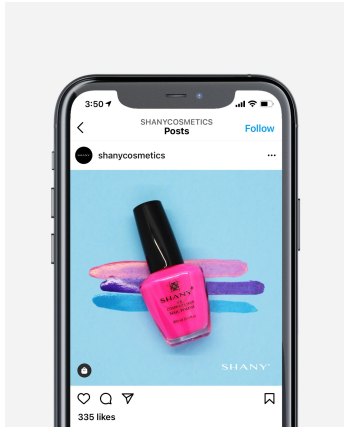
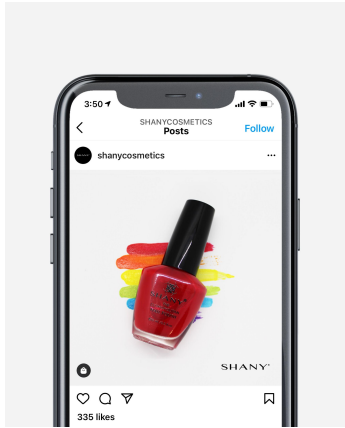
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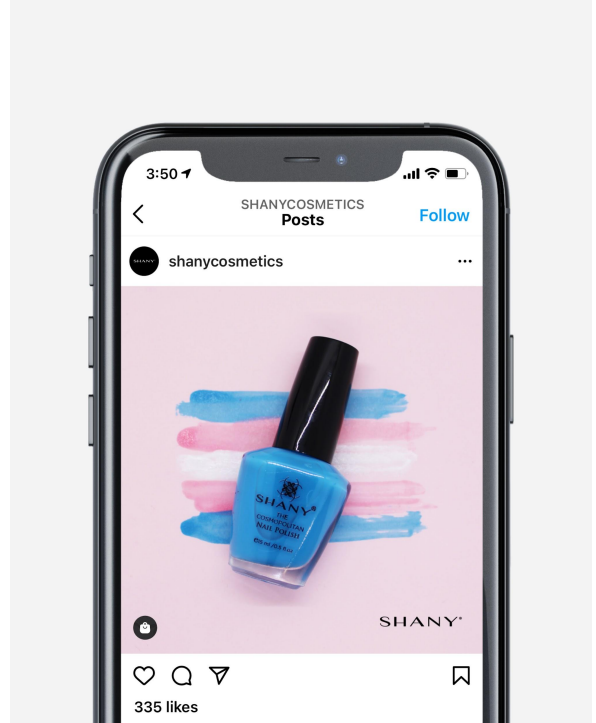
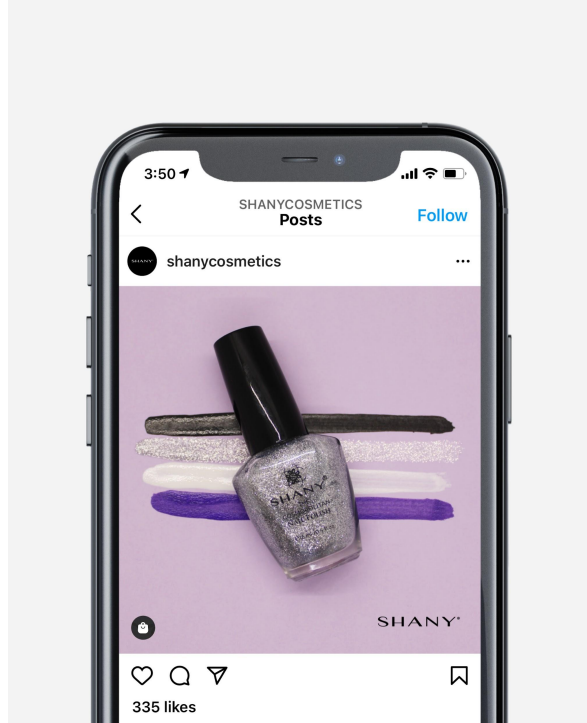
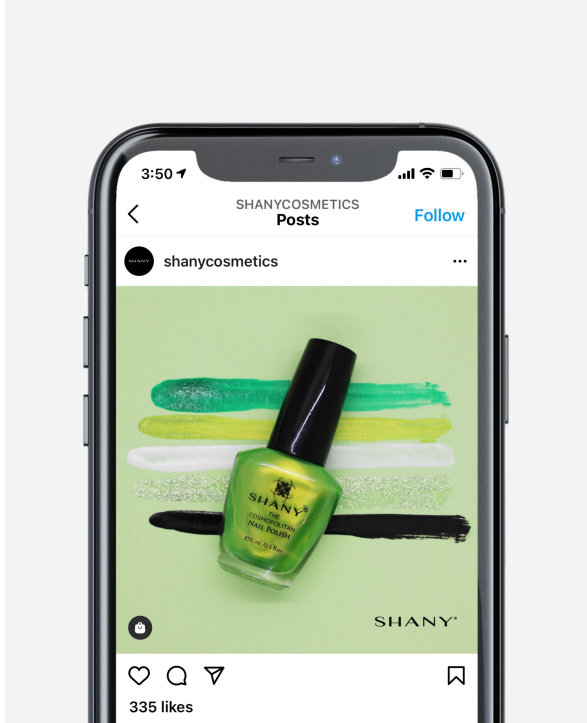


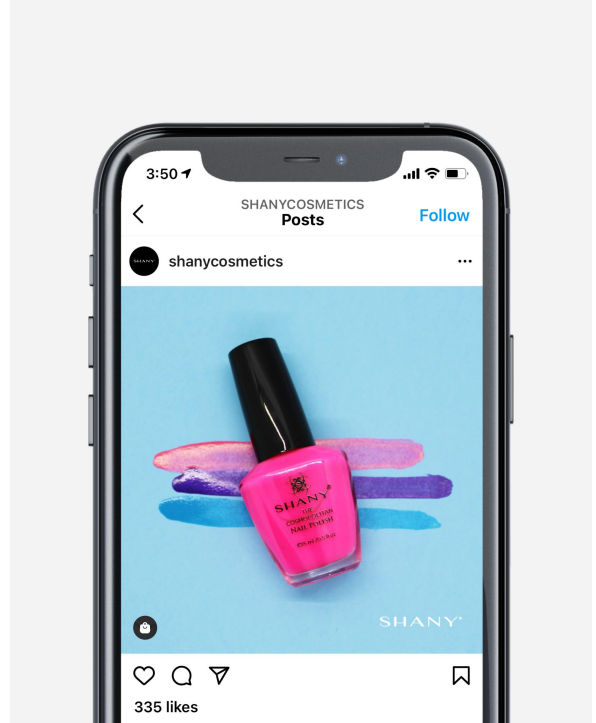
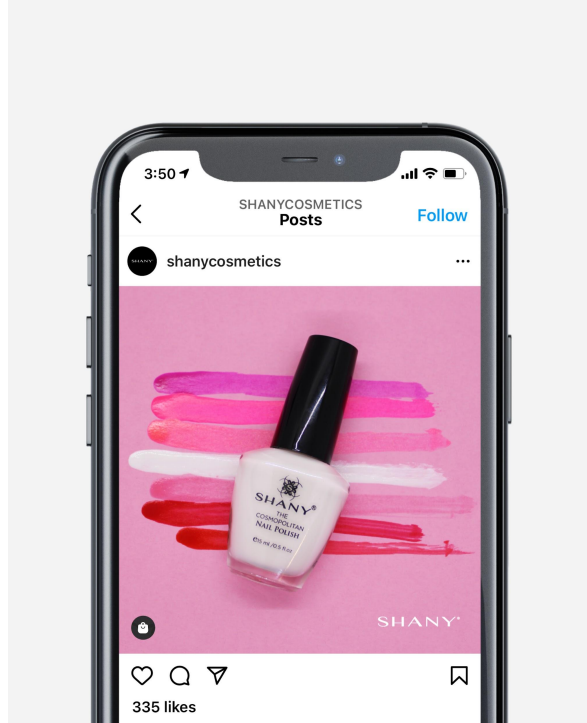
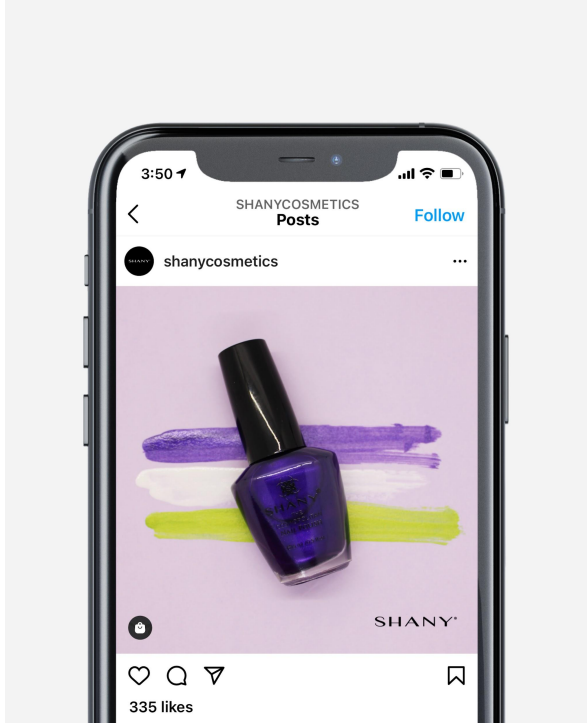
DESIGN Frames











IS
LOVE.

SHANY®

WEAR YOUR
FLAG
with SHANY®

SHANY®

WEAR YOUR
FLAG
with SHANY®

SHANY®

WEAR YOUR
FLAG
with SHANY®

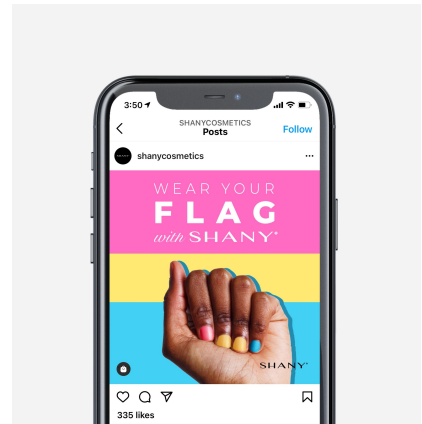
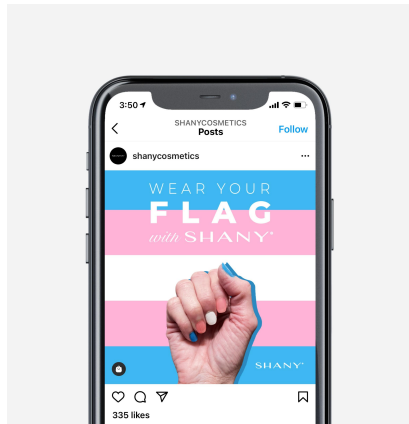
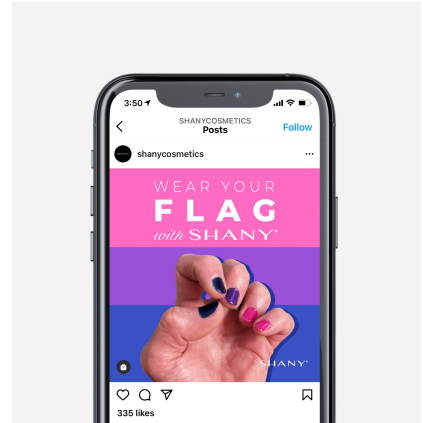
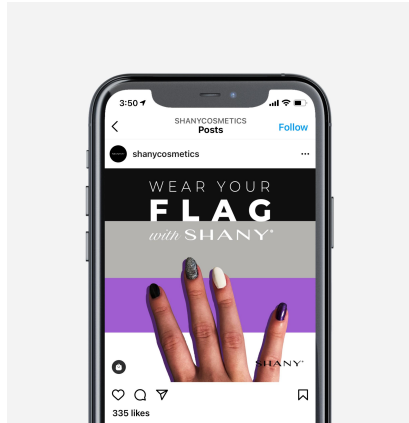
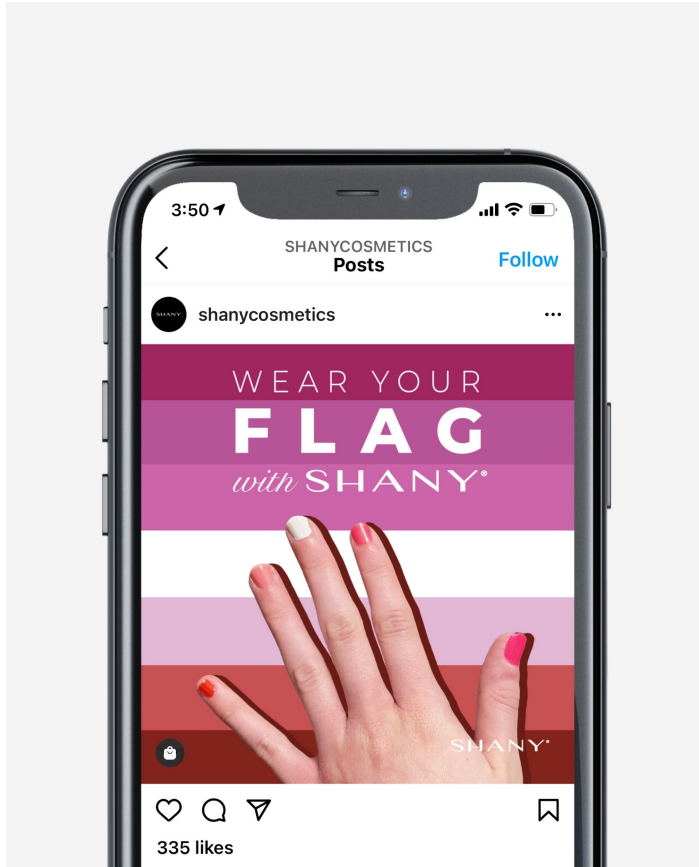
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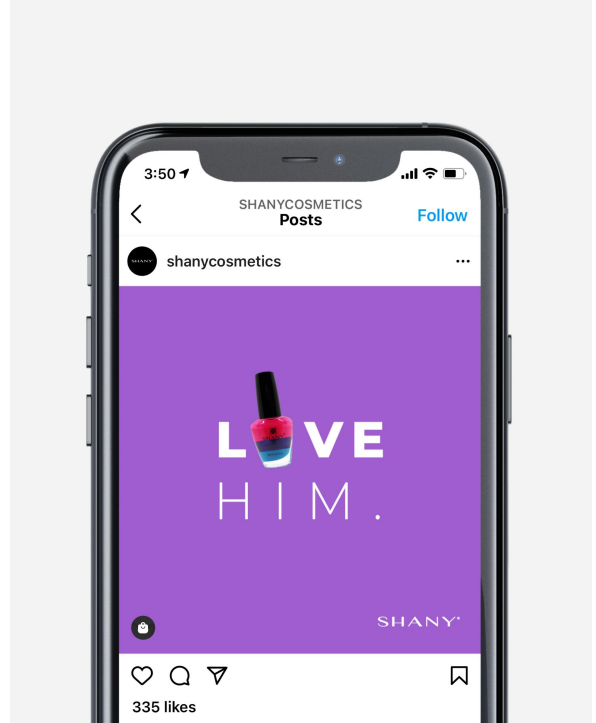
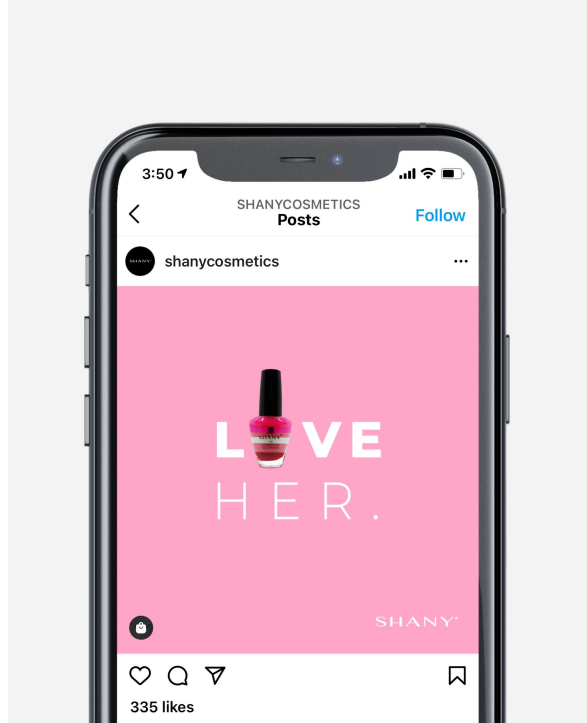
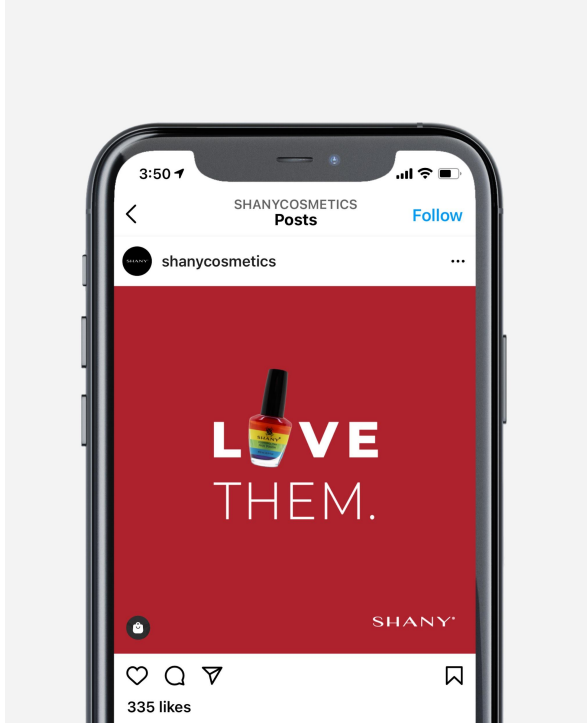
WEAR YOUR
FLAG
with SHANY®

SHANY®

WEAR YOUR
FLAG
with SHANY®

SHANY®







FREE SHIPPING & GIFT OVER \$50 IN US

SHANY®

NEW ARRIVALS MAKEUP BRUSHES CASES & BAGS NAILS ACCESSORIES GIFTS GIFT CARDS #SHANYNATION

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CELEBRATE PRIDE with SHANY®

Sort

Featured

Price, low to high

Price, high to low

Alphabetically, A-Z

Alphabetically, Z-A

Date, old to new

Date, new to old

Best-selling

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LESBIAN

GAY

BISEXUAL

TRANSGENDER

INTERSEX

ASEXUAL

AROMANTIC

PANSEXUAL

POLYSEXUAL

HOMOSEXUAL

GENDERQUEER

GENDER FLUID

Celebrate Pride with SHANY - Lesbian Flag Colors - Premium Quality & Quick Dry

★★★★★ (4)

\$7.00 ea.

Celebrate Pride with SHANY - Pansexual Flag Colors - Premium Quality & Quick Dry

★★★★★ (4)

\$7.00 ea.

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Celebrate Pride with SHANY - Lesbian Flag Colors - Premium Quality & Quick Dry

★★★★★ (4)

\$7.00 ea.

WEAR YOUR FLAG with SHANY®

Celebrate Pride with SHANY - Pansexual Flag Colors - Premium Quality & Quick Dry

★★★★★ (4)


\$7.00 ea.

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NEW ARRIVALS MAKEUP BRUSHES CASES & BAGS NAILS ACCESSORIES GIFTS GIFT CARDS #SHANYNATION

NAIL POLISH



Celebrate Pride with SHANY - Transgender Flag Colors - Premium Quality & Quick Dry

★★★★★ 56 Reviews | Ask a question

\$ 7.00 ea.

SKU: SH022NFP-01

Quantity: - 1 +

Add to Cart

Add To Wishlist

Summary Ingredients Description

Product Features

- Most wanted for most gifted nail art set. Quality above and beyond USA and CE, FDA standards
- Durable design. Quick dry, fine nail brush.
- No need to use a UV lamp, or LED lamp nail dryer.
- Works great with Shany nail art set, Nail brushes, nail manicure pedicure accessories.


CRUELTY FREE

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NAIL POLISH



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CRUELTY FREE



P5329

SHANY[®]
loves every
color of the
rainbow.

ADAM'S



LOVE
WINS *with*
SHANY®

CELEBRATE
PRIDE
with SHANY®



LOVE IS
LOVE IS
LOVE IS
LOVE.









THANK YOU.