

# The Body Shop

## annual report creative brief

### **Background**

The Body Shop International plc is a global manufacturer and retailer of naturally inspired, ethically produced beauty and cosmetics products. It is a natural and global loving company.

### **Target Audiences**

- Shareholder of The Body Shop
- People who are interested how The Body Shop is doing over this year
- Mainly women from early 20s to mid 50s

### **Objectives**

- To create a relax and natural atmosphere
- To remind the audiences of The Body Shop's smell
- To clearly display the strong Corporation background

### **Obstacles**

Some people might think The Body Shop is not totally natural since the smell of their products is so strong.

### **Key Benefit**

I want the audiences to have a relaxing and naturally flavored experience. And to understand what The Body Shop is doing to improve the global environment.

### **Support Statements**

After the audiences understand that The Body Shop is trying to improve the environment and their products are all animal cruelty free, and many with fairly traded natural ingredients, they will as well understand that the smell should be strong as the natural environment does.

### **Tone**

Green but colorful, light but also arousing.

### **Creative Considerations**

N/A.