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PHOTO I



About Sally Hansen

- Sally Hansen was founded by a woman suitably named Sally Hansen in New York City in 1946.
- The original trademarks and products were the now famous Hard as Nails and Sally Hansen.
- The brand would go on to be the number one nail brand in the United States.




Audience

The current advertising from the company is catered towards younger women. The company also tends to rely on outside influencer help for branding rather than self promotion.

On the other hand, our target audience is mothers (mostly single-parents), aged 20-40 years old who seem to not have much time on their hands



Objective & Goals




To artistic efficiently, and on a budget. The advertising pulls in customers by ensuring they're aware of the easy procedure and the low cost.

We want to have this product reach towards single-parents, and promote the efficient product.

Our end goal is to use platforms such as Instagram and TikTok to promote our product.

We chose these platforms are they are among the most popular platforms in the world and will have the widest reach.



Our slogan, "Just Give it a Minute" came from the 60 second drying procedure, and doubles down on the quickness of the product.

IMAGES



Just Give it a Minute.

Sally Hansen

Just Give it a Minute.



Sally Hansen

Just Give it a Minute.



Sally Hansen

Just Give it a Minute.



Sally Hansen

Videos



THANK YOU!