

Ella Howard

FASM 210

Project 2: Fragrance Ad Campaign



Glossier.

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Production Schedule

	9/22- 9/28							9/29 - 10/5							10/6 - 10/8		
	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W
<i>Planning</i>																	
Project Setup				█	█	█	█	█									
Research							█	█	█								
Concept Development								█	█	█							
Finalize Concept										█	█	█					
<i>Pre-production</i>																	
FPO								█	█								
Location Scouting									█								
Storyboard / Thumbsails								█	█								
Shotlist								█	█	X							
<i>Production</i>																	
Photoshoot														█			
Contact Sheet Review										█	█	█		XX			
Final Draft														█	█	█	
Contact Sheet Notes											█	█	█				
Final Image Selection														█			
Image Editing														█	█		
Advertisement Flats																	
Advertisement Mockups														█	█		
<i>Final</i>																	
Finalize Process Book															█	█	
Final Submission																█	



Team Headshots + Roles

Emma Duval



Model
Makeup Artist

Kiahna Melella



Model

Asher Isenberg



Model

Leila Lum



Photographer

Ella Howard



Creative Director
Stylist



Brand Research

History

- Started as “Into the Gloss”
- Beauty company created by a community
- Launched in 2014 by Emily Weiss

Relevance

- Popular with Gen-Z and millennials
- Focused on inclusivity and
- enhancing natural features
- Bestsellers: “Balm Dot Com” and
- “You” perfume (nostalgic)

Economics

- Reported revenue of \$227.8 million in 2024
- Valuation peak of \$1.2 billion in March 2019



Industry Research



Competitors

- Juliette Has a Gun
- Celebrity founded fragrance brands (Ariana Grande, Billie Eilish)
- Fleur de Blonde by Le Monde Gourmande
- Replica perfumes

Industry Trends

- Genderless scents
- Unique bottles
- Minimal packaging





Past Campaigns

Final Concept Statement

*You,
Unfiltered.*



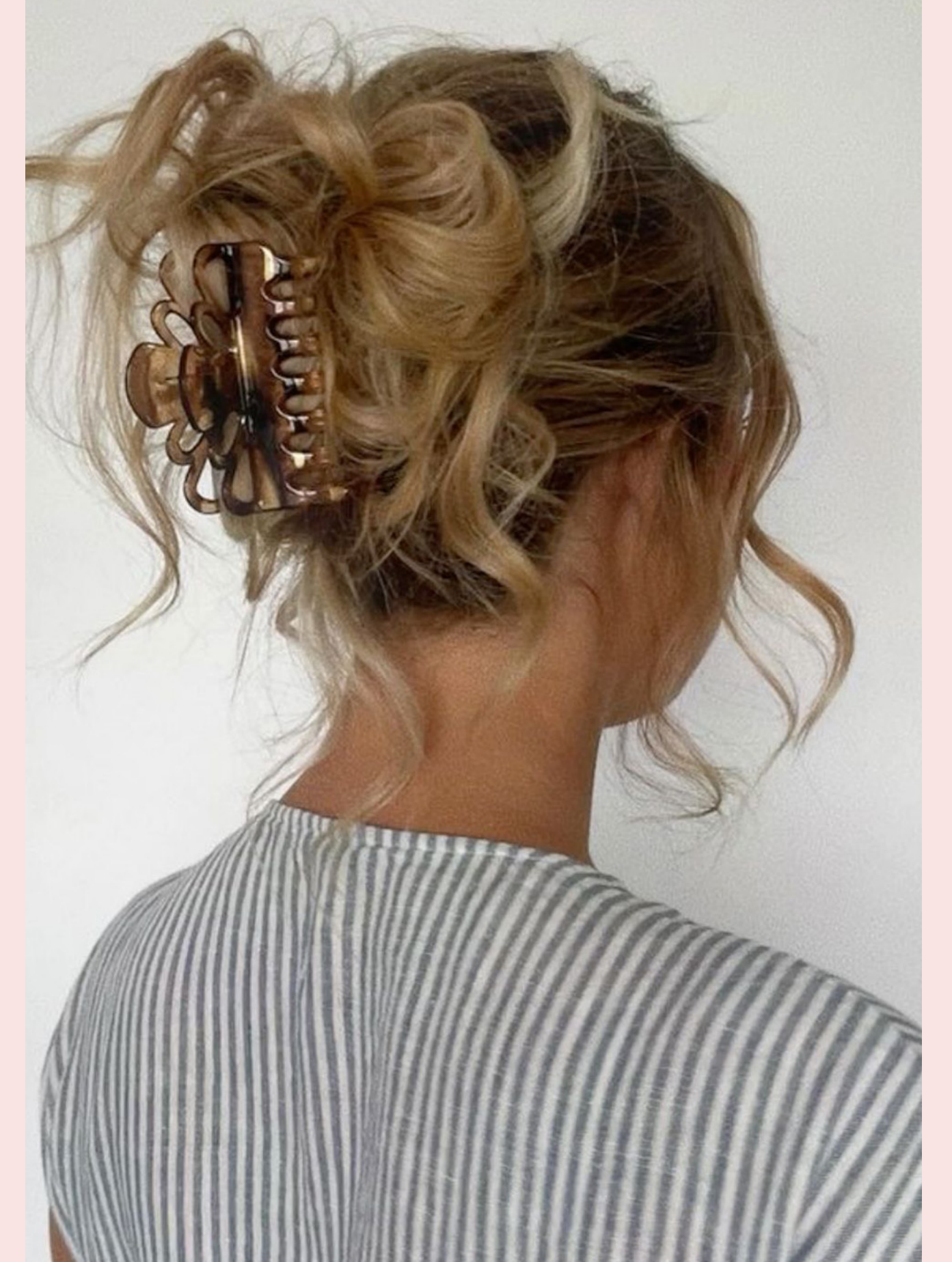
Mood Boards



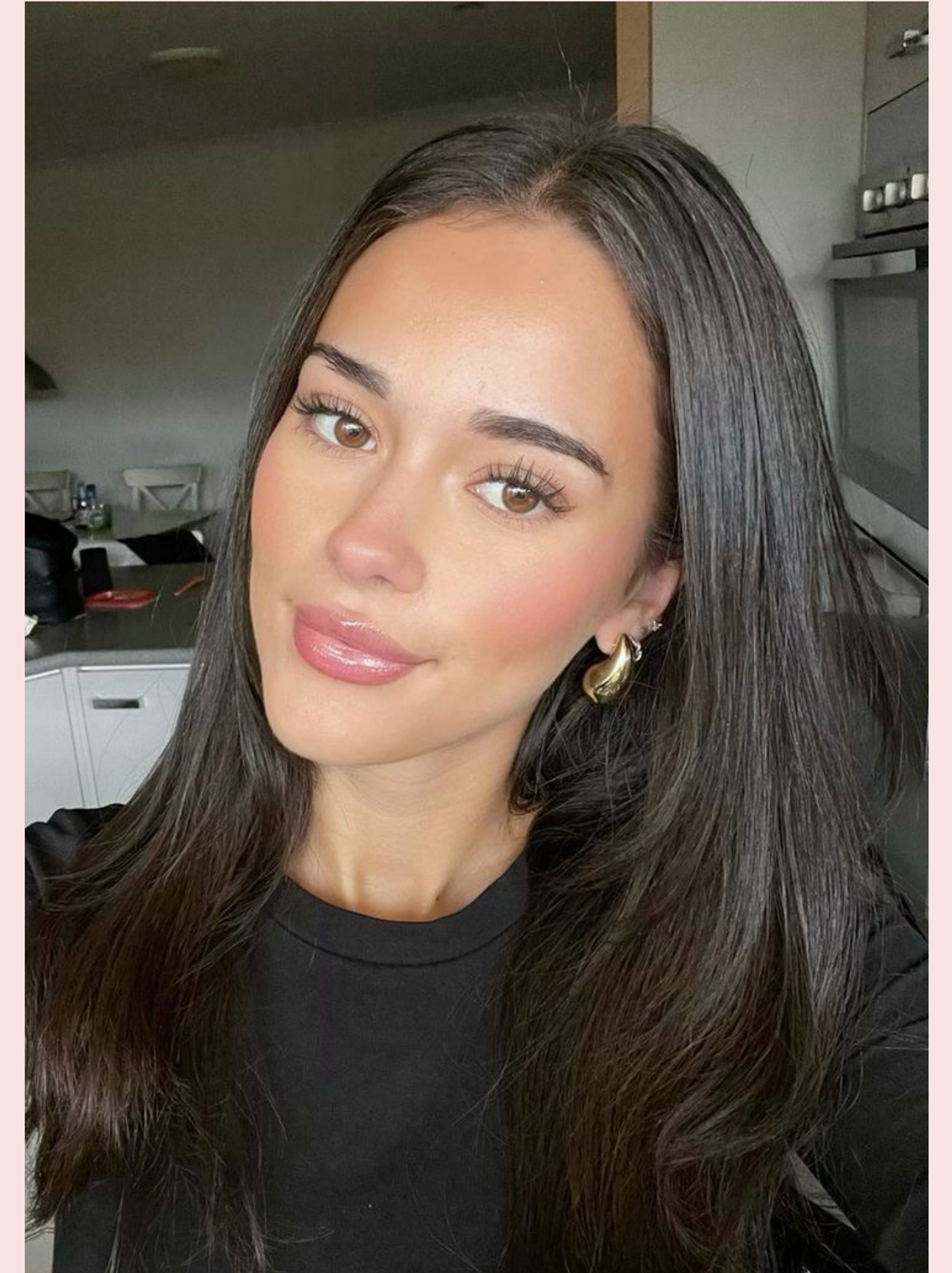
1. Hair
2. Makeup
3. Posing
4. Styling
5. Photo Aesthetic
6. Location
7. Props



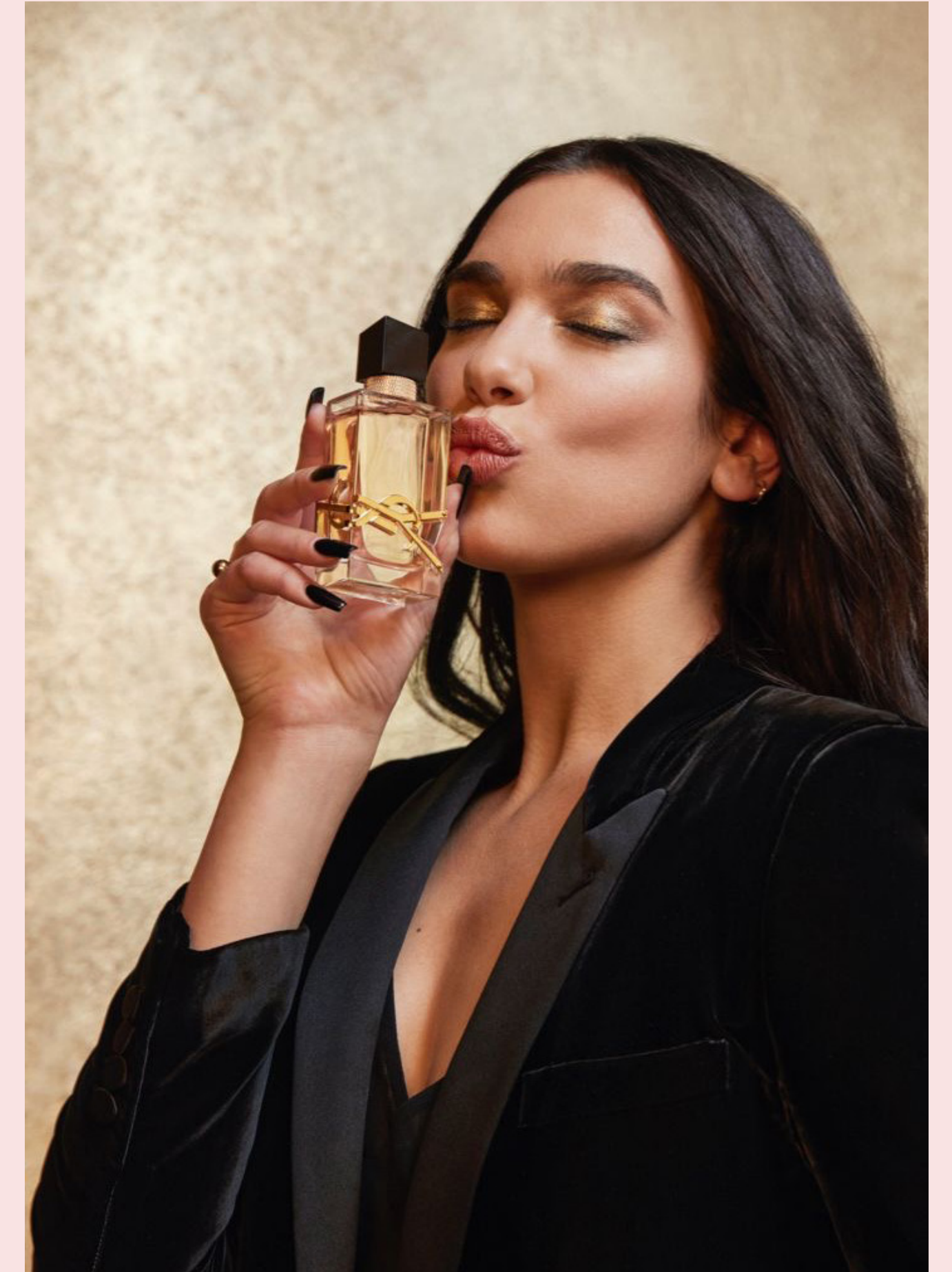
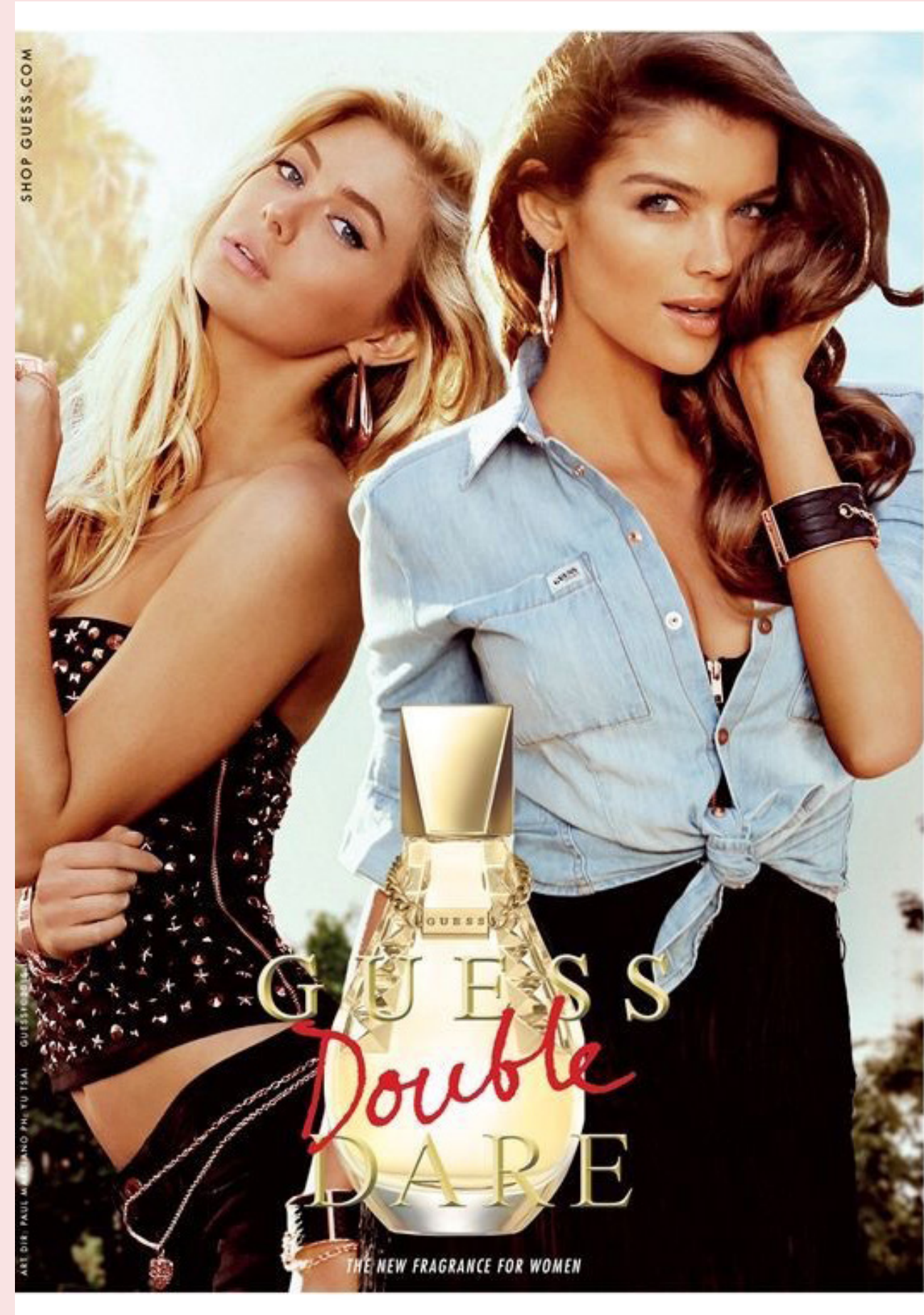
Hair



Makeup



Posing



Styling





Photo Aesthetic



Location



Graham Scott



Props



FPO's



Storyboard



Storyboard



Shotlist

<i>Shot</i>	<i>Angle</i>	<i>Frame</i>	<i>Model</i>	<i>One Line</i>
1	Low	MLS	KM	crouched down holding perfume
2	Close up	CU		Products
3	Eye Level	CU	ED	Kissy face
4	Shoulder level	MS	KM / ED	Laughing candid
5	Eye Level	CU	AI	Holding perfume to eye
6	Hip level	LS	AI / ED	Back to back
7	Close up	CU		Products
8	Shoulder	MS	KM	Looking over shoulder
9	Shoulder	MS	Ai	On ground with products
10	Eye Level	CU	ED	Holding perfume to eye



Call Sheet

Sunday, October 5, 2025 3:00PM
HOSPITAL
St. Joseph's Hospital
11705 Mercy Boulevard
Savannah, GA 31419
SHOOT LOCATION
The Graham Scott
641 Indian St
Savannah, GA 31401

Position	Name	Instagram	Call
Creative Director/ Stylist	Ella Howard	@_ella.howard_	12:00pm
Makeup Artist/ Model	Emma Duval	@emmaa.duval	1:00pm
Model	Asher Isenberg	@asherisenberg	1:00pm
Model	Kiahna Melella	@kiahnamelella	1:00pm
Photographer	Leila Lum	@leila_lum_22	3:00pm



Contact Sheet



Final Images



Final Images



Final Flat Advertisements



Final Flat Advertisements



Final Mockups



Sources

- <https://www.glossier.com/pages/about?srsltid=AfmBOoq9FTkjYfd26G3Cb653P-GYgU-0AkLFk1e7x2wVp4-AyKs6uyAeF>
- https://www.google.com/search?client=safari&sca_esv=acd-54d7c3ce1357e&rls=en&sxsrf=AE3TifPDc1GEhg bwtW7PFVD-meF35QYT_1g:1759282175240&udm=2&fbs=AlljpHxU7SXXniUZfeShr2fp4giZjSk-gYzz5-5RrRWAInIWd7tzPwkE1KJWcRvaH01D-XIVq8GTSVeX03zdmjcvv_uucX31r6B_fyEmxe3wX1bmDzXOcvJdisMxnCsMPzAt5VFXMldOridgBzcqt04DUYeakQrNVInWuqX-b1uwJauqBSZXx05xLQDtTeMJS-F5aamEp7XGUmdoGTfp_ZYhWe1RabOi3U0A&q=-fleur+de+blonde+perfume&sa=X&ved=2ahUKEwierPXo7IGQAxVQ38kDHYy5IbAQtkg-LegQIExAB&biw=1492&bih=776&dpr=2#vhid=DvK5a-jDUfYPrM&vssid=mosaic
- <https://firefly.adobe.com>

