



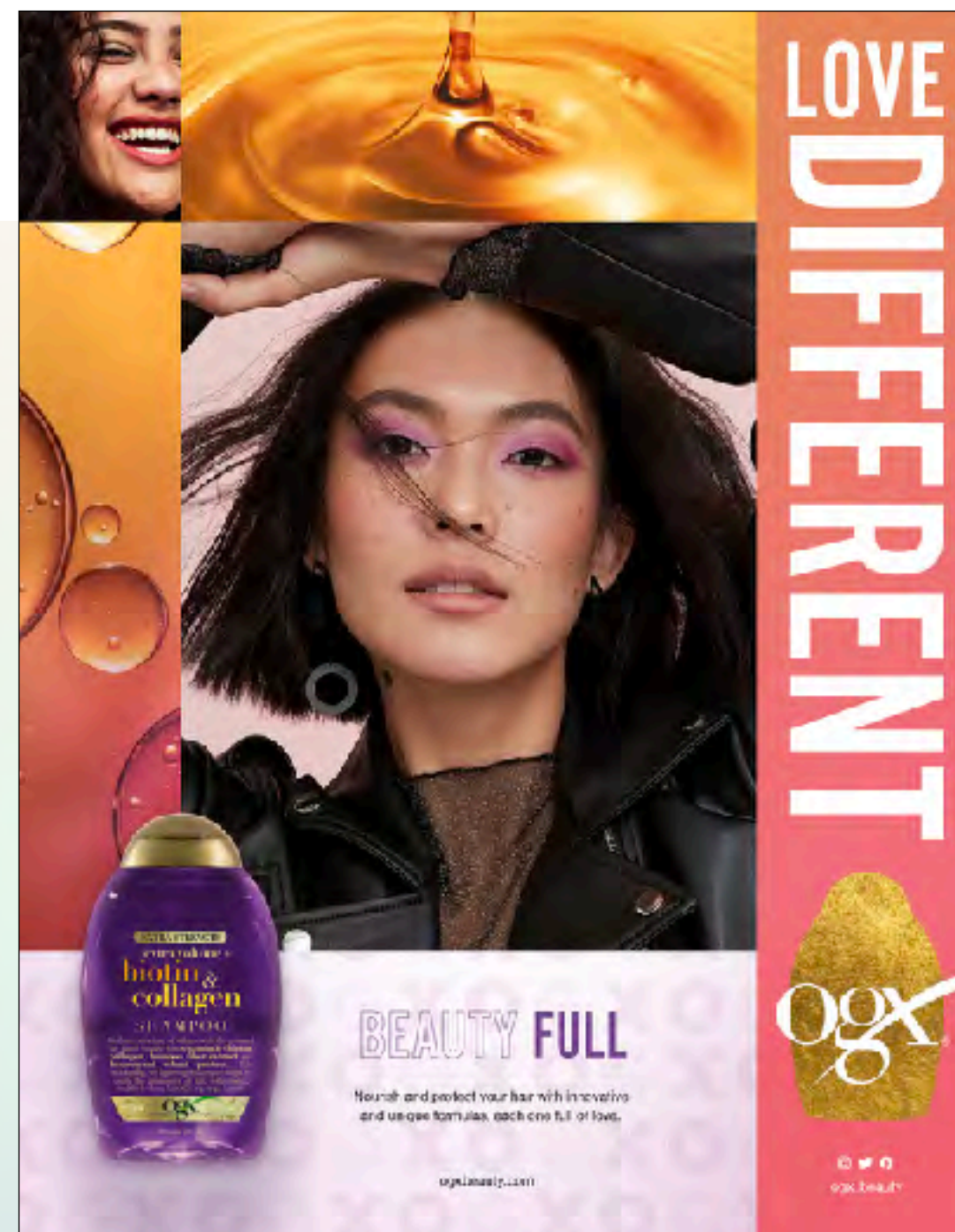
OOOY<sup>®</sup>

Love is in your hair  
CAMPAIGN CREATIVE



## THE ASK

Provide an optimized look & feel for “Love Different” territory (since renamed: “Love is in the Hair”) addressing Brand provided OV feedback and incorporating learnings from consumer research.



- Evolve tagline and concept to language that resonated with consumers (e.g., “*love is in the hair*”)
- Provide creative POV on the XO Wallpaper, Bottle Silhouette use of vibrant colors
- Move forward with the "Love Different" territory
- Use equity print ad when reworking as proof of concept

**BRAND APPROVED**



Love is in your hair is a concept that embraces all forms of love: your hair, yourself and others.



## BRAND APPROVED CONCEPT STATEMENT

**Love is in your hair** is a concept that embraces all forms of love: your hair, yourself and others. You were meant to shine, be fearless and live life with passion. At OGX, we don't believe in 'one-size-fits-all,' we believe in 'all.'

Loving your hair is a part of loving yourself, which allows you to love others, too. It is about embracing those kinks and curls in the road, where every day is an adventure and you choose yours.

Not one of many, championing those who live with purpose, we embrace authenticity. There is beauty in self-confidence and self-discovery. So, go forth and conquer.

Tried and true, our high-performance products are made of premium ingredients. Make your ultimate hair day, every day. Smooth, damaged, coily or straight, to nourish and protect, we have a product just for you. From day-to-night, spring-to-summer – OGX knows love is in your hair.

**TAGLINE**



TAGLINE

# LOVE IS IN YOUR HAIR™

While, it is a play on words, it's also very personal. The use of the word 'your' enables the consumer to feel like OGX is an extension of who they are. This is something very important to Millennials and Gen-Z.



**LOVE IS IN YOUR HAIR**



# LOVE IS IN YOUR HAIR LOOK 1

AGENCY RECOMMENDATION





**WE HAVE CREATED SEVERAL OPTIONS FOR YOUR CONSIDERATION  
WITHIN EACH LOOK AND FEEL GROUPING.**

**THE FIRST SLIDE IN EACH GROUP IS THE MASTER BRAND KEY VISUAL  
ACCOMPANIED BY PRINT EXECUTION FOR PROOF OF CONCEPT**





Key Visual

LOVE IS  
IN YOUR  
HAIR™

**EXTRA STRENGTH**  
damage remedy  
**coconut miracle**  
SHAMPOO

Drench dry, damaged strands with Maui. This ultra-rich repairing coconut oil, essence of vanilla bean extract help soften and revive strands. Discover soft, island-girl hair.

ogx  
beauty goes simple

385 ml e 13.1 fl.oz.

---

renewing +  
**argan oil of morocco**  
SHAMPOO

A unique, precious blend with argan oil of Morocco helps to penetrate the hair shaft. Discover newly restored strength, shine, softness, and seductive, silky perfection.

ogx  
beauty goes simple

385 ml e 13.1 fl.oz.

---

thick & full +  
**protein & collagen**  
SHAMPOO

A blend with Vitamin B7, collagen, and hydrolyzed protein, helps to infuse into every strand and creates a sense of thicker, fuller, looking hair.

ogx  
beauty goes simple

385 ml e 13.1 fl.oz.



IT'S THE OGX FOR ME

Print

LIKE OGX,  
YOU WERE MADE  
TO STAND OUT.

LOVE IS  
IN YOUR  
HAIR™

OGX®

EXTRA STRENGTH  
damage remedy  
**coconut**  
*miracle*  
SHAMPOO

renewing +  
**argan oil**  
*of morocco*  
SHAMPOO

thick & full -  
**protein & collagen**  
SHAMPOO

A unique protein blend with argan oil of Morocco helps to permeate the hair shaft. Discover new, renewed strength, shine, softness, and seductive, silky perfection.

OGX

Headline

Like OGX, you were made to stand out.

Tagline

Love is in your hair™

Humanity

Print

LIKE OGX,  
YOU WERE MADE  
TO STAND OUT.

LOVE IS  
IN YOUR  
HAIR™

OGX®

EXTRA STRENGTH  
damage remedy  
**coconut**  
*miracle*  
SHAMPOO

renewing +  
**argan oil**  
*of morocco*  
SHAMPOO

thick & full -  
**protein & collagen**  
SHAMPOO

A unique protein blend with argan oil of Morocco helps to permeate the hair shaft. Discover how you've renewed strength, shine, softness, and seductive, silky perfection.

OGX

Headline

Like OGX, you were made to stand out.

Tagline

Love is in your hair™

Humanity



Headline

Standout formula. Our unique formulas are different by design, free from sulfated surfactants and using the highest-quality ingredients.

Tagline

Love is in your hair™



Headline

Standout formula. Our unique formulas are different by design, free from sulfated surfactants and using the highest-quality ingredients.

Tagline

Love is in your hair™



Headline

Standout formula. Our unique formulas are different by design, free from sulfated surfactants and using the highest-quality ingredients.

Tagline

Love is in your hair™

# Social



Send message



Send message



Send message





# LOVE IS IN YOUR HAIR LOOK 2



**WE HAVE CREATED SEVERAL OPTIONS FOR YOUR CONSIDERATION  
WITHIN EACH LOOK AND FEEL GROUPING.**

**THE FIRST SLIDE IN EACH GROUP IS THE MASTER BRAND KEY VISUAL  
ACCOMPANIED BY PRINT EXECUTION FOR PROOF OF CONCEPT**





LOVE IS IN YOUR HAIR™



# WRITERS OF OUR OWN STORY



**LOVE IS IN YOUR HAIR™**

**OGX**

**THE WRITERS OF OUR OWN STORY**

Like you, OGX is made to stand out.

ogxbeauty.com

EXTRASTRENGTH damage remedy COCONUT MIRACLES CONDITIONER

EXTRASTRENGTH hydrate & repair argan oil of morocco CONDITIONER

EXTRASTRENGTH volume + in & lagen shampoo

Instagram, Twitter, Facebook icons

ogx\_beauty

Headline

The writers of our own story

Body

Like you, OGX is made to stand out

Tagline

Love is in your hair™

The advertisement features three diverse women smiling and embracing each other against a purple background. In the foreground, three OGX hair care bottles are displayed: 'EXTRASTRENGTH damage remedy COCONUT MIRACLES CONDITIONER', 'EXTRASTRENGTH hydrate & repair argan oil of morocco CONDITIONER', and 'EXTRASTRENGTH volume + in & lagen shampoo'. The headline 'LOVE IS IN YOUR HAIR™' is written vertically on the right side. The tagline 'THE WRITERS OF OUR OWN STORY' is prominently displayed in the bottom left, with the slogan 'Like you, OGX is made to stand out.' below it. The OGX logo is positioned in the bottom right, accompanied by social media icons for Instagram, Twitter, and Facebook, and the handle 'ogx\_beauty'.

**LOVE IS IN YOUR HAIR™**

**THE WRITERS OF OUR OWN STORY**

Like you, OGX is made to stand out.

ogxbeauty.com

ogx\_beauty

Headline

The writers of our own story

Body

Like you, OGX is made to stand out

Tagline

Love is in your hair™

**THE WRITERS OF OUR OWN STORY**

**ogx**  
LOVE IS IN YOUR HAIR™

EXTRASTRENGTH  
strange remedy  
**coconut miracle**  
CONDITIONER

EXTRASTRENGTH  
hydrate & repair  
**argan oil of morocco**  
CONDITIONER

EXTRASTRENGTH  
volume +  
**in & out**  
SHAMPOO

Instagram, Twitter, Facebook icons  
ogx\_beauty  
ogxbeauty.com

Headline

The writers of our own story

Body

Like you, OGX is made to stand out

Tagline

Love is in your hair™

Print

**THE WRITERS OF OUR OWN STORY**

**ogx**  
LOVE IS IN YOUR HAIR™

**EXTRASTRENGTH**  
strawberry remedy  
**coconut**  
*miracle*  
CONDITIONER

**EXTRASTRENGTH**  
hydrate & repair  
**argan oil**  
*of morocco*  
CONDITIONER

**EXTRASTRENGTH**  
volume +  
**in & out**  
SHAMPOO

ogx\_beauty  
ogxbeauty.com

Headline

The writers of our own story

Body

Like you, OGX is made to stand out

Tagline

Love is in your hair

Humanity



**IT'S THE OGX FOR ME**



Print

**IT'S THE OGX FOR ME**

**EXTRA STRENGTH**  
damage remedy  
**coconut**  
*miraculous*  
CONDITIONER

**EXTRA STRENGTH**  
hydrate & repair +  
**argan oil**  
*of morocco*  
CONDITIONER

**EXTRA STRENGTH**  
volume +  
**in & collagen**  
SHAMPOO

**OGX** LOVE IS IN YOUR HAIR™

@ogx\_beauty  
ogxbeauty.com

Headline

It's the OGX for me.

Tagline

Love is in your hair™

Humanity

Print

IT'S THE OGX FOR ME

EXTRA STRENGTH damage remedy **coconut** mirac **mirac** CONDITIONER

EXTRA STRENGTH hydrate & repair **argan oil of morocco** CONDITIONER

EXTRA STRENGTH volume + **in & argen** SHAMPOO

OGX LOVE IS IN YOUR HAIR™

ogx\_beauty ogxbeauty.com

The advertisement features three diverse women smiling and embracing each other. In the foreground, three OGX hair care products are displayed: a white bottle of Coconut Miracle Conditioner, a blue bottle of Argan Oil of Morocco Conditioner, and a purple bottle of In & Argen Shampoo. The OGX logo and tagline 'Love is in your hair™' are prominently displayed on the right side of the product area. Social media icons and the website URL 'ogx\_beauty.com' are located in the bottom left corner.

Headline

It's the OGX for me.

Tagline

Love is in your hair™

Humanity

**DIFFERENT BY DESIGN**





Headline

Different by design.  
Like OGX, you were made to stand out.

Tagline

Love is in your hair™



# DIFFERENT BY DESIGN

Like OGX, you were made to stand out.



Headline

Different by design.  
Like OGX, you were made to stand out.

Tagline

Love is in your hair™



Headline

Different by design

Tagline

Love is in your hair™

Print



Headline

Different by design

Tagline

Love is in your hair™

Product





Headline

Different by design

Tagline

Love is in your hair™

# LOVE IS IN YOUR HAIR LOOK 3



**WE HAVE CREATED SEVERAL OPTIONS FOR YOUR CONSIDERATION  
WITHIN EACH LOOK AND FEEL GROUPING.**

**THE FIRST SLIDE IN EACH GROUP IS THE MASTER BRAND KEY VISUAL  
ACCOMPANIED BY PRINT EXECUTION FOR PROOF OF CONCEPT**



Key Visual

# DESIGNED WITH YOU IN MIND

WHERE EVERY DAY IS AN ADVENTURE AND YOU CHOOSE YOURS



LOVE IS IN YOUR HAIR™

**DESIGNED WITH YOU IN MIND**



DESIGNED WITH YOU IN MIND WHERE EVERY DAY IS AN ADVENTURE AND YOU CHOOSE YOURS

OGX LOVE IS IN YOUR HAIR™

EXTRA STRENGTH damage remedy coconut miracle SHAMPOO  
argan oil of morocco SHAMPOO  
thick & full + protein & collagen SHAMPOO

OGX

Headline

Designed with you in mind, where every day is an adventure and you choose yours.

Tagline

Love is in your hair™

DESIGNED WITH YOU IN MIND WHERE EVERY DAY IS AN ADVENTURE AND YOU CHOOSE YOURS

OGX LOVE IS IN YOUR HAIR™

EXTRA-STRENGTH damage remedy coconut miracle SHAMPOO  
argan oil of morocco SHAMPOO  
thick & full + protein & collagen SHAMPOO

OGX

Headline

Designed with you in mind, where every day is an adventure and you choose yours.

Tagline

Love is in your hair™

**NOURISH PROTECT AND HYDRATE**





**NOURISH, PROTECT  
AND HYDRATE.**

A STAND-OUT FORMULA,  
USING THE HIGHEST-QUALITY  
INGREDIENTS

thick & full +  
**biotin &  
collagen**  
SHAMPOO

An exclusive blend with **Vitamin B7 biotin, collagen, and hydrolyzed wheat protein**, helps to infuse nutrients into every strand and creates the appearance of thicker, fuller, healthier looking hair.

**ogx**  
beauty pure. not simple.

385 ml e 13 fl.oz.

LOVE IS IN YOUR HAIR™

**Ogx**

ogx\_beauty  
ogxbeauty.com

Headline

Nourish, Protect and hydrate. A stand-out formula, using the highest-quality **ingredients**

Tagline

Love is in your hair™



Headline

Nourish, Protect and hydrate.  
A stand-out formula, using  
the highest-quality.  
**ingredients**

Tagline

Love is in your hair™

# LOVE IS IN YOUR HAIR™



LOOK 01

AGENCY RECO



LOOK 02



LOOK 03

# DIGITAL PRODUCT

LOOK & FEEL



Digital



LOVE IS  
IN YOUR  
HAIR™

Digital



EXTRA STRENGTH  
damage remedy  
**coconut**  
*miracle*  
SHAMPOO

Drench dry, damaged strands with  
Maui. This ultra-rich repairing  
**coconut oil, essence of**  
**vanilla bean extract** help  
soften and revive strands. Dis  
soft, island-girl hair.

385 ml e 13 fl.oz.

renewing +  
**argan oil**  
*of morocco*  
SHAMPOO

A unique, precious blend with  
**argan oil of Morocco** helps  
to penetrate the hair shaft.  
Discover newly restored strength,  
shine, softness, and seductive,  
silky perfection.

385 ml e 13 fl.oz.

thick & full +  
**protein &**  
**collagen**  
SHAMPOO

blend with **Vitamin B7**  
**collagen**, and **hydrolyzed**  
**protein**, helps to infuse  
to every strand and creates  
presence of thicker, fuller,  
looking hair.

385 ml e 13 fl.oz.

LOVE IS  
IN YOUR  
HAIR™

Digital



LOVE IS  
IN YOUR  
HAIR™

Digital



LOVE IS  
IN YOUR  
HAIR™



# ADDITIONAL ELEMENT EXPLORATION

Campaign Creative



# XO WALLPAPER

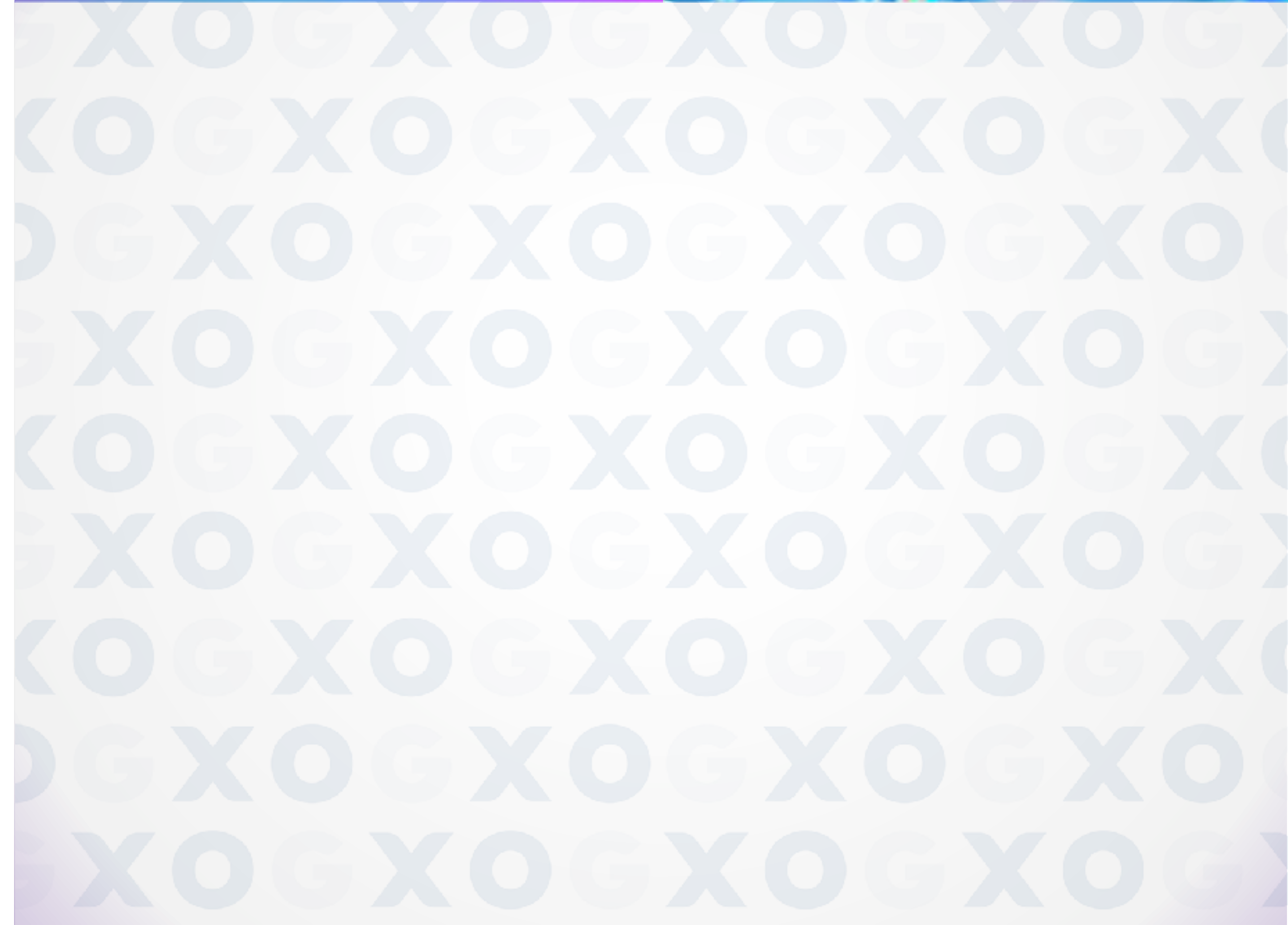
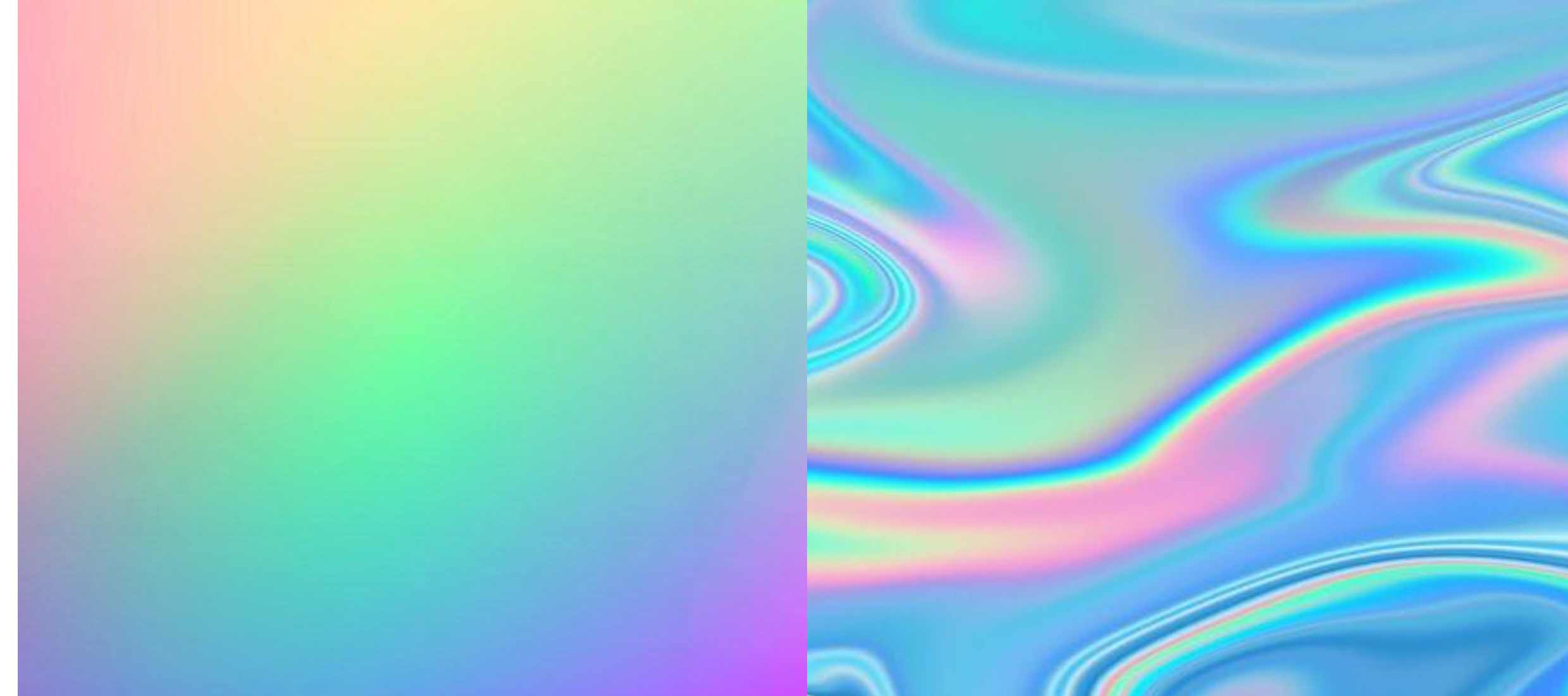
Campaign Creative



## FEEDBACK

Feels young, almost too young and towards pre-teen; most do not notice it right away as OGX.

The XO Wallpaper can look young when coupled with bright, vibrant colors but we feel that softening up the iridescent color palette OGX is know for it can absolutely have its place in more unique application like large format print, premiums, packaging, etc. Any applications that leverage plenty of negative space.





Headline

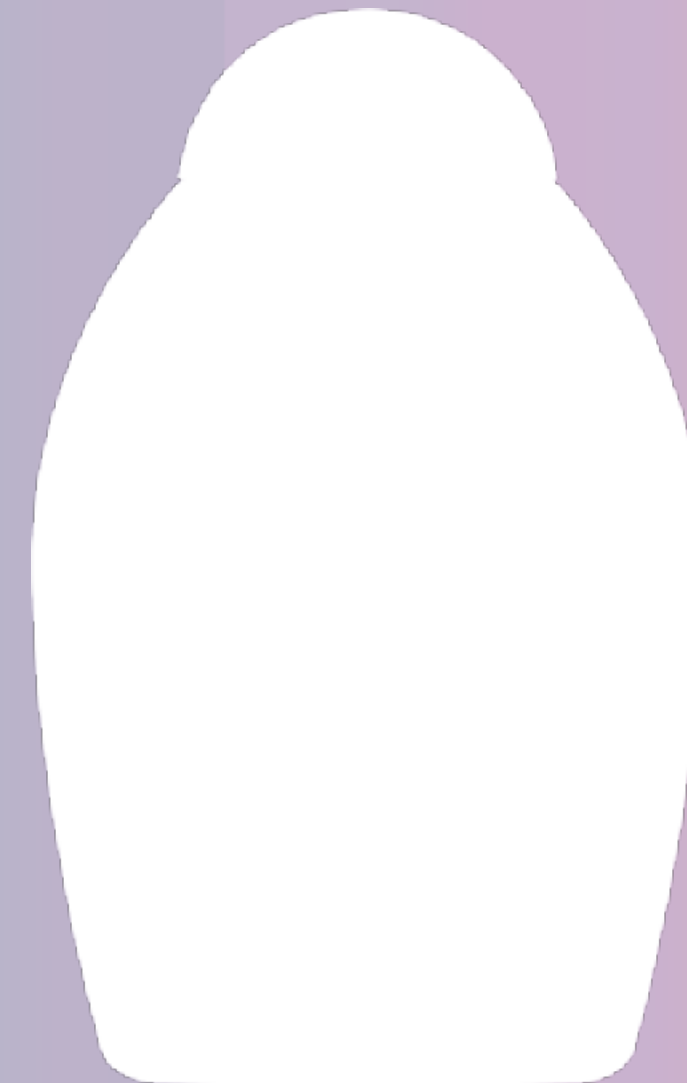
Standout formula. Our unique formulas are different by design, free from sulfated surfactants and using the highest-quality ingredients.

Tagline

Love is in your hair™

# BOTTLE EXPLORATORY SILHOUETTE





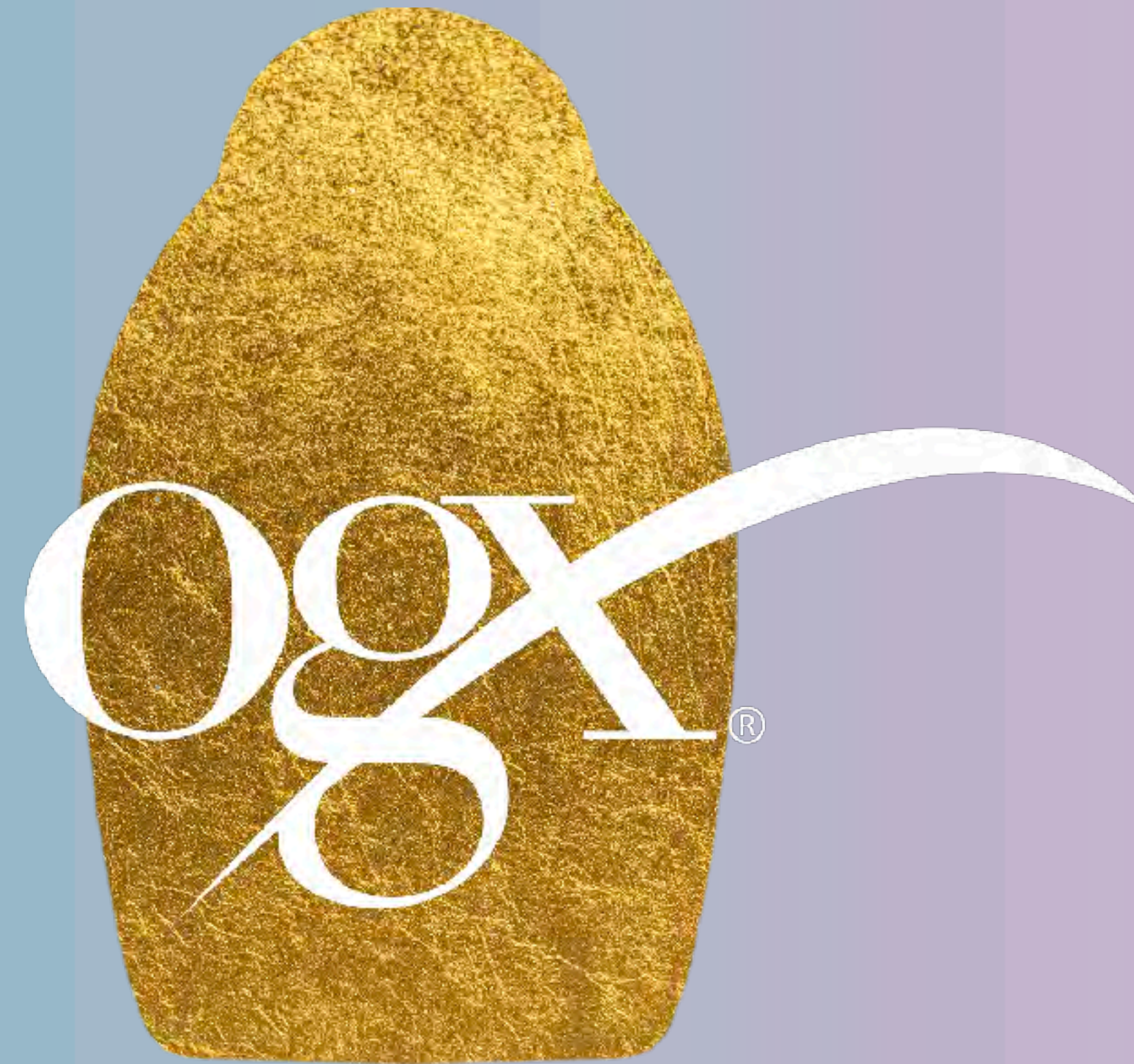
## **AGENCY POV**

**EVOLUTION OF BRAND ASSET TREATMENT AND SELECTION  
THAT DIDN'T RESONATE WELL IN CONSUMER TESTING**

The bottle shape isn't always recognized as a gold OGX bottle silhouette (specifically confusing for non buyers)

**Some asked:**

*Is that a loofah? A sponge?*





**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND SHOWS  
FLEXIBILITY IN USE ACROSS  
VARIOUS BACKGROUNDS**

**LOVE IS  
IN YOUR  
HAIR™**



**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND SHOWS  
FLEXIBILITY IN USE ACROSS  
VARIOUS BACKGROUNDS**



**LOVE IS  
IN YOUR  
HAIR™**

**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND SHOWS  
FLEXIBILITY IN USE ACROSS  
VARIOUS BACKGROUNDS**



**LOVE IS  
IN YOUR  
HAIR™**



**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND  
SHOWS FLEXIBILITY IN USE  
ACROSS LIFESTYLE IMAGERY**

**TALENT DOES NOT REFLECT OGX TREATMENT GUIDELINES.  
THIS IS ONLY MEANT TO ILLUSTRATE DESIGN APPLICATION.**



**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND  
SHOWS FLEXIBILITY IN USE  
ACROSS LIFESTYLE IMAGERY**

TALENT DOES NOT REFLECT OGX TREATMENT GUIDELINES.  
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**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND  
SHOWS FLEXIBILITY IN USE  
ACROSS LIFESTYLE IMAGERY**

**TALENT DOES NOT REFLECT OGX TREATMENT GUIDELINES.  
THIS IS ONLY MEANT TO ILLUSTRATE DESIGN APPLICATION.**



**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND  
SHOWS FLEXIBILITY IN USE  
ACROSS LIFESTYLE IMAGERY**

**TALENT DOES NOT REFLECT OGX TREATMENT GUIDELINES.  
THIS IS ONLY MEANT TO ILLUSTRATE DESIGN APPLICATION.**

**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND  
SHOWS FLEXIBILITY IN USE  
IN CONJUNCTION WITH THE  
GOLD FOIL TEXTURE**

**TALENT DOES NOT REFLECT OGX TREATMENT GUIDELINES.  
THIS IS ONLY MEANT TO ILLUSTRATE DESIGN APPLICATION.**

The image features a close-up of a woman's face with long, reddish-brown hair. In the foreground, a dark brown, rounded bottle of OGX hair product is shown. The bottle has a white, stylized 'OGX' logo printed on it. The background behind the bottle is a textured, gold-foiled surface. The overall composition is a creative application of the brand's logo and product packaging.



ogx®

**TRANSPARENT APPLICATION  
THAT TIES THE BRAND  
TO THE PRODUCTS UNIQUE  
BOTTLE SILHOUETTE AND  
SHOWS FLEXIBILITY IN USE  
INCORPORATING THE GOLD  
TEXTURE ACROSS THE LOGO**

TALENT DOES NOT REFLECT OGX TREATMENT GUIDELINES.  
THIS IS ONLY MEANT TO ILLUSTRATE DESIGN APPLICATION.



**THANKS**



# NEXT STEPS

1. Fri. 11/12 (Today): Brand Approval - Lock campaign look & feel
2. Week of 11/15: Finalize buildout of interim toolkit for PAC by EOW + Q1-2022 OOH creative development
3. Wed. 11/17: Discuss needs/timing for production & shoot during weekly 1:1

# APPENDIX



# Must Keeps - Product

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## Products

- **Brand Feedback:**

- Products should be shown as a portfolio and must be present in assets to ensure they know it's OGX – but the role of product in the creative asset still needs to be defined by channel and objective (e.g.: in print, is it a product only asset still where ingredients personify the benefit or do we evolve to equity print where product is secondary?)
- **UWG Note: We will need to build out the role of product per channel for toolkit**
- The product priority(ies) will change pending the asset, channel & timeframe. We can work through that level of detail together once we see the tactical plan shareout from PAC today.
- In the interim, the general guidance is that Equity assets with an inclusivity message need to show the breadth of the portfolio. Our recommendation in order to do that is to hero our core top sellers at a minimum and add in other products where it makes sense. Below are our top selling core items, but please refer to the link to see the other options in our [toolkit for 2022](#) (linked)
  1. Argan Oil of Morocco XS
  2. Coconut Miracle Oil
  3. Biotin & Collogen XS
  4. Tea Tree Mint XS
- See above for priority order
- # of SKUs to always be shown: Looking for agency reco – in focus groups we heard was **a minimum of 3 for equity assets** with an inclusivity message

- **Research Feedback:**

- Multiple product shots of different SKUs with different benefits to show the varying range of products available for all different hair types and needs
- If no bottles are present, they will not know it's OGX or what it is –the bottle helps identify the brand

# Must Keeps - Talent

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## Talent

- **Brand Feedback:**
  - Should be diverse in ethnicity, hair type, body size and ability. Should reflect our consumer and be approachable but aspirational to a degree
    - UWG note: The talent selection will be confirmed during pre-production. All humanity images using stock are FPO and used as examples

## No photoshopping

- **Brand Feedback:**
  - Hair should be styled but not touched up, no skin touch ups, etc.
    - UWG note: These requirements will be confirmed during pre-production portions of the production phase and will be included in the toolkit.

# Areas to Re-think

---

## Balance color playground

- **Brand Feedback:**
  - We're a very colorful brand, but how do we use this so it does not become too polarizing?
- **Research Feedback:**
  - Reactions to the bright pink and teal are polarizing:
    - Vibrant, lively, engaging, youthful and eye catching for some...
    - But “too young” for others perceived to be aimed at more of a pre-teen or teenager vs. older Gen Z and Millennials
  - Perhaps consider pops of the OGX colors vs. entire background being the color or less “neon”. But since this is part of the equity of the brand, it would be a strategic decision

## OGX wallpaper

- **Brand Feedback:**
  - Based on consumer feedback, this might be too juvenile and not delivering on it's original purpose (drive awareness of OGX) – rethink of what monikers can we leverage to drive awareness SUBTLY without plastering OGX everywhere
- **Research Feedback:**
  - OGX Letter Graphic: XO XO XO, etc. feels young—almost too young and towards pre-teen; most do not notice it right away as OGX

# Areas to Re-think

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## OGX Bottle silhouette

- **Brand Feedback:**
  - We need to continue to associate OGX with our bottle shape & ingredients, since these are the things most known about our brand, but is there a different way we think to do this?
  - Looking for strategic agency reco on OGX gold bottle logo lockup - if and how it needs to change
- **Research Feedback (not included in report – from discussion notes):**
  - When gold bottle logo lockup is shown without product (i.e. talent only) the bottle shape isn't always being recognized as a gold OGX bottle silhouette (specifically confusing for non-buyers – heard some ask “is that a loofah? A sponge?)

## Redefine the role of ingredient in creative strategy

- **Brand Feedback:**
  - Where do ingredients show up? Where do they serve a purpose? Currently, ingredients are leveraged so show the benefit of the product (reflective oil pool=shine, coconuts overflowing = moisture)
  - Need to re-evaluate the role of ingredients both creatively and strategically
- **Research Feedback:**
  - Seeing the actual ingredients on pack tells more of a message of fragrance and scent than it does assurance of ingredients; so images of the ingredients are not necessary if the bottles will say it and/or the text will note it

# Language and Compelling Messages

**Celebrating their Individuality & Loving their Hair**

**LIKE OGX, YOU WERE BORN TO BE DIFFERENT.**  
With OGX's high quality products for every hair, we know how to address "your".

**OUR INGREDIENTS ARE SPECIALLY CHOSEN TO HELP YOU EMBRACE YOUR INDIVIDUALITY.**

**DIFFERENT BY DESIGN**

**ORIGINALITY CAN'T BE DUPLICATED.**

**ONLY ONE YOU**

**LOVE IS IN THE HAIR**  
Love is in the product or why make every moment your hair with OGX.



\*clever and catchy for Gen Z, but not quite impactful of a message

**One For Every Hair Type (vs. "for all hair types")**



**Reasons Why The Products Work (RTBs)**



**STANDOUT FORMULA**  
EMBRACE THE TRAILBLAZER INSIDE BY SWITCHING UP YOUR ROUTINE WITH OGX. OUR RANGE OF UNIQUE FORMULAS WERE CREATED FOR DIFFERENT HAIR TYPES INCLUDING SULFATE FREE SURFACTANTS AND HIGH-QUALITY INGREDIENTS.

**OUR INGREDIENTS ARE SPECIALLY CHOSEN TO HELP YOU EMBRACE YOUR INDIVIDUALITY.**

Designed differently with you in mind - including pH balanced, sulfate-free surfactants.