

A close-up photograph of a person's head and shoulders. They have long, dark, wavy hair. Their left hand is holding a black spray bottle of M:ID hair product, which is tilted and spraying onto their hair. Their right hand is running through their hair on the right side of their head. The background is a plain, light gray. The text 'M:ID' is overlaid in large white letters across the center of the image. Below it, the text 'TLNT CREATIVE BRIEF' and 'KEY MESSAGES' is overlaid in smaller white letters.

M:ID

TLNT CREATIVE BRIEF
KEY MESSAGES

KEY MESSAGING: Lifestyle

Prompts:

- **The Lifestyle:** How do these products better the everyday lifestyle of the male consumer? Who is the products main consumer? What does the use of the products do to better the consumer lifestyle on a day to day basis?
- **Call to Action:** How can you use artwork to showcase the everyday use of these products? What does the everyday use of the product look like through the eyes of the consumer?

Considerations: Men ages 20-40, diversity, modern masculinity, new perspective on hair maintenance. Please visit the M:ID store and visit each product [Anti-Hair Loss](#), [Anti-Dandruff](#), [Soothing Care](#) to find all product benefits.

Check out these different examples of inspiration to help in your artwork concepts.

[Example A](#)

[Example B](#)

KEY MESSAGING: Premium Product Glorification

Prompts:

- **Product Glorification:** What is the best way of showing off the product to the target audience? What does the modern fresh look of each product packaging look like?
- **Call to Action:** How can your artwork reflect the modern man using this product to the consumer? What are different ways of showcasing different fresh ways of packaging the products in your artwork?

Considerations: Package design, colors and textures of packaging, color palettes and graphic designs.

Check out these different examples of inspiration to help in your artwork concepts.

[Example A](#)

[Example B](#)

KEY MESSAGING: Ingredients & Fragrance

Prompts:

- **Product Ingredients & Fragrance:** How can you showcase the different unique ingredients within the product? What makes these different than other products similar to this product?
- **Call to Action:** How will you use your artwork to display the different variations of ingredients found in this product? How will you display the product in a stimulating way to the consumer audience through your artwork?

Considerations: Please visit the M:ID store and visit each product [Anti-Hair Loss](#), [Anti-Dandruff](#), [Soothing Care](#) to find all product ingredients.

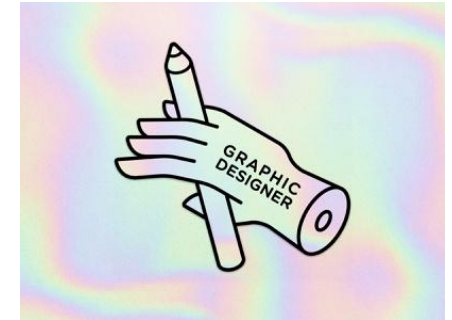
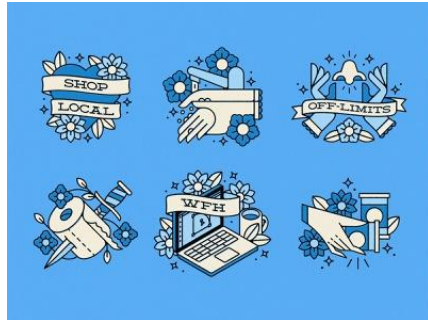
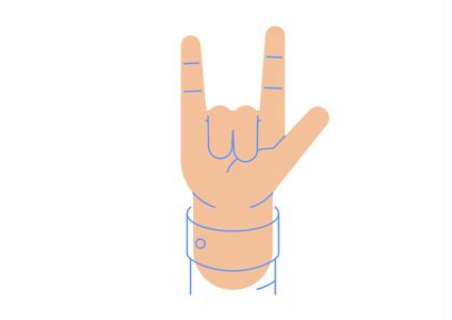
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[Example A](#)

[Example B](#)

ARTWORK INSPIRATION: ILLUSTRATION

With illustrations feel free to explore the creative quite a bit. Styles can differ from one another, but just make sure to stick to contemporary styles in order to stay relevant and to not look dated.



ARTWORK INSPIRATION: LIFESTYLE

For the animations the same comment applies as for the illustrations. The style must be contemporary and relevant, but they can differ slightly from one another on the feed.

