

Executive summary

My final project is based on the interest for the artistic direction, the photography direction, the set and the executive production. These tasks are present in my work from wanting to do a project that show the connotation of colours: emotions, feelings, values and attitudes which different people attribute to each one.

Based on this idea, I have done a market research by surveys, to know which lipstick color would, girls between 20 and 25 years old, choose in a few specific times: a romantic dinner, a day of leisure, a familiar celebration, to illuminate the face without another type of cosmetic and for transmit a right dependability at work. However, I could know which attributes and values, girls relate to the above mentioned colours: red, transparent, pink, brown, black and purple. Therefore, I would have made a market research on the basis of segmentation and a survey based in eleven questions to 100 girls. I would have check the answers on the basis of reliable information prior, by Aitor Cuní, professional make-up artist, and the WGSN agency and I would analyse the percentages. Once finished this part, I would decide how to attribute the virtues and the colour connotations and proceed to create the environments that help to convey the feelings, values, attitudes and emotions that would play in every situation.

This final project can be really useful for several franchises of aesthetics and cosmetics and fashion trends magazines, with lipstick section included. Is guaranteed a well done market research expressed in an original and comprehensive audiovisual project where you can observe the trends more and less common and indeed, it is possible to develop advertising campaigns based on the psychology of this segmented market. Taking into account the innovation, which is the most valued in the market of cosmetics and aesthetics, it can be said that this project is really useful. This project has two significant concepts: innovation and creativity.

The double face of colours: a project where the colours have personality, they evolve and convey attitudes, values, feelings and emotions.