

O.P.I.

Polished Productions



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Polished Productions



Peighton Dettra: Account Manager

Peighton is a Media Arts and Design major with a concentration in Creative Advertising, along with a minor in Communication Studies. Through various social media internships, she has developed experience in content creation, strategy, and brand communication. Originally from Leesburg, Virginia, she will graduate in May with a Bachelor of Arts. Following graduation, Peighton plans to return to the Washington, D.C. area to pursue a career in human resources while continuing to expand her experience in social media and digital marketing as well.



Abby Shaw: Art Director

Abby Shaw is an art director from Augusta, GA. Abby's work is a reflection of her: bold, colorful, and driven by connection. After graduating from James Madison University with a BS in Media Arts and Design, Abby hopes to work in a graphic design agency and build genuine relationships with clients so their brands carry a personal, authentic touch that helps them stand out.



Emma Larkin: Copywriter

Emma Larkin is a double major at James Madison University studying Writing, Rhetoric, and Technical Communications and Media Arts and Design concentrating in Creative Advertising. Emma is from Monmouth County New Jersey and plans on returning back to the area after graduation.

Polished Productions



Abby Settle: Graphic Designer

Abby Settle is a double major at James Madison University, pursuing degrees in Dance and Media Arts and Design with a concentration in Creative Advertising. Originally from Massachusetts, she spends her summers on Cape Cod and loves soaking up the sun. Abby currently works in multiple social media marketing roles within the dance community, where she blends creativity, strategy, and a strong artistic voice. After graduation, she plans to continue merging her passions for dance and advertising, crafting stories through both mediums.



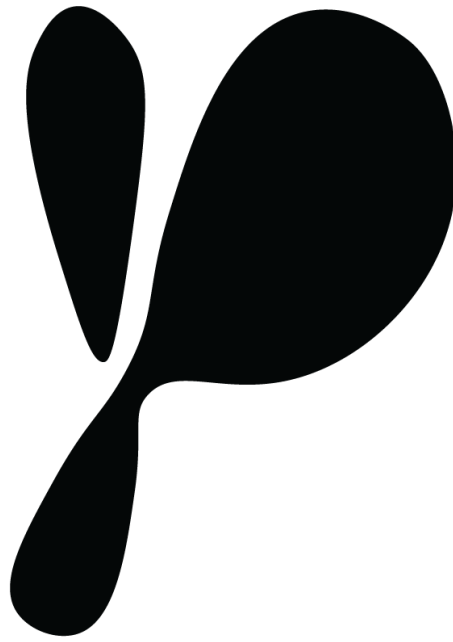
Kayli Blankenship: Video Director

Kayli Blankenship is a Media Arts and Design major concentrating in Creative Advertising. Through her college career, she has been able to test her skills with content creation, working with local businesses, and developing herself professionally. Originally from Salem, VA, Kayli plans to move to Charleston, SC, after graduation to work in corporate for a senior living company. With this, she will work closely with the marketing and sales team to extend her knowledge of advertising.



Audrey Muendel

Audrey Muendel is from Alexandria, Virginia, and after graduation, she plans to move wherever her heart, or job, takes her. As a Media Arts and Design Major with a minor in English, Audrey loves to use her analytical skills to strategize concepts and research for campaigns. Audrey hopes to work for a publishing house doing marketing and publicity, being surrounded by books and stories.



Polished Productions

Logo Rationale

The Polished Productions logo was designed to reflect creativity and refinement through a minimal but visual identity. The abstract “P” uses fluid, organic shapes to symbolize the artistic movement while also resembling a drop of polish to connect back to the brand name. Paired with a bold and clean typeface, the logo balances professionalism with creativity.

Secondary Research



OPI began in 1981 as a dental supply company called Odontorium Products Inc. They found that the material of dentures and acrylic nails were similar, and made the turn to beauty (OPI, n.d.).

BACKGROUND



Products

Prices range from \$10-\$30 (OPI, n.d.).

At Home Gel Polish	\$15.99
Press-On Nails	\$9.99 - \$13.99
RapiDry Polish	\$9.99
Nail Lacquer	\$11.99
Nail Skincare	\$11.99 - \$29.99
Nail Treatments	\$11.99 - \$25.00

Retail

locations where OPI is mass distributed (OPI, n.d.).

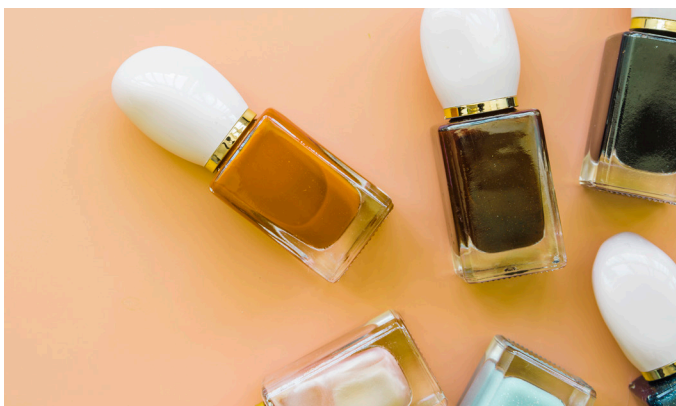
ULTA Beauty	Target
Walmart	CVS
Walgreens	Amazon
Sally Beauty	CosmoProf.



COMPETITION



Overall, OPI has a significant amount of self space. Salons often have a space dedicated just to OPI color selections. In a retail setting, OPI is next to competing brands, but frequently earns premium placement. (Nail Polish Market Forecast, Growth, and Future Opportunities, n.d.)





Top Competitors

Revel \$5.99

Revel is popular for their formula that is chip resistant and is vegan/cruelty free. This brand also has a wide range of colors from dark to neon (Revel, n.d.).

Sally Hanson \$5.99

Sally Hansen is a quality nail polish brand made to provide quality and improve nail care. This brand is also made to empower women, inspiring the beauty industry (Sally Hanson, n.d.).

Essie \$10

Essie was founded in 1981 and is known for their high quality polish and innovative formulas. Starting with 12 original shades and has expanded to 1,000 shades now. (Essie, n.d.).

DND \$12

DND is a brand of gel polishes that provides color in less time than a normal polish would. Their formula also has vitamins for ultimate nail health (DND, n.d.).



AUDIENCE

The main consumer of OPI nail polish is a variety of women from 18-60 particularly those who use nail polish for beauty, style, and self-expression. It is also used from professional nail technicians as the brand has a reputation for quality, durability, and large variety of color options. (Pangarkar, 2026)

S · W · O · T

Strengths

Recognizable bottle

Memorable shade names

Popular at grocery and drug stores

Weaknesses

Regular polish chips

May lack shades that competitors have

Expensive

Thickens over time

Opportunities

Partnerships with celebrities or social media influencers

Threats

Competitors getting more popular

Market changes cause products to become more expensive

Dupes causing consumers to gravitate away from original products





Why OPI?

OPI stands out among competitors because it is considered a nail lacquer and not a nail polish. Nail lacquers are typically more durable than traditional nail polish formulas. They are usually slightly thicker, allowing the nails to be more chip resistant. OPI also incorporates fun shade names and the company sells an extremely wide selection of nail tools, shades, gel options, nail treatments and even skin care.

CURRENT ADVERTISING

OPI is currently being advertised through a variety of mixed media, celebrity partnerships, social and influencer marketing, strategic content creation, and on-site promotional design that reinforces brand visibility and engagement.



Campaign 1: OPI x Wingstop “Snack in :60 Challenge”

Big Idea: OPI’s RapiDry polish dries so fast, you can be eating wingstop within 60 seconds. This campaign targets convenience and counteracts the most common frustration of getting your nails done: waiting for the paint to dry.

Tone: This campaign is lighthearted and fun and turned this product into an internet challenge using trustworthy influencer endorsements to prove that the product actually works.

Deliverables: The RapiDry polish kits, Influencer endorsements, social media/TikTok challenge (Albrizio, 2025.)

OPI x Xbox Collection

Play the palette right on your fingertips with OPI’s first-ever collab with Xbox. Get your game on with this vibrant spring 2022 collection that’ll level up your nails.



Campaign 2: OPI x XBox

Big Idea: Expressing personality and bridging two separate worlds

Tone: Bold, playful and engaging

Deliverables: Titles of shades: Can’t CTRL Me, You Had Me at Halo, Racing for Pinks, The Pass is Always Greener, Suzi is My Avatar. A contest with every qualifying purchase, U.S. fans can unlock hue-matched, in-game content for Forza Horizon 5 and Halo Infinite and fans could enter to win a controller that was the same color of one of the new shades

Abby Settle

Strengths: recognizable and distinguishable name, witty and fun names for the polishes, wide range of colors and products

Weaknesses: potential longevity of manicure and not all products they offer are always sold in accessible stores

Impression: I have always considered OPI to be one of the top, if not the top nail polish competitor.

Emma Larkin

Strengths: long lasting, variety of colors, accessible at all nail salons & online personal purchase

Weaknesses: expensive for personal purchase, not always in stores for personal purchase

Impression: a top nail brand that is always available with known good colors.

Abby Shaw

Strengths: product quality, options, distinct creative color names

Weaknesses: can be more expensive than other competitors

Impression: personal nail polish of choice because of the quality

Peighton Dettra

Strengths: high quality, good colors, trusted, accessible, and trendy

Weaknesses: expensive, can chip easily

Impression: high end, great color names, always in nail salons, used by many influencers

Audrey Muendel

Strengths: name recognition as well as visual recognition (everyone knows the shape of the bottle)

Weaknesses: can get lost in the mass of what is the nail polish aisle

Impression: in the mid range of price, so not realistic for everyone to get.

Kayli Blankenship

Strengths: they are well known, unique polish names that people remember and the shape of the bottle is recognizable

Weaknesses: slightly more expensive than competitors, if the polish is regular, the risk for chipping is likely. More popular colors could be harder to find due to popularity.

Impression: the first brand I think of when I think of nail polish

Primary Research



Survey Analysis

Research Goals

The goal of our survey was to gather insights into consumer knowledge, perceptions, and usage of nail polish, with a specific focus on OPI products. We also aimed to understand participants' media habits to determine which channels would most effectively reach our audience and what types of content are most engaging. Additionally, the survey helped us assess awareness of OPI across different consumer groups in order to identify and refine our target audience.

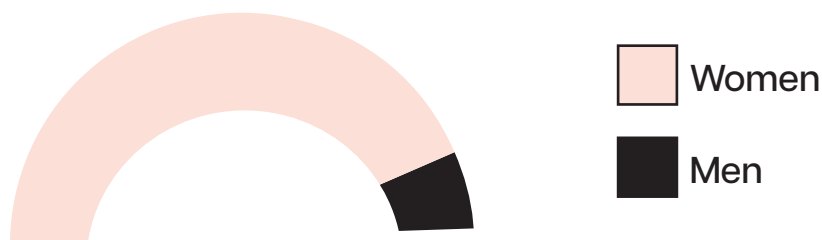
Procedure

For the survey portion, we conducted our research through the online survey application called Qualtrics. Each researcher in our group sent out the survey link alongside a recruitment message. This message included information about the study, what kind of information we were seeking, what class we are conducting the study for, and information to allow participants to contact us with any questions. The participant then would complete the survey to the best of their abilities to provide us with the information and insights we are in pursuit of.

Participants

The participants we chose to focus on for our survey were ages 18-75. At first, we wanted to strictly send this survey to women, but after some thinking we decided to include men. To do so, we sent out the survey to extra curricular groups, to gain more of the younger ages. We also sent the survey to family members in order to reach an older audience. Some of us also sent the survey to coworkers as well. The amount of responses we received was 116.

Responses by gender:



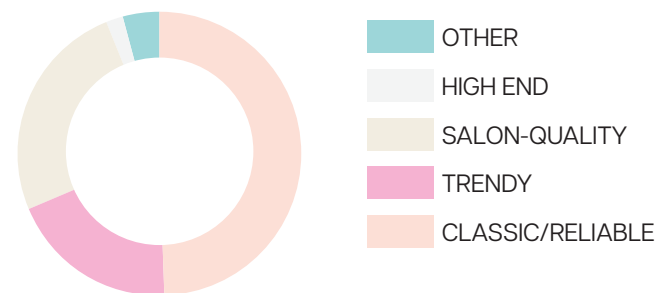
Results & Insights

Most people get their nail polish from drugstores, which tells us convenience is important. The other major group gets their nails done at a salon. 90% of the respondents were familiar with the OPI brand. Second was Essie at 74%. That level of brand recognition means our ads will most likely be easily recognizable with the OPI logo. This gives us more creative liberty because we will be associating the ad with something people already know. 64% already seek out OPI. People associated OPI as being “classic” rather than “trendy.” We should avoid presenting OPI in a trendy way, steering away from modern slang and vocabulary to maintain the brand’s timeless and classic feel. People care about its longevity. That is a major selling factor, so we will make sure to include that as well.

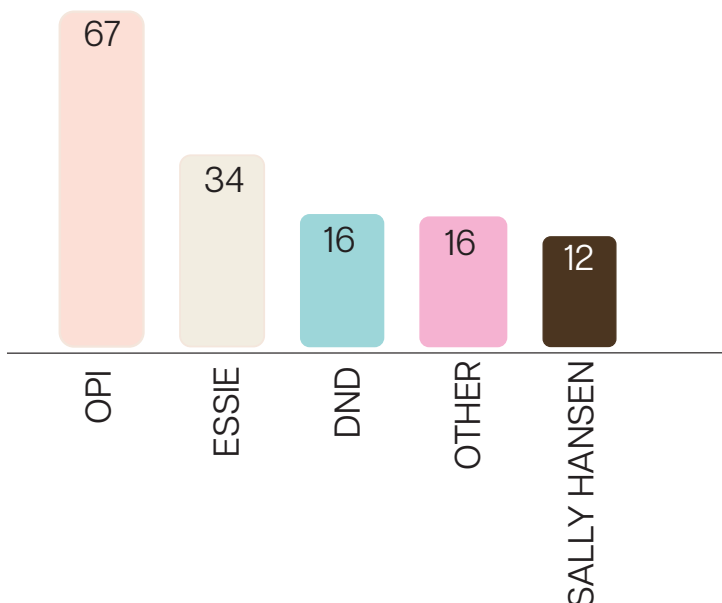
Why nail polish is purchased:



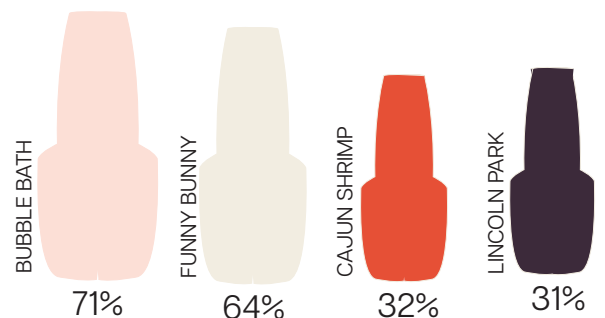
Words associated with OPI:



Brands sought out:



Most recognized OPI colors:



Interview Analysis

Research Goals

The goal of our interviews was to gain deeper insights from individuals who frequently use nail products. We spoke with both professional nail technicians and regular users to better understand perceptions of OPI among more experienced and knowledgeable consumers. These conversations allowed us to explore what aspects of nail products attract these users and what factors are most important in both professional and personal purchasing decisions.

Procedure

For our interviews, we wanted to get insight from people who get their nails done, and people who do nails. The number of interviewees we collected was 7, with the age range being 18-50. The people who were not nail techs were women that do get their nails done. The women who were nail techs either work from a salon or they go to other peoples houses and do their nails.

Participants

For the interview portion, we conducted our research in a couple of different ways. Each researcher would talk to their participant and ask them the prewritten interview questions. Some researchers spoke to participants over the phone, some interviewed in person, and some sent the document for participants to fill out on their own. We all made sure to complete the interviews with participants that exhibit habits related to nail polish use such as nail techs, student nail techs, or regular polish users.

Themes:

Longevity & Durability
Brand Trust / Reliability
Aesthetic Appeal
Habit

Summary

Through our six interviews spanning from nail techs to normal consumers, we gained insights into how consumers perceive the nail polish brand OPI and what factors influence their nail product decisions. One of our biggest findings was that longevity and durability are incredibly important when choosing a nail polish brand. Many participants indicated that they preferred products that last longer while also maintaining a professional looks and because of this, OPI was seen as a positive association with long lasting polish with salon quality results.

It also revealed that OPI is widely recognized as a trustworthy and reliable brand. Participants described the brand as classic and well-known, noting that many people can easily recognize the bottle and has been a staple in the nail industry for years. However, even though participants viewed OPI as reliable, some still used other brands because those were products they already owned or used to using.

Another important insight was that color plays a major role in someones nail polish selection. Many participants explained that they typically choose a polish based on the shade first then considered what brand it was. Having a large color option available in salons or stores seemed to increase the likelihood that someone would choose a particular brand.

Along with color, participants were influenced by aesthetic, or the visual appeal and nail inspired content online. Watching nail design videos and browsing inspiration on social media helped participants decide which style or color they would want to try next. "I love watching nail inspiration videos and seeing what catches my eye to try next"

The last theme was habit or familiarity was a specific brand. Even when participants had positive outlooks on OPI, some said they continue to use other brands because they were used to them and has already owned them. "If I used it (gel polish) and it worked the way I wanted to I would totally use it, just a creature of habit"

Key Takeaways

Overall, participants associated OPI with quality, reliability, and long-lasting nail polish. Longevity and durability were the most important deciding factors followed by color selection and brand trust. While OPI benefits from a strong reputation and recognition, consumer habits and exiting product preferences can still influence someones decision. These findings suggest that emphasizing long-lasting performance, trusted reputation, and a large range of colors could strengthen OPI's appeal to consumers who are deciding between nail polish brands

"I think they are a long lasting brand that caters to every audience not just older people but also younger. I think they are reliable and timeless"

"Everyone knows what it is and can recognize the bottle"

Creative Brief

Company: OPI

Brand: OPI

Product Category: Nail Polish

Big Idea/ Consumer promise: With OPI, professional does not have to be predictable



Target Persona: Melissa “Missy” Rogers

Usage Status: Regular User

Demographics: Missy is a 36-year-old millennial woman who received her master’s in business. After working for her MBA, she now works in the corporate business world, making \$150,000-200,000 a year. She is a single woman with no children living in her own apartment. She has a very high social status and is a very independent woman with a loving family and a tight-knit friend circle.

Geographics: Missy is now located right in the city of Chicago, Illinois also known as the “Windy City”. Her apartment is located in River North, an area that is known for art galleries, upscale restaurants, and modern luxury apartments.

Psychographics:

Activities: Missy loves to meet her girls out for dinner or a pilates class, and on a quiet night, she loves to read blogs or poetry with a face mask in an epsom salt bath.

Interests: Missy loves to spend her free time going shopping for luxury cosmetics, high fashion and self care products.

Opinions: As a feminist, Missy values personal independence and female friendships.

VALS:

Missy is an analytical buyer who focuses on high-quality and long-lasting products. She is a functional, deliberate buyer who considers the value of what she is purchasing. She is extremely loyal to the brands she loves and does most of her shopping in person. She is motivated by quality and making premium purchasing decisions. Her pain points include low-quality items, wasted time, inconvenience, and scams.

Social Media: Missy does not use social media much, but does enjoy keeping up with coworkers on LinkedIn, connecting with friends on Instagram, and getting outfit inspo on Pinterest. The content on these media that she enjoys is taking pictures with friends, showing the places she travels to for work or pleasure, and professional updates like job opportunities. The media user that Missy reflects is the teacher. She enjoys sharing her love for knowledge and soaking in quality content online, primarily Pinterest.

Desired Mindset: We want Missy to continue staying loyal to OPI and not stray away from any of our competitors. We want her to continue valuing OPI for the quality and longevity of their polish, and for her to become aware of more niche colors and encourage her to branch out to new colors and styles.

Competitors: Essie is a recognizable brand to Missy but she naturally gravitates towards OPI because she trusts their longevity more than Essie. She has seen Sally Hansen ads on social media, but has never felt influenced enough to purchase their polish over her trusted OPI. Missy has only ever seen DND at the nail salon, but did not think the colors were unique enough to go against her normal rotation of colors.

Big Idea:

With OPI, professional does not have to mean ordinary.

Evidence

Message Objectives:

- Increase knowledge and accessibility of less popular shades by making the audience feel more comfortable branching out
- Continue loyalty by emphasizing the quality and long wear of the product
- Showing our audience they can find confidence through colors through impactful imagery and messages

Mandatories:

- Logo
- Keep Consistent typography

Tone:

- Confident
- Bold
- Empowering

Deliverables: magazine print ad, TV ad, jingle for radio ad, social media platform ads, OOH, viral video, guerrilla marketing experience, branded product placement entertainment

PRINT



Headlines & Taglines

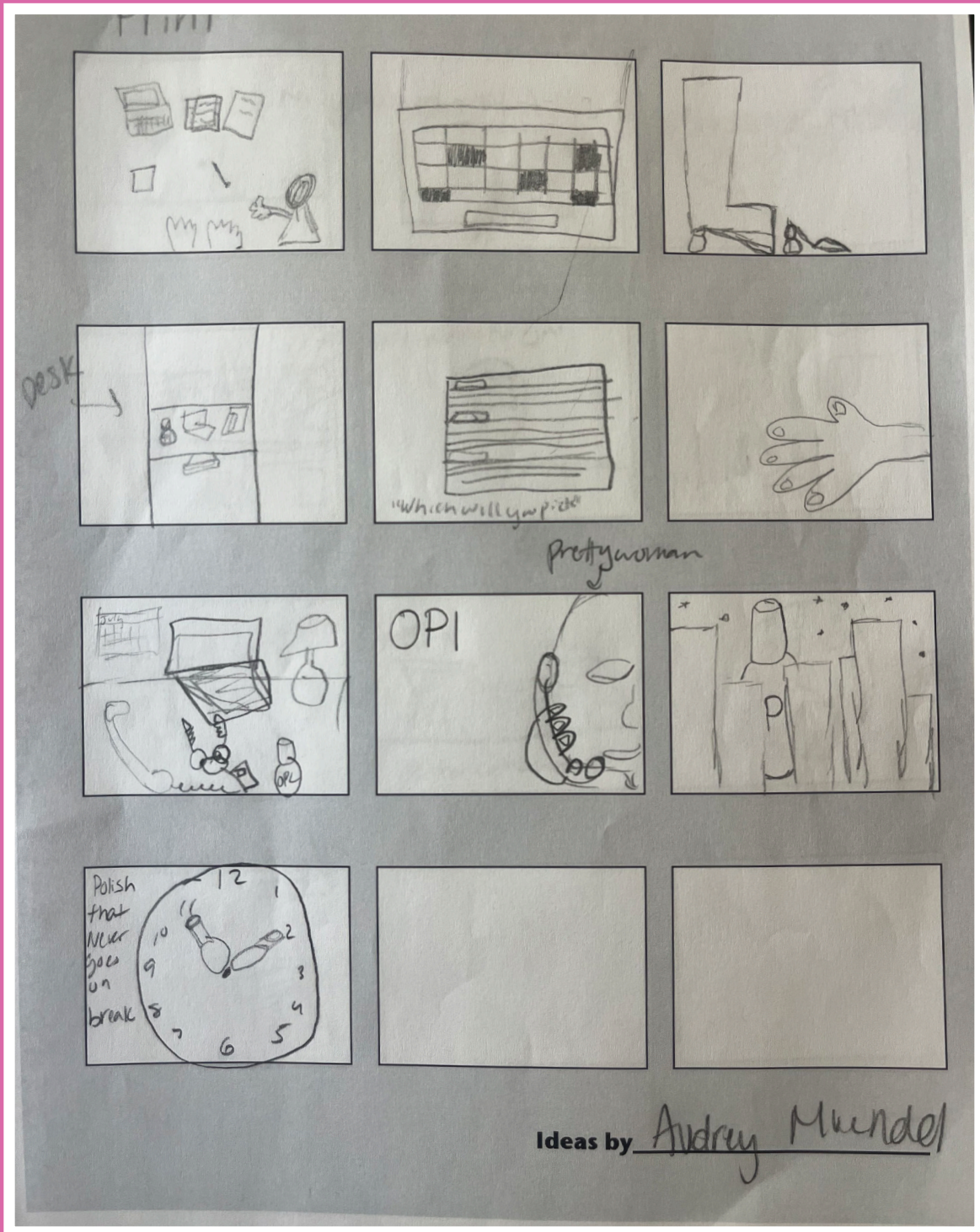
Headlines:

- Power looks better in color
- Standing out isn't subtle
- You don't have to look the part
- Stand out, while they blend in
- Power shades
- Decline the offer to be ordinary
- Decline the offer to be boring
- Show your ambition
- Find your you
- Promote your nails
- Lead with vibrance
- Lead with color
- Circle back to bold
- Lets circle back to bold
- High performance, higher pigment
- Professional doesn't mean plain
- Arrive in color
- Pivot to pigment
- Put a pin in "plain"
- Destined for boldness
- Thank goodness this wasn't an email
- This could not have been an email
- Add color to the agenda
- Color-forward thinking
- OPI by EOD
- Break out of boring
- Bring color to corporate
- Break out of bubble
- Break out of the bubble
- Stick it to the mani

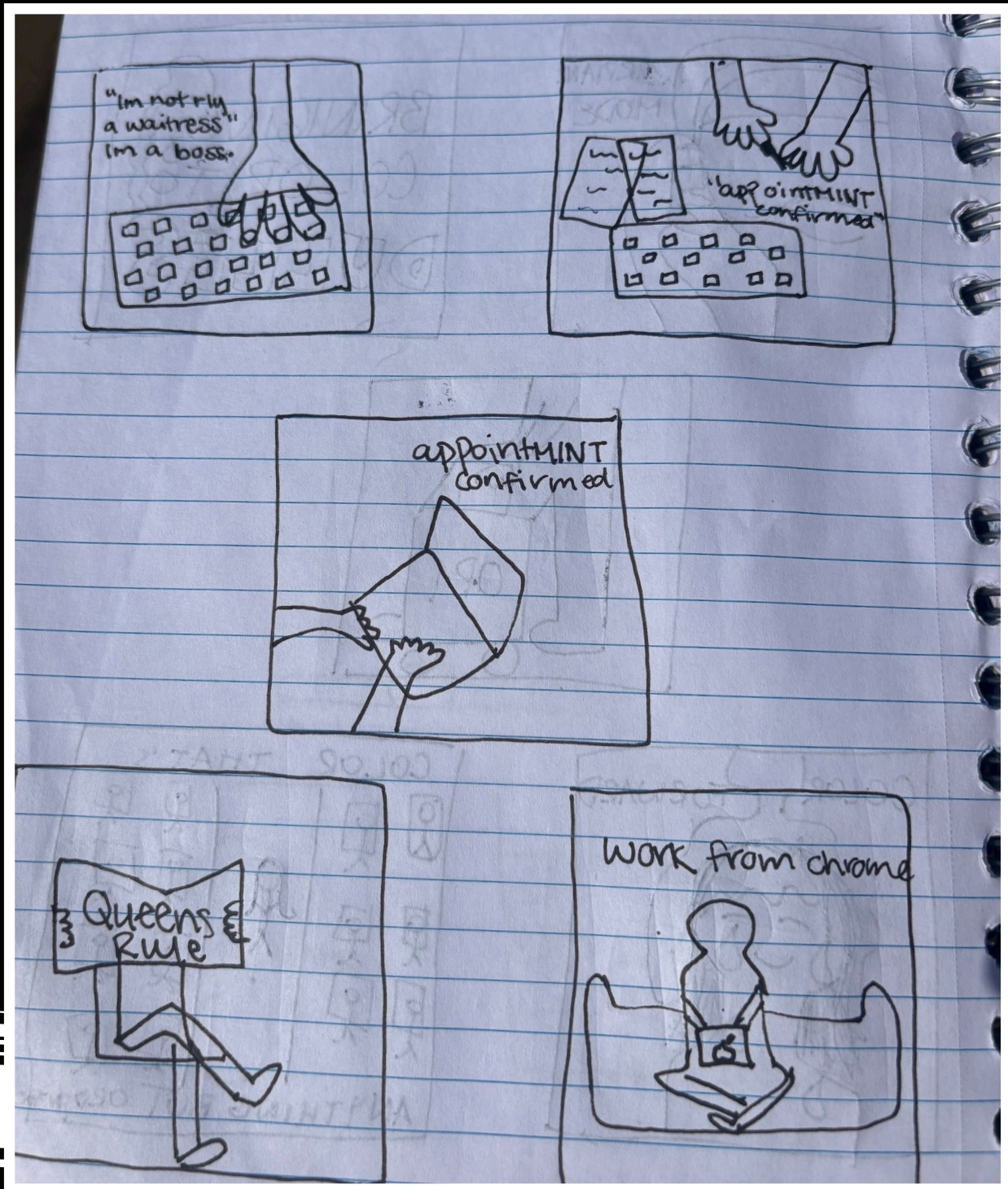
Taglines:

- Polish that stays with you
- Professional does not have to mean ordinary
- Color that's anything but ordinary
- Polish with a purpose
- Break the ordinary. Paint extraordinary.
- ordinary isn't one of our shades
- disrupt the neutrals
- Not your basic mani.
- Colors that don't blend in
- Stand out while they blend in
- Power meets polish
- Destined to stand out
- Bring color to corporate
- Shades that stand out
- Color outside the box
- Paint outside the box
- Bring Color Back
- Elevate your everyday
- Lets revise ordinary
- Lets revise plain
- Loop in less ordinary
- Colors that work as hard as you do
- Loop in something less ordinary
- Optimize your look
- Executive presence, redefined
- Promote your polish
- Wear your ambition
- Measurable success, visible style
- Ambitious color
- Color clocking in

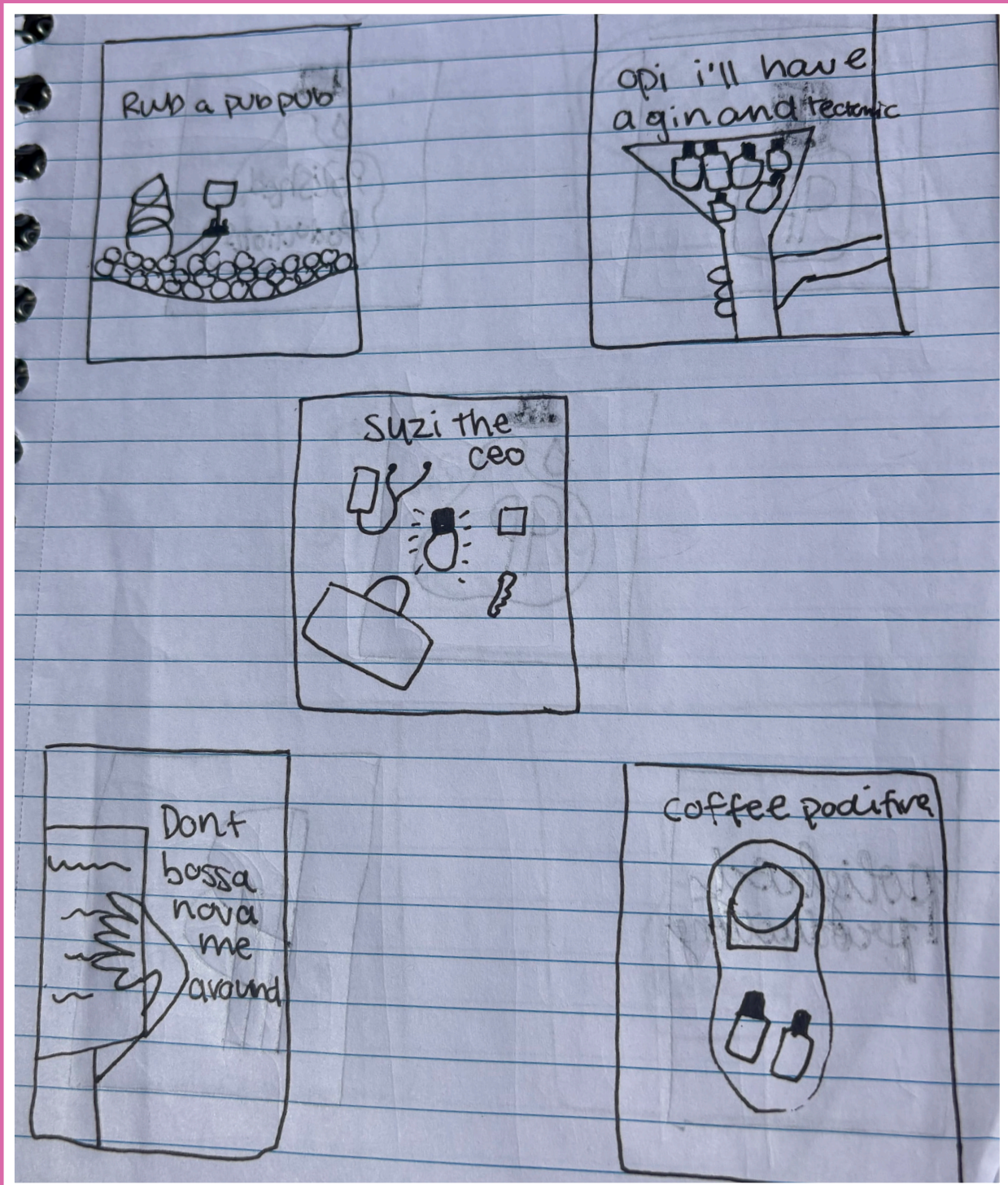
Thumbnails



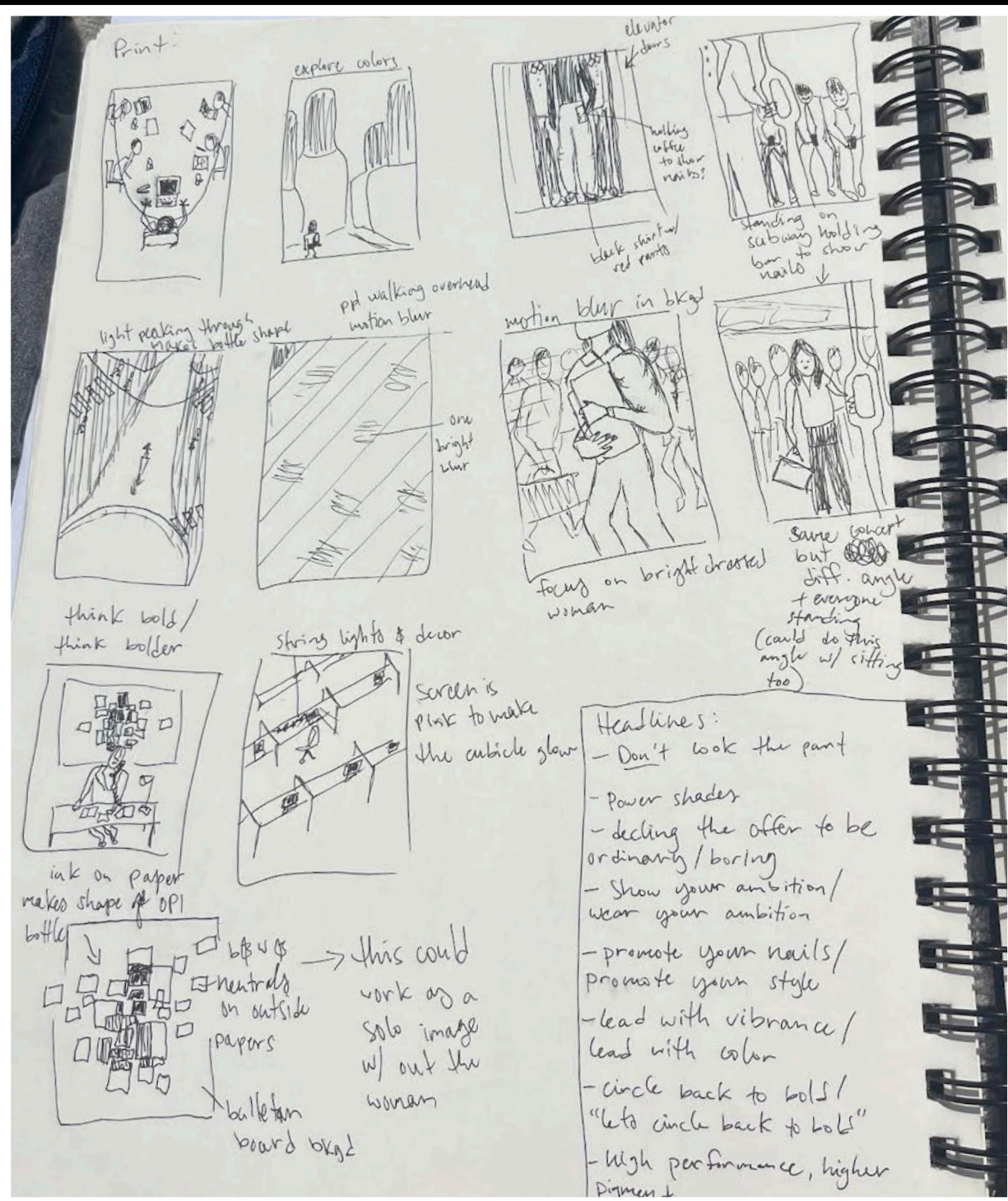
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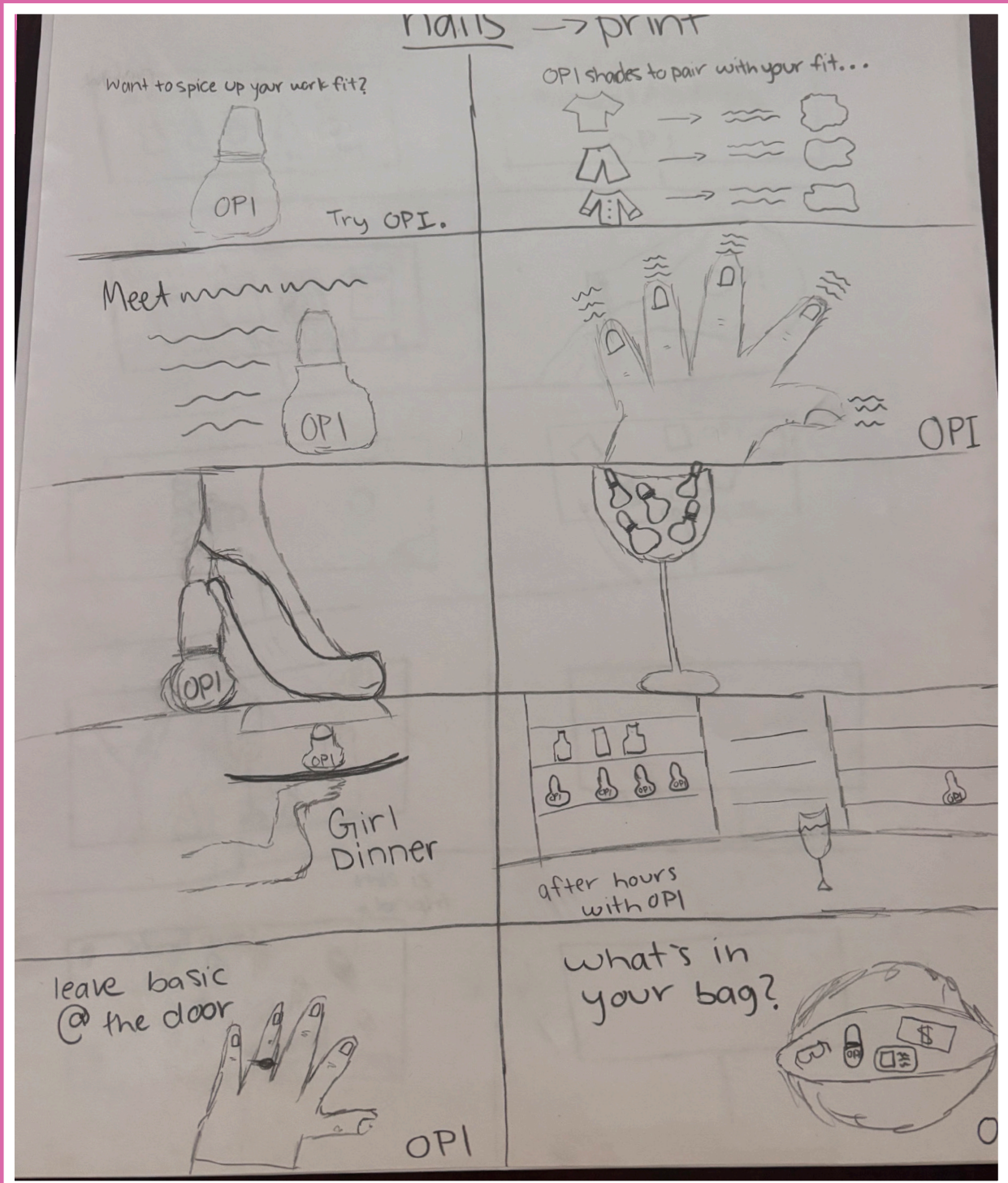
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Thumbnails



Thumbnails

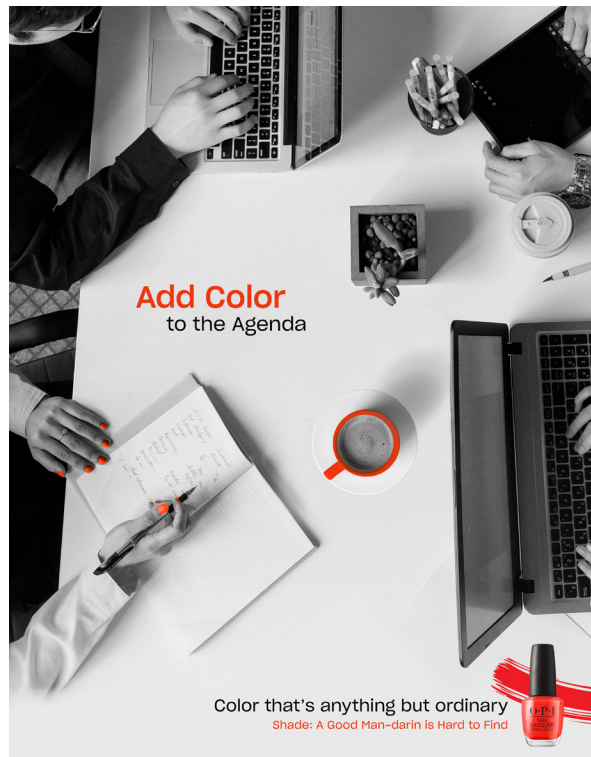


Print Ads



High Performance,
Higher Pigment

Color that's anything but ordinary
Shade: Lollypoppin' Bubblegum



Add Color
to the Agenda

Color that's anything but ordinary
Shade: A Good Man-darin is Hard to Find



Elevate
your everyday shade

Color that's anything but ordinary
Shade: Dream Come Blue

Print Mockups

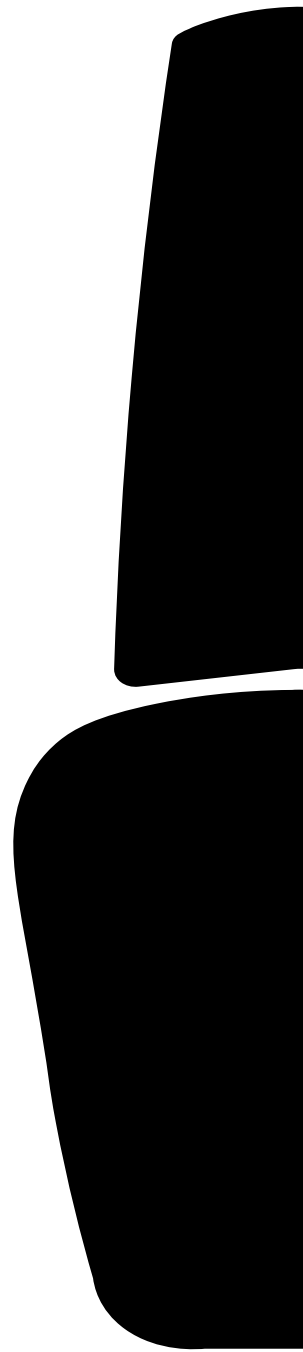


Print Rationale

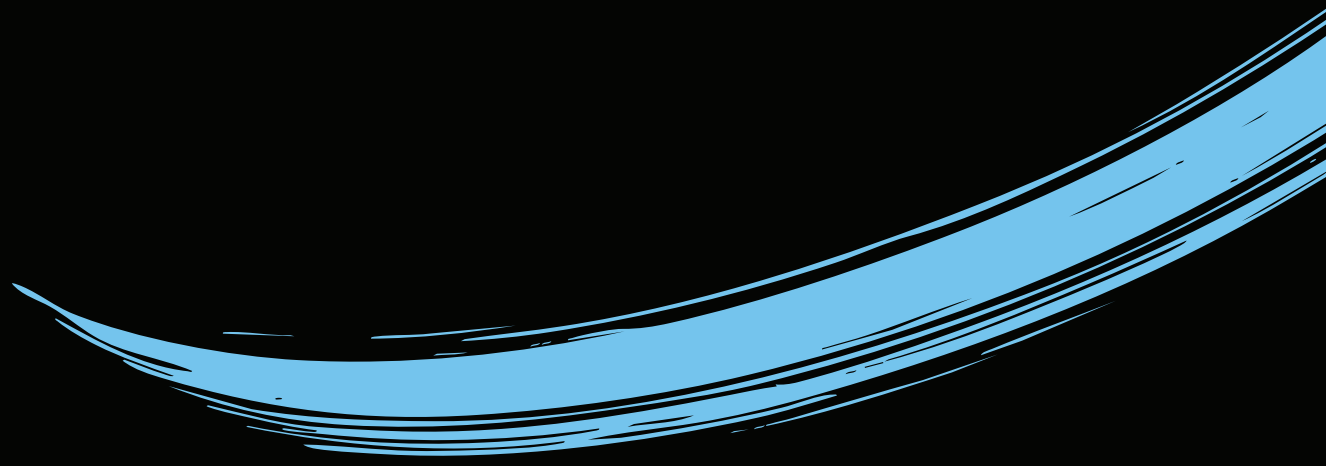
The imagery in these print ads was designed to connect to the overall big idea by emphasizing vibrant nail colors in everyday professional settings. The use of visuals from everyday professional settings like getting coffee, using an elevator, and participating in a meeting were chosen because they are familiar moments to our target audience. By placing bold nail colors in typically neutral environments the ad communicates that individuality and professionalism can coexist. The imagery encourages the audience to feel more comfortable to express their personality through color while still remaining polished.

Each ad highlights a different vibrant OPI shade to reinforce the wide variety of colors that the brand offers. The use of black and white imagery with pops of color on the nails emphasizes the vibrant shades and draws attention to the product. The contrast allows the product to become the focal point of each ad without overwhelming the clean aesthetic. The copy supports the imagery by using common corporate lingo to feel relatable to the audience while still reinforcing the idea that self expression can still have a place in professional settings. The combination of common workplace imagery, bold color, and professional language relates these ads to the larger big idea of the campaign.

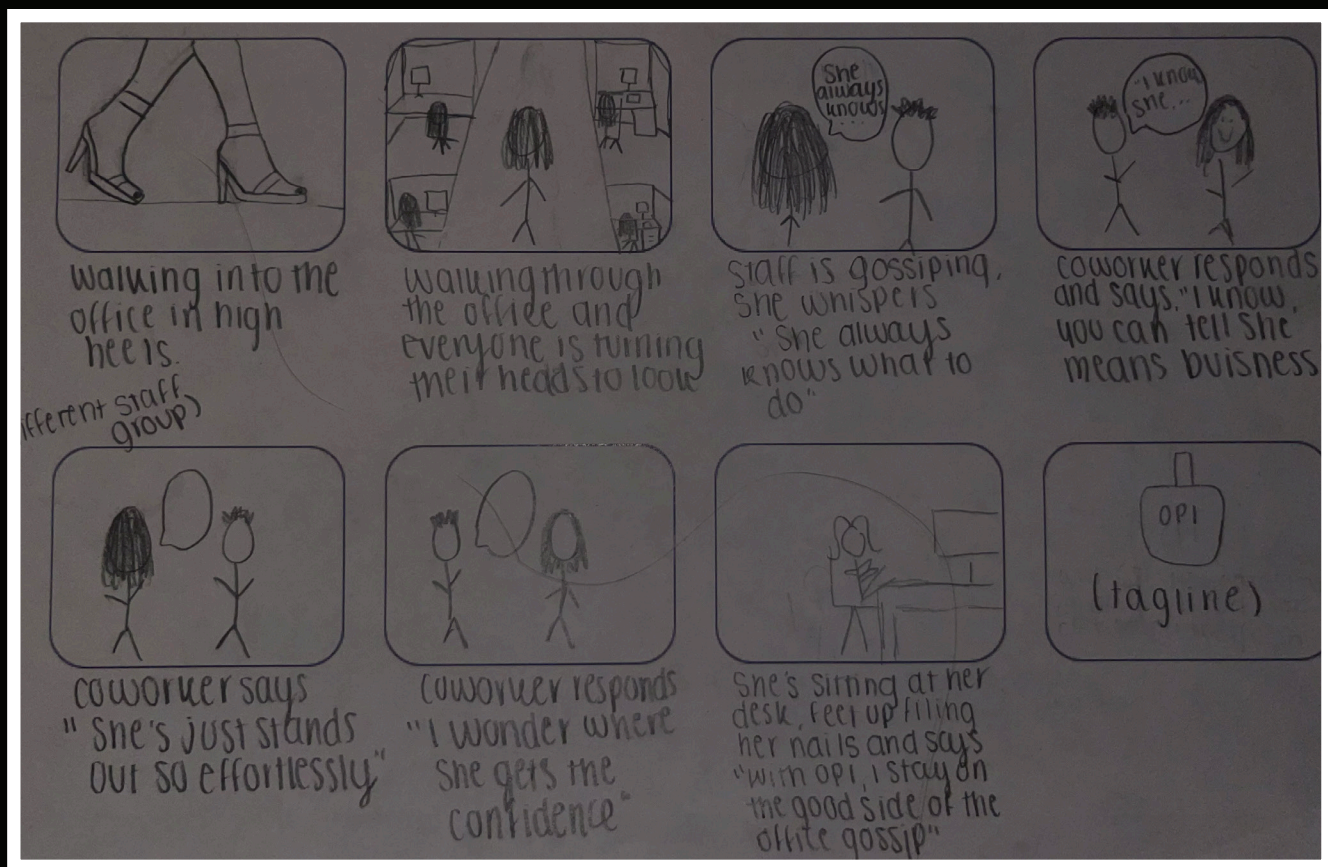
These print ads would be placed in “Executive Woman Media” magazine because the imagery and messaging aligns with our target audience of millennial women who value career success.



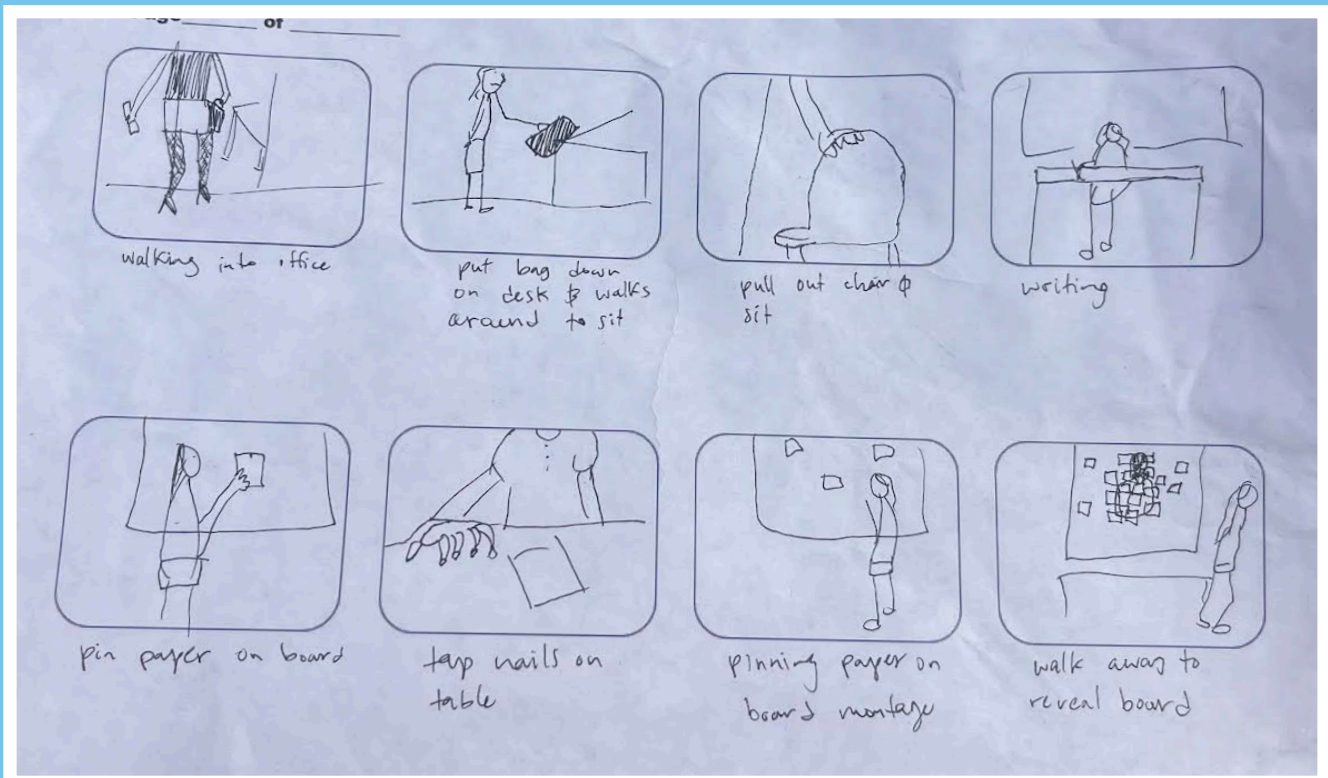
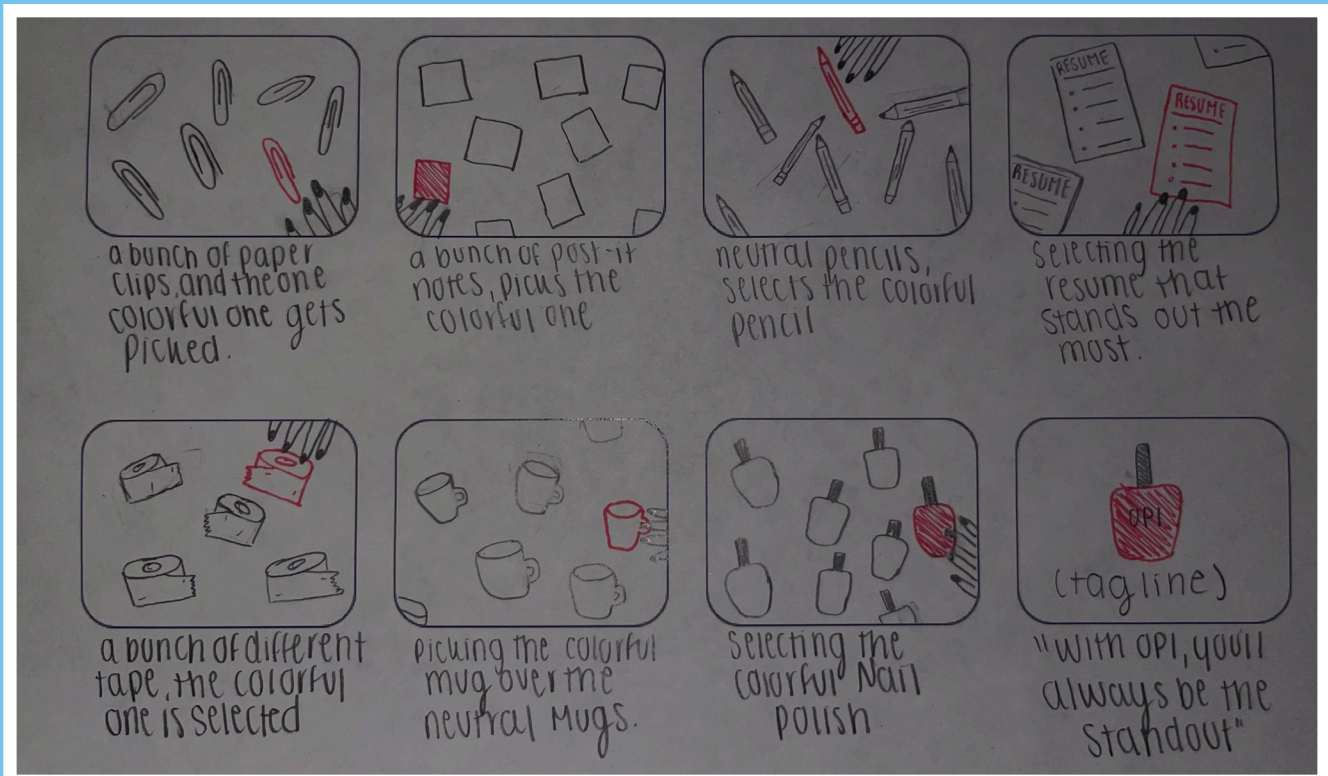
TELEVISION



Thumbnails



Thumbnails



TV Advertising Specifics

Commercial casting and location specifics:

Kayli B: Director

Peighton D: Main Character (corporate woman in pink blazer)

Audrey M and Abby Shaw: gossiping characters

Abby Settle and Emma L: side characters/ sliding note scene

Filmed in Icehouse downtown Harrisonburg meeting room with long table and chairs around

Script:

VISUALS:

Main character (Peighton) walking up the stairs into the meeting room:
Starting with a medium shot then transitioning to a close up shot of her heels

Wide shot of girl 1 and 2 gossiping while the main character walks in

Medium shot of girl 1 and 2 while main character walks behind them

Medium shot of main character walking past girl 1 and 2 and going to her seat

Overhead shot of main character pulling out her computer

Girl 2 looks down at her lack of manicure

Overhead shot of main character pulling out notebook

Overhead shot of Girl 3 sliding a note to girl 4

Close up shot of main character opening her laptop

Ending visual of our tagline: " OPI. Color that's anything but ordinary"

AUDIO:

SFX: Heels clicking on the ground

Whispering girls:

Girl 1(Audrey): I am so excited to see her outfit today

Girl 2(Abby Shaw): i know she dresses so good

Girl 1(Audrey): OMG look at her nails

SFX: note sliding on table

Main Character(Peighton): With OPI, you can stay on the good side of office gossip.

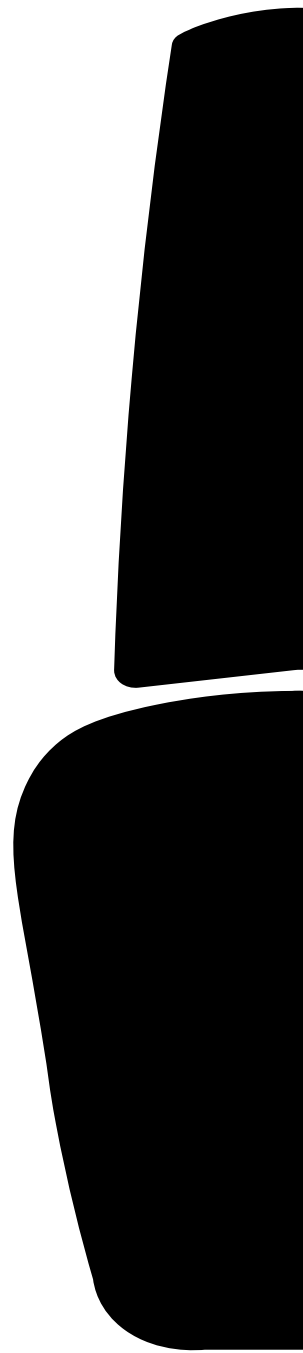
End of jingle playing: O P I-I|

TV Keyframe



TV Rationale

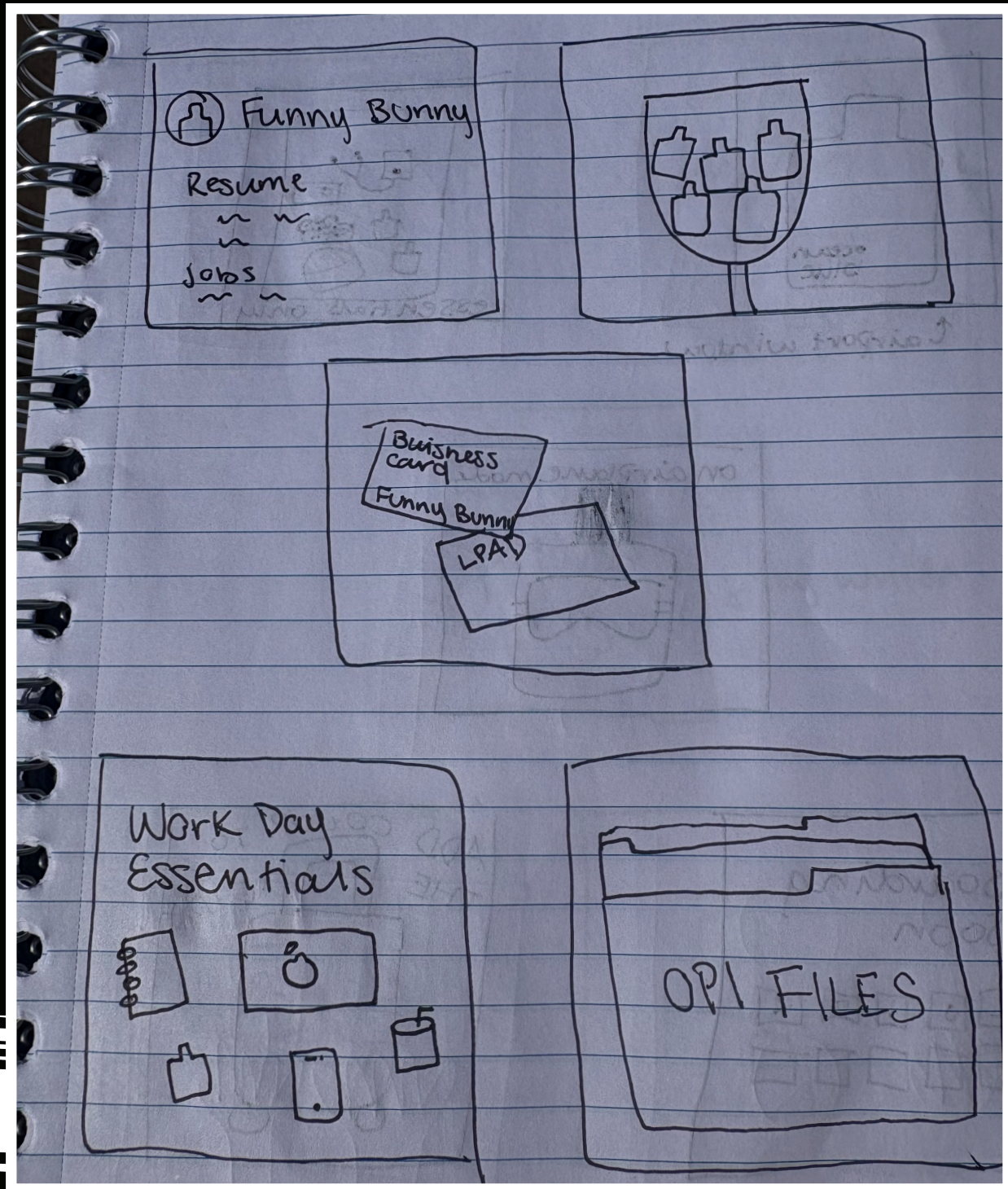
With our TV advertisement, we wanted to showcase the corporate workplace, with vibrant pops of color. The main character, who appears to be like our persona “Missy”, shows up in bright heels, a neon pink blazer and “out of the ordinary” nails. The other characters dress in darker colors and no nails done, seeming to blend into the background. One of the most impactful scenes of this ad is when one of the side characters looks down at her nails and sees that she does not have bright nails. This shows that wearing bright colors on your nails can impact your confidence and make you stand out in a world that seems to be ordinary.



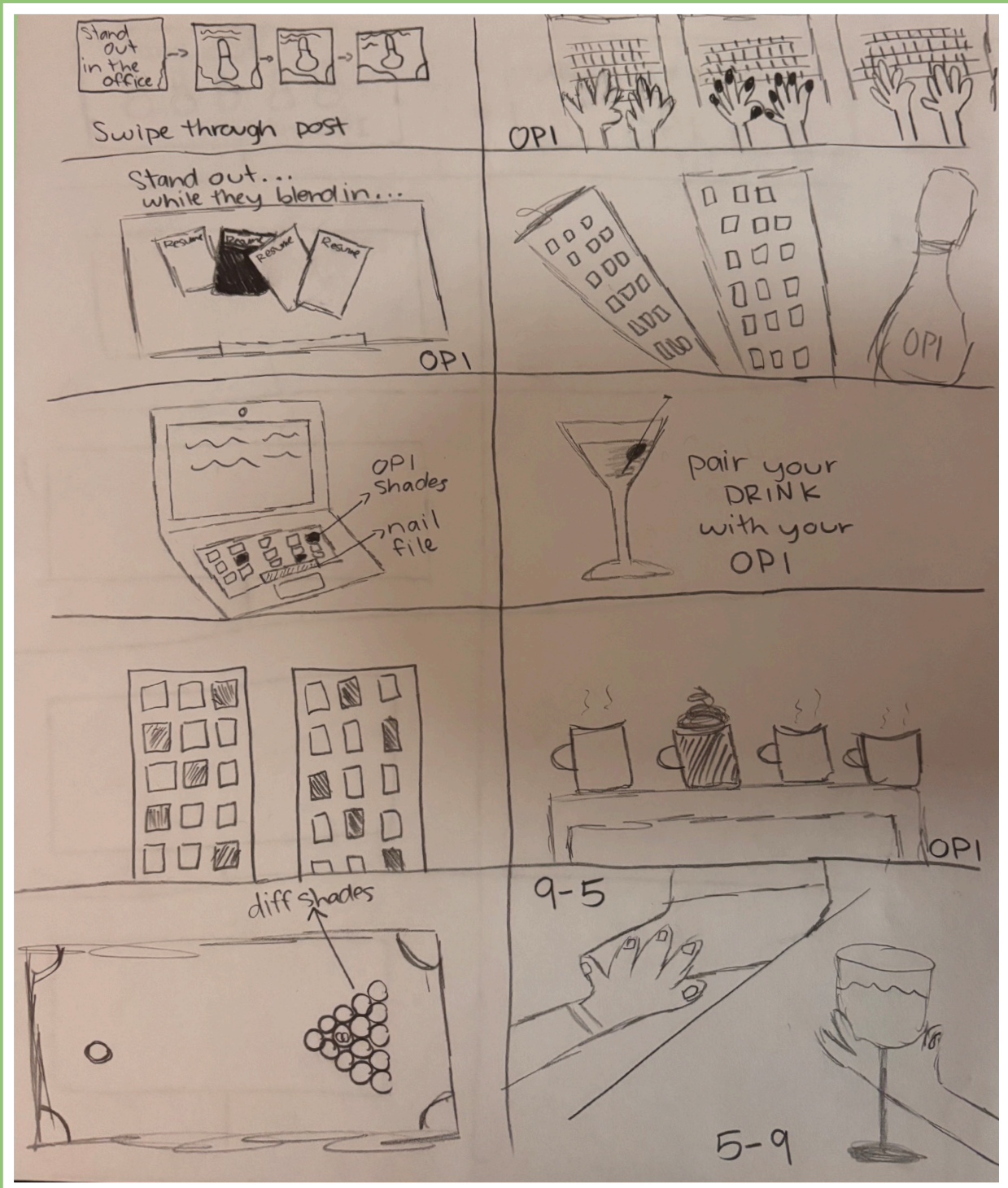
SOCIAL MEDIA



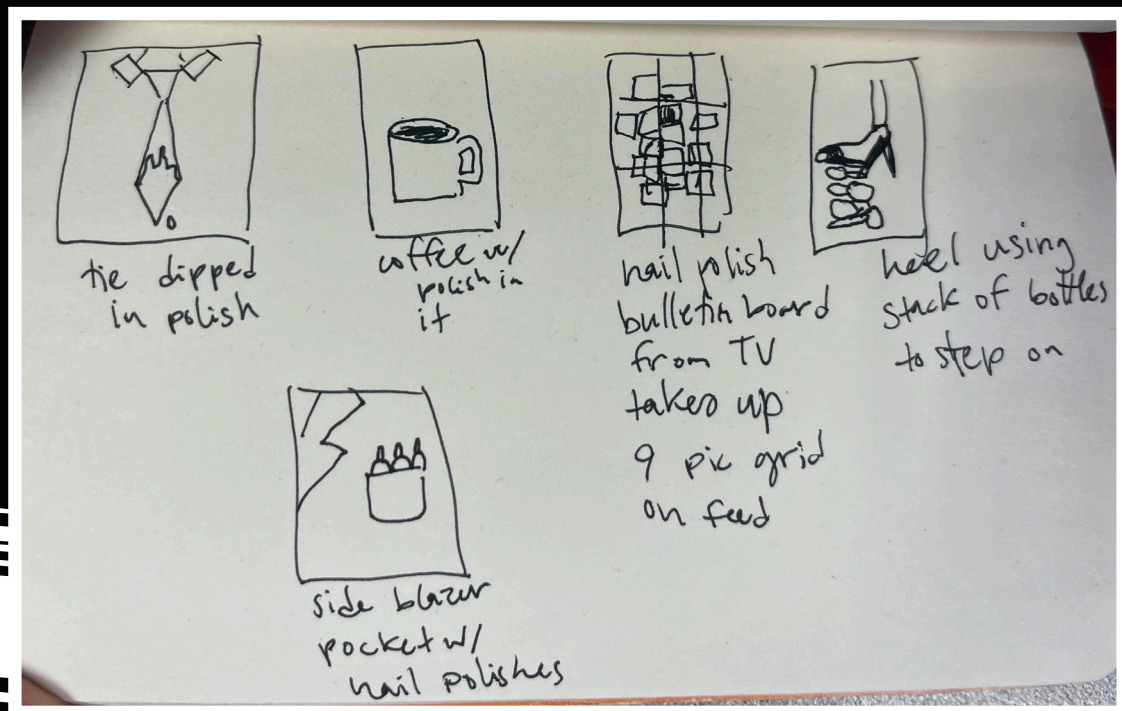
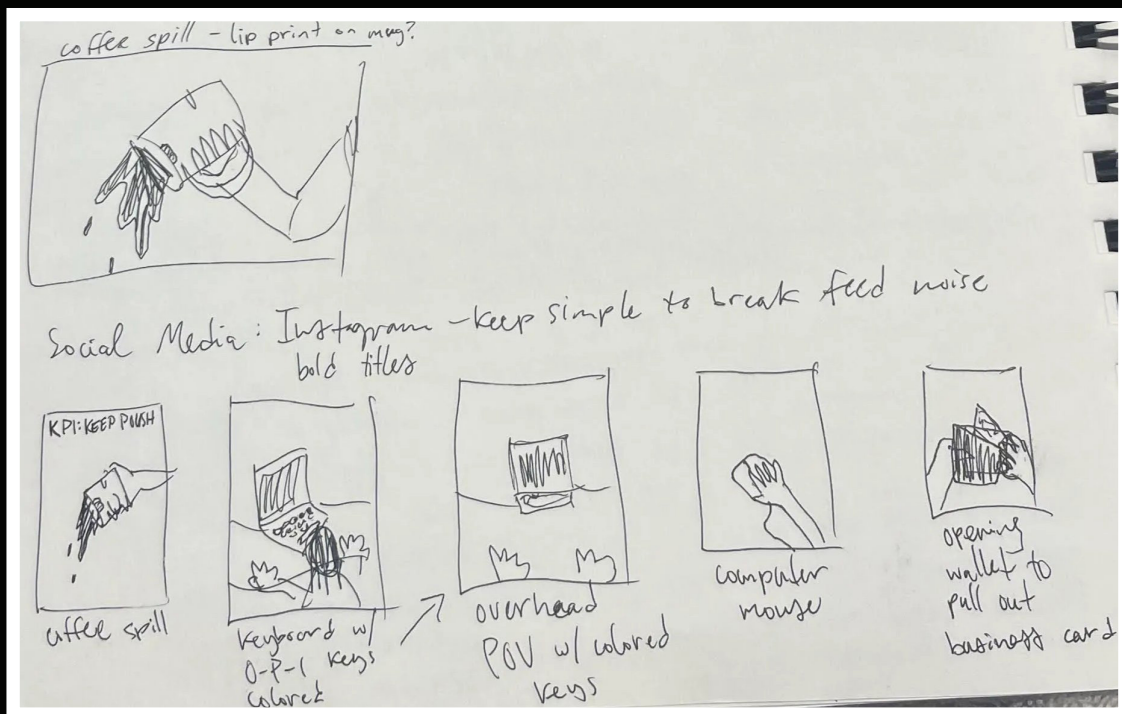
Thumbnails



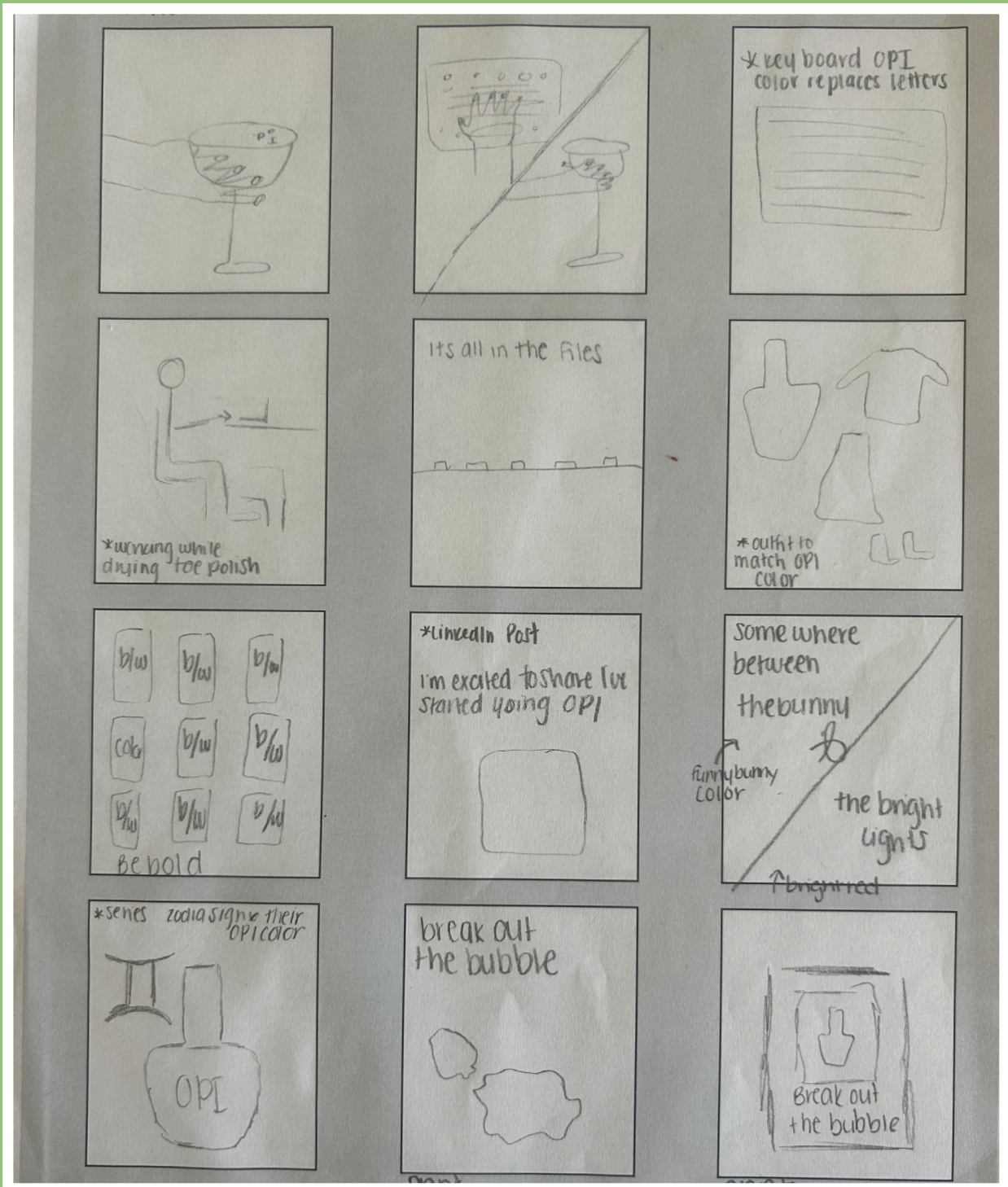
Thumbnails



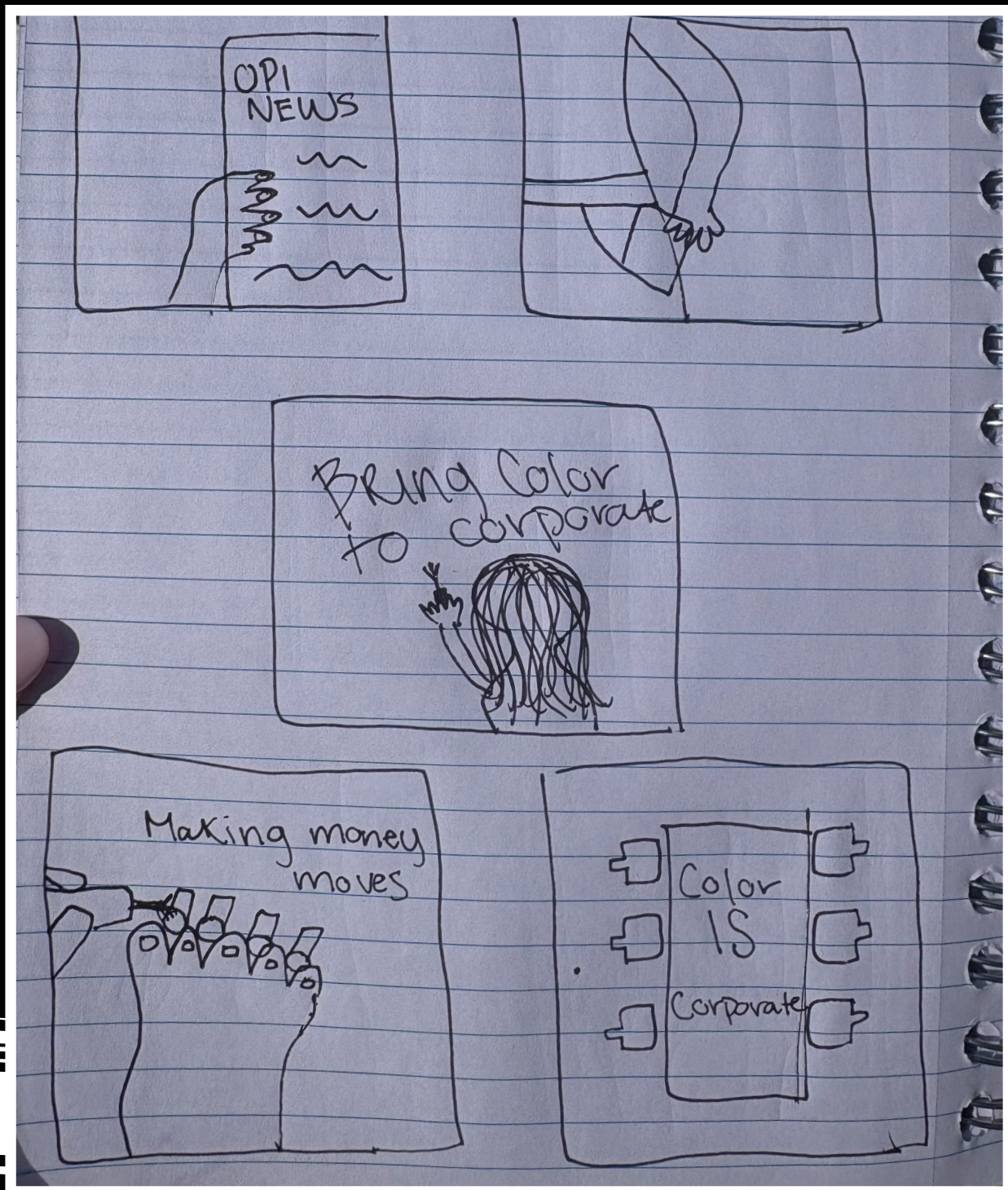
Thumbnails



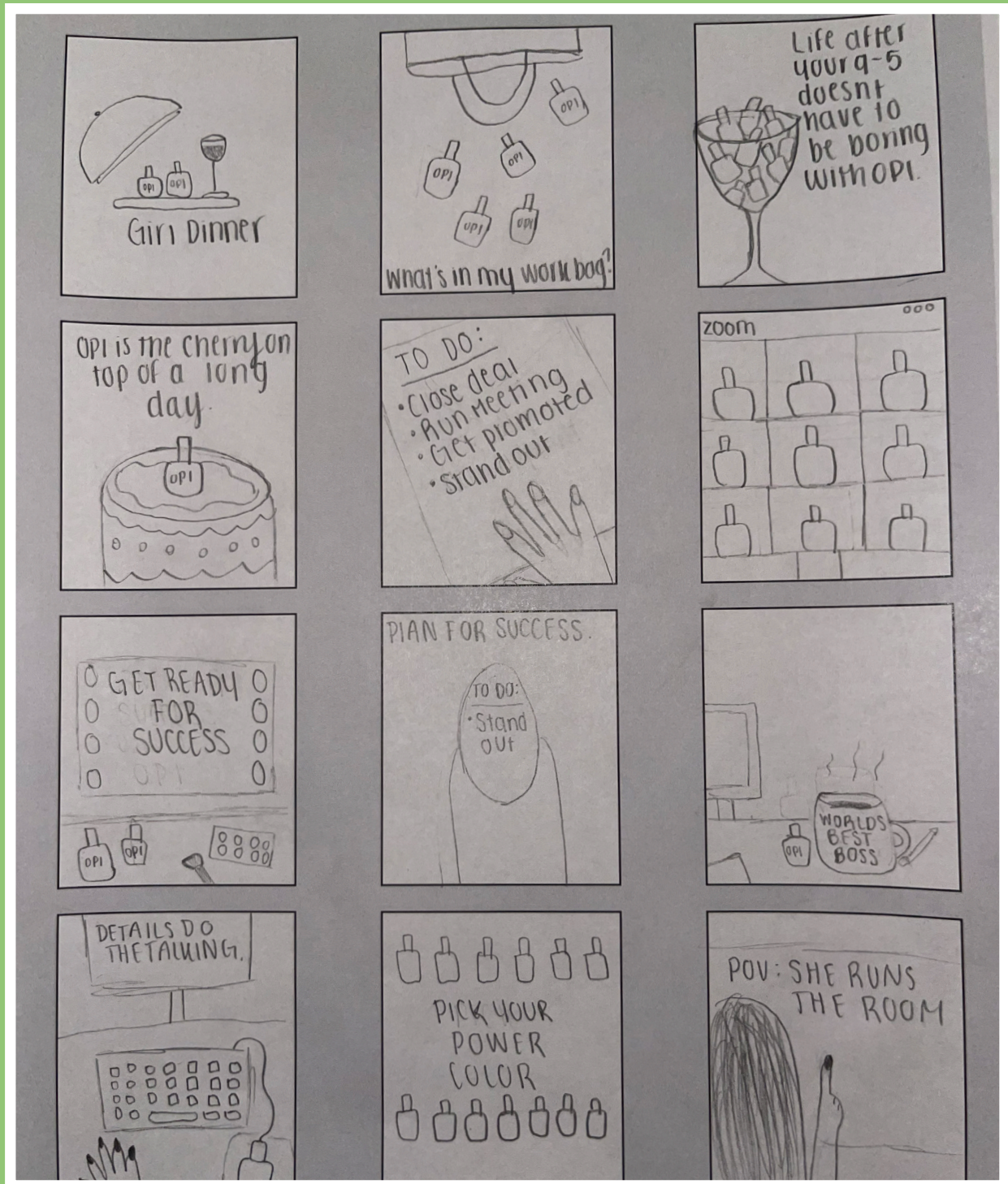
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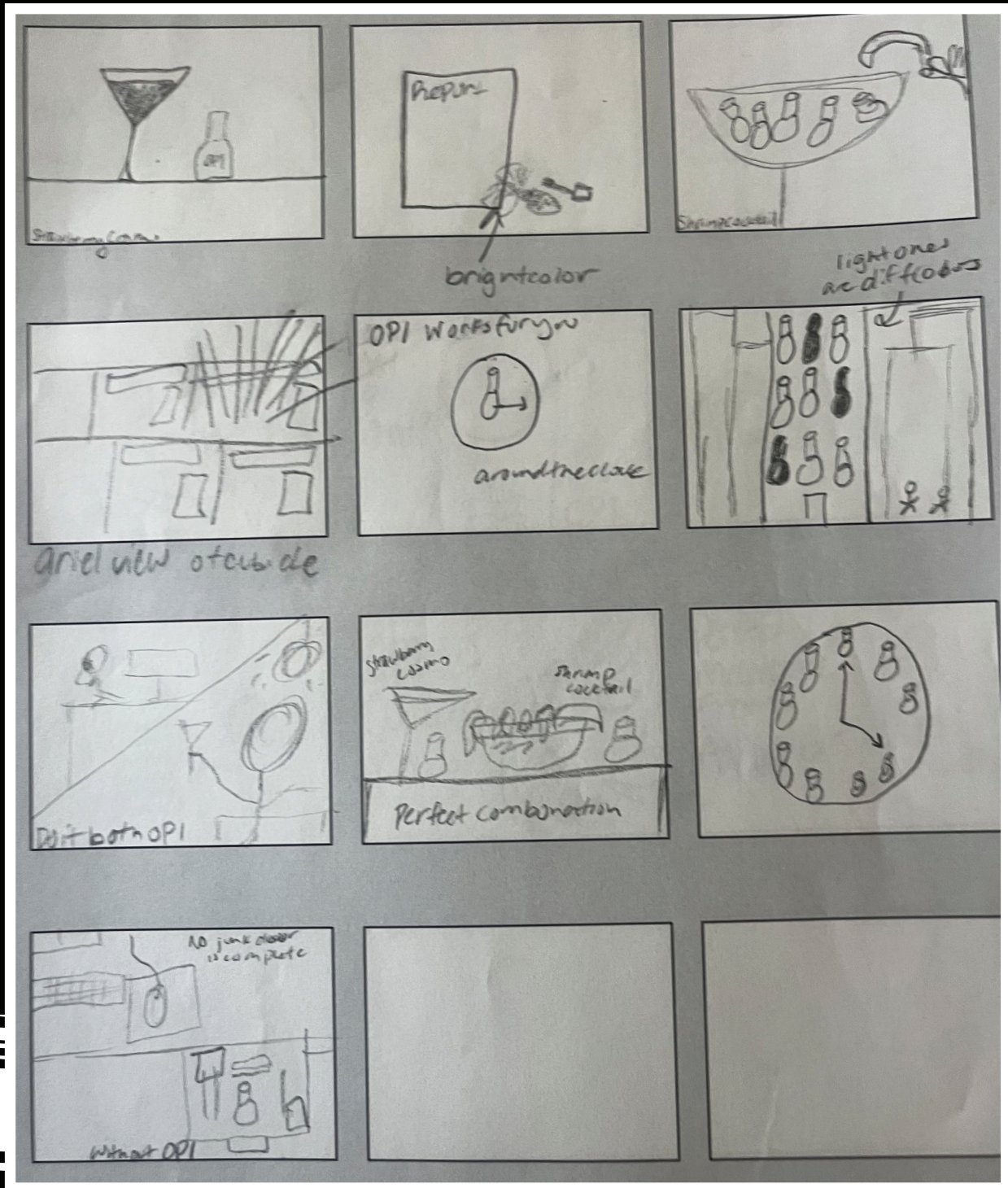
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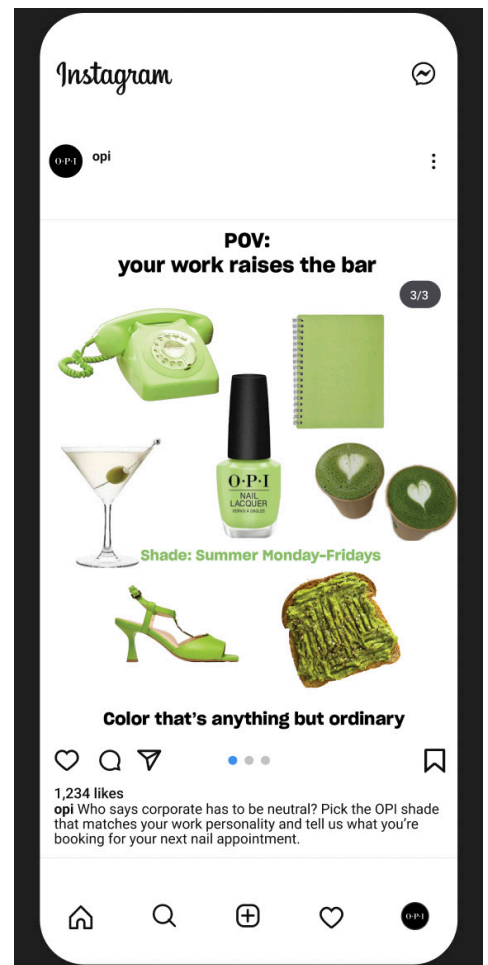
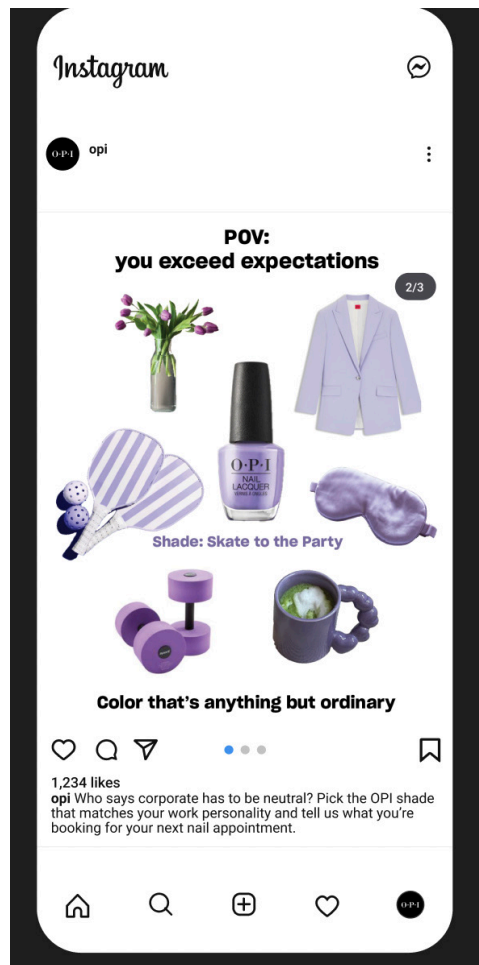
Thumbnails



Thumbnails



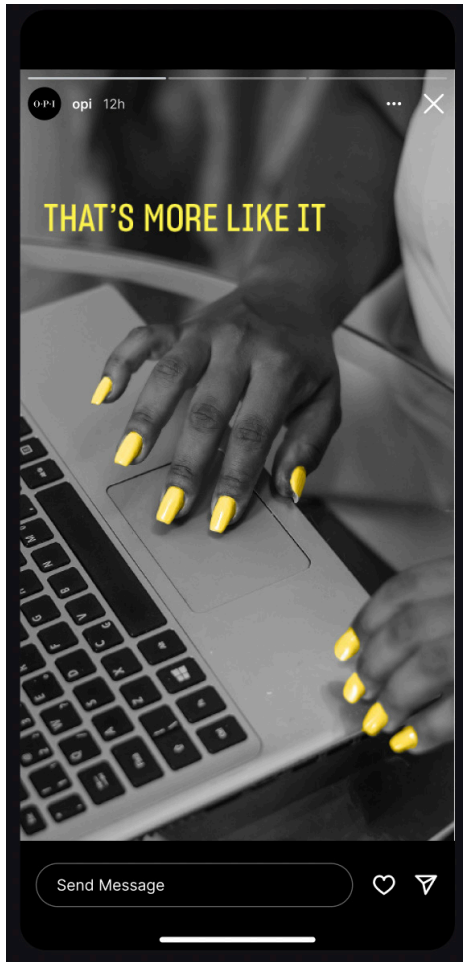
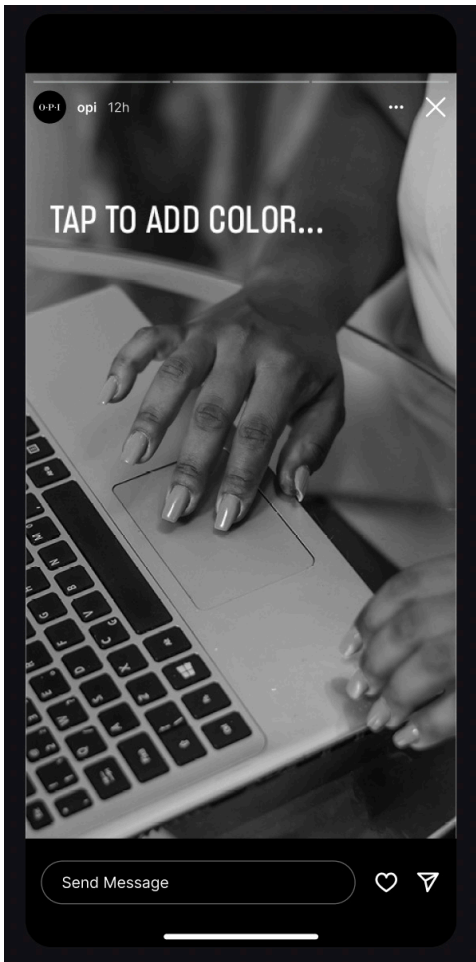
Instagram Carousel



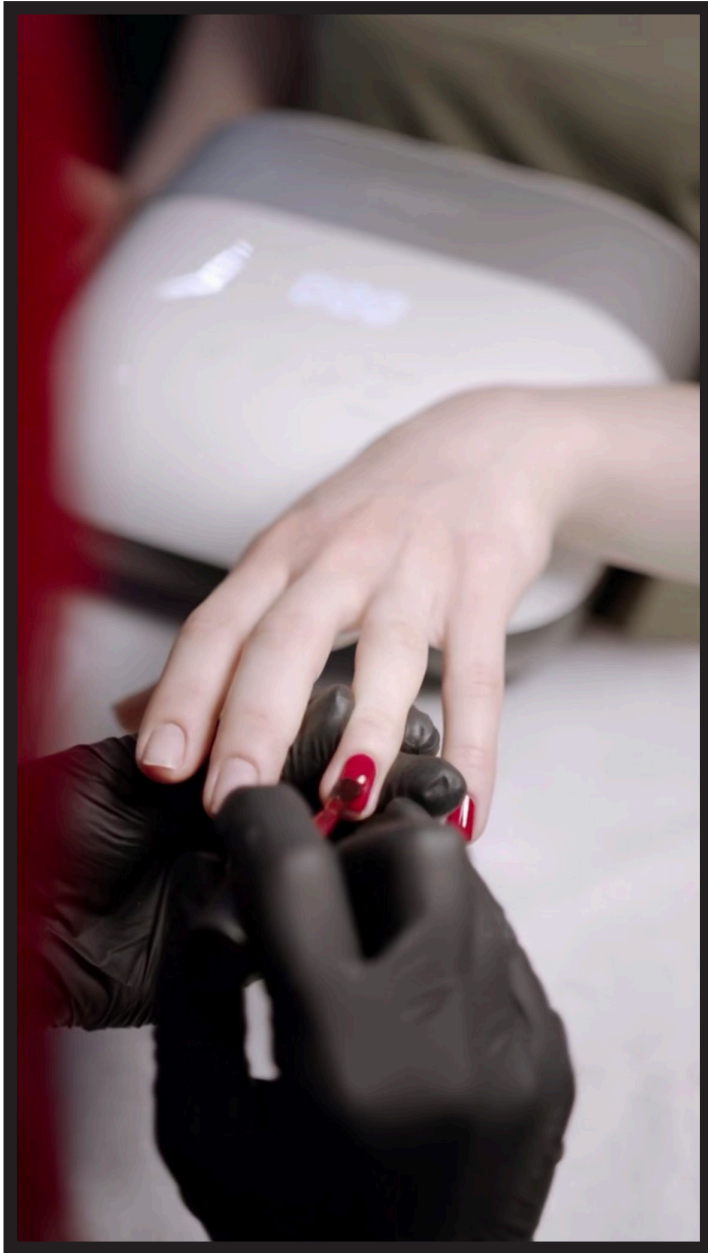
Instagram Static Photo



Instagram Story



Instagram Reel Key Frame



Instagram Shop

 **OPI**
Sponsored ⋮



Shop Now ➤

   🔖

100 Likes

OPI Stay on top with OPI, color that's anything but ordinary. Shop "Red Head's Ahead".

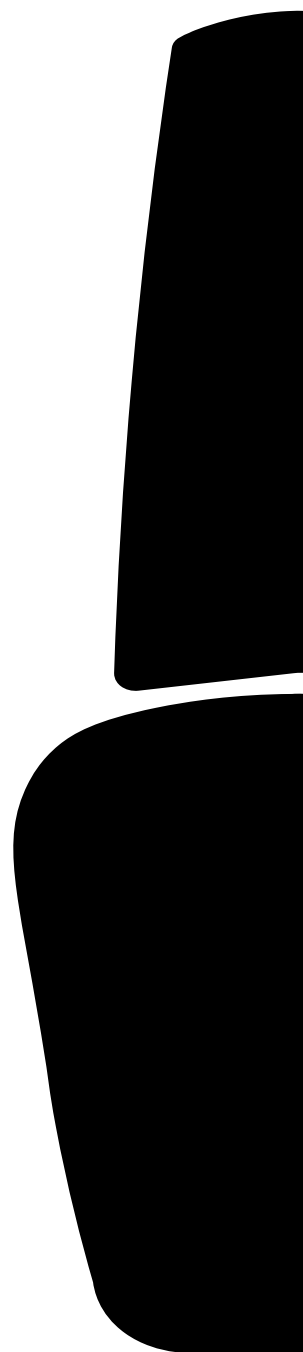
Social Media Rationale

For our social media posts we wanted to create images that would make our audience stop and take it in. The key to a successful social media post is creating something shareable that the viewer is able to relate to and reminds them of someone to share it with, which is why we created the “pov_____” carousel post. This post gives the audience 3 work personalities and matches it with a bold OPI shade, in hopes that the viewer resonates with one of personalities, commends below their shade, and even shares with a work friend they think applies to.

Our 9-5, 5-9 grid post is a fun take on the “5-9 after my 9-5” trend on social media. We wanted to show that OPI’s bold colors can be worn both in the office as our viewer takes on the work day as well as after at work happy hour or out with friends. Our target audience cares about a work/life balance, so this would show them OPI can be with them throughout their entire day.

For the story post with the copy “Tap to add color” we wanted to bring our black and white theme back but in a fun, interactive way. Whether the viewer read the text or just tapped through it, they will get the visual of adding color to the picture.

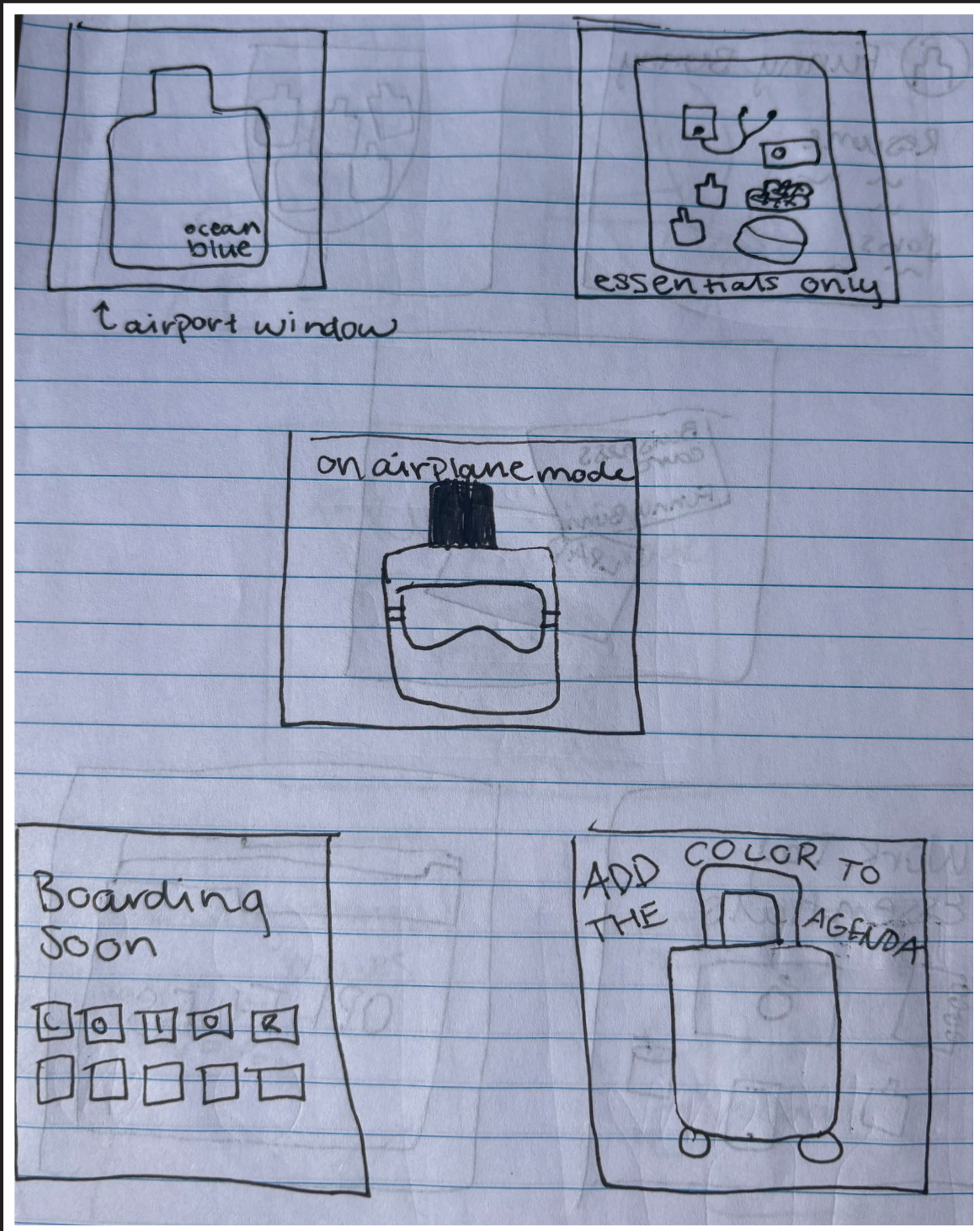
For our grid post with the OPI bottle as a heel, we wanted to create a fun, eye-catching visual that would make our audience stop. High heels are an everyday object that our audience is very familiar with, they themselves most likely wear them everyday, so sneaking in an OPI bottle is a fun combination of our audience and brand.



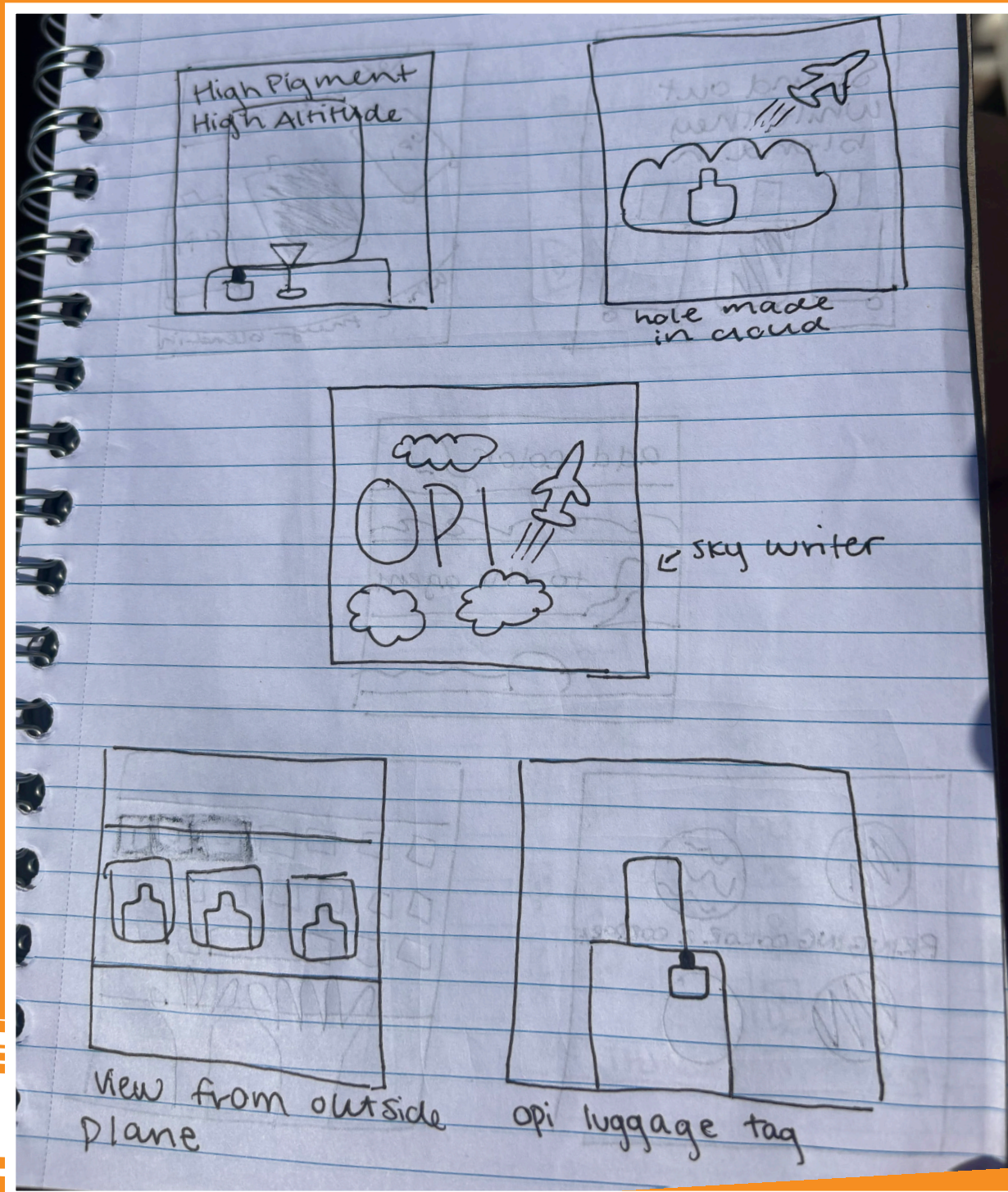
OUT OF HOME



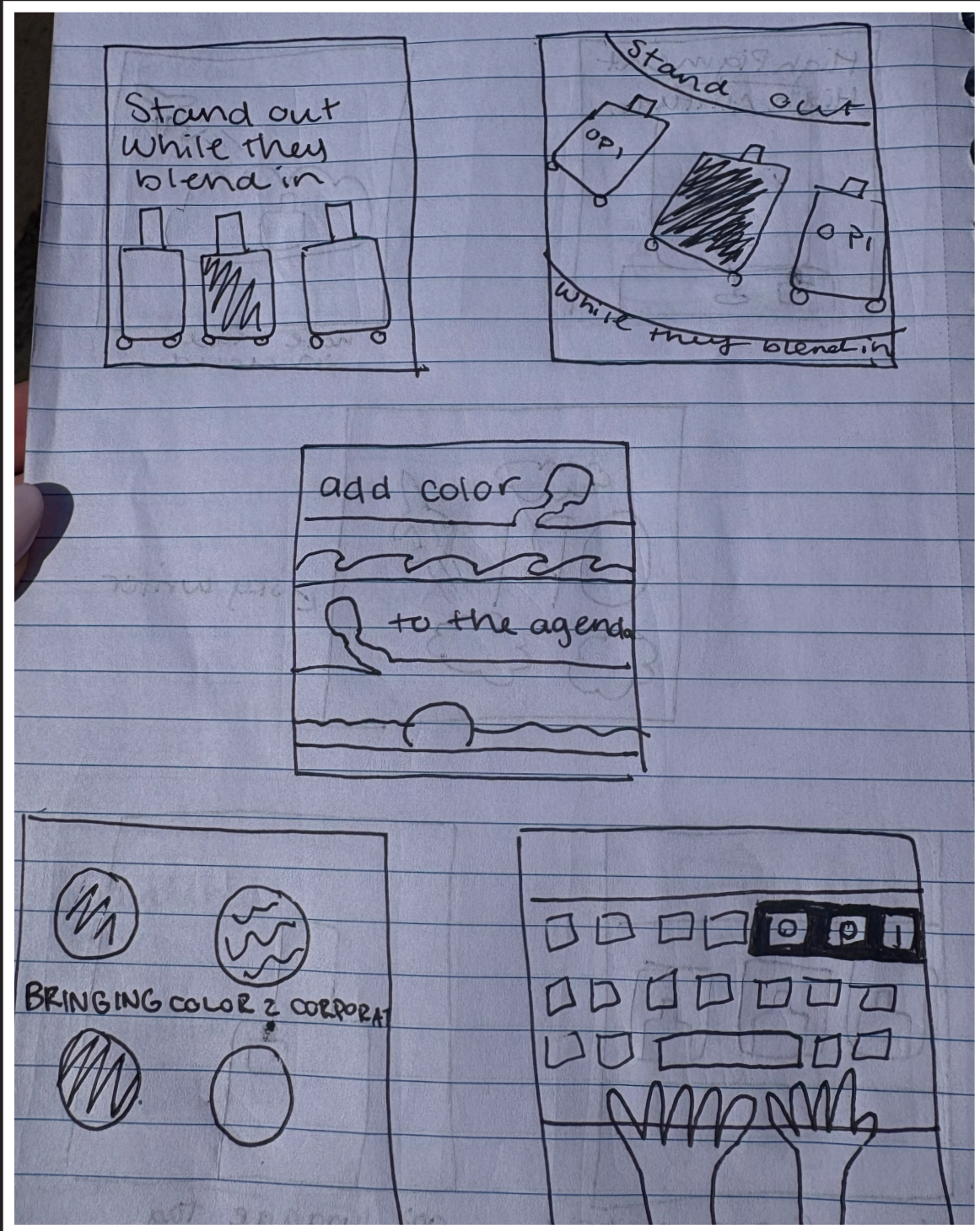
Thumbnails



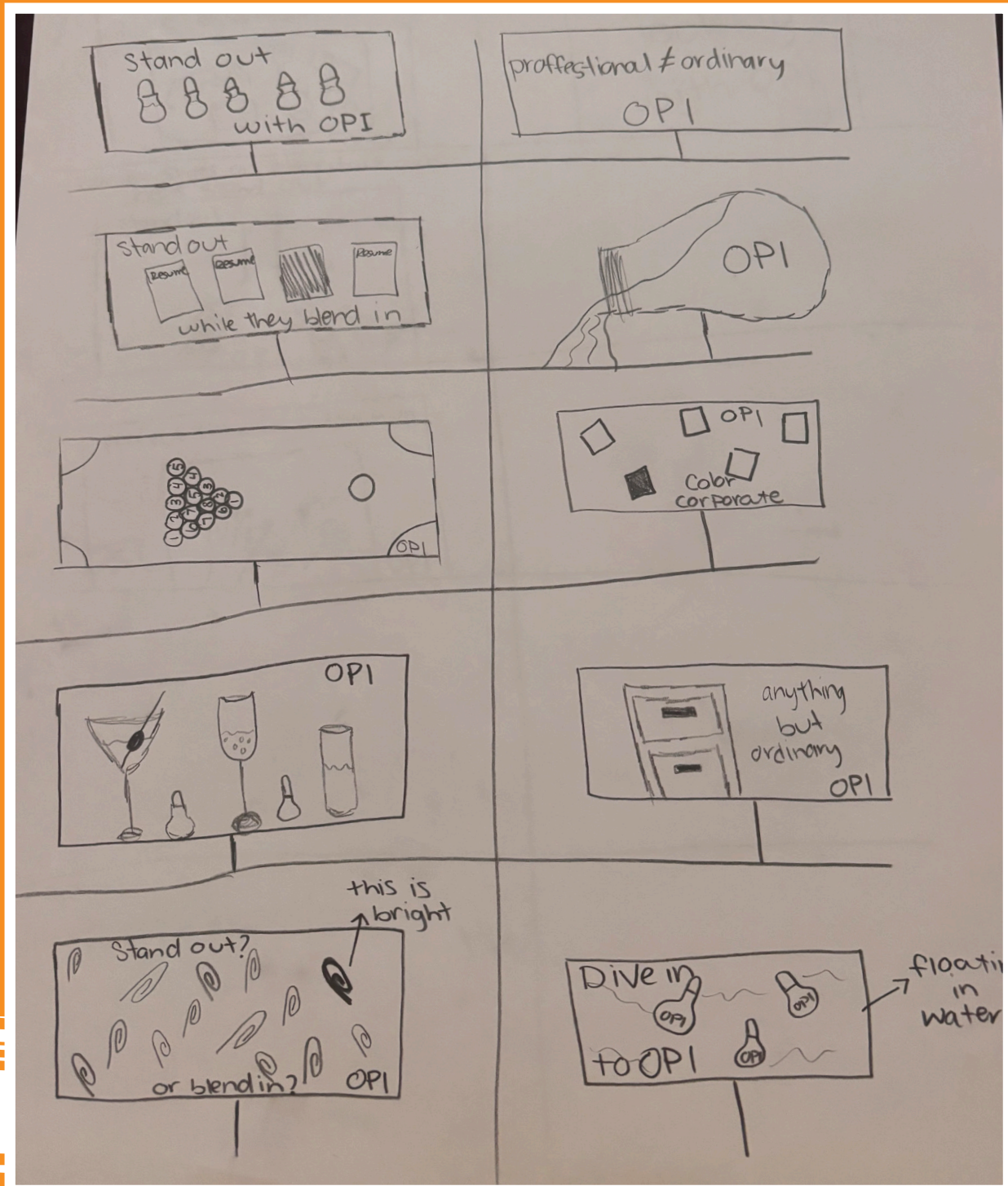
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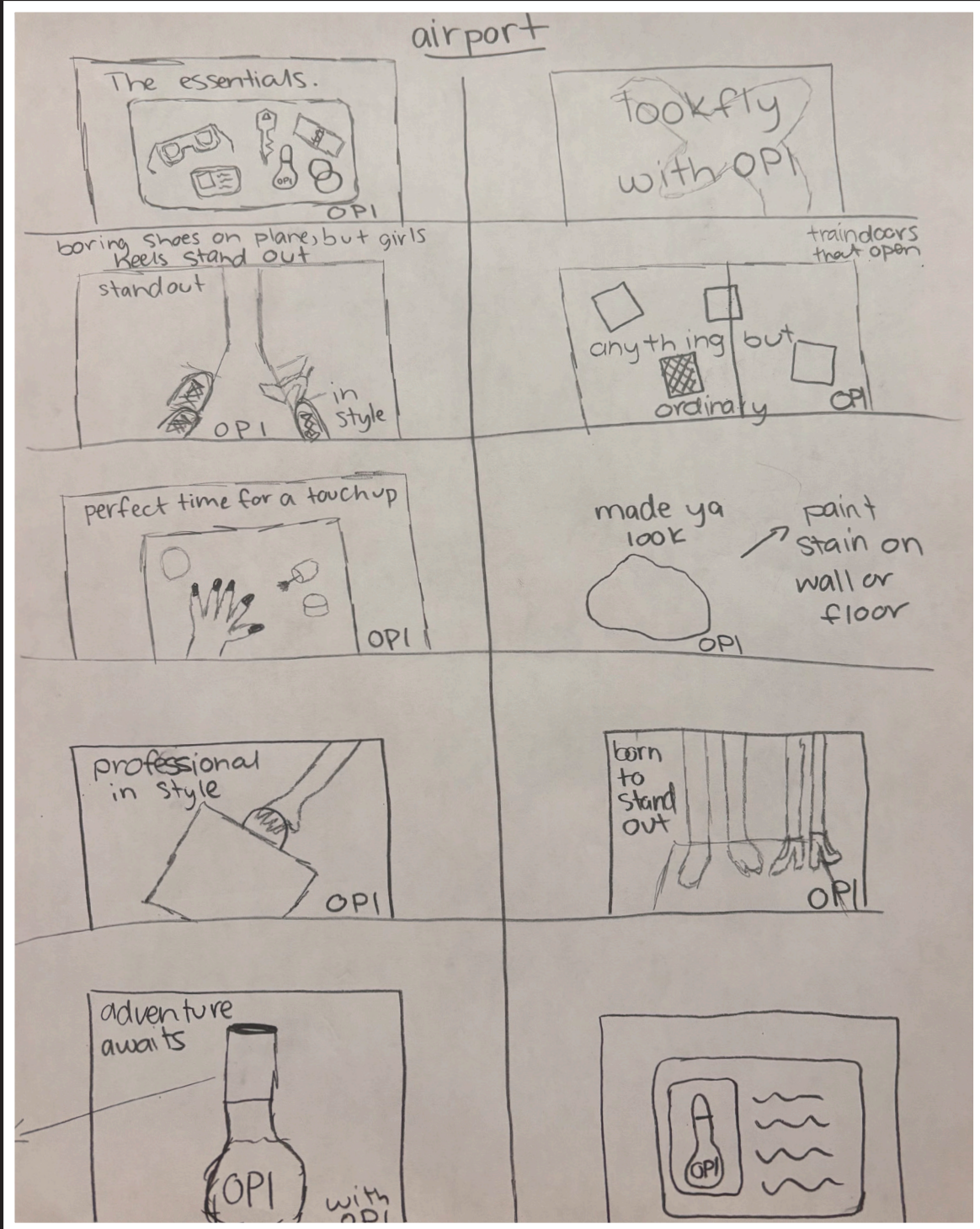
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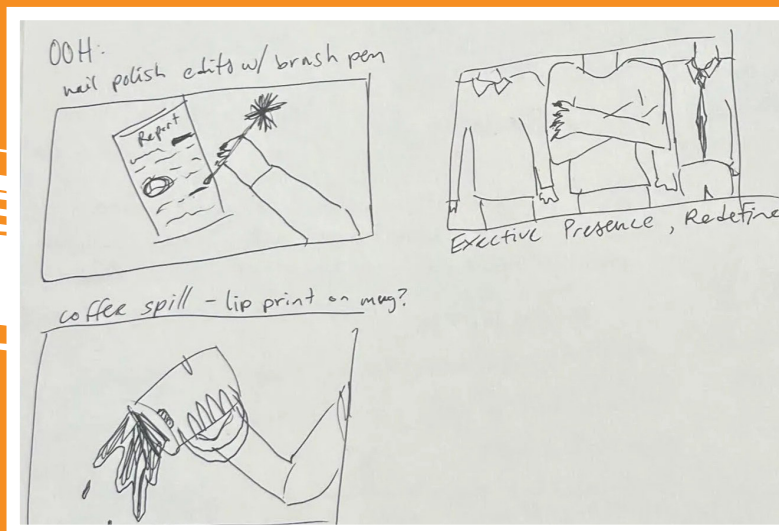
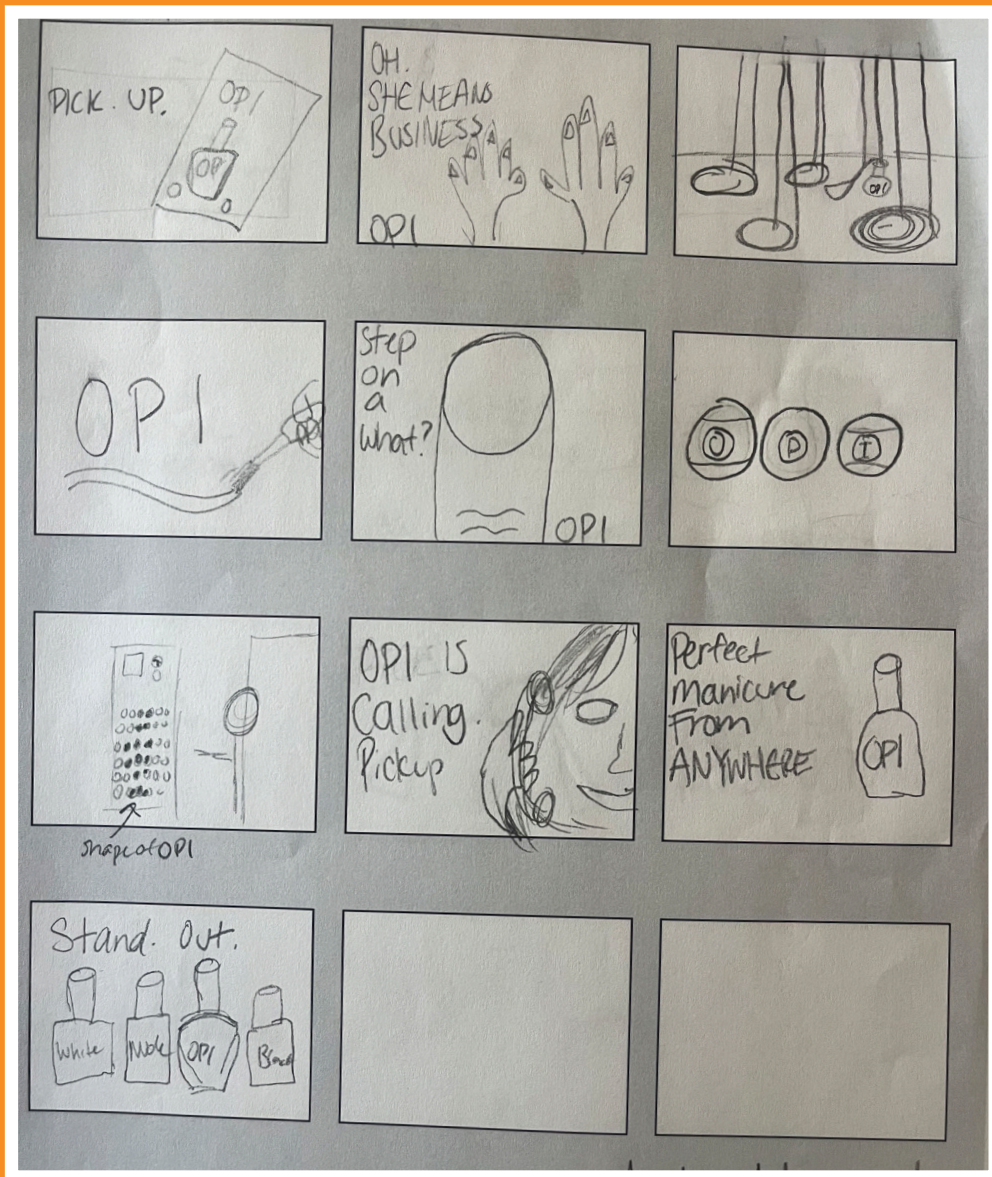
Thumbnails



Thumbnails



Thumbnails



OOH Ads

Stick it
to the
Mani



Color that's
anything but ordinary

Now Boarding:
Power Shades



Color that's
anything but ordinary

OOH Mockups



OOH Rationale

Billboard: For this OPI billboard, we played off the phrase “stick it to the man” by transforming it into the tagline “Stick it to the Mani.” By using this twist on a familiar phrase, the billboard positions nails as more than just beauty, but a bold form of self-expression within the corporate world.

The visual features a black and white image of a corporate woman adjusting her tie, while the nail polish, which highlights a specific OPI shade, remains in full color. This contrast immediately draws attention to the polish.

We chose a monochromatic corporate setting to represent a traditional workplace, allowing the vibrant nail color to break through visually. The contrast highlights that with OPI professionalism does not have to mean blending in and the bold color can be an act of empowerment.

The billboard is designed to be placed in Chicago surrounded by corporate offices and commuter traffic. By interrupting the cityscape with a bold pop of color working professionals can see with OPI color is anything but ordinary.

Transit: For this OPI ad, we focused on the busy travel schedule of our audience of strong corporate women placing the ad in the Chicago O’Hare International airport. Continuing with the campaign’s black and white imagery, an emphasis is placed on the chosen OPI shade, matching the color to the compelling copy.

Positioned in a fast-paced environment and using a visual of our target audience allows them to see themselves in a bold power shade. The contrast between the monochromatic setting and vibrant polish reinforces “Color that’s anything but ordinary.”

VIRAL VIDEO



Viral Video Rationale



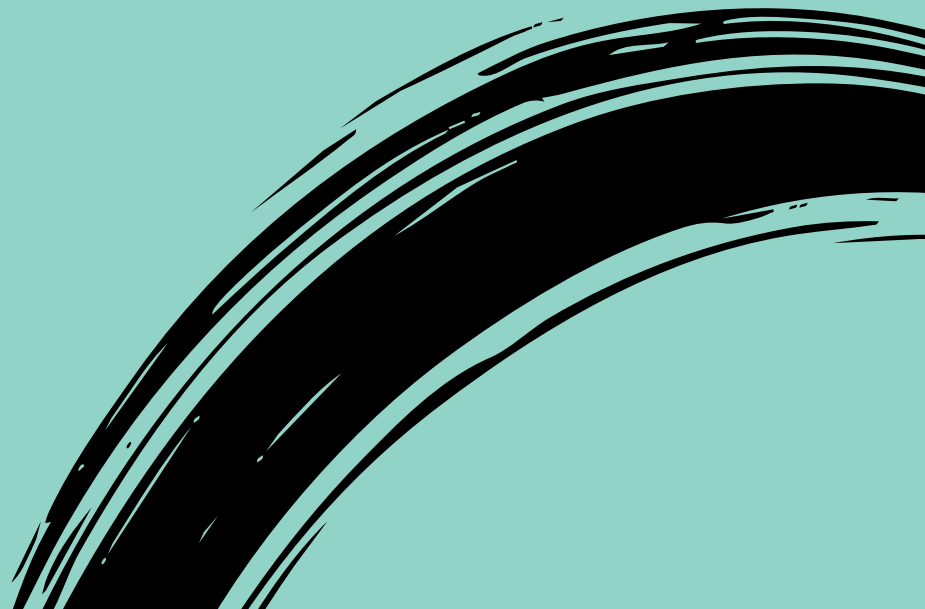
Throughout 2026, the trend “Life with_____” or “The office with _____” has been trending on Instagram and Tiktok. Since bright colors are not typical in the corporate world, we knew this was a way to showcase that while also keeping things trendy. The reasoning behind the items we picked for the video was to show three items that were “typical” in the office and then showing one item that is bright and colorful. With this, it shows the contrast of items and how “her” things tend to stand out. The thought behind this was that the corporate world is dominated by men, and the women who are a part of this world try to blend in and wear neutrals. This trendy video shows that you can be anything but ordinary in the office, with pops of vibrant color.

JINGLE



Jingle Script

Color that transforms the uniform
Bright and bold against the norm
Work that stands against that contrary
Color that's anything but ordinary
OPI



GUERRILLA MARKETING



Guerrilla Marketing





Guerrilla Rationale

For guerrilla marketing we want to take you on a cohesive and immersive journey. In the natural world, OPI can bring a bright pop of color into the picture. These 3 images display the commute through the city that Missy takes to work each day. A single colorful component in the natural world is meant to draw the public in the same way a bright nail color does. We have colored some everyday items in a bright OPI shade with copy that says “did this shade catch your eye” in order to highlight some of OPI’s less known titles.

BRANDED PRODUCT PLACEMENT



Branded Product Placement



Product Placement Script

I need 10 or 15 skirts from Calvin Klein.

-What kind of skirts do you... -Please bore someone else with your questions.

And make sure we have Pier 59 at 8:00 a.m. Tomorrow.

Remind Jocelyn I need to see a few of those satchels that Marc is doing in the pony.

And then tell Simone I'll take Jackie if Maggie isn't available.

-Did Demarchelier confirm? -D-Did D-Demarchel...

Demarchelier. Did he... Get him on the phone.

And for my nail appointment tomorrow make sure they have OPI "Big Apple Red"

Uh, o... okay.

-And, Emily? -Yes?

That's all.

Product Placement Script

But what you don't know is that that sweater is not just blue.

It's not turquoise. It's not lapis.

It's actually cerulean.

And you're also blithely unaware of the fact...

In 2005 OPI released a shade "No Room for Blue's" a bright cerulean and...

that in 2002, Oscar de la Renta did a collection of cerulean gowns.

And then I think it was Yves Saint Laurent... wasrt it...

who showed cerulean military jackets?

-I think we need a jacket here. -Mmm.

And then cerulean quickly showed up in the collections of eight different designers.

And then it, uh, filtered down through the department stores...

and then trickled on down into some tragic Casual Corner...

and then trickled on down into some tragic Casual Corner...

where you, no doubt, fished it out of some clearance bin.

However, that blue represents millions of dollars...

and countless jobs...

and it's sort of comical how you think that you've made a choice...

that exempts you from the fashion industry...

when, in fact... you're wearing a sweater that was selected for you by the people in this room...


from a pile of stuff

Product Placement Script

I don't understand why it's so difficult to confirm a **nail** appointment.

I know. I'm so sorry, Miranda. I actually did confirm last night, **they said they had OPI.**

Details of your incompetence do not interest me.

A decorative graphic consisting of several overlapping, curved white brushstrokes that sweep across the bottom right corner of the page, set against the red background.

Product Placement Rationale

For product placement we decided to place OPI in the movie Devil Wears Prada. Our target market is represented by our persona named Missy who is a 36-year-old woman who received her master's in business. She is a single woman with no children living in her own apartment in Chicago and loves to spend her free time going shopping for luxury cosmetics, high fashion and self care products. Based on our target market, there was no better option than Devil Wears Prada to place OPI. This movie is set in a big city and follows an independent woman in her mid 20s who works in the fashion industry. We chose to visually place OPI in the opening of the movie where the models are getting ready and we see a snapshot of a cosmetic drawer. This scene provided the perfect opportunity to fit in OPI as we see many other branded cosmetics and beauty products. We also chose the scene where Andy has her makeover. This scene originally has a wall of shoes in the office and we chose to take creative freedom and replace the shoes on that wall with bottles of OPI nail polish, similar to a wall you would see at a nail salon. The last scene we edited visually was a scene where Emily and Serena are talking, sulking, and looking awfully bored at their desk job. This was the perfect moment to have Serena do a quick nail touch up using her OPI Polish!

We strategically incorporated OPI product placements into the Devil Wears Prada script to reinforce the brand's identity as a staple within the corporate and high fashion world. We also aligned the product mentions with the film's themes of power and status.

In the first scene we selected, we mentioned OPI's Big Apple Red within Miranda's list of demands to emphasize her authority and her expectations. Her character always values appearance as well as professionalism and this shows that her nail maintenance is an important part of upkeeping that demeanor. This placement positions OPI as a brand that belongs in the routines of influential women that want to look their best.

In the second scene we integrated OPI into the iconic cerulean monologue to connect the brand directly to fashion history mentioned in the scene. By referencing OPI's 2005 cerulean shade along with designers like Saint Laurent, we highlight how nail color is also important in fashion. This also emphasizes the overall campaign idea that a pop of color can make you stand out and stay memorable.

In the third scene we decided to include an exchange about Miranda's nail appointment to reinforce her expectation of beauty maintenance and staying professional. By her requesting OPI emphasizes their trust and luxury over other brands within the nail industry, it suggests that OPI represents reliability and prestige. Overall, these placements were chosen to naturally integrate OPI into iconic moments in the film and make the brand stand out as a luxury brand associated with high level corporate

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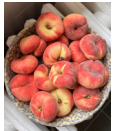
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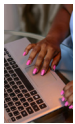


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