

ChapStick®

WHAT'S ON YOUR LIPS?

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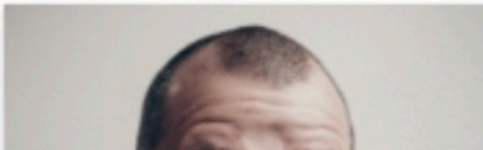
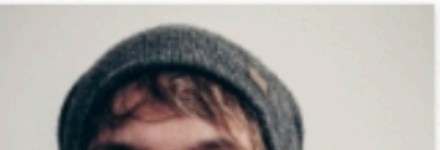
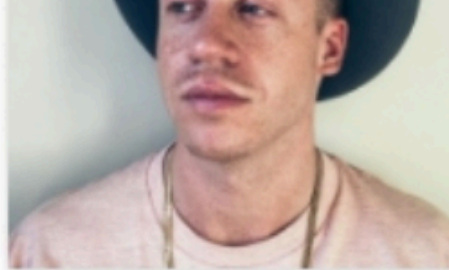
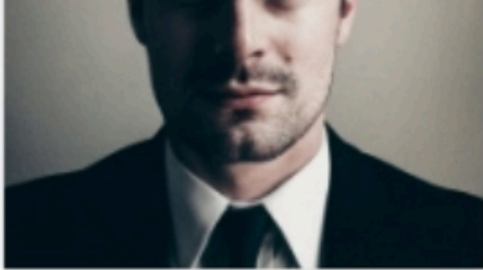
*ChapStick has been on everyone's lips
for over 100 years. Moisturizing.
Protecting. Ensuring lips stay healthy
so everyone can express themselves
without holding back.*

*As the only brand dedicated to lips, now is the
time to ask the world: What's on your lips?
And we're here to amplify those
thoughts, those feelings,
those self-expressions across the globe.
Because the world is waiting to hear
what lips, ALL THE LIPS, have to say.*

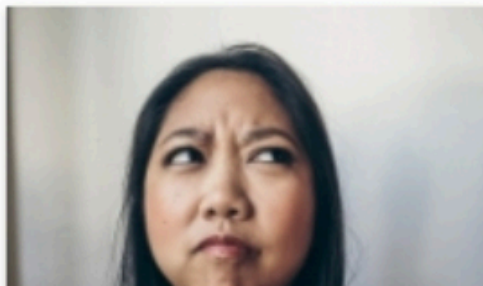
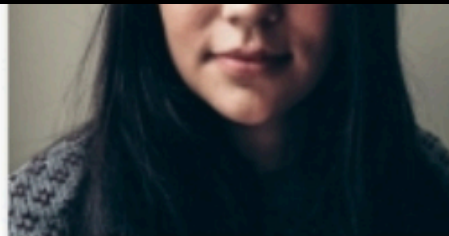
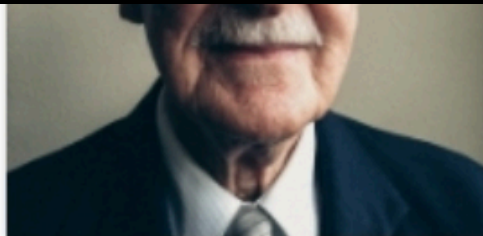
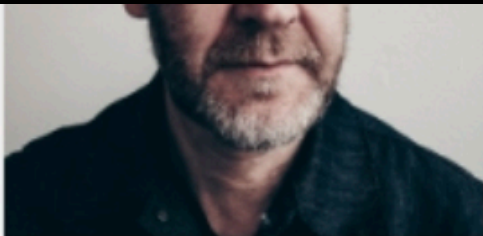
ChapStick. What's on your lips?

Executional Idea:

ChapStick loves that lips are an integral part of human expression.



WHAT'S ON YOUR LIPS?

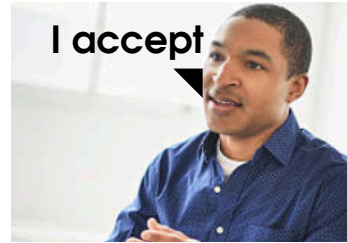
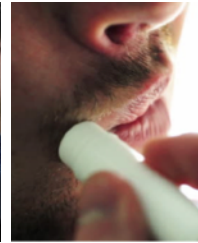
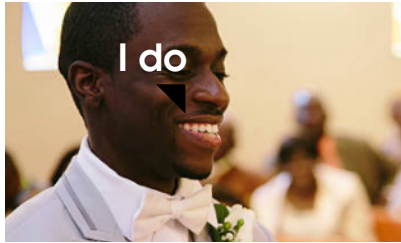


How It Comes to Life

The Brand Anthem

OTT Brand Anthem :30s

Using magic of dynamic editing we cut across tight shots of lips. Literally everyone's lips. We hear sound bites of what they are saying.



From: "I do" coming out of a groom's mouth, to "I'm sorry, I don't" from a woman to a guy down on one knee. From: "I accept" as a man takes a job to "See Ya!" as another guy leaves one.

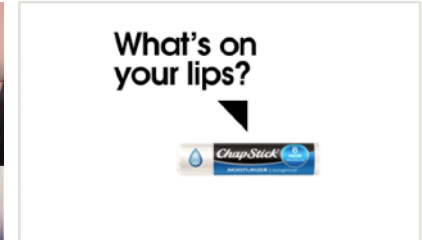


We cut from **hellos** as parents kiss their babies for the first time.

To older adults saying **good-bye** to their college-bound kids.

We hear **chants** of protests and **ohms** in yoga classes.

WOOHOO's from the tops of mountains to **bubble** greetings from scuba divers under the sea.



And kisses. Lots of kisses.

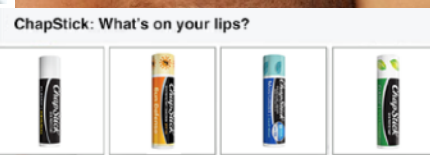
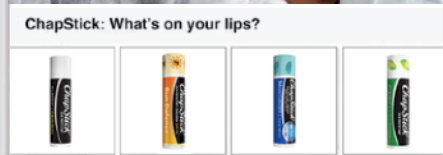
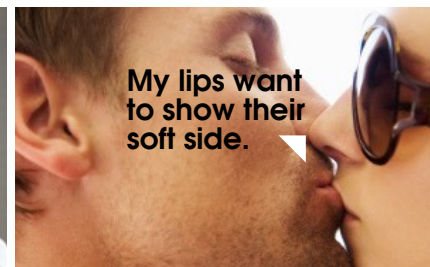
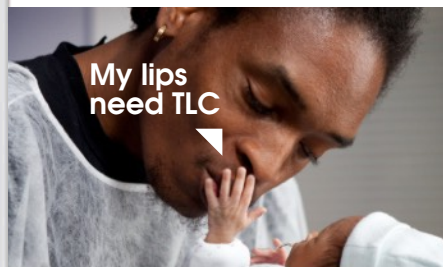
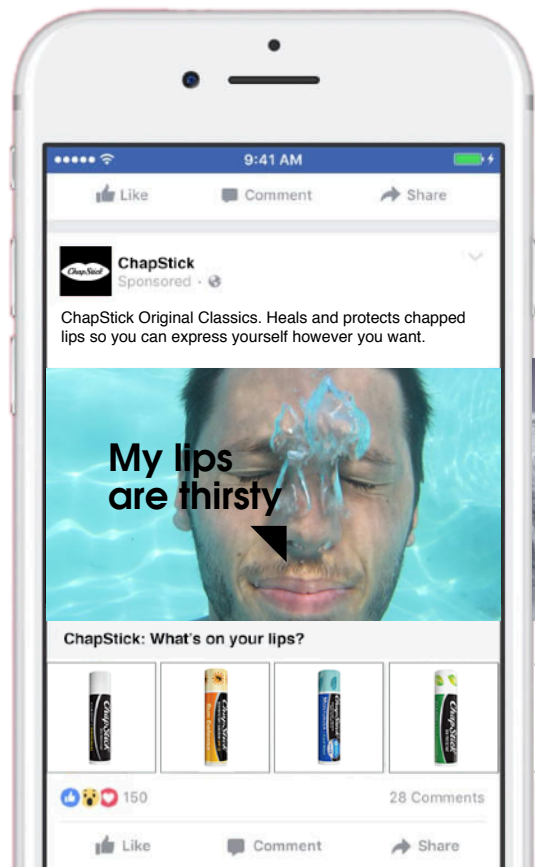
The result is a montage of what's on America's lips. **VO: The only brand that's been on America's lips through it all. ChapStick. What's on your lips?**

BRAND

How do we create bite-sized content
out of our brand film?

What's on your lips?

Shoppable video Facebook Unit



BRAND

The Interactive Ad Buy: Hulu Gateway Go

hulu

-00:12 Ad



Find out what's on their lips
along with a special
ChapStick offer via:



CHELSEA'S PHONE



CHE*****@G*****.COM

or scan with your phone camera:



By electing to receive more details from this advertiser, you are agreeing to receive
a communication from Hulu. For more information, please visit hulu.com/privacy.

My lips say
shine on

And I always say
it with ChapStick Total Hydration
Tinted Lip Oils



available at
amazon

My lips say
let's go

And I always say
it with ChapStick Original



available at
amazon

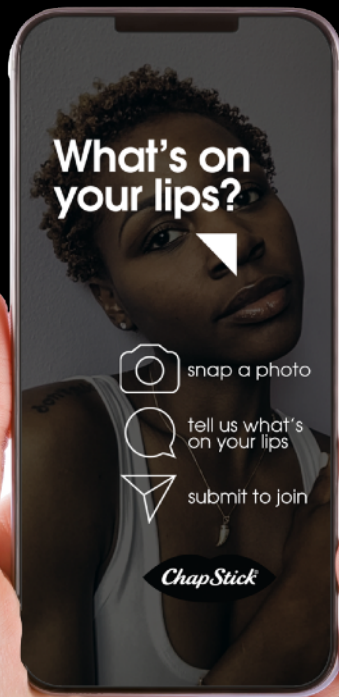
BRAND

How can consumers tell the
world what's on their lips?
Through Instagram stories, of course.

What's on your lips: DIGITAL LIP QUILT

People will upload their lips with a word that best defines them, and we will "stitch" them all together on a digital billboard in Times Square or any other high-traffic locations.

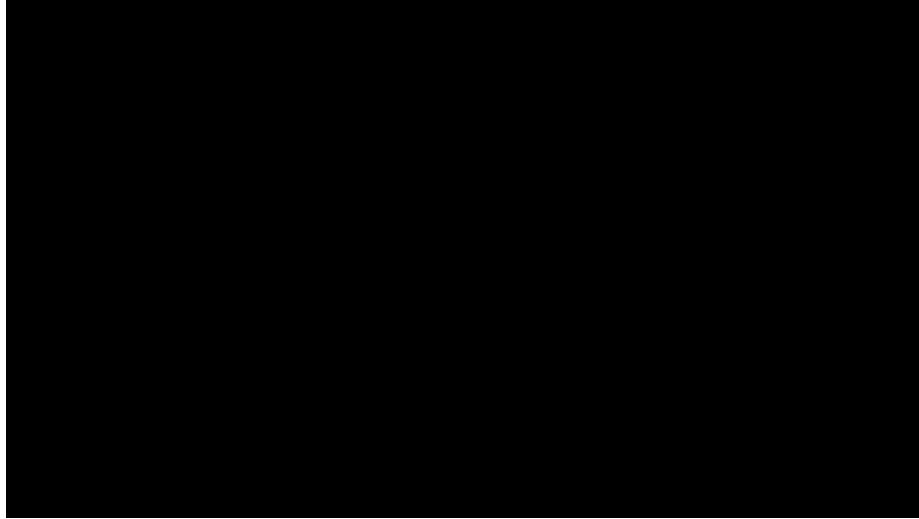
This could also live on the ChapStick social channel's live feeds.



BRAND

Let's celebrate all the people out
there who are
currently singing our praises
while asking everyone else to join in.

YouTube UGC Campaign



What's on
your lips?

Show us @chapstick



FLAVORS

How do we have some fun with
flavors while allowing
self-expression to come through?

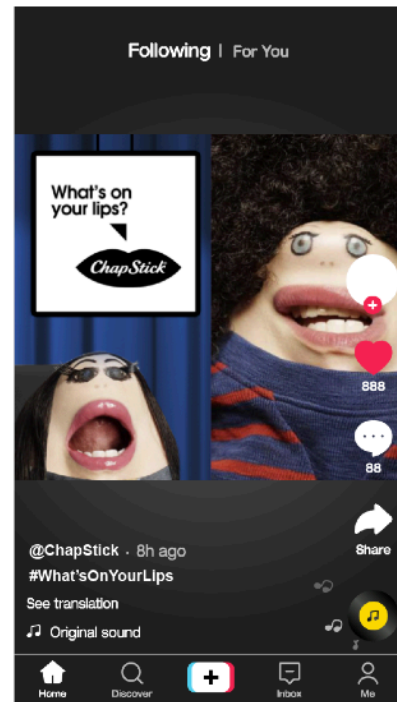
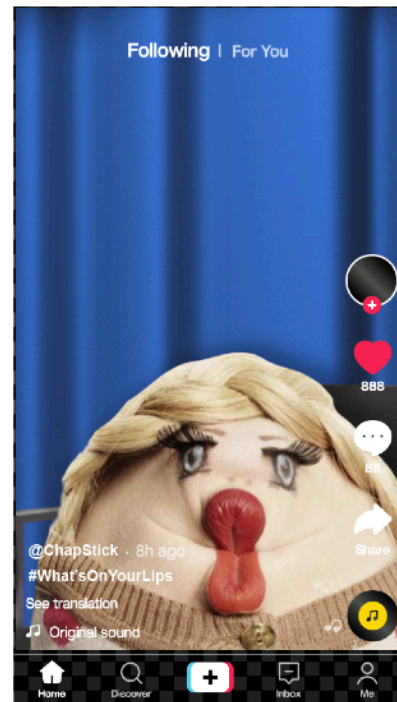


Tik Tok

#whatsonyourlips challenge

The challenge:

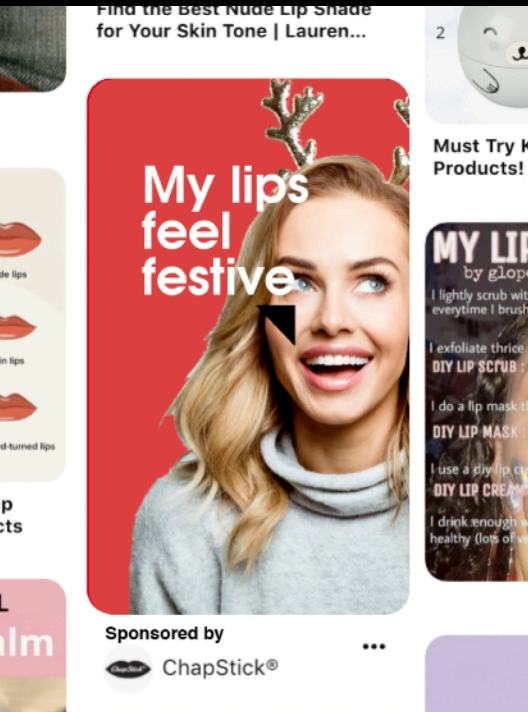
With the help of a branded ChapStick TikTok lens we'll turn faces upside down and let flavor seekers express their personality based on their favorite flavor. ChapStick will kick it off with their very own chin face host called Cupcake.



Personalization

What's on your friends' and family's lips
this holiday season?

Gift personalized ChapStick boxes this holiday or any special day via our Pinterest ads.



What's on your lips box:

products

flavors:

custom message:

add to cart

Total Hydration

How do we launch a premium product?
By speaking a language this target gets.

OTT > TOTAL HYDRATION

Roku

Sea Minerals Launch OTT Film :15

Woman 1: My lips want attention.

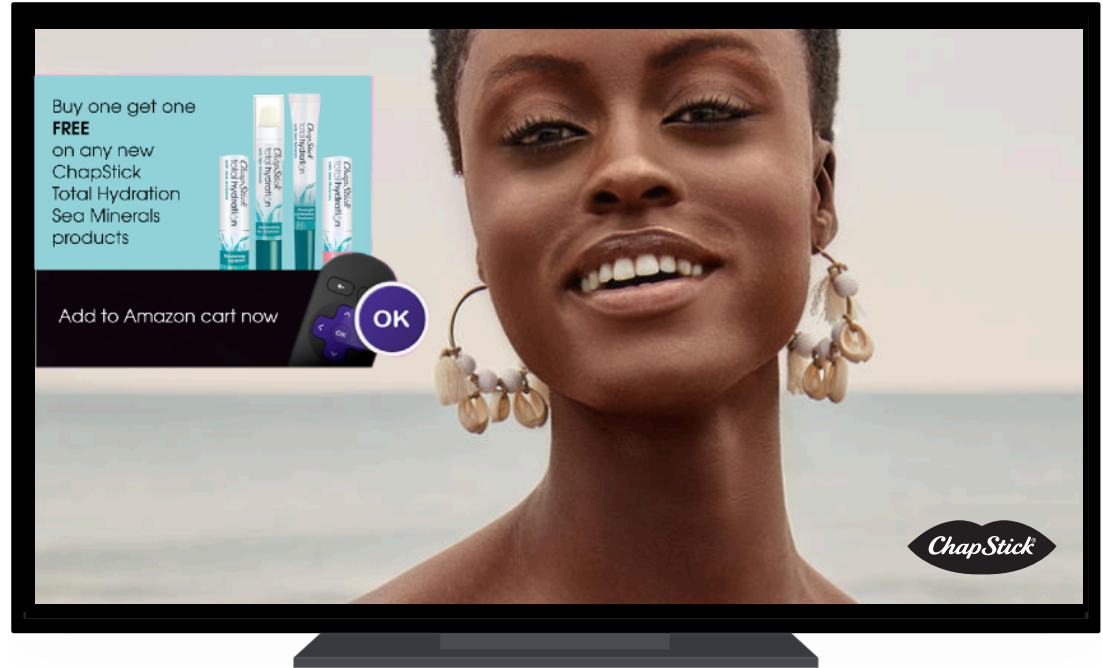
Woman 2: No Granny lips, thanks!


Woman 3: Mine deserve their own youthful glow...

VO: Introducing The ChapStick Total Hydration Sea Minerals collection.

The natural restorative powers of the sea keep lips looking smoother, healthier... more youthful.

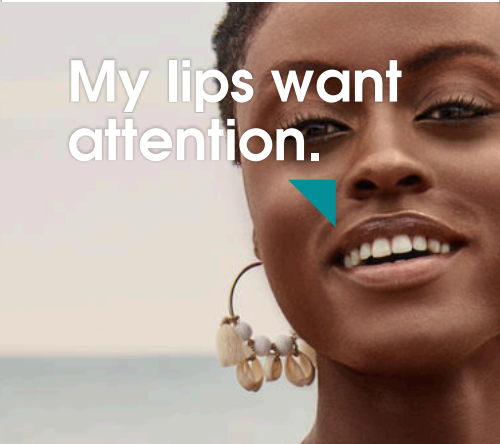
ChapStick. What's on your lips?








chapstick

My lips want attention.



Shop Now


>



Liked by hoylerdeem and others

chapstick

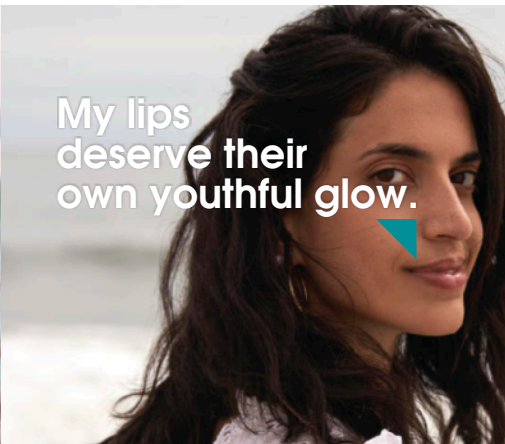
 Find out how the restorative powers of the sea can keep lips looking smoother, healthier and more youthful. #chapstick #whatsonyourlips



Shop Now



>

My lips deserve their own youthful glow.




Shop Now

>





BURNS GROUP



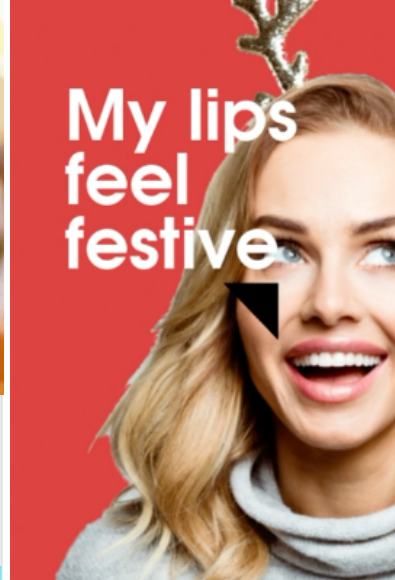


I do



 **ChapStick**
Sponsored · 

ChapStick Original Classics. Heals and protects chapped lips so you can express yourself however you want.



My lips
feel
festive



My lips say
let's go



And i always say
it with ChapStick Original







available at
amazon

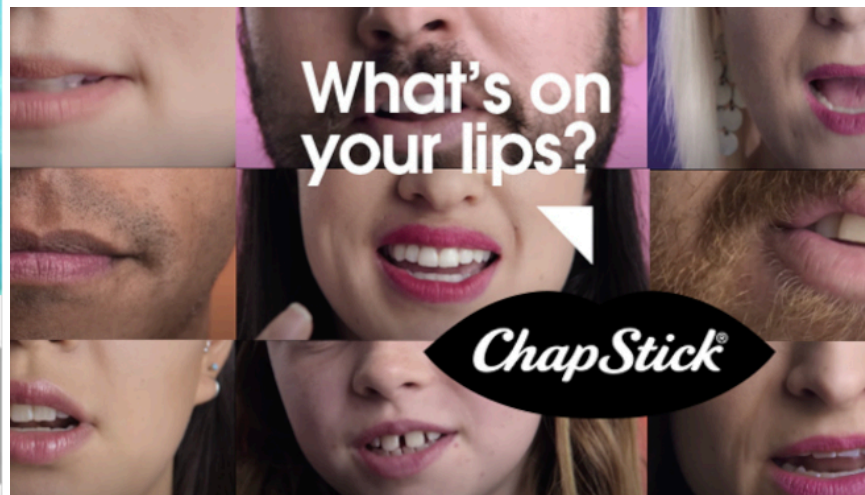


My lips
are thirsty

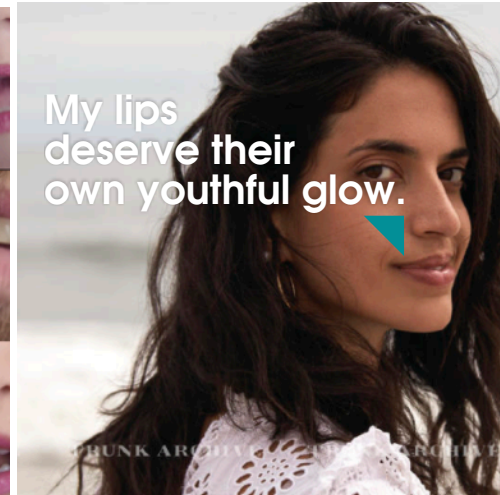


ChapStick: What's on your lips?

			
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What's on
your lips?



My lips
deserve their
own youthful glow.

