

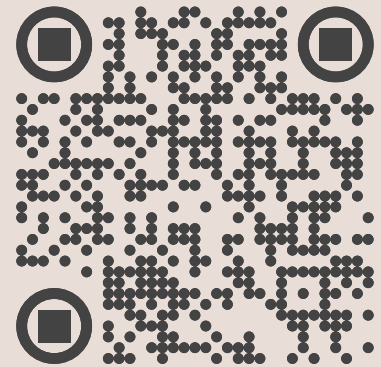


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WORKBOOK



Create the campaign for the new dietary supplement, Calméo. This supplement transforms chronic complainers into individuals radiating serenity, thanks to its natural formula made with chamomile, magnesium, vitamin B6, and wild rose.

You are about to dive into the world of Calméo, a brand that silences complaints for good! Your mission? Bring this universe to life, where a single capsule is all it takes to banish grumpiness and turn complainers into rays of sunshine. Through the creation of social media posts, an inspiring mood board, fun and humorous visuals for Instagram, and a commercial where bad moods vanish in an instant, you'll not only tell the story of Calméo but also create an experience that brings smiles to even the biggest grumblers. Ready to put an end to the grumbling? It's your turn to shine!



1/ Creation of a LinkedIn post:

Objective: Create an engaging text to promote the new Calméo supplement, targeting professionals in the wellness, marketing, and HR sectors.

Exercise:

Write a LinkedIn post that:

Highlights the innovation and effectiveness behind the creation of this supplement, which transforms complainers into zen individuals.

Explains how this product fits into a broader strategy to enhance quality of life both at work and at home.

Encourages professionals to share their thoughts on the importance of mental well-being in daily life.

Guidelines:

Limit to 600 characters. Use a professional but warm tone. Provide value to the reader. Include a call to action inviting professionals to comment or share their experience with wellness products.



2/ Creation of an Instagram post:

Objective: Create a caption to accompany an attractive visual of the new Calméo supplement, capturing the audience's attention and sparking their curiosity while staying true to the brand's soothing and wellness-focused image.

Exercise: Write an Instagram caption that:

Uses a casual and sensory tone, speaking directly to stressed and irritable individuals.

Highlights Calméo's calming effects (the gentleness of chamomile, the serenity of wild rose, and the positive energy from vitamin B6).

Includes relevant and engaging hashtags to maximize reach.

Guidelines: Keep it under 150 words. Provide value to your audience. Use emojis for added dynamism. Include 3-5 hashtags.



3/ Creation of a mood board for the Calméo campaign.

Research and compile images, colors, textures, typography, and graphic elements that capture the essence of the Calméo brand and the new anti-grumbling supplement. The mood board should reflect an atmosphere of wellness, calm, and serenity, incorporating elements that evoke the softness of chamomile, the freshness of natural plants, and the immediate soothing effect of the product.

Objectives: Highlight soft and calming colors.

Integrate light and natural textures (plants, flowers, leaves).

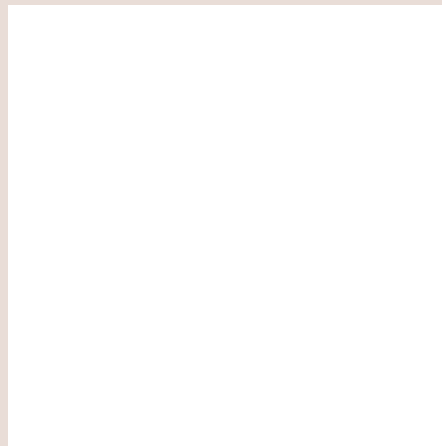
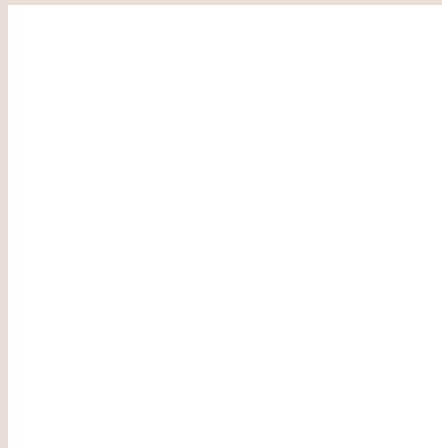
Select elegant and minimalist typography to inspire tranquility.

Include images representing nature, calm, and relaxation, as well as visuals that evoke a zen lifestyle.



4/ Create between 3 to 5 attractive visuals for promoting the new Calméo supplement on Instagram.

- Each visual should be in a square format to suit the Instagram feed.
- Incorporate the product (Calméo capsules) and its natural ingredients (chamomile, magnesium, wild rose) in a creative and soothing way.
- Use the color palette selected in the mood board: soft and serene tones such as pastel green, sky blue, and beige.
- Include elegant and simple typography to reflect wellness and tranquility.
- The visuals should align with the Calméo brand image, evoking serenity, calm, and relaxation, while maintaining a cohesive and recognizable visual style.



5/ Creation of a 30-second commercial film

a. Script Development:

Write a detailed script outlining the key scenes, transitions, and messages to be communicated.



5/ Création d'un film publicitaire de 30 secondes

b. Voice-over Script Creation:

Write a voice-over script to accompany the film, highlighting the product's features and creating an emotional connection with the consumer.



5/ Création d'un film publicitaire de 30 secondes

c. Storyboarding:

Draw a storyboard illustrating each shot of the film, including notes on framing, movement, and synchronization with the voice-over.



5/ Création d'un film publicitaire de 30 secondes

d. Key Visual Creation:

Design the main visuals to be used in the film, ensuring they align with the visual style developed in the mood board.





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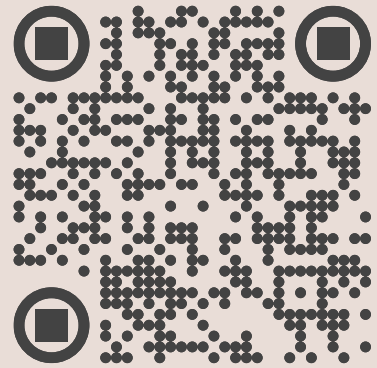
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