

ACQUISITION VIDEO

One of the primary challenges with marketing O's Circle of Friends is explaining what exactly the program is – a monthly beauty box, a membership, etc. – and how it works. O's Circle of Friends is a difficult program to explain creatively especially with limited imagery and copy parameters so I developed a 60 second explainer video to leverage as an alternative to static creative.

This video explains what the program is, what membership entails, and illustrates how amazing an OCF membership is. It was used in numerous marketing efforts including paid amplification (Facebook/Instagram) and email.



BENEFITS VIDEO

Based on feedback from members and customer service representatives, there was a lot of confusion about the timing of program benefits. To address that, I developed a 60 second explainer video that detailed the timing of each benefit.

This video was used on the order page, welcome email and as a customer service tool – customer service representatives would email the video to members when they had benefit questions.

