

PRESENTED BY  
Dishita Marathe

# VELAIRE

*Summer sale campaign pitch*

An overview of Velaire's summer sale campaign—brand positioning, strategy, concept, and execution plan.



# CONTENTS



- Brand Research & Positioning
- Brief – Summer Sale Campaign
- Concept and Ideation
- Moodboard and campaign ideas
  - Scent of the Season*
  - The Luxe Forecast*
  - Été Luxe*
- Further Scope (campaign strategies on a larger scale)



# Brand Research & Positioning

Velaire Perfume is committed to producing scents that go beyond mere fragrances, creating unforgettable experiences that represent sophisticated elegance. The bespoke design bottle designs, with rich colors and bold accents, are statements of luxury, representing individuality and sophisticated taste.

## Brand Philosophy

Luxury – refinement – experience

Velaire Perfume creates scents that exceed fragrance, offering refined elegance sophisticated experience. Every scent adds to personal expression and sophistication.

## Design & Aesthetic

Bespoke – opulent – statement

Bespoke bottle designs with rich tones and vibrant accents make a statement of luxury, reflecting individuality and refined taste.

## Positioning & Identity

Prestige – Grandeur – elegance

**Tagline:** "Effortlessly Elegant in Every Note"

**Visual Identity:** Premium and sophisticated, with a color palette that reinforces luxury and exclusivity.



# Brief – Summer Sale Campaign

As summer sets in, scent becomes a crucial aspect of personal style. As a premium perfume brand, Velaire is looking to take advantage of this high demand with a summer sale initiative. The goal is to increase brand desire and accelerate conversion

FULL NAME  
Job Title

## Objectives

**Increase Sales & Conversions** – Leverage the peak fragrance season

**Enhance Brand Perception** – Reinforce Velaire's image as the epitome of sophistication.

**Boost Digital Engagement** – Create a campaign that captivates audiences across multiple online platforms



## Challenges Observed

**Balancing summery cheer with the brand sophistication –**

Summer ad campaigns tend to gravitate towards fun, free-spirited, and colorful themes, which could conflict with Velaire's upscale and sophisticated brand image. The challenge is to find a balance between summer's charm and subtle luxury without watering down brand identity.



## Ideations

In order to overcome the challenge of breaking away from the usual cheerful summer niche while adding elegance, the campaign should combine seasonal vibrancy with Velaire's signature sophistication.

# 01

### **Scent of the Season**

Scent of the season can be marketed as a campaign that redefines summer luxury. This campaign will immerse customers in a curated summer experience that reflects Velaire's elegance.

# 02

### **The Luxe forecast**

While the temperatures rise, Velaire brings you a refreshing drop— in prices. Would include Golden hour deals post and reels. Velaire scent for every forecast etc

# 03

### **Été Luxe" (French for 'Luxury Summer'**

Since 'Velaire' itself is a french word, the concept of a luxury summer that is represented by a french phrase would make an effective campaign. We can position the perfumes as the perfect scent for the most summer moments—sunset cocktails, yacht parties, or road-trips

Products to showcase – Elixir & Moonlight



01

# Scent of the season



Mood-board

# Scent of the season



Layout inspo



Content ideas

**A VVIP Summer** – Maybe a buy one get one free offer, so the double V can showcase the dual offer & Velaire has already positioned "V" as part of its brand identity  
*Only for VVIPs – Exclusive, limited-time deal*

**From sunrise to starlight** – Showcase both Elixir & Moonlight perfume attributed to day and night because ultimately Velaire is the scent of the season despite the time of the day  
*Day or night—experience summer in its full essence*

**What is your summer vibe?** – With the perfume bottle in the middle and traits/adjectives around it, one slide will describe the Elixir vibe while the second would describe the Moonlight vibe and the last would describe traits.

*Mostly 🔥? You're an Elixir kind of summer!*

*Mostly 🌙? Moonlight is your perfect scent!*

*A mix of both? Why choose when you can have both?*



## Execution

# A VVIP Summer

### Static posts

- Opulent Product shots (individual and dual)
- Elegant photos with both products and copy "VVIP summer with Velaire"

### Carousel Posts

- Editorial layout post "VVIPs never settle for less" and next slide showcasing both the products with the copy "so we're giving you double the luxury."

### Reels

- The VVIP Lifestyle Reel (collab with influencers showcasing the product)
- Who's Your VVIP? (Velaire for gifting)

# From sunrise to starlight

### Static posts

- Opulent Product shots (individual and dual)
- Aesthetics of day and night – conceptual photoshoot

### Carousel Posts

- The scent of the season, no matter the hour.
  - First slide with Elixir and second with Moonlight, Product place in opposite direction in the post design and copy

### Reels

- The 24-Hour Velaire Experience
  - Split-screen video ads
  - Cinematic cityscapes & sunlit beaches as backdrops – A summer story with the scent of the season

# What is your summer vibe

### Static posts

- Conceptual product shots for both the products individually with relevant props

### Carousel Posts

- Find Your Summer Vibe– Perfume bottle at the center with traits/adjectives orbiting around it.
- Typography overlays to make traits pop

### Reels

- Your Summer Scent in 5 Seconds – Fast-paced montage of summer activities (beach, rooftop parties, late-night city lights).
  - Influencer collaborations with elegant shots – Choose your accent in the scent of the season



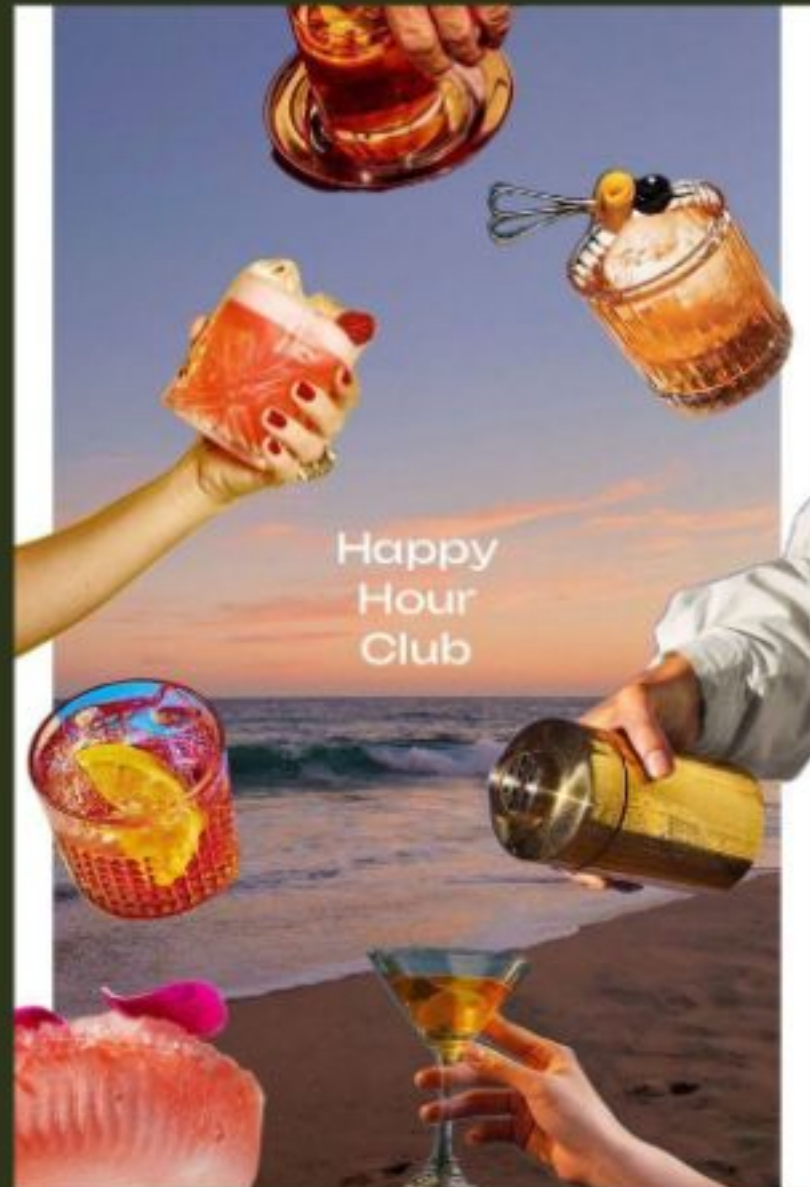
02

# The Luxe Forecast



Mood-board

# The Luxe Forecast



Reel layout inspiration

Content ideas

**Price Drop as Temp Rises** -As the heat intensifies, Velaire offers a refreshing relief—not in temperature, but in prices. *Velaire brings the hottest deals of the season.*

**Golden Hour Deals** -Showcase both Elixir & Moonlight perfume because ultimately Velaire is the scent of the season despite the time of the day *Catch the glow before it fades—exclusive Golden Hour offers await.*

## Velaire: A Scent for Every Forecast

- Whether it's a blazing hot afternoon or a breezy summer night, Velaire has a fragrance to complement every summer mood. *Whatever the weather, wear the scent that sets the tone.*



## Execution

# Price drop as Temp rises

### Static posts

- Opulent Product shots (individual and dual)
- Clean, gradient heatwave tones (orange, gold, deep red) with elegant typography.

### Carousel Posts

- Hero shot of Elixir & Moonlight bottles against an intense summer backdrop.  
The summer's heating up—shop now before the prices rise again!"

### Reels

- Creators and influencers can endorse the product - "It's scorching today, but at least Velaire is keeping it cool with their price drops!"

•

# Golden Hour Deals

### Static posts

- A warm, glowing image of the perfumes placed against a luxurious golden hour backdrop.
- copy - Luxury is all about timing—indulge in Golden Hour deals before they fade!

### Carousel Posts

- The perfect summer scent, now at a golden price.
- Product shots in carousel with elegant typography

### Reels

- A time-lapse reel capturing the shift from day to golden hour with product shots.
- Influencers styling Velaire as the perfect scent for sunset events

# Velaire: A Scent for Every Forecast

### Static posts

- Split-tone image (left: sunny golden Elixir, right: cool-toned Moonlight)

### Carousel Posts

- Your summer, your scent  
Slide 2 - If it's hot & sunny → Wear Elixir (bold, radiant, daytime scent).
- Slide 3: If it's breezy & starry → Wear Moonlight (cool, sensual, night scent).
- Why choose? Own both & match your fragrance to your summer forecast!"

### Reels

- Whats your summer mood?  
Rapid picture transitions and contrasting aesthetics showcasing both the products



03

# Été Luxe (French for 'Luxury Summer')



Mood-board

# Été Luxe"



Reflection  
of sun and  
moon



## Content ideas

**The Sunset Soirée** - Showcase Velaire as the scent of opulent summer experiences like sunset cocktails, yacht parties, mostly a photographic campaign  
*Toast to summer's finest moments—scented by Velaire.*

**Summer Gateways** - A conceptual seasonal campaign, this idea positions Velaire as the scent of adventure, perfect for coastal drives, for summer escapes

*Every adventure needs a scent—Velaire*

**Lit poolside** - Sunlit afternoon by the pool or moonlit after hours, DIVE INTO LUXURY  
*Velaire's most luxurious summer sale is causing a splash. Are you surfing them?*



## Execution

# The Sunset Soirée

### Static posts

- Elegant product shots featuring Velaire bottles on a yacht table, next to cocktails.
- Golden Hour. Golden Deals.

### Carousel Posts

- A series of pictures from evening to sunset – A summer evening
- Copy – Shop now before the sun sets on this deal!"

### Reels

- Luxury lifestyle content, either UGC or influencers showcasing their summer evenings with Velaire
- Slow motion shots of Yatch and cocktail parties with opulent aesthetic and sale information in caption

# Summer Gateways

### Static posts

- Shot of Velaire bottle in a car cupholder, next to sunglasses and travel essentials.
- Pack light. Smell divine. Your luxury road trip scent, an exclusive summer duo

### Carousel Posts

- Summer memories (stills from roadtrip aesthetics)
- Copy – every trip needs a scent memory.

### Reels

- A travel creator can takes viewers on a coastal road trip, featuring Velaire as their essential fragrance.
- Unpacking the travel bag – One for the road. One for the memories. Get your summer duo now."

# Lit poolside

### Static posts

- A sleek Velaire perfume bottle emerging from water, with ripples forming around it (mimicking a dive).

### Carousel Posts

- Editorial photographs, with sun and moon reflections as attached in the moldboard previously
- Dive into the pool of offers – exclusive summer sale!

### Reels

- A golden skyline fades into the night as Moonlight takes over. Product transitions by the water



## Larger Scope within and beyond Social media

### Website & E-Commerce Integrations

- Landing Page sliders with the latest offers and copy such as “Your Luxe Summer Awaits”
- What’s Your Summer Scent?” – Users take a short personality quiz to get matched with Elixir or Moonlight and receive a custom discount.

### Digital Ads & Retargeting Strategy

- Targeted video ads that autoplay before YouTube summer-themed content (travel vlogs, beach playlists) thus further endorsing the luxe summer narrative

### Luxury Brand Partnerships & Event Tie-Ups

- Velaire x Cocktail Bars – Signature Elixir & Moonlight-inspired cocktails at high-end bars,
- Collaborations with influencers having lifestyle brands like makeup (to reinforce the ELEGANCE element)

### User-Generated Content

- #ScentOfTheSeason Polls & Story Features – Users can vote on their summer vibe Elixir or Moonlight
- Find Your “Luxe Forecast” AI Filter either sunlit elixir or after hours moonlight
- Stories from the customers as part of a series called “Days and Nights with Velaire



# Thank You

[dsigns.by.d05@gmail.com](mailto:dsigns.by.d05@gmail.com)

Linkedin

<http://dishitamarathe.in>