As below, should “YOUR” and “IS SHOWING” be slightly smaller font to highlight the brand “ONE A DAY”?



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WE ALL
KNOW
THOSE
PEOPLE.


THE
ONES
WHO'VE
GOT


THAT
CERTAIN
SOMETHING.


You might consider putting commas after each of these adjectives.
THAT
SHINY,
SPARKLY,
DYNAMIC,
BURSTING-
WITH-ENERGY
THING


THAT
COMES
FROM
WITHIN.

THE ONE-OF A-KIND PEOPLE WHO MAKE THE MOST

(Insert hyphen: "ONE-OF-A-KIND PEOPLE")




OUT OF
EVERY
SINGLE
SECOND
OF EVERY SINGLE DAY.

AND MAKE
THE IMPOSSIBLE
FEEL
POSSIBLE.

Or maybe "seem possible" works better here?




THEY'RE LIVING LIFE
ON THE
NEXT
LEVEL.


BECAUSE THEY'RE
GETTING
THE MOST
FROM WHAT THEY'VE GOT



WITH

ONE A DAY.




You might consider writing out "MULTIVITAMINS"
No hyphen needed
ONE A DAY MULTIS ARE SPECIALLY-FORMULATED WITH THE GOOD STUFF


THAT
NOURISHES
EVERY BODY



AND HELPS YOU TAP INTO

EVERYTHING THAT'S AWESOME ABOUT YOU.

WE'RE HERE TO HELP YOU

SHOW THE WORLD WHAT YOUR NUTRIENTS CAN DO.



AND DISCOVER
JUST
HOW
GOOD
IT FEELS


WHEN EVERYONE
CAN'T
HELP BUT
NOTICE


YOUR
ONE A DAY®
WOMEN'S


IS SHOWING
BAYER

PLATF
OVER

ORM VIEW


As above, you might consider smaller font on “THE” and “ARCHETYPE” to highlight the brand name.
THE ONE A DAY ARCHETYPE

Grammatically incorrect sentence: "we are" is plural and "magician" is singular; also, "magician" shouldn't be capitalized. I assume all this is done for effect, but you might consider: "At One A Day, we are magicians."

Also, be aware that the thematic idea in this paragraph is a bit convoluted. So One A Day is a magician that uses science (i.e., the opposite of magic) to give people the power to unlock the magic inside their bodies?!?

At One A Day, we are a Magician. This means we give everyone the power to proactively transform their health. We don't just see the change needed for people to flourish, we make our vision real, and we lead that quest through our innovation and science-based expertise. Because we believe everyone can unlock the magic inside ~~them~~, that best self – their inner awesome. And that's what Your One A Day is Showing is all about.

Delete "them" because it muddles the sentence.

THE PURPOSE

HELP PEOPLE UNLOCK THEIR INNER AWESOME.





THE INSIGHT

I CAN THRIVE WHEN I'M TAKING CARE OF MY HEALTH.

THE IDEA STATEMENT

WHEN YOU'VE GOT THAT CERTAIN SOMETHING, IT SHOWS.



LOOK

& FEEL

TONE

The language of this campaign plays a very important role in how we want the brand to be received. We want to make breakthrough statements about the product, written in a lighthearted way - always with a hint of attitude.

"Breakthrough" is used here as an adjective. The dictionary sets no other uses of the word except than as a noun. You may want to consider "dramatic statements" or "cutting-edge statements."

Insert "and" in place of or in addition to the em dash.

All headlines and copy should be playful, modern and direct, and should use alliteration where possible to play up the lively, upbeat spirit of the brand.

Insert serial comma after "modern" for clarity (and consistency, as on page 40)?

The tagline is the unifying language throughout all media, and it is always used as a signoff to any additional messaging.

"sign-off" (with hyphen)



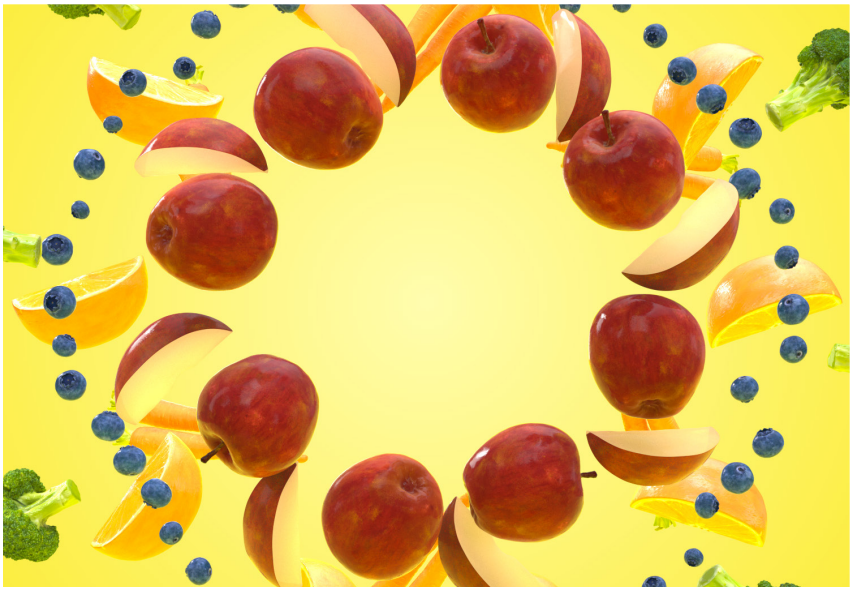
IMAGERY

We want to capture the essence of people who have that certain something. That vibrance that comes from within. So photos should always feel like they're capturing a moment of pure energy and confidence let loose. Pictures should be unstaged, ~~should~~ capture movement, and ~~should~~ ultimately make you feel something.

The second sentence is a fragment. I assume this was done for effect, but you could make it a complete sentence and preserve the effect by using an em dash: "We want to capture the essence of people who have that certain something—that vibrancy that comes from within."

"vibrancy" is the preferred and more common usage.











TYPOGRAPHY

The type for this campaign is bright, bold, and straightforward. We always use Futura, although the way we use the font will differ depending on where it's used.

HEADLINE

SP "Futura"

Future Bold is the headline font in busy environments (like TV and digital).

FUTURA BOLD

ABCDEFGHIJKLMOPQRSTUVWXYZ
1234567890!

Body Copy

Futura Book is used in sentence case for all body copy.

Futura Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!

COLOR

No comma

There are three primary colors and five secondary colors. The primary colors, or a combination of 1-3 of these colors, are featured in every ad, no matter ~~what~~ the product. The five secondary colors are used as accents, and will vary according to the products featured.

AQUAMARINE DREAM

RGB: 67 / 205 / 232
CMYK: 60 / 0 / 9 / 0
HEX: # 59c8e0

ORANGE YOU LOOKING GOOD

RGB: 249 / 176 / 66
CMYK: 1 / 35 / 84 / 0
HEX: # f9b042

I'M FEELING GRAPE

RGB: 0 / 147 / 216
CMYK: 77 / 30 / 0 / 0
HEX: # 0093d8

HELLO YELLOW

RGB: 246 / 251 / 50
CMYK: 9 / 0 / 89 / 0
HEX: # f6fb32

SKINNY JEANS

RGB: 48 / 66 / 120
CMYK: 93 / 83 / 25 / 10
HEX: # 304278

ALL ABOUT THAT GREEN

RGB: 41 / 192 / 173
CMYK: 69 / 0 / 41 / 0
HEX: # 29c0ad

SILVER FOX

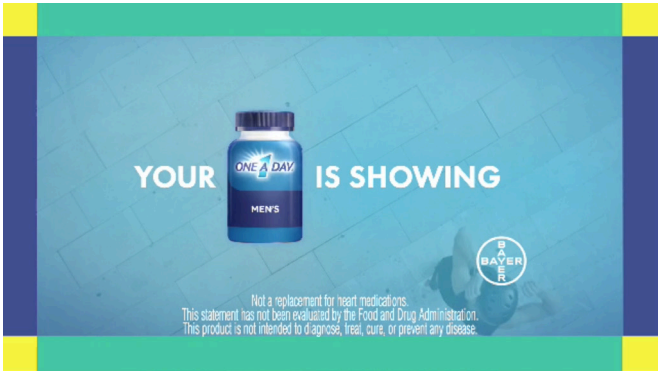
RGB: 69 / 212 / 235
CMYK: 57 / 0 / 10 / 0
HEX: # 59c8e0

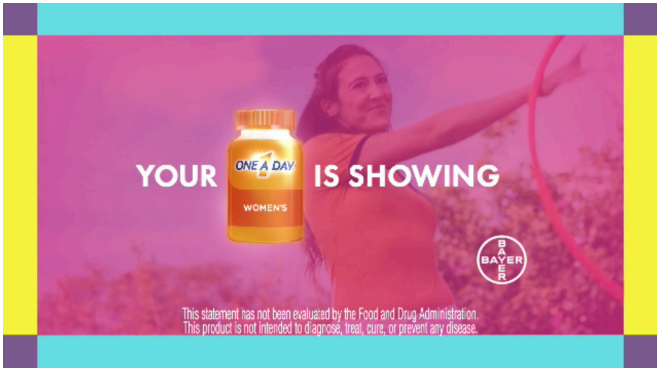
PARTY IN PINK

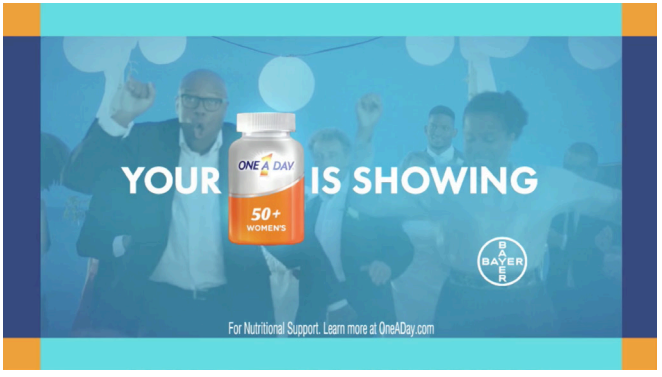
RGB: 246 / 60 / 138
CMYK: 0 / 89 / 11 / 0
HEX: # f63c8a

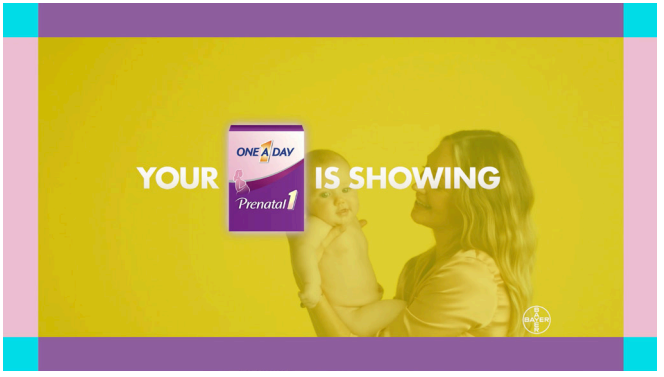
COLOR BLOCKING

Each TVC closes with the bottle + YOADIS tagline lockup. The product and card roll in from the right side of frame, and cover the action, but transparently, so the viewer can still see the action playing out. Each product inspires the colors of the blocking, in order to maximize the energetic feeling of the end frame as well as make the product itself pop.


YOUR
ONE A DAY
MEN'S
IS SHOWING
BAYER
Not a replacement for heart medications.
This statement has not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.


YOUR
ONE A DAY
WOMEN'S
IS SHOWING
BAYER
This statement has not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.


YOUR
ONE A DAY
50+
WOMEN'S
IS SHOWING
BAYER
For Nutritional Support. Learn more at OneADay.com


YOUR
ONE A DAY
Prenatal 1
IS SHOWING
BAYER

APPLIC

ATION

TVC

TVCs are a primary communication point for the One A Day brand, and it's important that they communicate product benefits as well as overall campaign feel. Each spot features a hero person (or people, depending on the products being highlighted) performing a simple activity in a spectacular way.

Music, setting, colors, supers and VO should all help showcase the products, as well as how the person's inner light is shining. They should inspire viewers to want to feel as good as the people in the commercials.

MEN'S



WOMEN'S



50+



I'm not sure the message of this tagline is clear. Perhaps other parts of the commercial make evident what the six key concerns of aging are?

OLV

The OLVs function very similarly to the TVCs. The music, setting, colors and VO convey the same energy, and showcase both the product and the person. The 2 primary differences between the OLV and TVC are the opening and the supers.

OLVs open with a branded ONE treatment, so the role of the brand is clear, even for people who don't continue watching. And because people often watch OLVs with the sound off, there may be additional supers to help tell the full story without the aid of the VO.

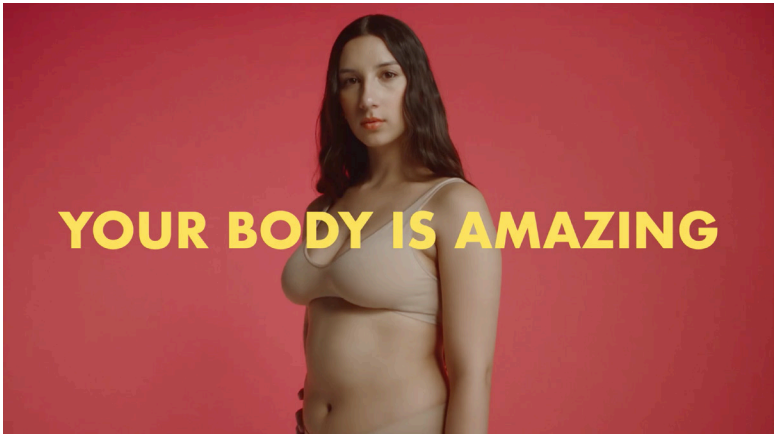
MEN'S



WOMEN'S



PRENATAL




YOUR
ONE A DAY®
MEN'S


IS SHOWING
BAYER