MTV"S GIRL CODE

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CREATIVE BRIEF

For our first campaign, Stefanie and I wanted to team up and work on a campaign for one of Viacom Media Network's many brands, particularly something music related. After a long process, we decided to create an ad campaign for MTV, one of Viacom's most well-known music networks. Within MTV, we decided to focus on a TV show and created a campaign for their hit scripted series, "Girl Code." "Girl Code" is a show with many female comedians who give tips and advice in a humorous way to girls, particularly teens. It acts as a "How-To" guide for girls and encourages young women to embrace who they are and to not be ashamed or embarrassed.

Girl Code Advertisement 1

This Girl Code Advertisements features stand up comedian,Carly Aquilino It is inspired by the comic book style art of Roy Lichtenstein. I tried to use a color in a brighter tone that would contrast with a color on the opposite side of the spectrum in a darker shade to match Carly's hair. The fonts I used are Komika Axis to convey a comic book feeling. I also used Avenir because it was most similar to the official Girl Code logo

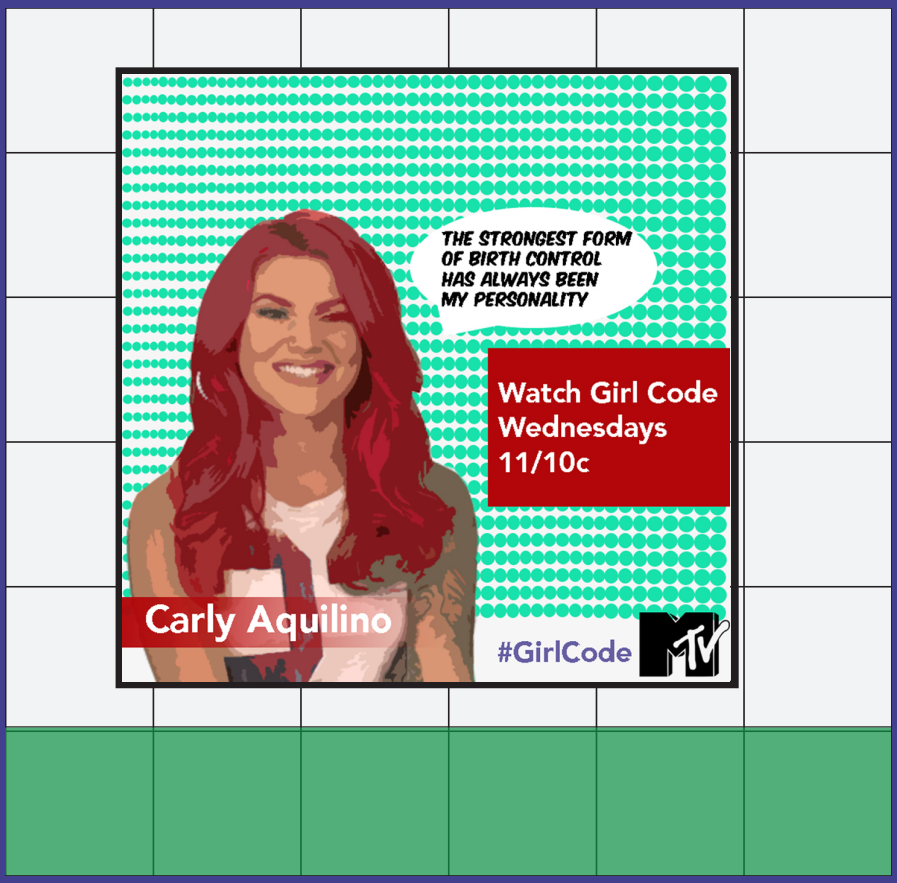
Girl Code Advertisement 2

This Girl Code Advertisements features stand up comedian, Nicole Byer It is inspired by the comic book style art of Roy Lichtenstein. I tried to use a color in a brighter tone that would contrast with a color on the opposite side of the spectrum which is also in a brighter shade. The fonts I used are Komika Axis to convey a comic book feeling. I also used Avenir because it was most similar to the official Girl Code logo

Girl Advertisement 3

This Girl Code Advertisements features radio personality, Nessa Nitty. It is inspired by the comic book style art of Roy Lichtenstein. I tried to use a color in a brighter tone that would contrast with a color on the opposite side of the spectrum which is also in a brighter shade. The color in the background is also supposed to compliment Nessa's hair. The fonts I used are Komika Axis to convey a comic book feeling. I also used Avenir because it was most similar to the official Girl Code logo

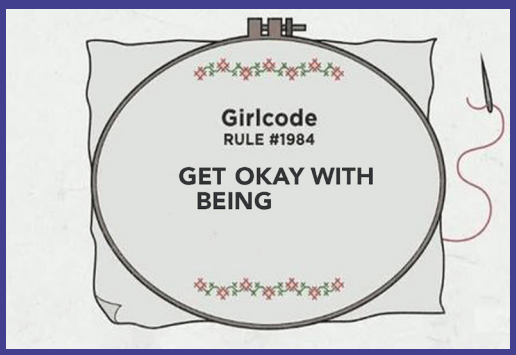
Transit Ads

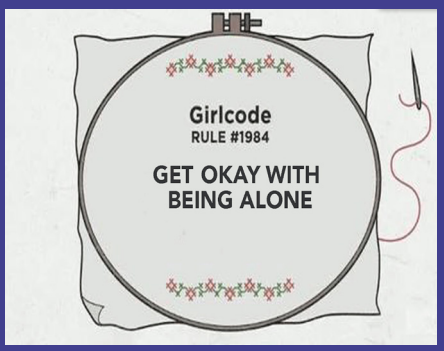

THE STRONGEST FORM OF BIRTH CONTROL HAS ALWAYS BEEN MY PERSONALITY
Watch Girl Code Wednesdays 11/10c
Carly Aquilino
#GirlCode
MTV

NO ONE IS PERFECT EXCEPT FOR BEYONCE
Watch Girl Code Wednesdays 11/10c
Nicole Byer
#GirlCode
MTV

JUST WHATEVER YOU DO, DON;T SAY I'M EXOTIC. BECAUSE I'M NOT A F***ING SNAKE
Watch Girl Code Wednedays 11/10c
Nessa Nitty
#GirlCode
MTV

SNAPCHAT GIF





gif in motion

http://nightstar713.tumblr.com/post/102954835359

Trendboard

daft punk
"I want my
TELEVISION
LOVE. BE AFRAID
TRUST THE INSTINCT
MUSIC TELEVISION
THIS MIGHT HURT
WEREWOL
BANSHEE
ONI
DEMON WARRIORS
KANIMA
A SHAPESHIFTING WEAPON OF VEGEANCE
CAN'T GO BACK
KITSUNE
DARACH
A DRUID EMISSARY WHO WENT DOWN THE WRONG PATH
WERE-JAGUAR
I LOVE IT WHEN YOU CALL ME BIG POP-PA

Rough Comps

Girl Code on Love
I THINK WOMEN ACT LIKE IDIOTS WHEN THEY FALL IN LOVE. CAUSE THEY'RE LIKE NOT RATIONAL
Watch Girl Code
Wednesdays
11/10 c
Nicole Byer
#GirlCode
MTV

MY FAVROTIE VACATION SPOT IS ANYWHERE THERE'S ALCOHOL SO MAYBE LIKE A BREWERY?
Watch Girl Code
Wednesdays
11/10 c
Carly Aquilino
#GirlCode
MTV

EVERY GIRL HAS HAD A PREGNANCY SCARE EVEN IF YOU HAVEN'T HAD SEX YOU THINK YOU'RE PREGNANT
Watch Girl Code
Wednedays
11/10 c
Nessa Nitty
#GirlCode
MTV

CAMPAIGN PITCH

Our goal and objective of the campaign was to capture some of the more well-liked characters from the show with quirky quotes they have once said on the show and use them to position "Girl Code" as one of the smarter, funnier scripted shows on MTV currently. The ultimate goal is to have more teenage girls want to tune in to watch "Girl Code" and to love it. Our key insights would be that too much "fun" and color could be distracting from what the ad was trying to say. Within each ad, we had popular characters from the show saying a funny or inspirational quote that kind of embodies who they are as women, to be used as the copy. We felt it was important to capture the essence of each of the women to reflect that everyone has a unique style and that no one is the same.

Our target market consisted of young teen girls who were either going through puberty or in their early college years. These girls wouldn't have diaries, (their too old and cool for those) but "journals" as they question the world and society around them. They want to make a difference and are smart enough to listen to advice from their elders - especially if they were funny comedians with purple hair on TV! They doodle and express their beliefs daily, thinking they are "the change" in the world. Being a girl is hard work, sometimes you just need a break... hopefully "Girl Code" provides that comedic relief for young women.

CAMPAIGN PITCH

For our campaign, we decided to create ads based off of a comic book theme. Based on Pop Art, we created our campaigns with a fun and colorful twist to express just what the show is all about, a celebration of life! Our primary research stemmed from a combination of interviews, class discussions, peer testing, online research and my internship experience this summer, as a former Viacom intern. One of the biggest struggles we faced was building a campaign off of each ad. We originally were going to create an ad campaign for MTV'S Video Music Awards, but it became too difficult with similar ad executions each time.