

ZUZANA HAJACHOVA
Portfolio

Jurlique

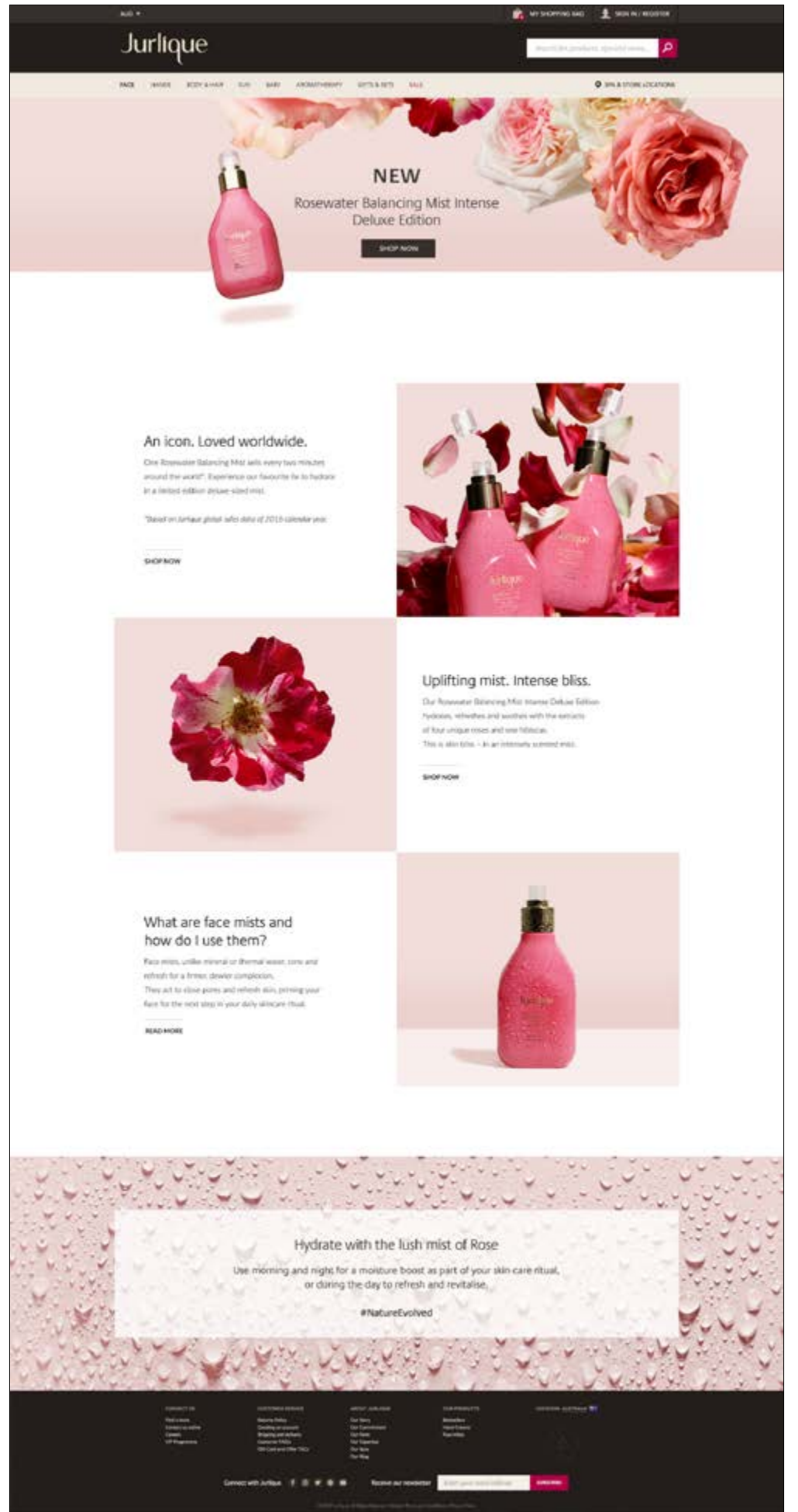
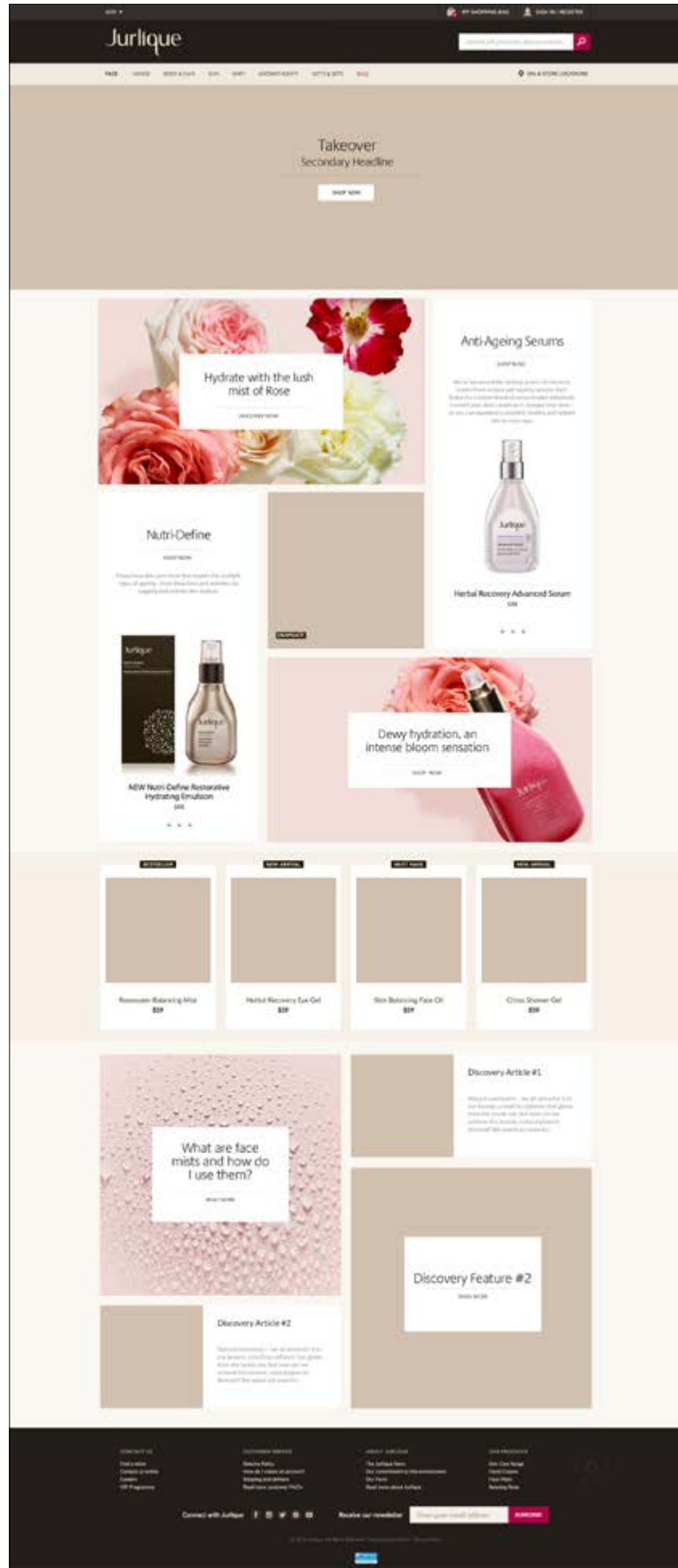
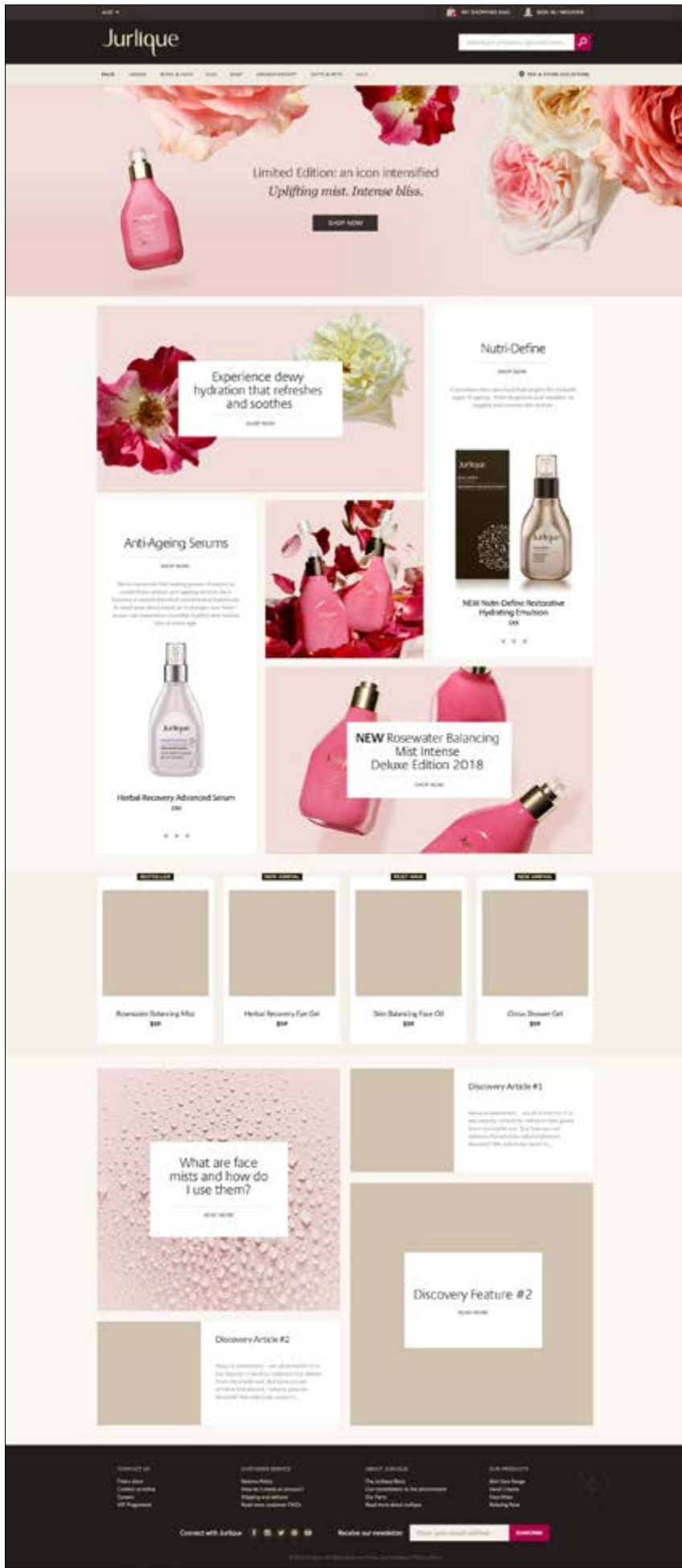
Limited Edition Mist

PRINT - POS / VM COLLATERAL



Limited Edition Mist

DIGITAL - E-COMMERCE



Limited Edition Mist

DIGITAL - EDM STRATEGY

VIEW IN STORE

Jurlique

FACE HANDS BODY & HAIR GIFTS & SETS STORE LOCATOR

ONLINE EXCLUSIVE

Introducing **NEW** Rosewater Balancing Mist Intense Deluxe Edition



Uplifting mist. Intense bliss.

Enjoy early access to shop our **NEW** Rosewater Balancing Mist Intense Deluxe Edition.

Be one of the first to experience the mist two weeks before anyone else!

[SHOP NOW](#)

#NatureEvolved

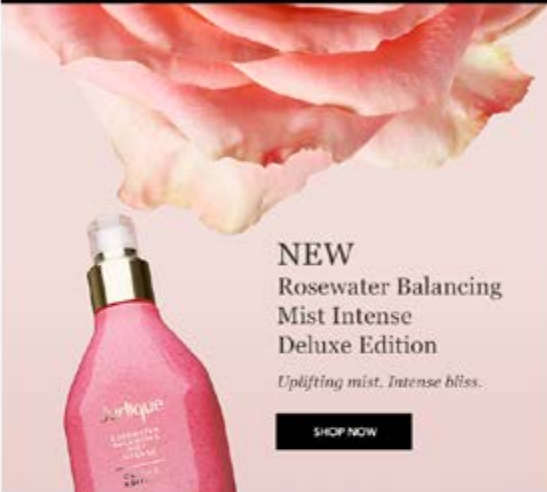


Jurlique 12-14 Olsen Road, Mount Barker, South Australia, 5251
[Customer Service](#) | [Track Order](#) | [Unsubscribe](#)

VIEW IN STORE

Jurlique

FACE HANDS BODY & HAIR GIFTS & SETS STORE LOCATOR



NEW Rosewater Balancing Mist Intense Deluxe Edition

Uplifting mist. Intense bliss.

[SHOP NOW](#)

Experience the limited edition deluxe-sized mist

Rosewater Balancing Mist is our favourite fix to hydrate, refresh and soothe skin – **one sells every two minutes worldwide**. To celebrate the much-loved icon, the extracts of four unique Roses and one hibiscus have been bottled in an intensely scented mist.

AVAILABLE FOR A LIMITED TIME ONLY

[SHOP NOW](#)

#NatureEvolved

*Based on Jurlique global sales data of 2016 calendar year.



Jurlique 12-14 Olsen Road, Mount Barker, South Australia, 5251
[Customer Service](#) | [Track Order](#) | [Unsubscribe](#)

VIEW IN STORE

Jurlique

FACE HANDS BODY & HAIR GIFTS & SETS STORE LOCATOR

The Skin Care Secret
NEW Rosewater Balancing Mist Intense Deluxe Edition



We bottled the skin-boosting extracts of five nourishing botanicals. It's the secret to skin bliss in an intensely scented mist.

Rosa Centifolia – Soothes skin
Rosa Canina – Tones skin
Rose Gallica – Hydrates, softens and rebalances skin
Rosa Multiflora – Calms skin
Hibiscus Rosa Sinensis – Promotes supple skin

[SHOP NOW](#)

LOVE ROSES?

Discover the intense hydration of our *Rose Moisture Plus* skin care range.



Rose Moisture Plus Moisturising Cleanser

[SHOP NOW](#)



Rose Moisture Plus Daily Moisture Balancing Serum

[SHOP NOW](#)



Rose Moisture Plus Moisturising Lotion

[SHOP NOW](#)

#NatureEvolved



Jurlique 12-14 Olsen Road, Mount Barker, South Australia, 5251
[Customer Service](#) | [Track Order](#) | [Unsubscribe](#)

VIEW IN STORE

Jurlique

FACE HANDS BODY & HAIR GIFTS & SETS STORE LOCATOR

3PM NEVER FELT SO FRESH



Feel refreshed, feel recharged, feel ready.



3PM Easy on the caffeine. Energise with a spritz of **NEW** Rosewater Balancing Mist Intense Deluxe Edition, straight from your top drawer. A fix of soothing botanical antioxidants, lush hydration and the mood-boosting scent of rose and you're back.

5PM Re-mist to give skin a boost of dewy hydration to go from day-to-play.

[SHOP NOW](#)

#NatureEvolved



Jurlique 12-14 Olsen Road, Mount Barker, South Australia, 5251
[Customer Service](#) | [Track Order](#) | [Unsubscribe](#)


VIEW IN STORE

Jurlique

FACE HANDS BODY & HAIR GIFTS & SETS STORE LOCATOR

Get it or gift it before it's gone!

NEW Rosewater Balancing Mist Intense Deluxe Edition



A glorious thing can only last so long

The last 200mL deluxe-sized bottles of Rosewater Balancing Mist Intense Deluxe Edition are selling out fast! Experience the dewy hydration and intense bloom sensation for a limited time only.

[GET YOURS NOW](#)

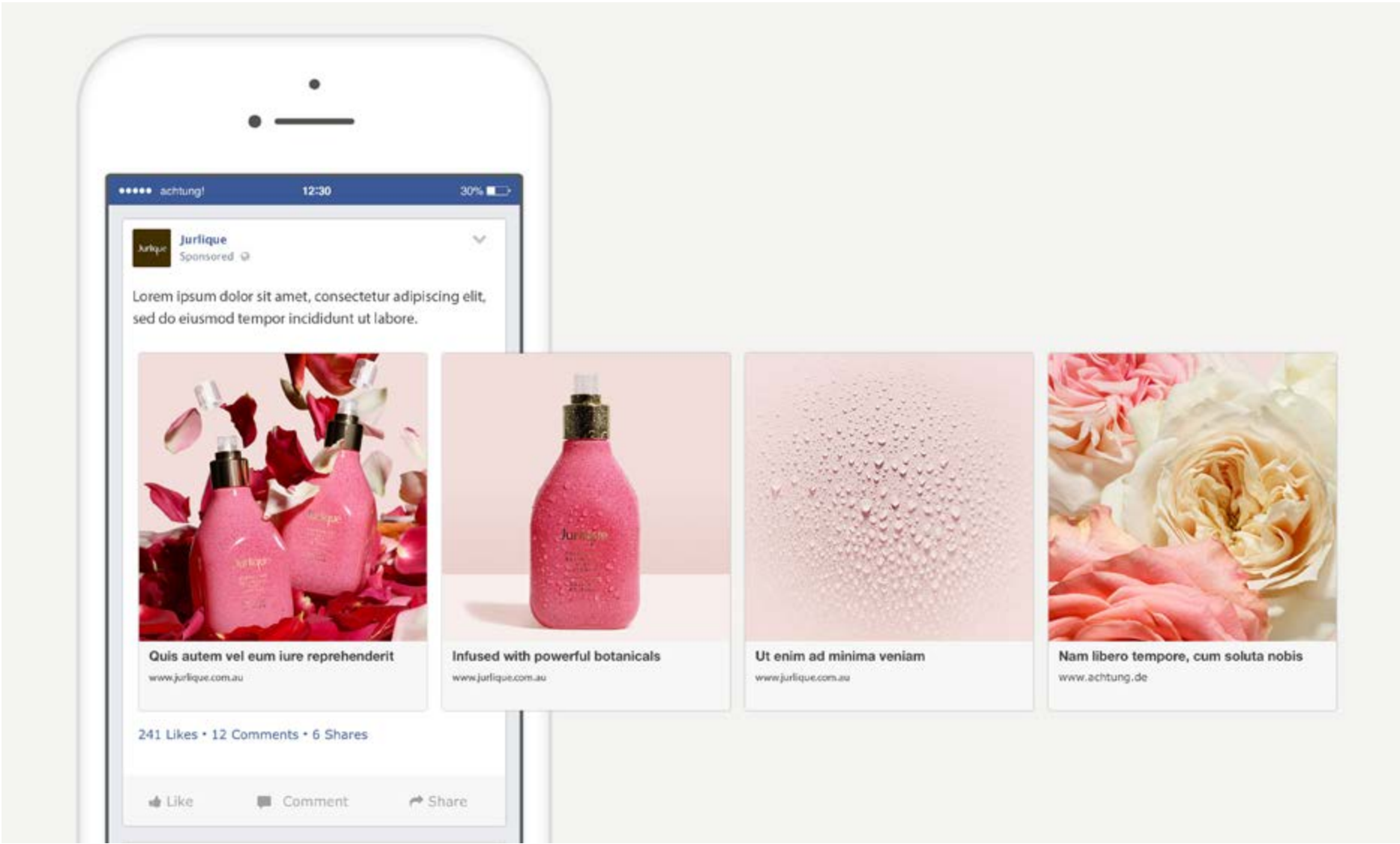
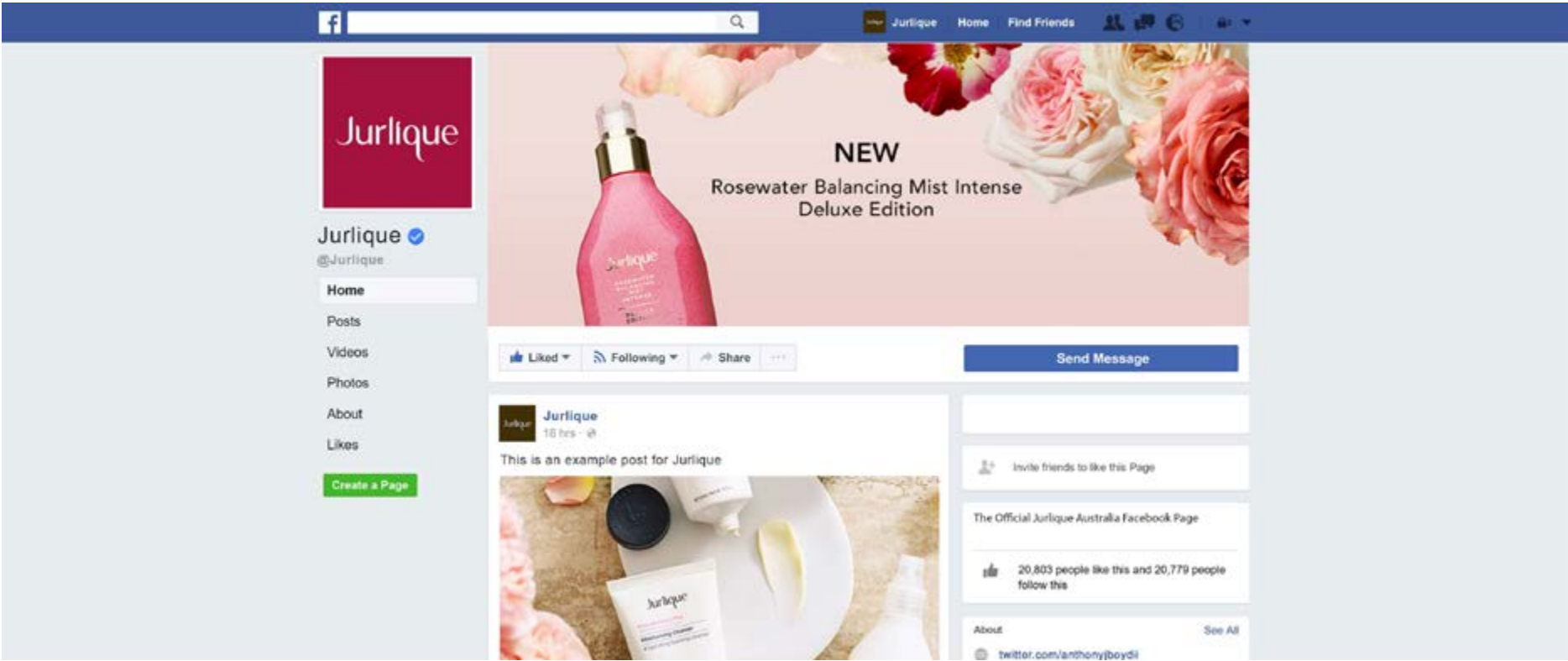
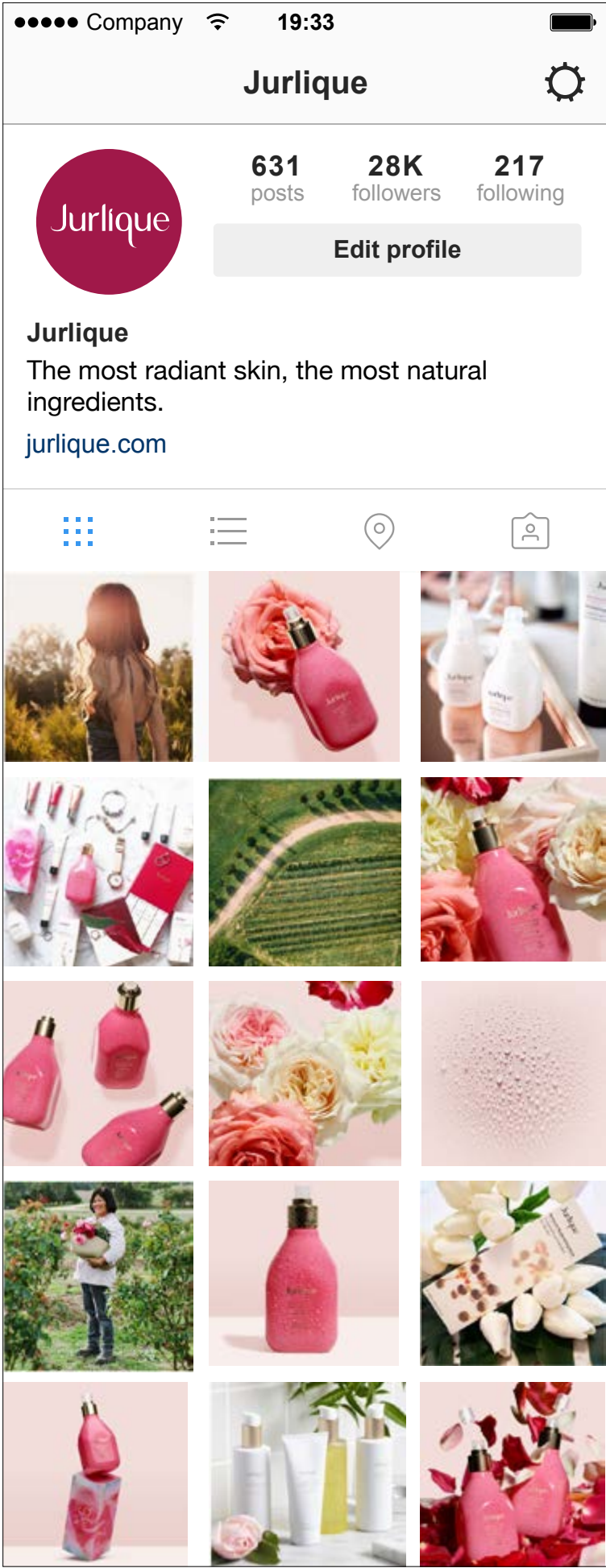
#NatureEvolved



Jurlique 12-14 Olsen Road, Mount Barker, South Australia, 5251
[Customer Service](#) | [Track Order](#) | [Unsubscribe](#)

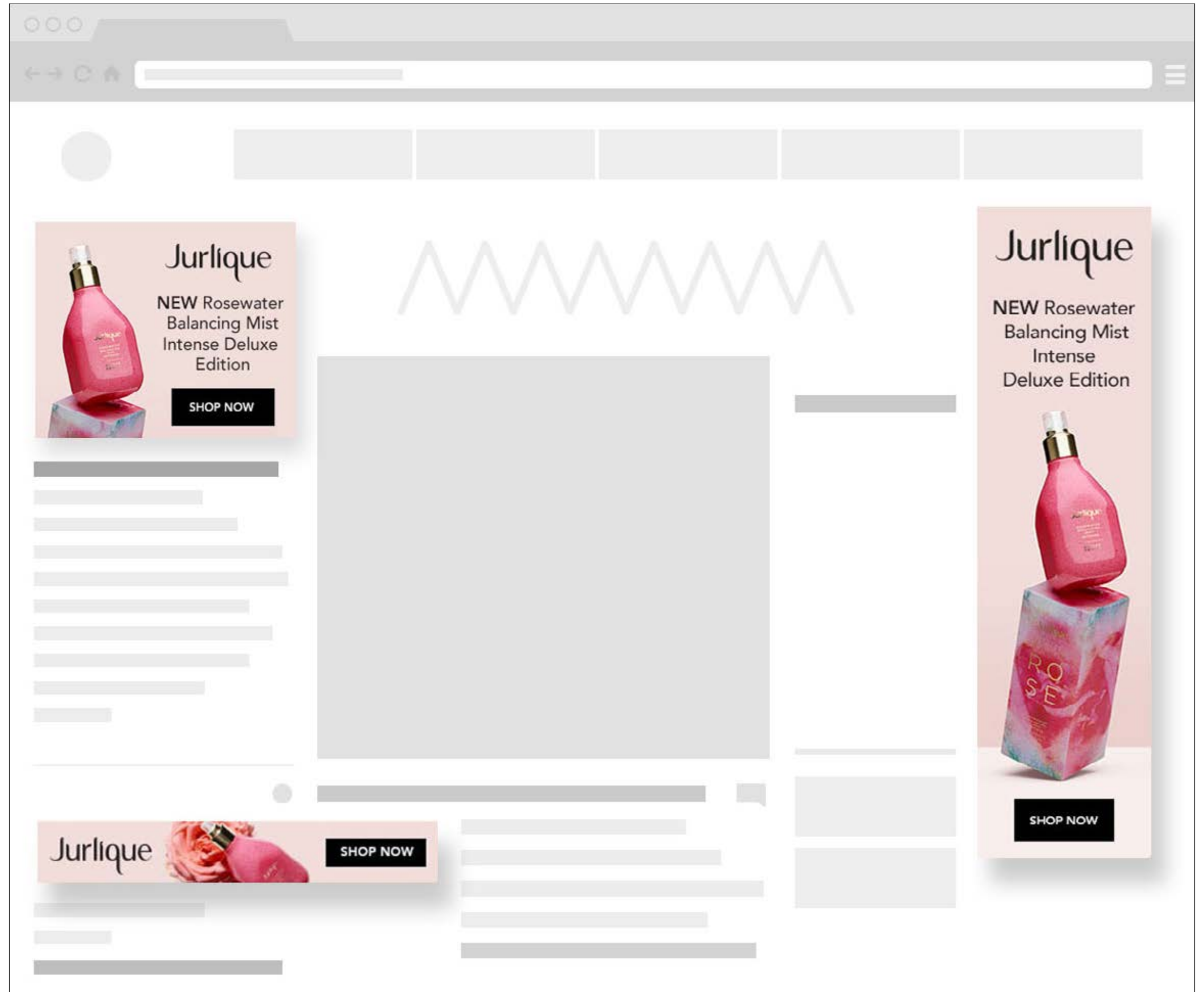
Limited Edition Mist

DIGITAL - SOCIAL MEDIA STRATEGY



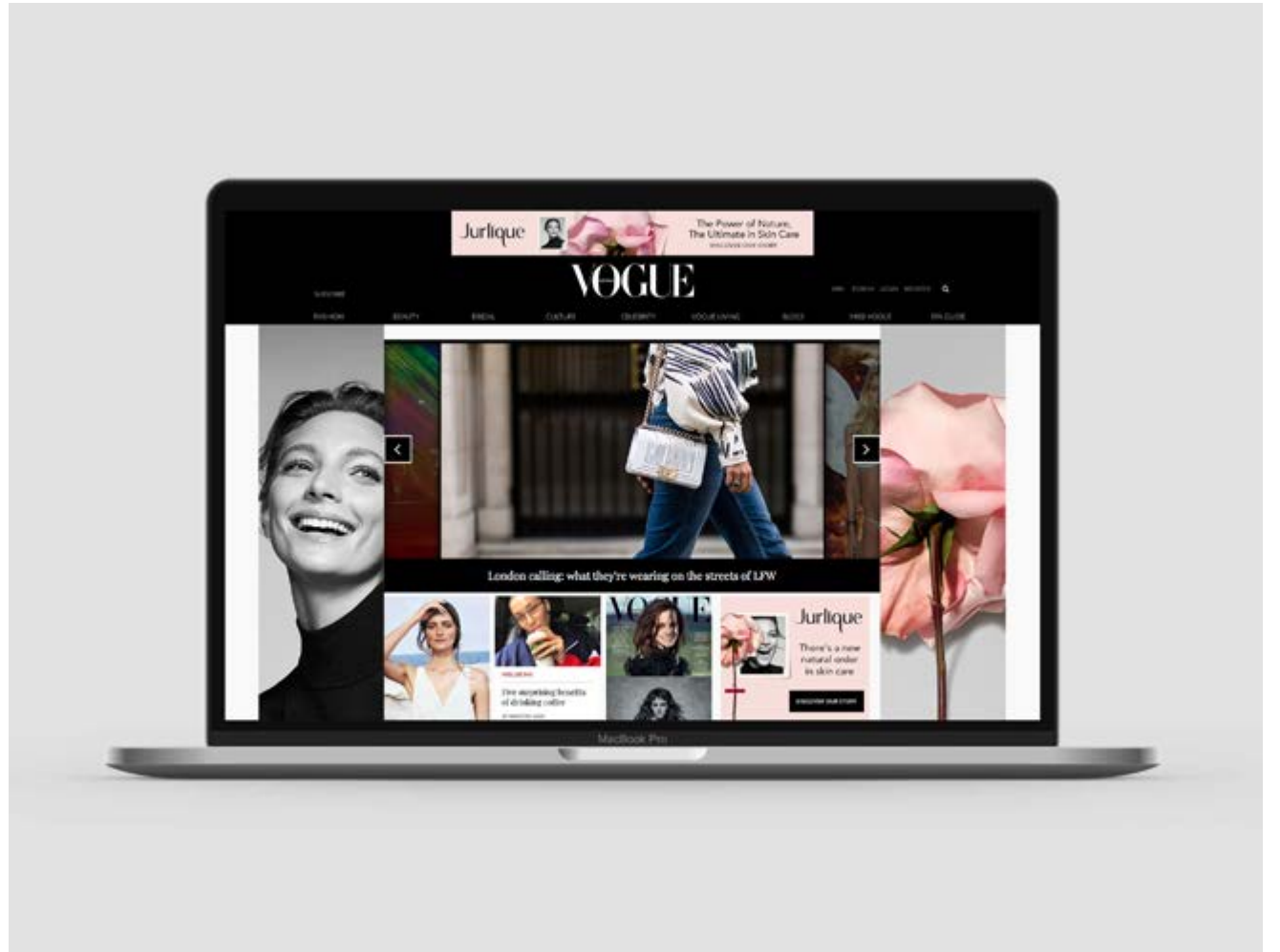
Limited Edition Mist

DIGITAL - RETARGETING ADS



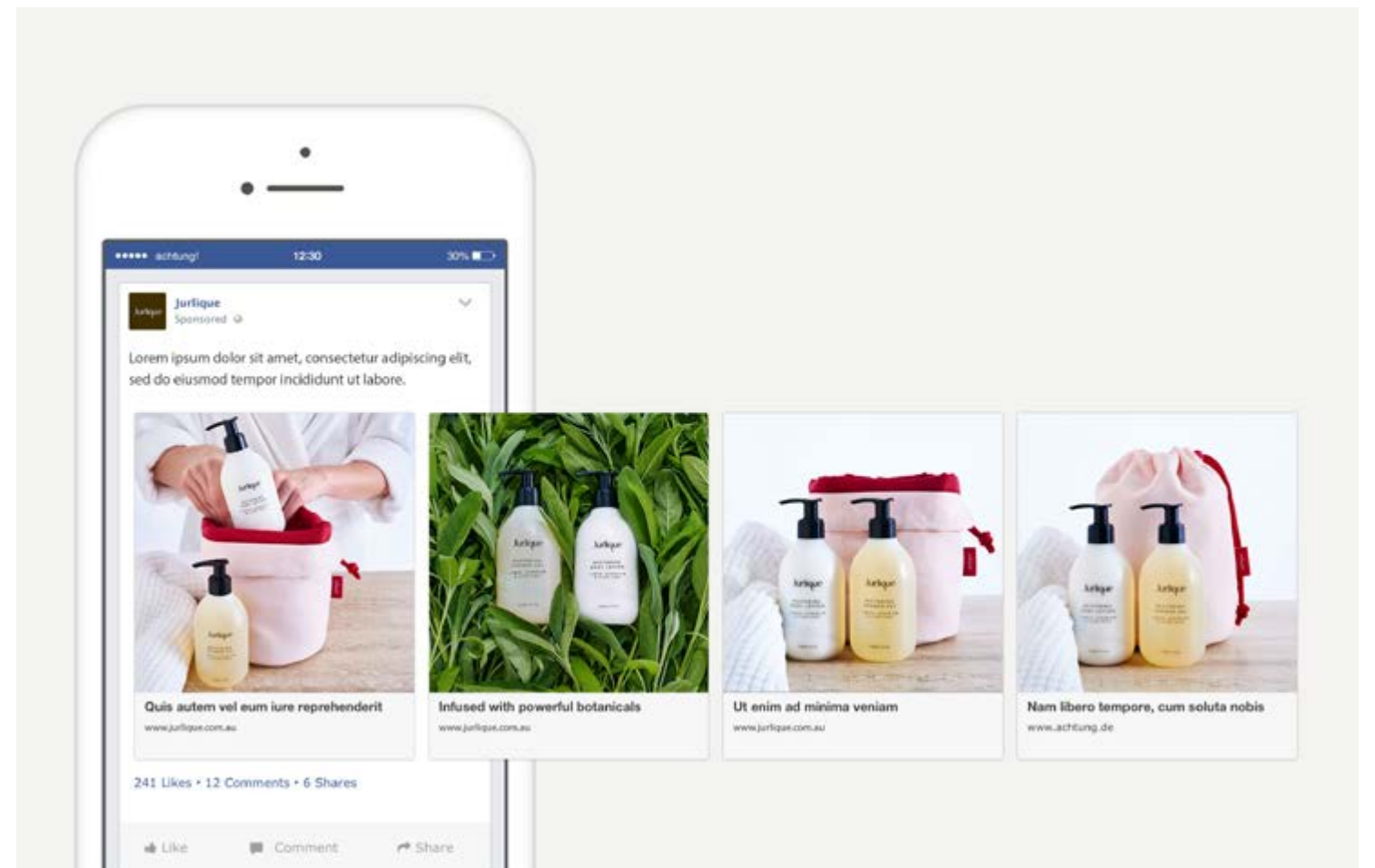
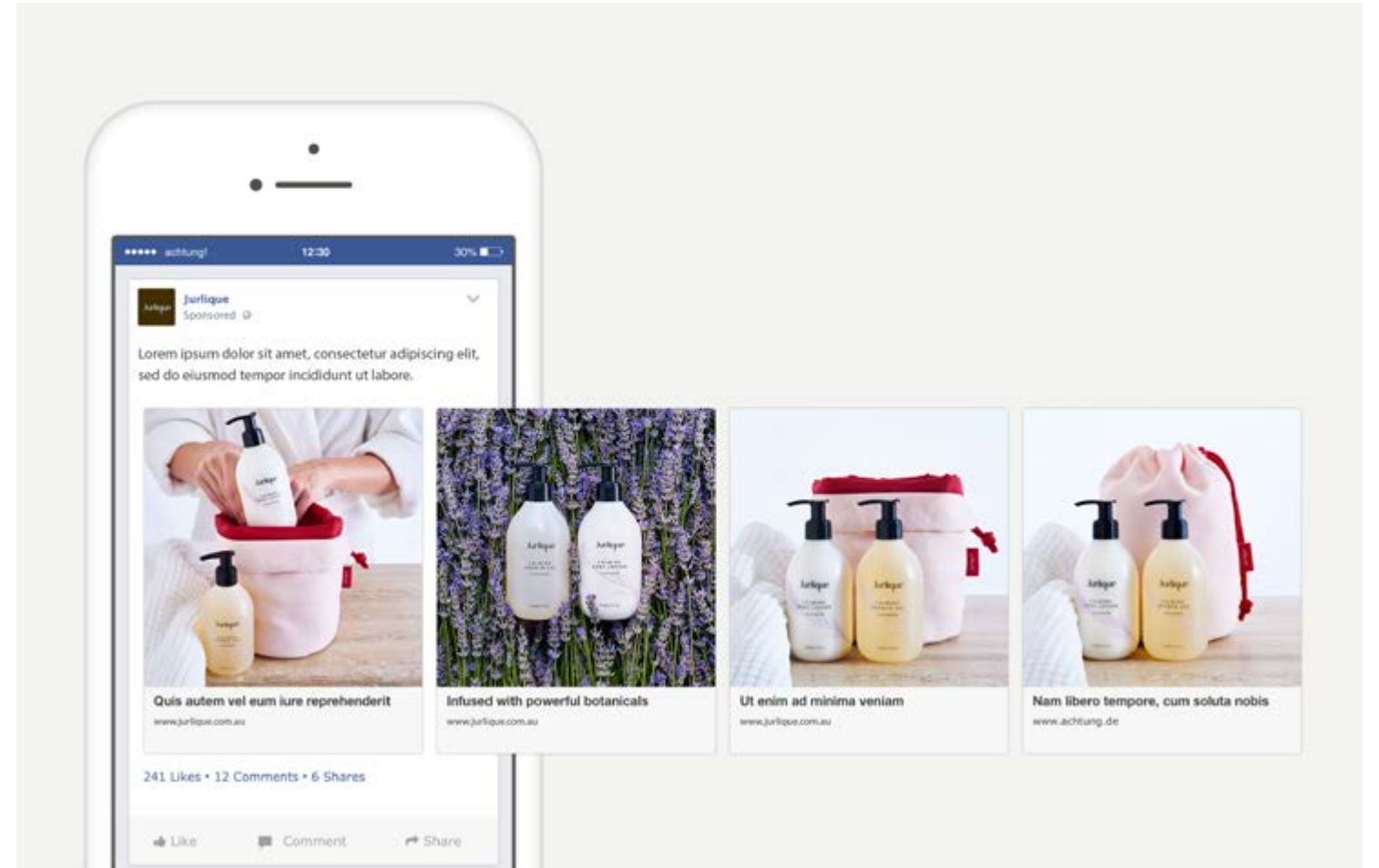
Brand Campaign

PRINT - POS / VM COLLATERAL, OOH • DIGITAL - E-COMMERCE, EDM, SOCIAL MEDIA



Art Direction

SOCIAL MEDIA CONTENT CREATION



Experience Radiance

INFLUENCER STRATEGY



Experience Radiance

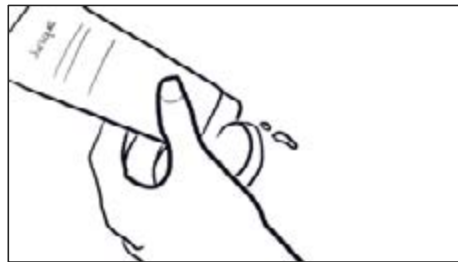
INFLUENCER STRATEGY - VIDEO CONTENT - STORYBOARD



We open on a sequence of shots of our Influencers arriving at Beta Bar.



Cut to a sequence of close up shots of our influencers interacting with our Beauty Experts. We capture this exchange from a number of angles, mostly shot in close up.



We capture a range of shots of the women testing product – trying it on their hands, playing with the packaging etc.



We also capture shots of women holding the product with packaging in shot.



We cut to multiple shots of the influencers inspecting their skin in a mirror, capturing a range of different expressions.



Cut to an establishing shot of the photography stations. Optional to shoot a time-lapse sequence here too.



Capture a range of close ups shots of our influencer's faces as they are being photographed.



Shoot our influencers from their perspective.



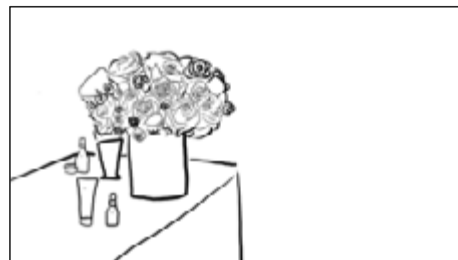
Shoot our influencers from the photographer's perspective.



Capture more close up shots of the influencers, this time looking at the ground then moving their eyes to the camera.



Candid shots of the women interacting with each other on set.



Showcase product set up around the shoot.



Close ups of botanicals.



End on a product range shot



End frame

OVERVIEW

Aim is to capture as much memorable and useful content of our influencers as possible.

Focusing on our two hero influencers, Jacquie and Georgie, as content involving them will be used to form social content throughout the entire year.

We need to make sure we're capturing a diverse range of shots (stills and moving) of all women, however, making sure our look & feel remains consistent.

Shots to feel natural and relaxed, ensuring they align with the brand. Let's try to capture candid content of the girls laughing, talking to one another, testing Jurlique products, handling products, looking at their skin in the mirror, touching/holding flowers etc.

Footage to feel organic – not staged or forced.

Experience Radiance

INFLUENCER STRATEGY - VIDEO AD 60 SECONDS



RESULTS

The video ad achieved +300% of its target sales within 20% of its budget.

Video view rate was 29.05% (25% completion rate).

Assets were also deployed in other markets - Japan, UK and HK

[VIDEO 60s - https://vimeo.com/300095328](https://vimeo.com/300095328)

[VIDEO 15s - https://vimeo.com/300095044](https://vimeo.com/300095044)

Motion

CONCEPT, ANIMATION



SHOWREEL 2017

Showreel for upcoming campaigns.

[ANIMATION - https://vimeo.com/301523968](https://vimeo.com/301523968)

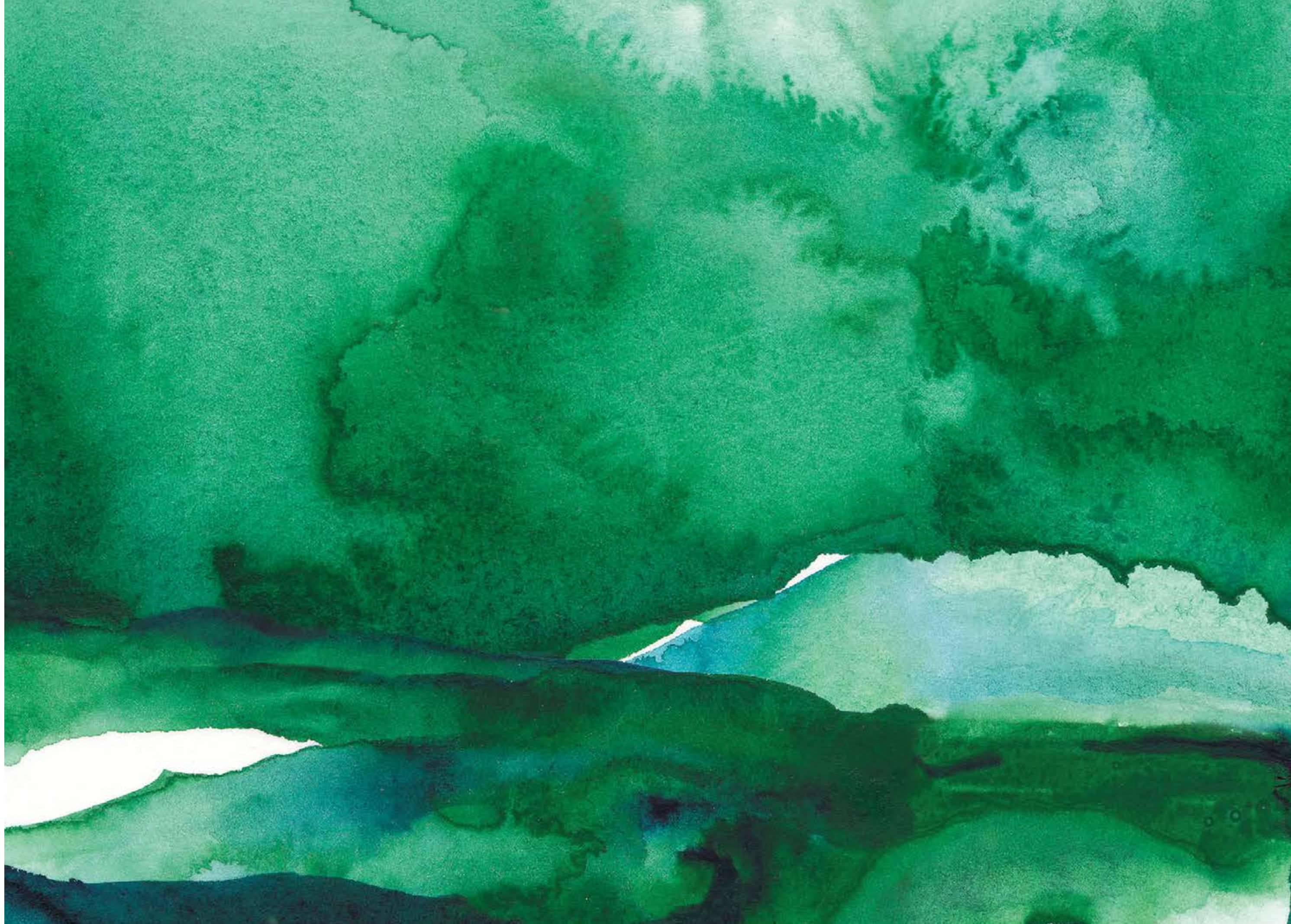
Gift With Purchase

LOCAL PROMOTIONAL CAMPAIGN



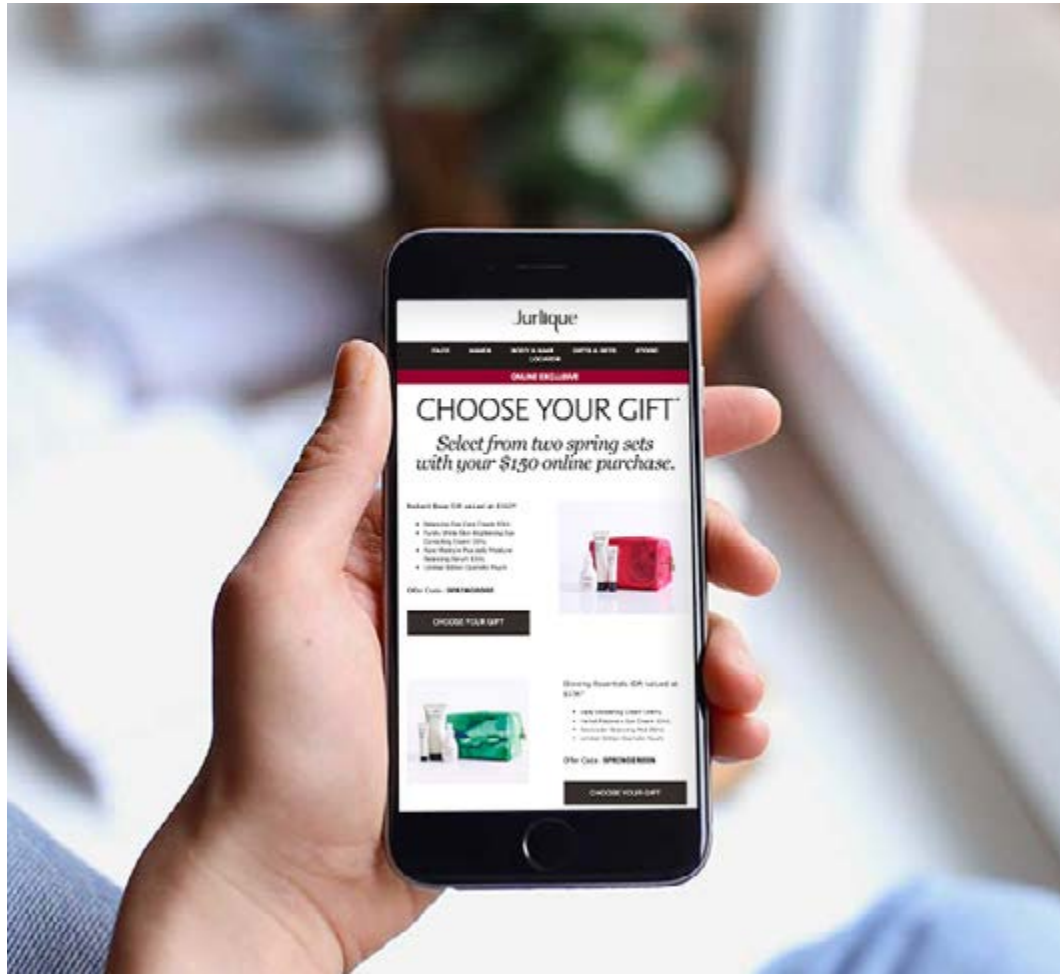
Gift With Purchase

LOCAL PROMOTIONAL CAMPAIGN



Gift With Purchase

CREATIVE CONCEPT, PACKAGING, ART DIRECTION, PRINT, DIGITAL



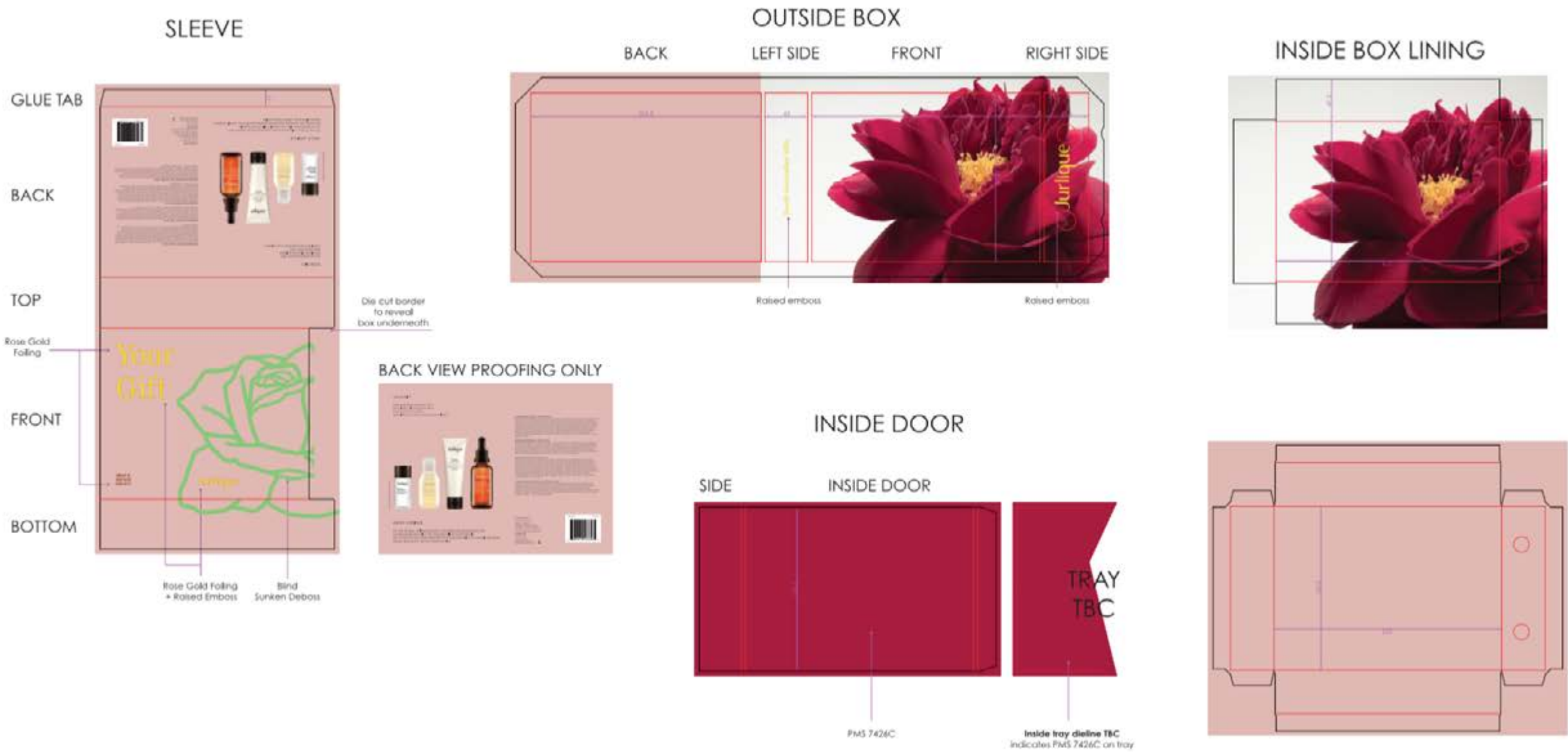
Gift With Purchase

LOCAL PROMOTIONAL CAMPAIGN



Gift With Purchase

CONCEPT, ART DIRECTION, PRINT, DIGITAL



Wellbeing campaign

CREATIVE STRATEGY, CONCEPT, ART DIRECTION, PRINT AND DIGITAL EXECUTION



Wellbeing campaign

CREATIVE STRATEGY, CONCEPT, ART DIRECTION, PRINT AND DIGITAL EXECUTION



Wellbeing campaign

CREATIVE STRATEGY, CONCEPT, ART DIRECTION, PRINT AND DIGITAL EXECUTION



Wellbeing campaign

CREATIVE STRATEGY, CONCEPT, ART DIRECTION, PRINT AND DIGITAL EXECUTION

FACE
HANDS
BODY & HAIR
STORE LOCATOR
GIFTS & SETS

GET MOVING

Continue your wellbeing journey with the Jurlique by Leah Simmons Fitness Challenge

DISCOVER THE CHALLENGE

Leah Simmons

Pilates and Fitness Instructor, DJ, Yoga lover and Mum to Ryder

Leah Simmons is a qualified pilates teacher and fitness instructor with an insatiable passion for all things health and fitness. She believes that if SHE CAN, YOU CAN.

MEET LEAH



Leah's 10 Tips for a Better Workout

Learn how Leah finds her focus for each and every workout. Find out more about why quieting the brain, warming up, cooling down, staying hydrated and a great playlist are essential to creating 60 minutes of kids-free, phone-free solitude.

READ MORE

WIN a Fitness Starter Kit!

To get you started on your four week Fitness Challenge we are giving away three prize packs worth \$800 each including a FitBit Alta, Adidas backpack, Nike water bottle and lots of Jurlique skin care.*

ENTER NOW

FACE
HANDS
BODY & HAIR
STORE LOCATOR
GIFTS & SETS

NOURISHED INSIDE & OUT

Find your inner glow - try the Jurlique by Jacqueline Alwill Wholefoods Challenge

DISCOVER THE CHALLENGE

Jacqueline Alwill

Nutritionist, Author and Mum to Jet

"A good diet and healthy food doesn't ever have to be boring or complex. It's a space to find your creativity, learn and share a truly incredible experience in food and health."

MEET JACQUELINE

Jacqueline Alwill's Wholefoods Recipes

Download over 12 practical and nourishing recipes created exclusively for Jurlique by Jacqueline Alwill to get you started on your journey to good health.

DOWNLOAD RECIPES



Eating for glowing skin

What we put in our bodies is just as important as what we put on our skin to make it glow. Use Jacqueline Alwill's simple steps for nourished and beautiful skin.

READ MORE

WIN a Wholefoods Hamper!

Win a Wholefoods Hamper valued at \$680 to help you kick start your wellbeing journey to healthy, glowing skin. Entries close 18th October 2016, terms and conditions apply.*

ENTER NOW

FACE
HANDS
BODY & HAIR
STORE LOCATOR
GIFTS & SETS

Leah Simmons, Body by Leah

Leah Simmons is a qualified pilates teacher and fitness instructor with an insatiable passion for all things health and fitness. She believes that if SHE CAN, YOU CAN.

DISCOVER THE CHALLENGE

Leah's top five ways to incorporate exercise into your daily life

- Get active everyday**
From taking the stairs to taking a walk to work, find ways to incorporate movement into your daily routine.
- Walk more**
Walking is a simple, low-impact exercise that can be done anywhere, anytime.
- Challenge yourself daily**
Set small, achievable goals for yourself each day to keep your mind and body engaged.
- Do what works for you**
Find activities that you enjoy and that fit into your lifestyle.
- Dance like no one is watching**
Dancing is a fun, energetic way to get your heart rate up and burn calories.

LEAH'S 4 WEEK FITNESS CHALLENGE

This challenge is all about motivating yourself to bring exercise into your everyday routine. Each week there's a mix of high intensity interval training, strength, cardio, flexibility, and more. Download the challenge to get you started on your journey to good health.

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
WEEK 1	HIIT (30 min)	YOGA (30 min)	STRETCH (30 min)	HIIT (30 min)	HIIT (30 min)	HIIT (30 min)	HIIT (30 min)
WEEK 2	HIIT (30 min)	YOGA (30 min)	STRETCH (30 min)	HIIT (30 min)	HIIT (30 min)	HIIT (30 min)	HIIT (30 min)
WEEK 3	HIIT (30 min)	YOGA (30 min)	STRETCH (30 min)	HIIT (30 min)	HIIT (30 min)	HIIT (30 min)	HIIT (30 min)
WEEK 4	HIIT (30 min)	YOGA (30 min)	STRETCH (30 min)	HIIT (30 min)	HIIT (30 min)	HIIT (30 min)	HIIT (30 min)

Download the challenge to get you started on your journey to good health.

STRENGTH CIRCUIT #1

20 x overhead squats
20 x lunges with weights
20 x squats with weights
20 x deadlifts
20 x kettlebell swings

STRENGTH CIRCUIT #2

20 x overhead squats
20 x lunges with weights
20 x squats with weights
20 x deadlifts
20 x kettlebell swings

MOBILITY DAY

10 min of yoga
10 min of stretching
10 min of Pilates
10 min of Tai Chi
10 min of Qigong

CHORD DAY

10 min of yoga
10 min of stretching
10 min of Pilates
10 min of Tai Chi
10 min of Qigong

REST DAY

10 min of yoga
10 min of stretching
10 min of Pilates
10 min of Tai Chi
10 min of Qigong

The Wholefoods Challenge

Welcome to your week of deliciously nourishing wholefoods eating. This plan is designed to help you find your glow and inspire you towards a journey of health and wholefoods.

Wholefoods Eating

Wholefoods eating is a way of eating that focuses on whole, unprocessed foods. It's a way of eating that is healthy, delicious, and nourishing. It's a way of eating that can help you feel your best and live your best life.

DISCOVER THE CHALLENGE

Green Noodle Bowl

Bring a medium portion of water to the boil. Place the kale, broccoli, and asparagus into the water and blanch for 2 minutes. Drain the vegetables and place in a colander. Wash with cold water and pat dry. Bring the water back to the boil and add the noodles. Cook for 8 minutes or so per package instructions. When the noodles are cooked, drain and rinse with cold water. Toss with soy sauce, sesame oil, and a pinch of salt. Serve immediately.

Drinking

1 litre of water
1 litre of green tea
1 litre of herbal tea
1 litre of fruit juice

Warm Sprouts, Quinoa, Cauliflower, Steaks and Haloumi

Place the quinoa and 1 cup of water in a pot and bring to the boil. Cook for 15 minutes. In the meantime, preheat the oven to 200°C. Season the steaks with salt and pepper. Cook the steaks in a hot pan for 4 minutes on each side. Cook the cauliflower in a hot pan for 4 minutes. Cook the quinoa in a hot pan for 15 minutes. Serve the quinoa, steaks, cauliflower, and haloumi together.

Drinking

1 litre of water
1 litre of green tea
1 litre of herbal tea
1 litre of fruit juice

Raspberry Mango and Vanilla Ice Pops

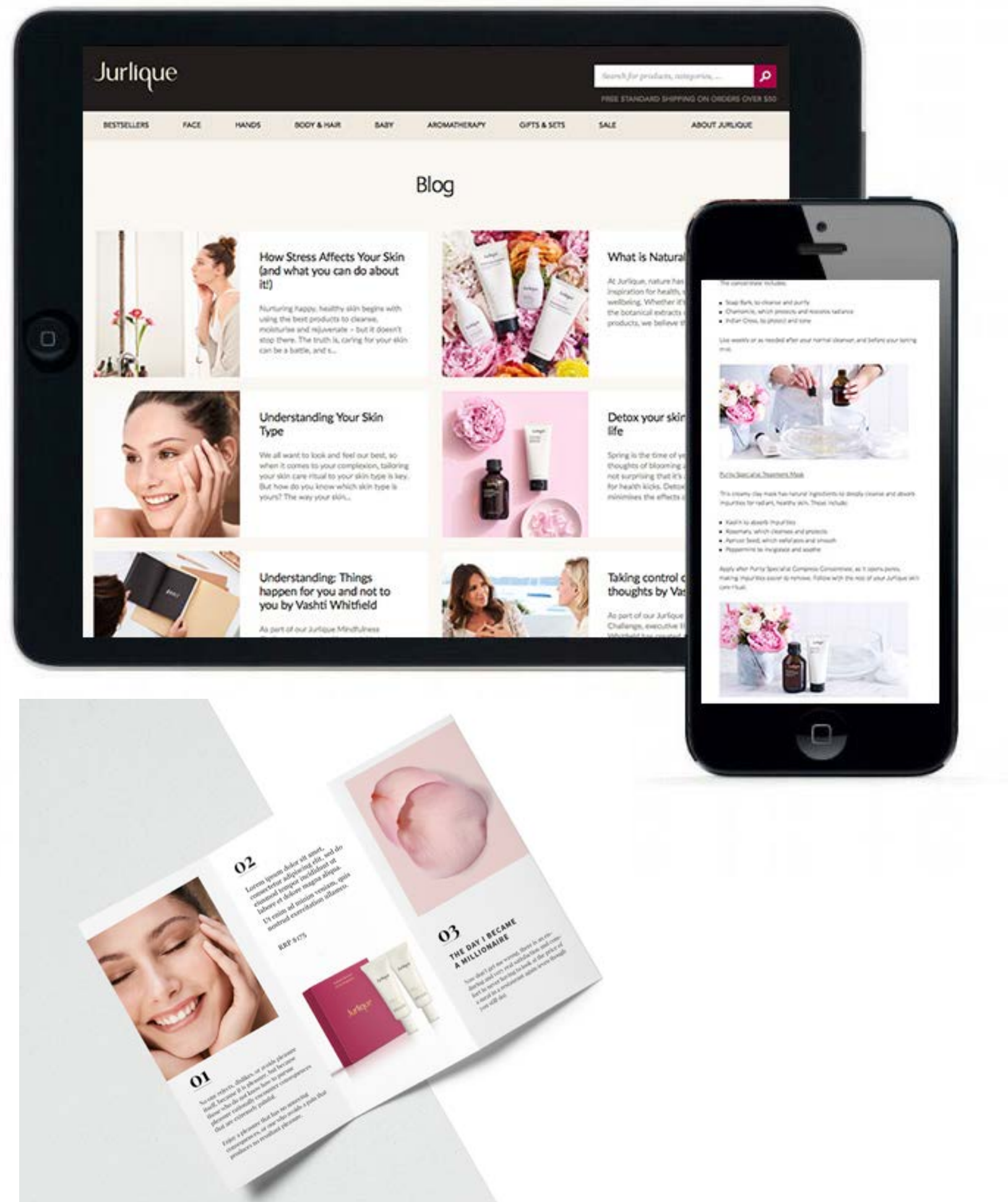
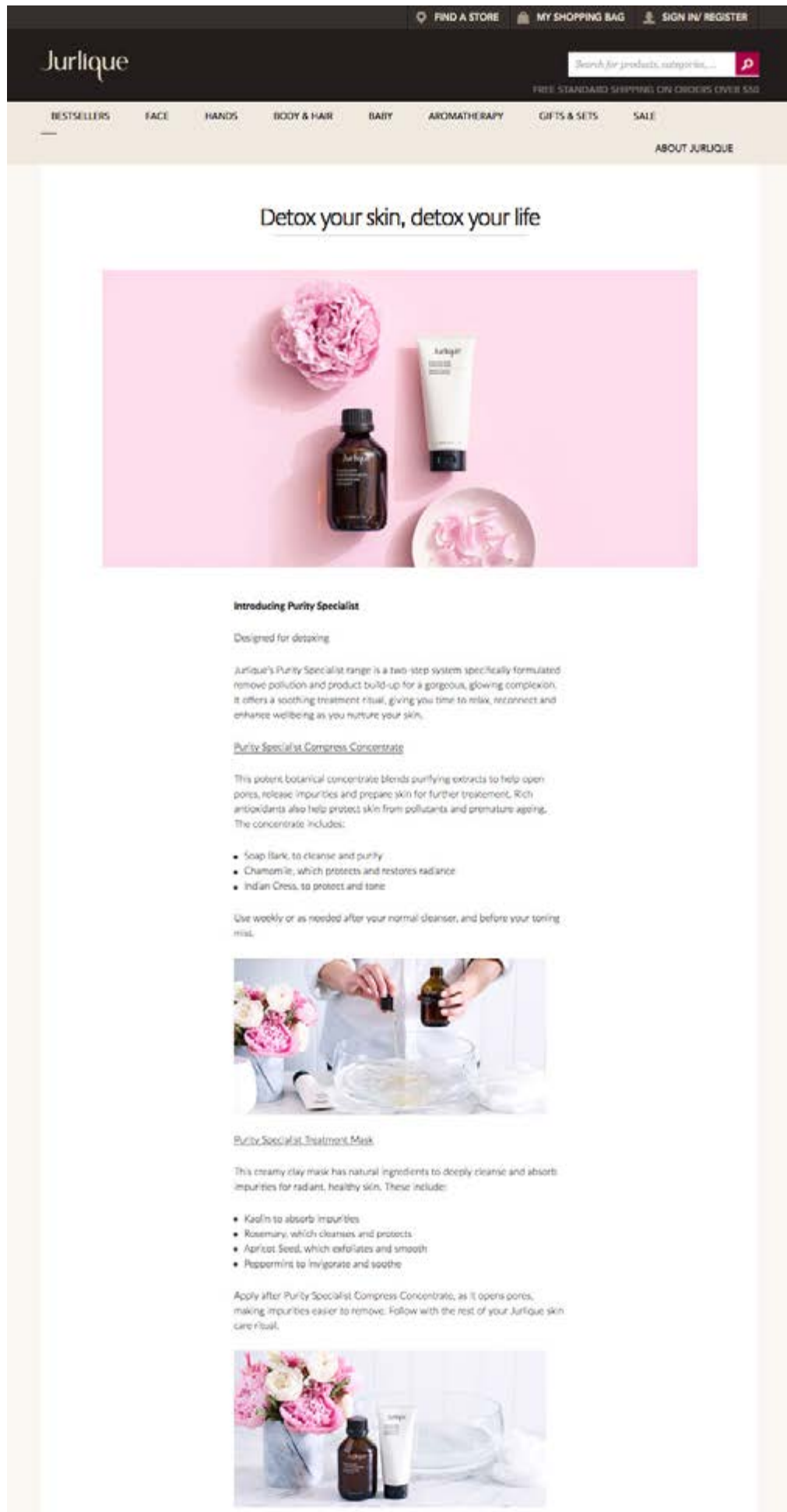
To make the raspberry, lemon, and vanilla ice pops, you will need the following ingredients: 1 cup of raspberries, 1 cup of mango, 1 cup of vanilla, and 1 cup of water. Blend the ingredients in a blender and pour into ice pop molds. Freeze for 4 hours.

Drinking

1 litre of water
1 litre of green tea
1 litre of herbal tea
1 litre of fruit juice

Wellbeing campaign

CREATIVE STRATEGY, CONCEPT, ART DIRECTION, PRINT AND DIGITAL EXECUTION



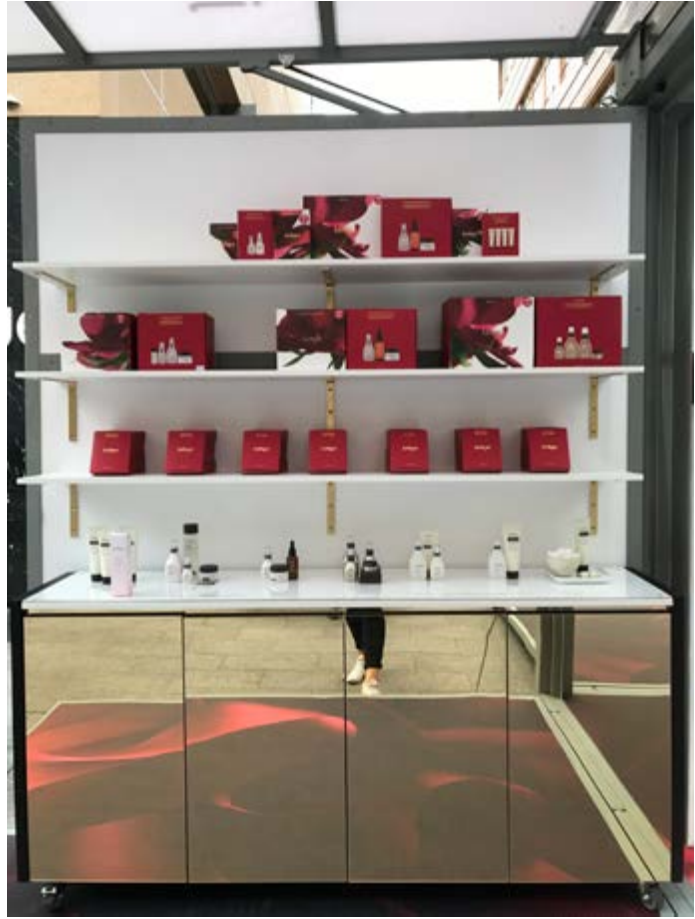
Brand Activation

CHRISTMAS 2017 - CONCEPT DESIGN



Brand Activation

CHRISTMAS 2017



Brand Activation

PRECIOUS HANDS 2016 - CONCEPT DESIGN



Brand Activation

PRECIOUS HANDS 2016



0406 965 636

zuzana_hajachova@hotmail.com

zuzanahajachova.com