

Q-tips®
Cotton Swabs

Every Phase Every Face

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Meet the team



Account Manager

Brooke Arthur is a double major in Spanish and Media Arts and Design with a concentration in creative advertising. She has a pet bunny, Piper, and loves spending time outdoors like a plant soaking up the sun, and enjoys painting with watercolors. She wields words with power and lets thoughts float freely like butterflies. With a passion for social impact, she aspires to use her advertising skills to work in the nonprofit sector, promoting good with every project.

Creative Director

Mina Hakimpour is a double major in Media Arts and Design and Communication studies, with focuses on creative advertising and public relations. In her free time, she enjoys cooking, watching movies, playing board games, and putting together playlists. In the future she hopes to get into the entertainment media industry where she can combine her love of advertising and film.



Copywriter & Strategist

Casey Frost is a senior double majoring in Communication Studies and Media Arts and Design. She is involved in several organizations on campus including Dancing Dukes, PRSSA, and Lambda Pi Eta. Casey enjoys spending time with her nephews, playing guitar, being outdoors, and online shopping without actually buying anything. Casey is passionate about storytelling and hopes to contribute her creativity and passion to the advertising industry.

Art Director

Meirra McChristian is a Media Arts and Design major with a concentration in creative advertising. She has minors in Political Science and Honors. She is a member of the University Program Board within the media and culture committee, works in the main office in Harrison Hall, and is a member of Breeze TV production crew. She has been working on photography and with cameras for 10 years. She has also worked with Adobe programs for eight years. In the future, she aspires to work in digital marketing or in production for a newsroom.





Camp Media

Section I

Logo & Rationale

Logo roughs

7



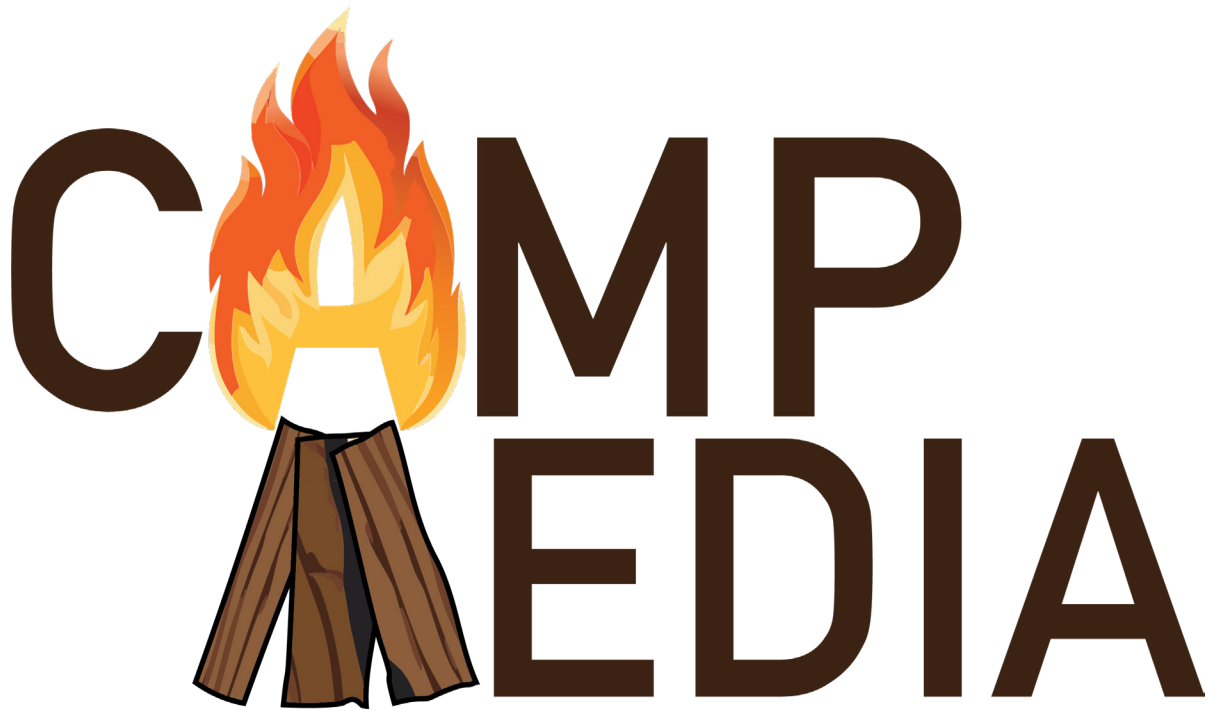
The agency logo for Camp Media takes a literal approach to the camp theme, drawing inspiration from the joy of outdoor adventures. The word “camp” carries a double meaning: it refers both to an advertising “campaign,” tying into our capstone coursework, and pays homage to the classic outdoor experience.

In the logo design, the flames of the campfire form the shape of the letter “a” in “camp,” while the logs resemble the letter “m.” A bold, playful font was selected and colored dark brown to reinforce the outdoorsy aesthetic.

For many of us, summer camp was an exciting escape from school, introducing us to forever friends, new experiences, and a home away from home. Camp Media embraces the freedom of authentic self-expression, channeling that spirit into every project the agency undertakes.



Final logo





Section II

Secondary Research
Primary Research
Creative Brief

Photo: Q-tips shelf placement in Walmart in Harrisonburg.



Secondary Research

Brand Overview

The Q in “Q-tips” stands for quality (Home, 2024). The name’s copyright is owned by TIGI Linea Corp, operating under the name Elida Beauty (Our brands, 2025).

Brand Timeline

Q-tips were originally created in 1923 by founder Leo Gerstenzang, who was inspired by his wife’s use of toothpicks with cotton stuck on the ends. The product has had a variety of developments throughout its 102 year history. (About, 2024).

Market Standing

According to Q-tips’ Company FAQ page, “Q-tips cotton swabs products are sold in mass merchandise stores, drug stores, supermarkets and club stores all over the country,” (FAQ, n.d.). Because of this, the cost of Q-tips can range between \$1 to \$5. The price depends on the quantity of the product, with there being 30 to 300 packs available at any major department/drug store such as Target, Walmart, CVS, and Walgreens.

Competition

Q-tips’ current categorical standing is: beauty, personal care, arts & crafts, cleaning, and more. Because of this Q-tips are very versatile, therefore their competition vary significantly by product and market. Some of which include: makeup brushes, reusable cotton swabs, and cotton pads.

BEAUTY

For precise makeup clean-up, fine-tipped brushes can be bought to be dipped in makeup remover liquid or makeup products, such as the 263S Synthetic Small Angle Brush from MAC Cosmetics. This brush can cost someone \$25 before tax (Eye brushes, n.d.).

PERSONAL CARE

With mindful shopping and single-use items gaining traction, reusable cotton swabs from Last Object are a competitors. It includes a single reusable swab with travel case is \$12 before tax (Products, n.d.).

ARTS & CRAFTS

For craft lovers, a Dotting Tool Set from The Dotting Center provides a similar dotting end product that a Q-tips would match. The Dotting Tool Set costs \$24.99 before tax (Dotting Tool Set, n.d.).

CLEANING

Many need small and compact items to clean hard-to-reach places, such as the nooks and crannies of a cellphone. Mobile device care kit with multiple cleaning tools from brands such as Otterbox can cost around \$7.95 before tax. (Phone Accessories, 2025).

Competition Comparison

Q-tips are present on shelves of major retailers and pharmacies that sell personal care and beauty items such as Walmart, Target, many grocery stores, CVS, Walgreens, etc. Q-tips describes on its website that the brand would like each of the products to be available in all stores, but shelf space and consumer demand can affect how much of the product a retailer wants to carry (FAQ, 2024). Majority of products within the same scope are presented the same, either stacked or hanging from shelves, the display typically takes into account the size, with smaller packs being presented with the travel-friendly products and bigger products on shelves.

Competition Differences

The main feature that differentiates Q-tips from its competition would be its soft, 100% pure cotton swab tips (FAQ, 2024). The small, soft and absorbent cotton tips make them versatile, compact, and gentle tools, with uses ranging from personal care to detailed cleaning.

Consumer Base

Makeup users: Easy line clean up, application, gentle material
 Nail techs: Easy cuticle clean up, affordability, quantity, gentle material
 Parents: Affordability, quantity, versatility, gentle material, easy-to-carry
 Primary school teachers: Affordability, quantity, versatility, gentle material
 Adults: Versatility, affordability, compact, quantity



S.W.O.T

Strengths: Compact, soft composition, affordable, versatile, strong brand recognition, trusted quality product.

Weaknesses: Single-use and non-recyclable, chemicals used in production to purify/connect materials, environmental effects from chemical use, perception of misuse/safety concerns.

Opportunities: Changing public perception, highlights Q-tips true purposes, leaning into the versatile concept of Q-tips, sustainability re brand, expansion of product options into new markets, collaborations with cleaning brands/makeup brands/etc.

Threats: Reusable alternatives, cheaper generic brands, negative publicity.

Previous Advertisements

Q-tips had an "All Purpose" campaign that ran in 1999 to demonstrate the all-purpose capabilities of Q-tip. Specifically, showcasing how Q-tips can be used as a makeup tool and a cleaning tool with clever imagery to show the comparison visually (AdForum, n.d). Before this campaign, Q-tips utilized Betty White as a celebrity endorsement in an old television ad promoting all of the reasons why the quality and comfort of Q-tips makes them safe and easy-to-use for anything (YouTube, 2012). As far current advertisements go, Q-tips have not made anything that resembled an ad campaign. The brand has, however, conducted a social media re-brand with the introduction of a new mascot, QT (Instagram, n.d).

Group Impressions

Brooke Arthur

Strengths: Excellent for use on sensitive skin and reducing irritation as personal care.
 Weaknesses: Alongside efforts to pursue more sustainable practices to combat global warming, Q-tips are single-use and non-recyclable, negatively affecting the environment.
"They are a pretty good product but sometimes the cotton gets loose on the end and the middle snaps sometimes but they overall do what I need them to do."

Meirra McChristian

Strengths: Packaging design.
 Weaknesses: Hazards that doctors have brought up with using Q-tips in recent years for inner ear canal cleaning.
"I like how q-tips are gentle and can get into small places. I like using them in the inner corner of my eye."

Mina Hakimpour

Strengths: Easy-to-use, affordable, gentle materials, compact, comes in bulk.
 Weaknesses: Use is misunderstood to be for ears - which the manufacturer advises against, single-use, not well known to be a multi-use product.
"I really love how Q-tips are compact and easy to carry, especially if I need to fix or clean something on the go."

Casey Frost

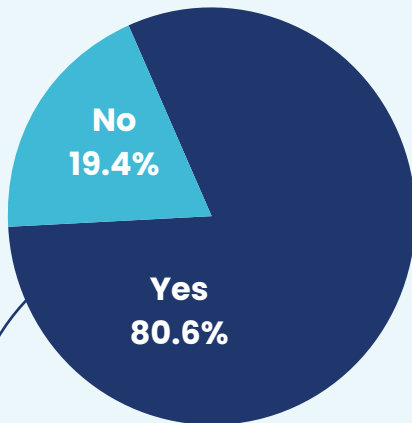
Strengths: Multiple uses, compact and easy to travel with, can be bought in bulk, disposable
 Weaknesses: My only perceived weakness of the product would be environmental concerns since they are non-recyclable.
"I think q-tips are good for a variety of things. I mainly can see them being used for makeup and since they are small they are very easy to travel with"

14 Primary Research | Survey

Camp Media was tasked with conducting research in order to further and increase Q-tips brand awareness and recognition. This survey was sent out digitally and promoted by digital signage on campus and posts to LinkedIn and Instagram. There was no incentive for completing the survey.

Q-tips usage insights

Do you use Q-tips?

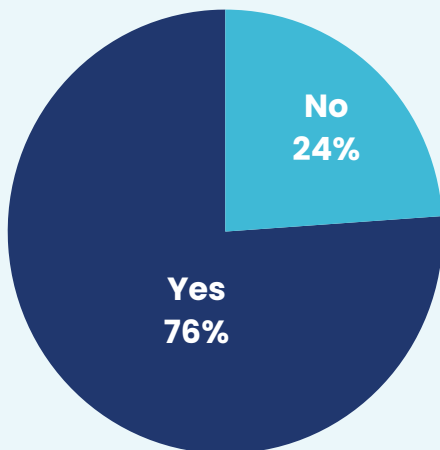


15 Questions
136 Participants

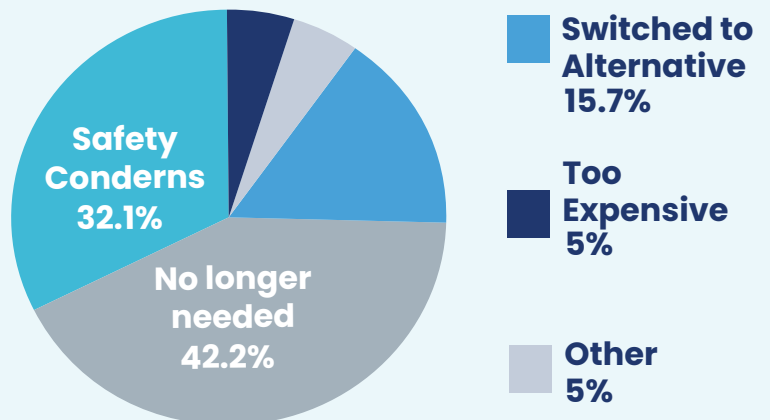


For those who said "No"

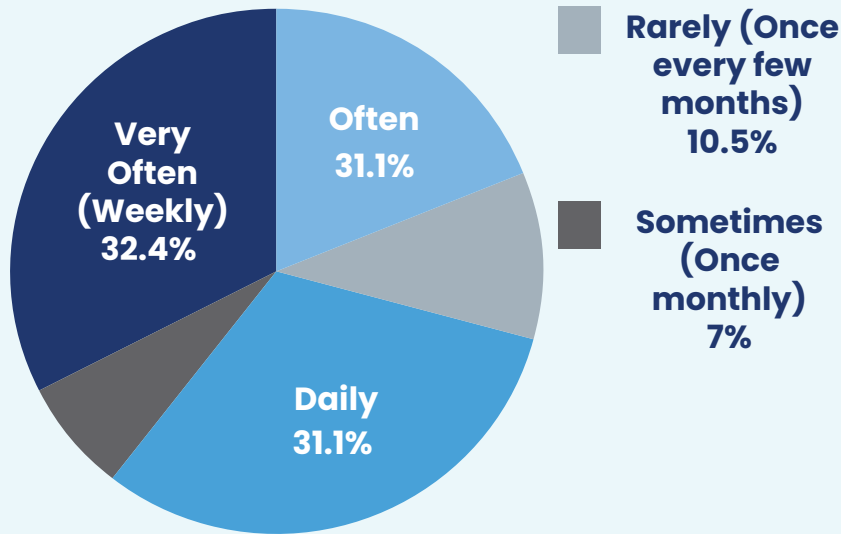
Have you ever used Q-tips?



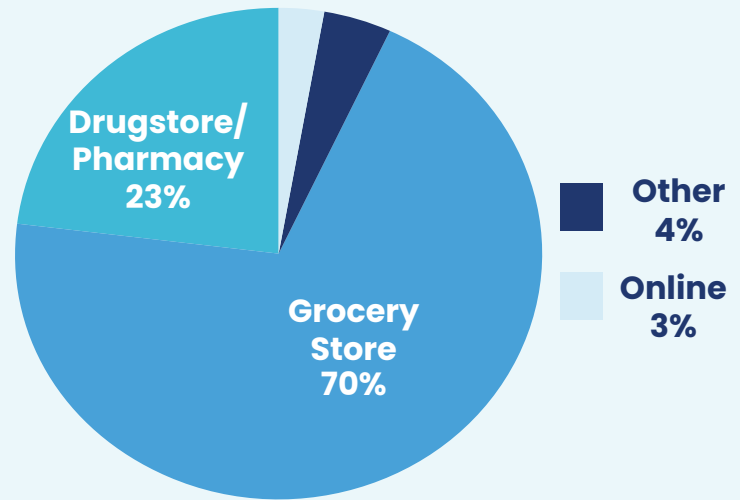
Why do you no longer use Q-tips?



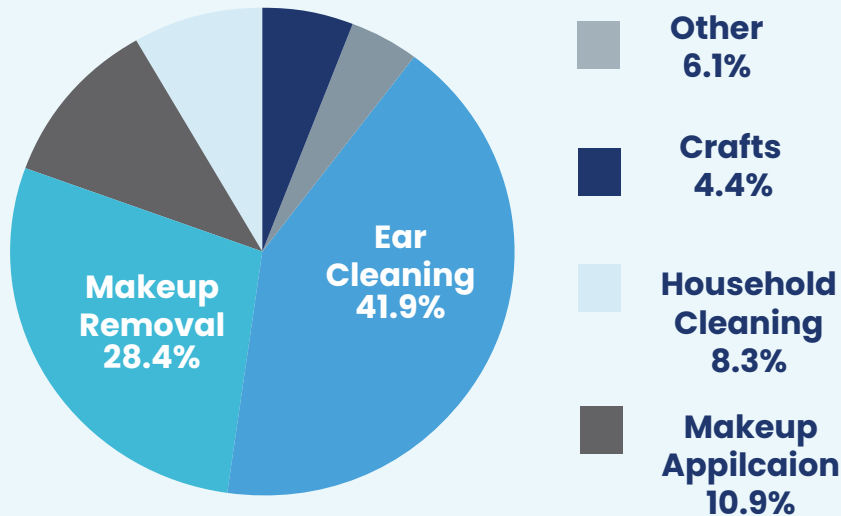
How often do you use Q-tips?



Where do you typically purchase Q-tips?



What do you use Q-tips for?



What we learned

- Q-tips are still widely used among young adults, especially for ear cleaning—even though that use is discouraged by medical professionals. Most people use them regularly and are generally satisfied with the product.
- Safety concerns, product quality, and sustainability are recurring themes in user feedback. Many mentioned issues with cotton unraveling and a desire for a more eco-friendly option.
- Price and durability are the most important factors when purchasing Q-tips, and convenience plays a big role in where people buy them.
- There is also growing interest in reusable or alternative ear cleaning methods.
- Most respondents were college-aged women, likely due to how the survey was distributed.

16 Primary Research | Focus Group

Procedure

The focus group was conducted with **5 participants, 4 females and 1 male, aged 20–23 years-old**. 4 participants were undergraduate students, 1 was a graduate student. A series of 10 questions was asked and discussed within the group, beginning generally and getting increasingly more specific. An initial opening question and two final closing questions were used to begin and conclude the session smoothly. There was one main moderator and one timekeeper/note taker present to facilitate the session. The main moderator introduced questions sequentially when discussion subsided and asked follow-up questions when appropriate. The session ran for roughly 45 minutes, including a brief welcome and introduction of ground rules, then a gift card raffle to compensate for voluntary participation.

Analysis

The major themes that arose during the research phase were **sustainability, product concerns, quality comparison, features, price, and use**. Q-tips are a common household item with a 100 year-old history, however, survey respondents shared unique perspectives across these categories.

First, many understood that Q-tips should not be used within the ear canal, but do so anyway. Concerns about the consistency of the cotton swab ends were brought up on occasion. Consumers enjoy the two-sidedness, softness, travel capability, and overall durability of the product. When considering price, Q-tips were considered cheap, but some still chose the cheaper store brand. Finally, when prompted further, people generated a multitude of unique ways to use Q-tips other than ear care.

Although not a product that warrants much thought in the purchasing process, we discovered that these tiny swabs are much more useful than we had previously considered.





Creative Brief



Persona: Quinn

Target: Aspiring performance artists (drag queens, theatergoers, dancers, actors, etc.)

Demographics:

- 30-40 y/o
- Gender: Everyone
- Salary: \$55k
- High school diploma or GED
- Working a stable job
- Individual household, dating but not married
- Rent: \$1,200
- Religion: Non-denominational



Geographic (physical location): United States | Chicago | Humid continental

Creative strategy concept

Q-tips are a versatile tool for makeup

Psychographics (AIOs):

Activities: Attending performances of all kinds, going out to eat, having company over, hosting parties, watching movies, going to dance and acting classes, karaoke nights, enjoying art festivals, exploring the city, and going to makeup classes.

Interests: Art, music, dance, theater, drag culture, makeup, hair, costuming, design, film, and performance art.

Opinions: Strong and expressive liberal political opinion shaped by their passions for expression, creativity, and community. Environmentally conscious, inclusive of all identities, advocates for rights for others.

Behavioral:

The target audience includes Millennials aged 30-40, which presents a unique set of buying behaviors. When purchasing products in the personal care category, this age range seeks convenience through online shopping, low costs, and demonstrates less brand loyalty due to financial consciousness.

VALS:

- **Innovators:** Quinn is an independent performer who values how they present themselves on stage.
- **Thinkers:** Quinn is a creative who is beginning their makeup journey and is starting to become knowledgeable on what products to use for their big premiere.
- **Strivers:** Quinn is motivated by putting on their best performance.

Frustrations:

- Burned out from demanding career/job(s) their entire life
- Believes it's too late (in age and life stage) to pick up a side hustle/new career
- Has achieved career success but feels like their creativity has been left untouched
- Doesn't have any personal connections in the industry
- Worried about the reactions of friends and family
- Doesn't want to splurge on expensive tools for a new endeavor

Motivations:

- **Self-Expression:** The thrill of performing and creating bold, artistic personas.
- **Belonging:** Connecting with like-minded creatives and uplifting others.
- **Growth:** Constantly evolving their craft and pushing artistic boundaries.
- **Freedom:** Living authentically, on their own terms, without limitations.



Creative Brief

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Social media activities:

Most frequently used: LinkedIn, Facebook, YouTube, Least used: Instagram
Personal: Sharing life snapshots and memories for friends and family only
Type of user: Online once every couple weeks or more for 1-2 hours.

Desired mindset:

Q-tips are the first tool to use when touching up any component of a makeup look.

Competitors:

1. LastObject, Reusable swabs: 30-40 year olds are less concerned about sustainability as they did not experience its effect growing up. They prefer to spend less and rely on convenience.
2. MAC Cosmetics, Fine-tipped makeup brushes: The target audience uses makeup on a frequent or occasional basis. This usage habit encourages the purchase of reliable, long-lasting tools.
3. The Dotting Center, Craft dotting kits: The target audience oftentimes indulges in niche or special use items (Millennials). Generally, an item such as this would not be a typical purchase, but will be considered when the desire arises.

Message Objectives:

1. **Persuade the consumer** to purchase Q-tips due to their versatility. The methods we will use will be to showcase Q-tips being used for multiple different purposes. This includes demonstration of the product, to educate, and utilize social media.
2. **Evoke emotions** in the consumer to build a consumer-brand connection. Our method will be to showcase Q-tips being used to help someone follow their dreams at an older age, building on the consumer brand, connection through a TV commercial, and branded product placement.
3. **Showcase Q-tips** as a tool for accomplishing dreams (social meaning/slice of life). We want to show that a small tool, such as a Q-tips can help the viewer accomplish their dreams, print ad(s), viral video.

Evidence:

- A tool: It is a product that is used to accomplish something, in this case, pristine makeup.
- A staple: Q-tips have been a common household item since 1923, maintaining consistent quality for years.
- Versatile: Q-tips are used for a variety of makeup purposes such as fixing eyeliner, dotting and blending techniques, eyeshadow, and lipstick.

Tone:

- Emotional: Tapping into the emotions with themes of inclusivity, diversity, and encouragement.
- Inspirational: Aspiring performance artists will feel encouraged to explore their creative side by seeing others do so.
- Open & supportive: No matter their identity, the audience will feel safe to realize their full potential.

Deliverables:

Magazine print ads, TV ad, social media platforms, out of home (OOH), viral video, guerrilla marketing, branded product placement entertainment.

Mandatories:

Logo, tagline (every phase, every face), and Q-tips.

Creative Execution:

Realistic, over-the-top, and dramatic, the ads should showcase real people, demonstrate the product's versatility for makeup, and creative expression. A mixture of extreme close-ups, portraits, and solo product shots will be used to diversify while also maintaining a realistic-style. Color should exude from the images.

Current mindset: Q-tips' only purpose is for ear care, although it is strongly discouraged by healthcare professionals.

Section III

Headlines/taglines

Thumbnails

3 print ad mockups

Rationale



Headlines & Taglines

Headlines

Your Passion Deserves Precision

The Quality Tip for a flawless lip

Quick, Quality, Quantity. Q-tips!

Empowering aspiring performers

From concept to perfection,
every detail matters.

Small tools, big impact—Perfect
your performance

Details Matter—Perfect yours with
Q-tips

The artist's touch: small tools for
big Impact

Polish Your Performance, one
detail at a time

Make Your Debut Flawless—Q-
tips for every detail

Soft, Safe, & Super Effective

Precision at your fingertips

The essential tool for every home

Tiny tool, big clean

The everything tool

Taglines

For every stage, there's Q-tip

From First Rehearsal to Final Bow

Your Encore Starts Now

The stage is yours

For every flawless finish

Elevate your art

Precision for every performance

Artistry in the details

The art of precision

Quality is in the details

Small touch, lasting impact

Don't wing it, Q-tip it

Start anytime, master the details

For every flawless finish,
the stage is yours

Made easy with Q-tips

Headline selections

For every part of your look

Up close & personal

Precision at your fingertips

The on-the-go touch-up tool

A performer's best friend

Stay camera ready

Boundless beauty

your makeup bag's secret
weapon

Small tool, big impact

Lips. Liner. Lashes. Repeat.

One tool. Endless possibilities.

A bouquet of possibilities

Your makeup multi tool

Behind every bold look

Headlines & Taglines

Headlines

Essential for the journey

Small Touch, big performance

It's your turn to take the stage

Clean up your act

Make Your Debut Unforgettable,
One Detail at a Time

Your travel-ready tool for every
performance

Used by rookies, loved by
legends

It may not always be perfect. Try
it. Fix it. Try again.

There is no expiration on trying
something new

From backstage to main stage,
Q-tips has your back

Don't wing it, Q-tip it

Keep it fresh, keep it clean, keep
it Q-tip

From the main stage, to the little
details. Q-tips is there for you,
every step of the way

Keep it fresh, keep it clean, keep it
Q-tip

Swab, swipe, SHINE

Taglines

For a fresh start, use Q-tips

Soft, Safe, and Super Versatile

Discover the Power of Q-tips

Clean with Confidence

No matter the look, there's Q-tip

"Q" the applause

"Q" your best look

Every look starts with a Q-tip

For every stage, there's Q-tip

Whatever the look, there's Q-tip

Precision is our promise

Gentle Touch, Perfect Clean

Where clean meets creative

Your Go to for everyday needs

Discover the power of Q-tips

Craft your world with Q-tips

Tagline selection

Every phase
Every face

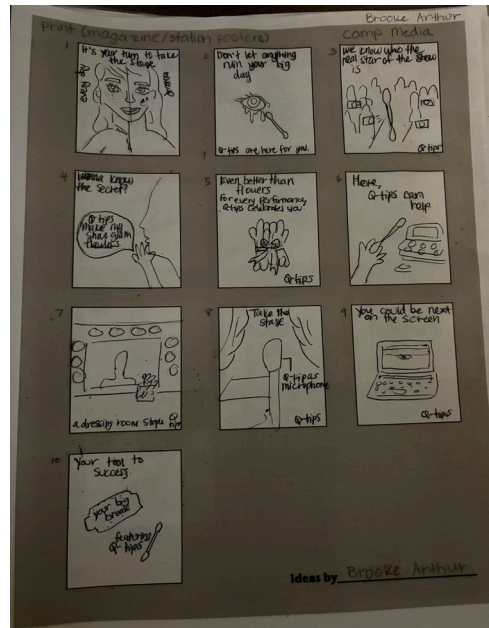


24 Thumbnails

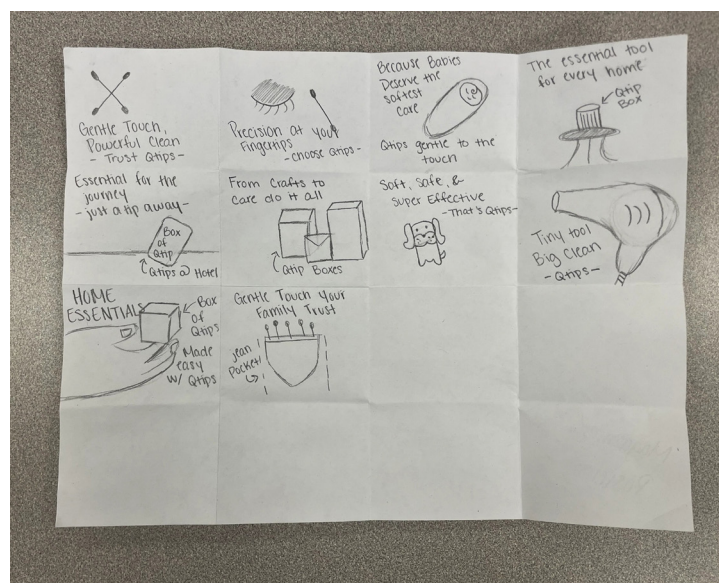
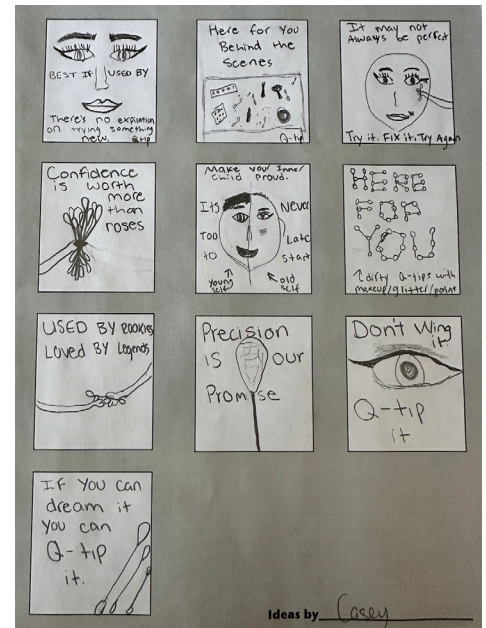
Rationale

These thumbnails informed the creation of the following print ads all incorporate the idea that Q-tips are behind the performance. With a dramatic makeup look and messy Q-tips behind the scenes they come out as the unsung heroes backstage, helping performers achieve flawless makeup looks that enhance their performance. Q-tips empower individuals to fine-tune their look, ensuring that every aspect of a person's makeup is on point. These ads help highlight that Q-tips are more than just cotton swabs; they are partners in your performance.

Brooke Arthur



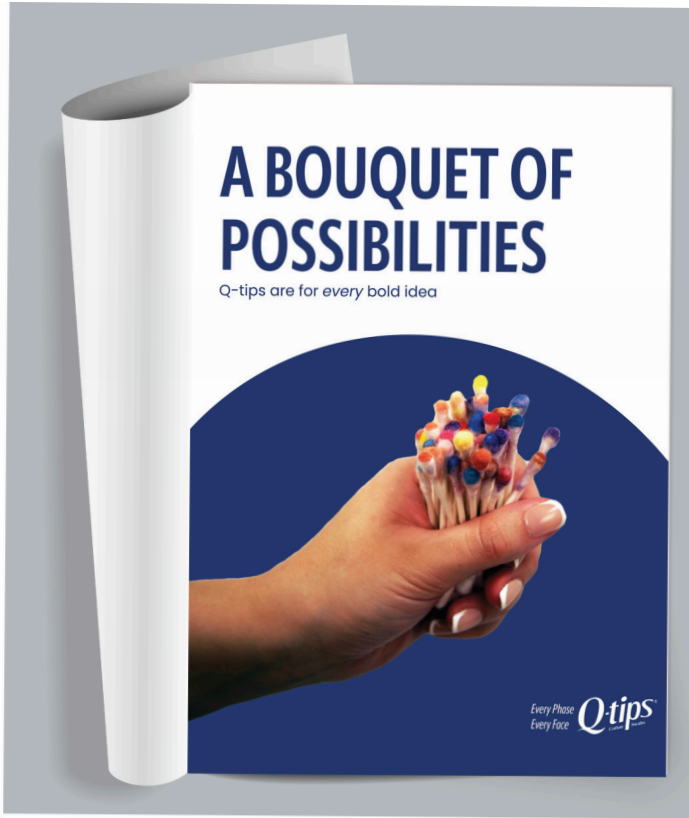
Casey Frost



Meirra McChristian



Mina Hakimpour



3 print ads



Section IV

Brainstorming

TV script

Storyboard

Casting & location specs

Key frame & rationale



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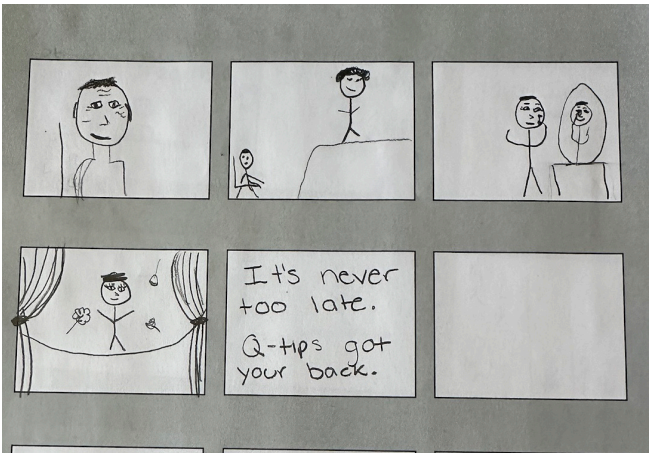
Brainstorming



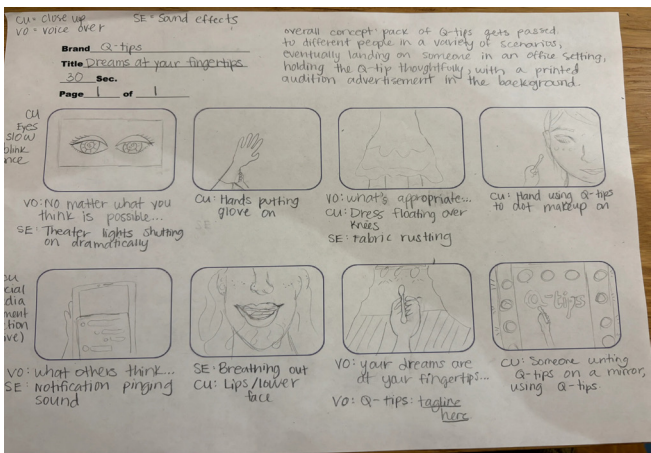
Script

Q-tips
:30 TV
"Q the applause"
May 4, 2025

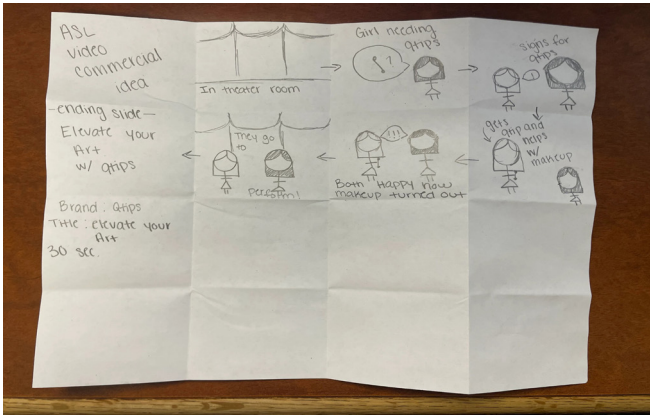
		Video	Audio
WIDE SHOT OF THEATER SPACE	F/X: Stage lights	FADE INTO MEDIUM SHOT OF ACTOR IN PHOTO STUDIO INT	VO: No matter your...
	turning on	RACK FOCUS ONTO ACTOR	SOT begins
FADE OUT TO WHITE WITH Q-TIPS LOGO AND TAGLINE	VO: Dreams don't have a	ECU OF RIGHT EYE (MAKEUP LOOK 1) USING Q-TIP TO SHARPEN LINE	VO: Age.
	time limit. For every	CUT OT NEXT ECU	VO: Talent.
	phase [pause] and every	ECU OF LIPS, SLIGHT SMILE TUG AT THE CORNER OF ACTOR'S LIP	VO: Confidence.
	face, there's Q-tips.	CUT TO NEXT ECU	VO: Profession.
		ECU OF LEFT EYE (MAKEUP LOOK 2) WITH A WINK AND Q-TIP HELD BY EYE	VO: Style
		CUT TO NEXT ECU	VO: No matter what.
		ECU OF NOSE WITH Q-TIP BLENDING IN HIGHLIGHTER	VO: Just try.
		CUT	SOT ends
		ECU OF EYEBROWS	
		CUT TO MS	
		MS OF ACTOR'S FINAL MAKEUP LOOK	
		VERTICAL TILT FROM FACE DOWN TO Q-TIP HELD IN PALM	



Casey Frost



Brooke Arthur



Meirra McChristian

Casting & location specs

CAMP MEDIA

CASTING & LOCATION SPECS

"Q the applause"

Directors: Brooke Arthur, Meirra McChristian
Editors: Casey Frost, Mina Hakimpour

Shooting: Sunday, May 4th from 12:30 PM to 4 PM
Description + genre: An empowering PSA style spot for Q-tips showcasing two dramatic and varied makeup looks on one model. Spot includes a variety of shots and quick cuts for dramatic effect. Shows that Q-tips are a versatile tool for makeup, allowing you to stay performance ready 24/7.

Actor/model: Esha Shrestha

- Female
- Age range: 20-22 years-old
- Description: Model and non-speaking actor for makeup looks.

Voice over artist: Edwin Domachowski

Location:

- Photo studio, Harrison Hall 0244

Costuming: Black shirt (chest and up perspective)

- Props list:
- Q-tips
 - Makeup
 - Eye liner
 - Face paint
 - Skin-safe glitter
 - Mascara
 - Eye shadow
 - Foundation
 - Blush
 - Highlights
 - Accessories
 - Strawberry earrings, outfit

CAMP MEDIA

Brand: Q-tips
"Q the applause"
:30

Frame/Time	Description	Location
All shots	White backdrop in the photo studio will be used with the subject placed in front for all shots.	SMAD Photo Studio, Harrison Hall 0244

Key frame & rationale

We got up close and personal with Q-tips—incorporating them into all aspects of a vibrant makeup look. The classic white background and manipulatable light of a photo studio put the spotlight directly on Q-tips and their versatility as a makeup tool. A more dramatic look, a tiger, and a subtler look, a strawberry, emphasize the variety of makeup achievable with the help of Q-tips. In this 30-second spot, Q-tips is positioned front and center with enthusiasm for creativity, demonstrating its use and endless possibilities. We wanted to showcase Q-tips' versatility by presenting matching shots of both looks back-to-back. The simple voice-over reflects Q-tips' clean, minimal branding, while also building curiosity by delaying the reveal of the product. The tagline appears in sync with the voice-over to enhance memorability and create a strong visual and auditory impact. We also kept the music lively and fun to avoid corporate or infomercial-esque tone.





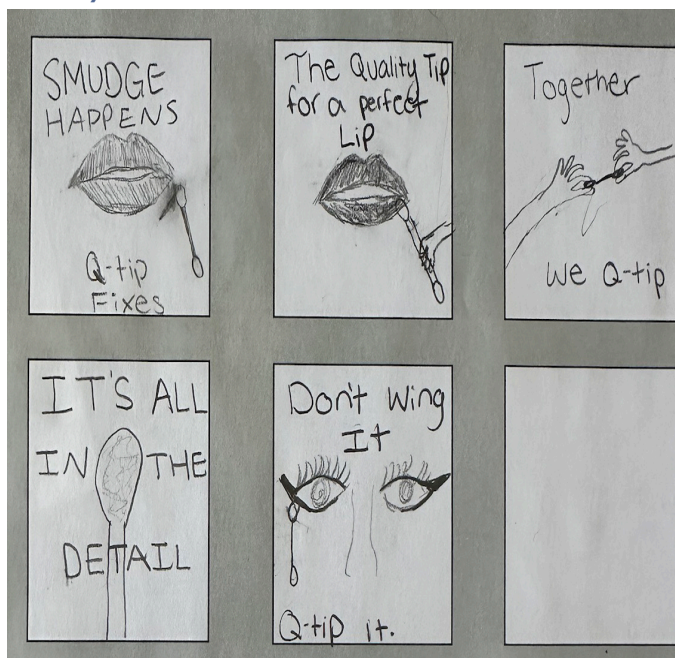
Section V

Thumbnails/Sketches
Social media: Facebook
Rationale
Social media: Nextdoor
Rationale

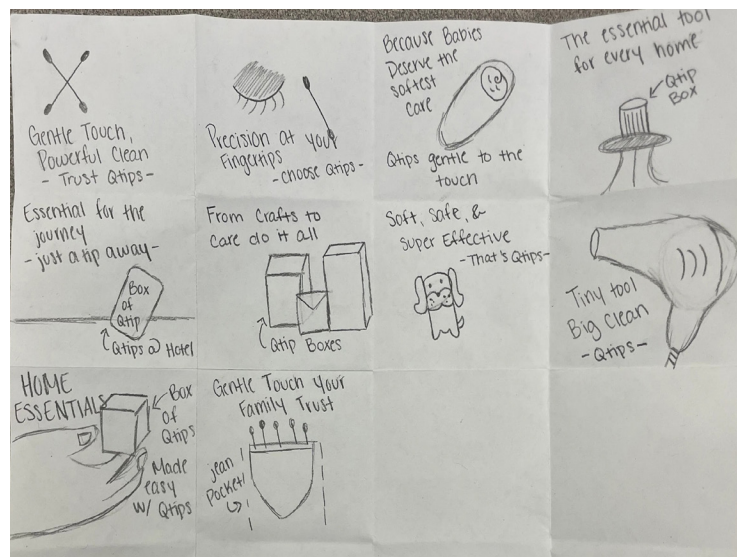
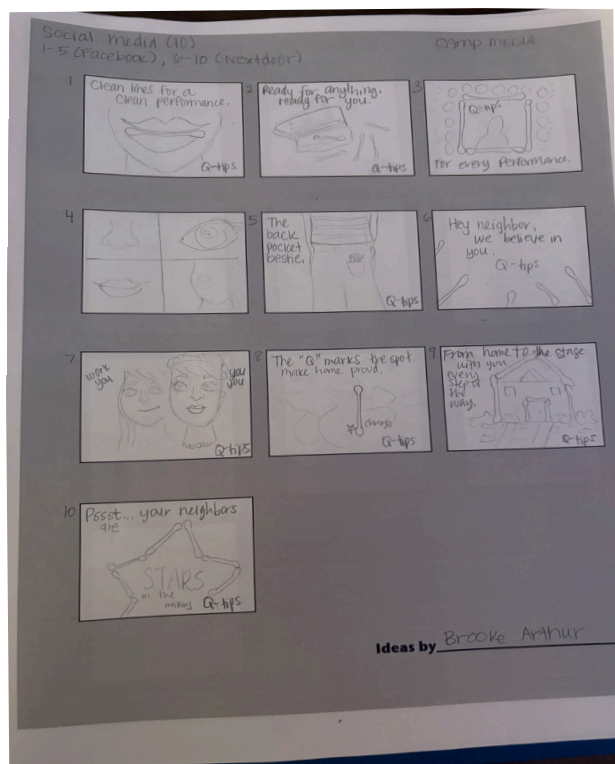
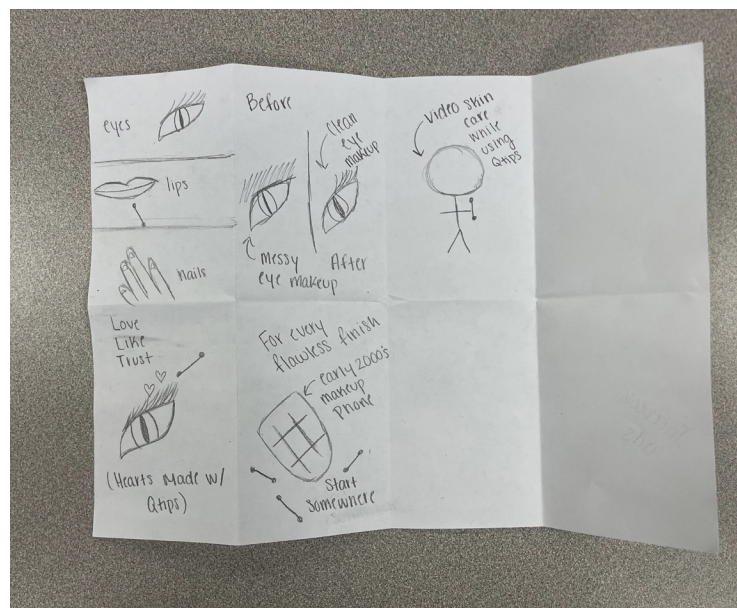


Thumbnails/Sketches

Casey Frost

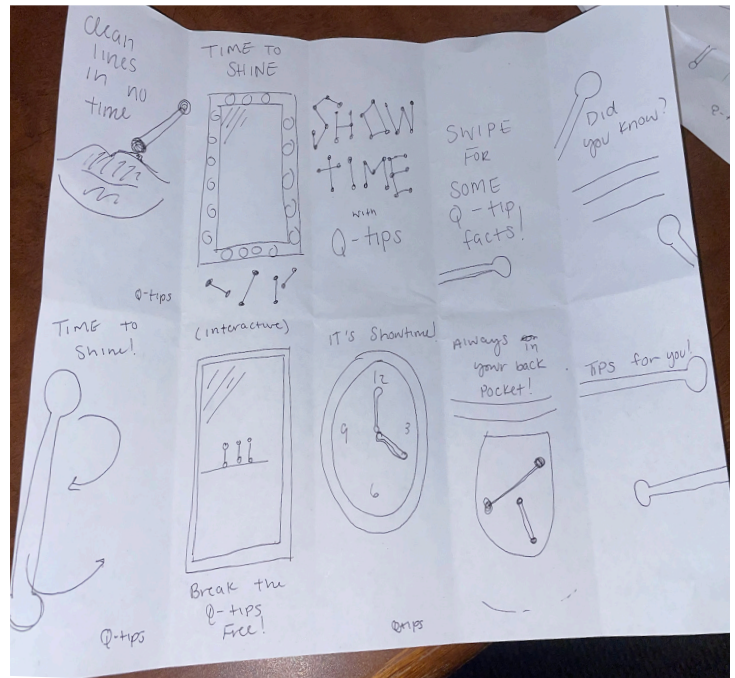
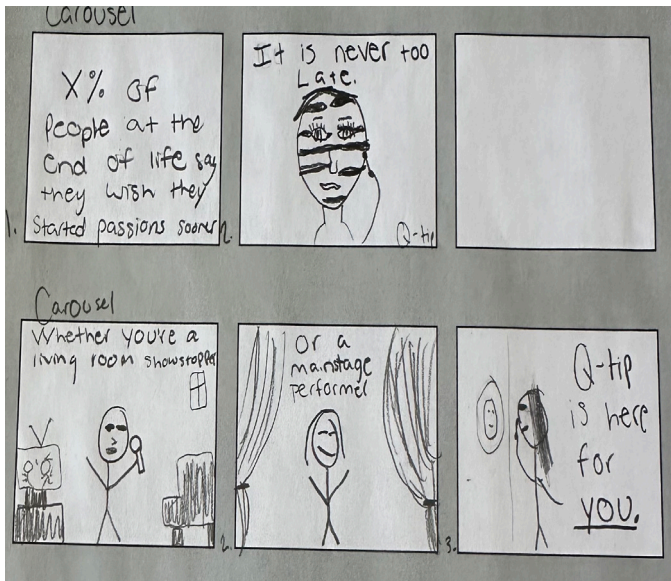
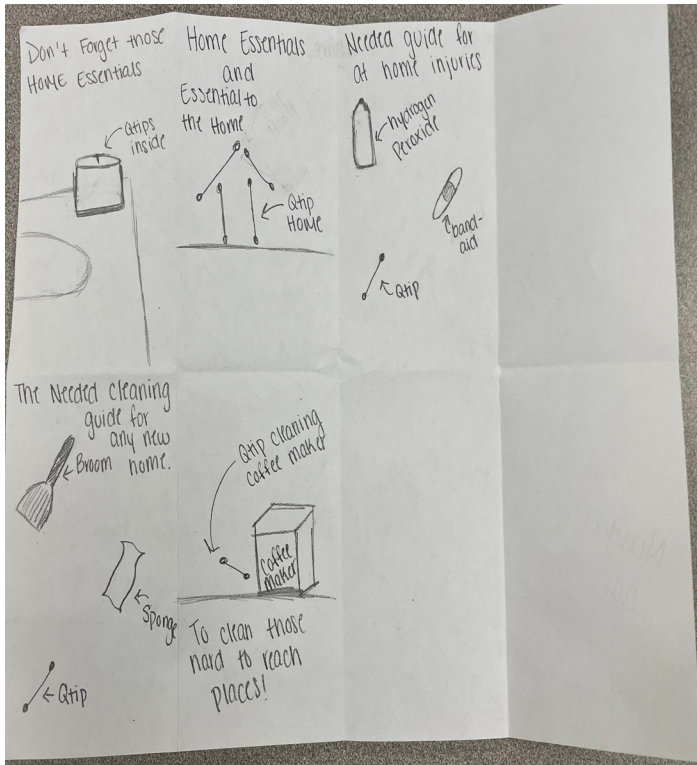


Meirra McChristian

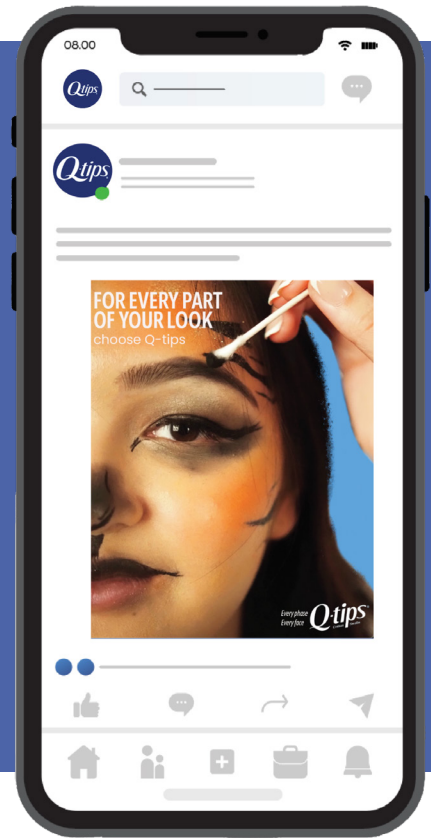
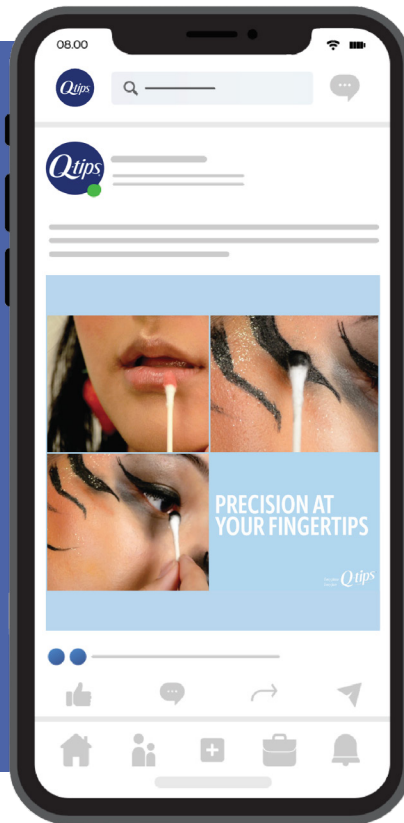
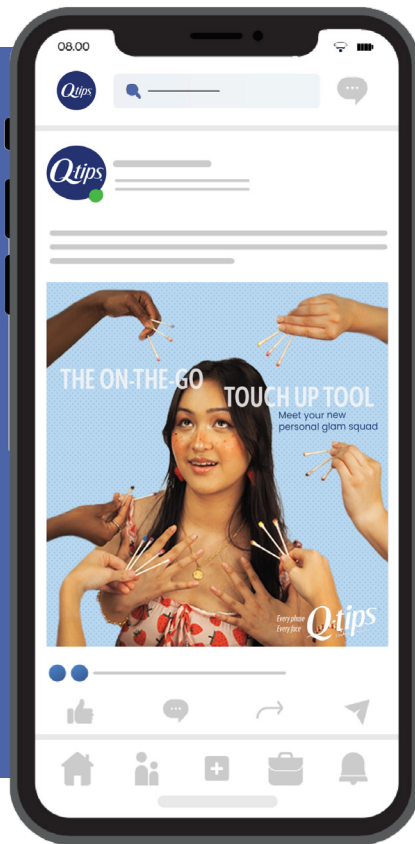


Meirra McChristian

Brooke Arthur



Facebook



Rationale

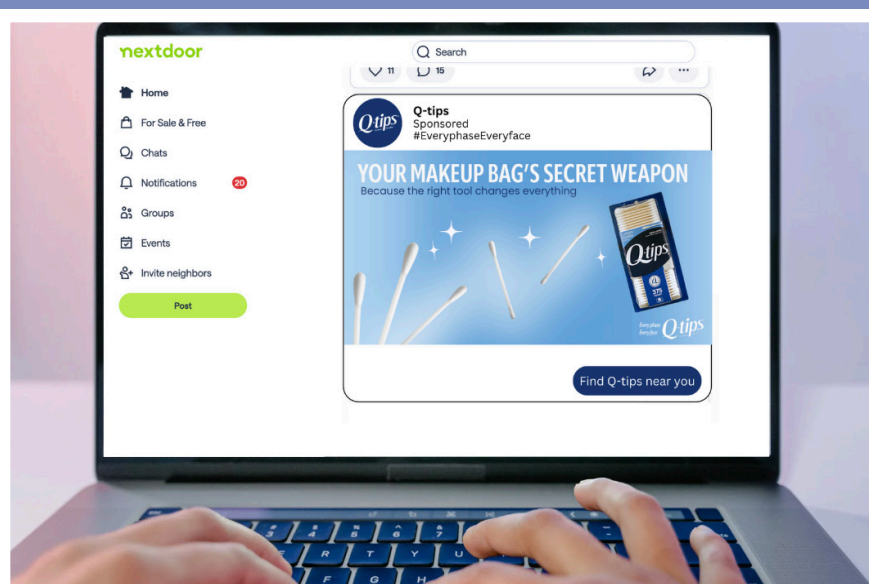
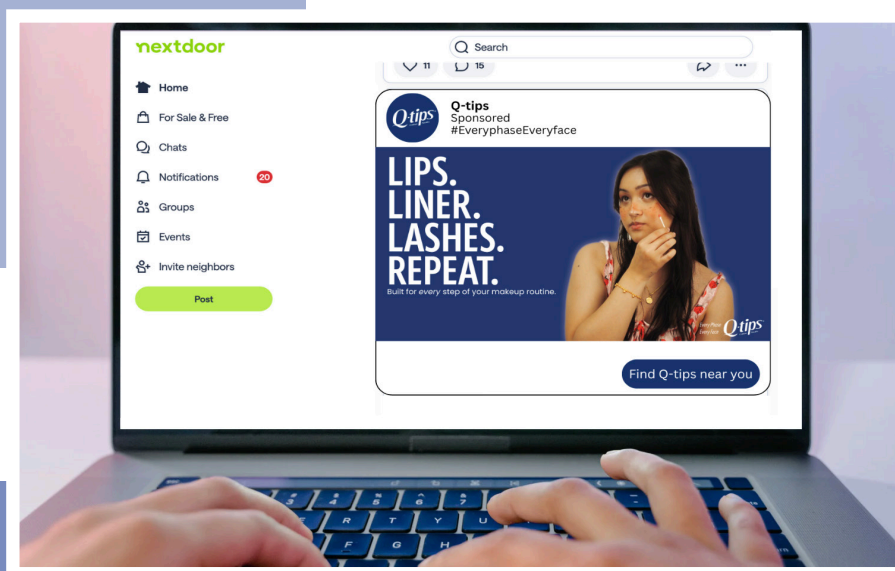
Promoting Q-tips as a makeup tool is significant because it is often used as a common household item. Camp Media decided to advertise on Facebook because our target audience of 30-40 year-olds tend to be on Facebook more than any other social media platform. The big idea, Q-tips as a versatile tool for makeup, taps into the DIY beauty trends, where individuals seek affordable and accessible ways to achieve professional-looking results. Second, it expands Q-tips' market beyond its traditional uses, boosting sales and brand recognition. Finally, it encourages creativity and experimentation with makeup, empowering consumers to find new ways to express themselves.

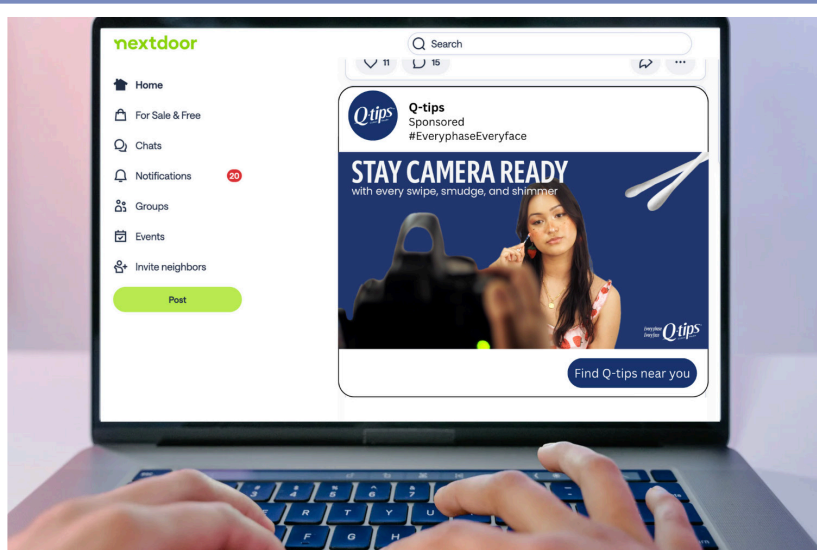
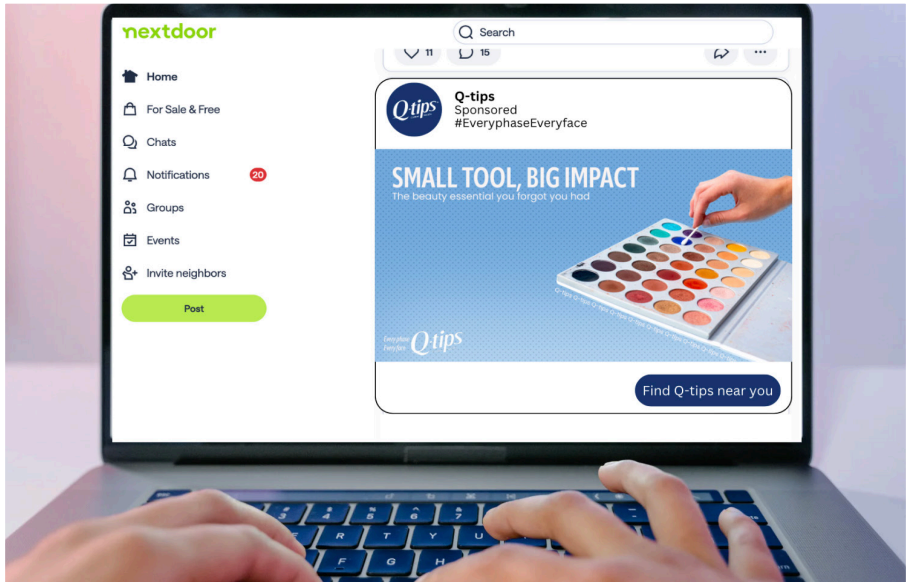
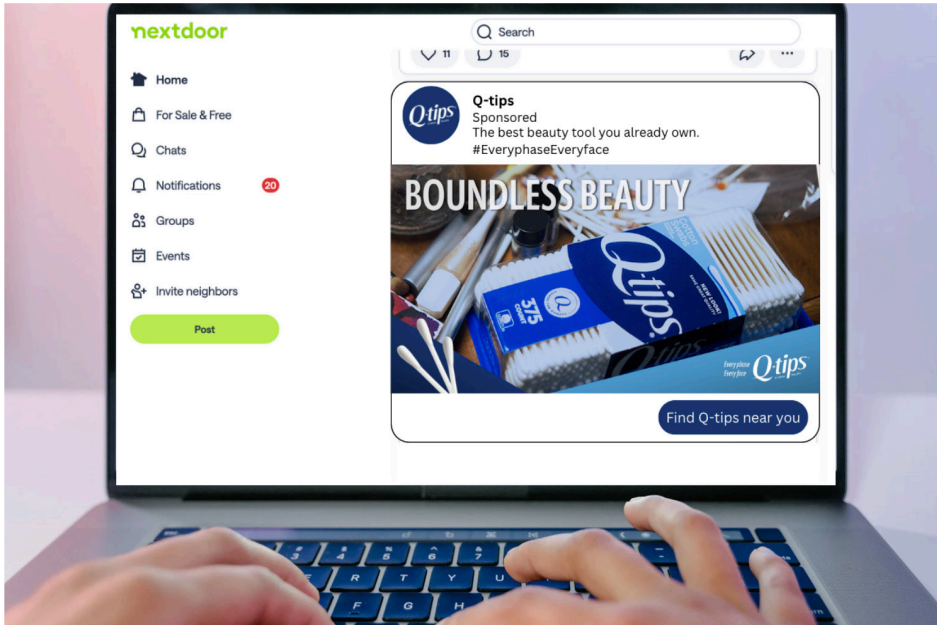
Facebook has existed since 2003, making it a reliable and legacy social media platform perfect for this target audience.





Nextdoor is where neighbors go to connect, share tips, and discover local gems. It is the perfect place to introduce Q-tips as an essential item as a part of an individual's makeup routine. Q-Tips are incredibly versatile, making them a must-have for every household. Nextdoor fosters a sense of community and trust, making it an ideal platform for building brand loyalty. By positioning Q-tips as a reliable and versatile product, it can establish a strong connection with the local audience.





Section VI

OOH

Thumbnails

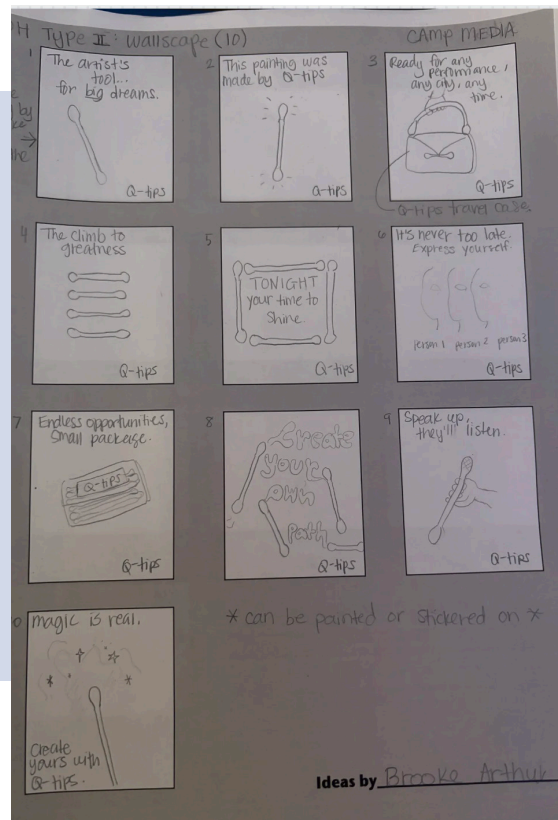
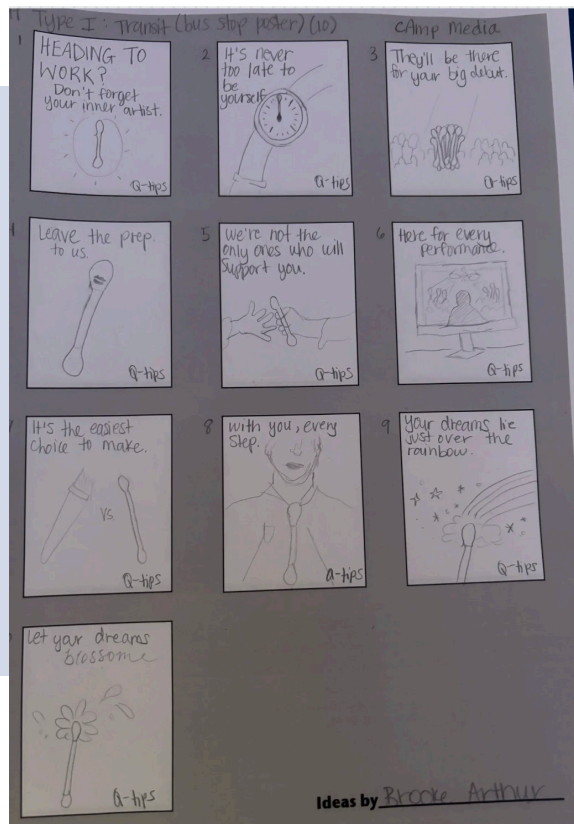
2 OOH mockups

Rationale

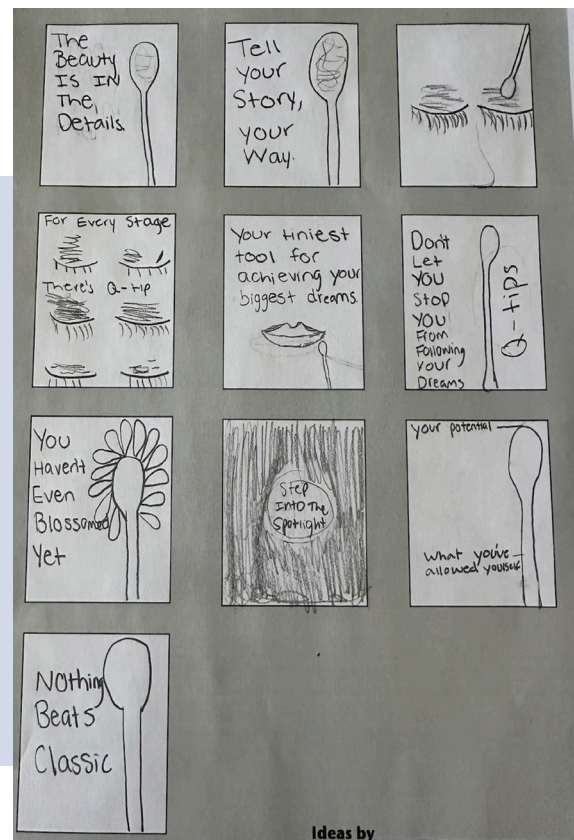
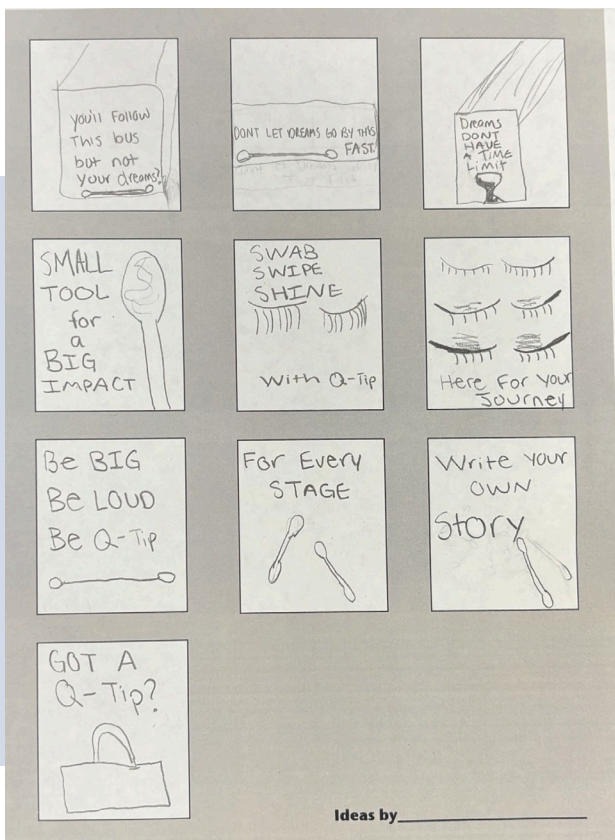


42 Thumbnails

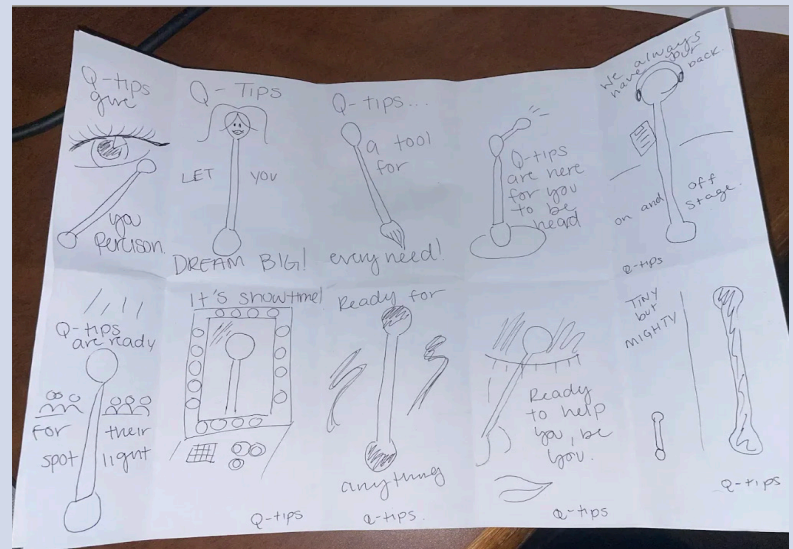
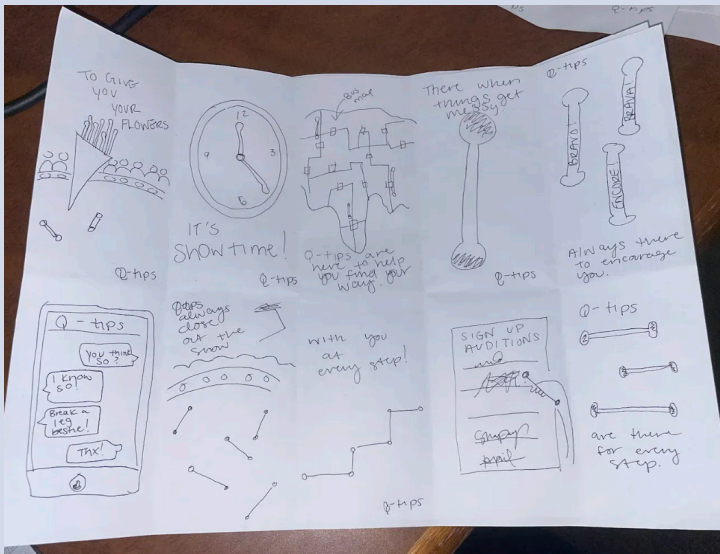
Brooke Arthur



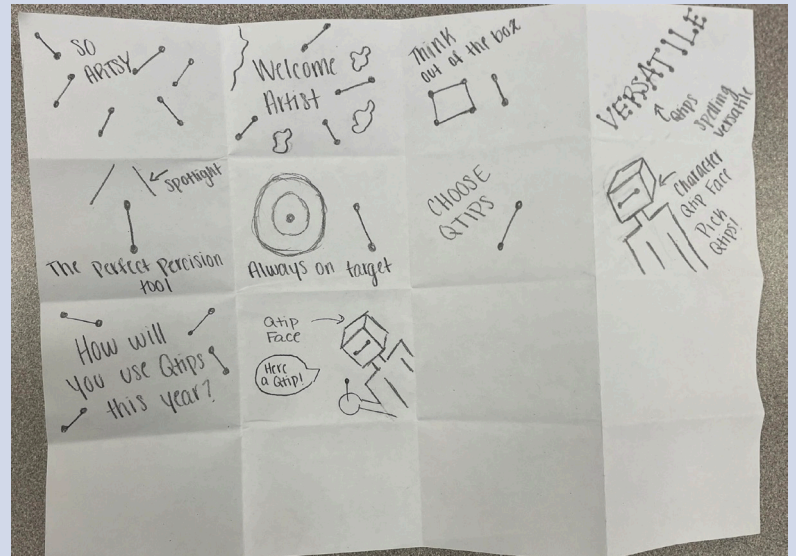
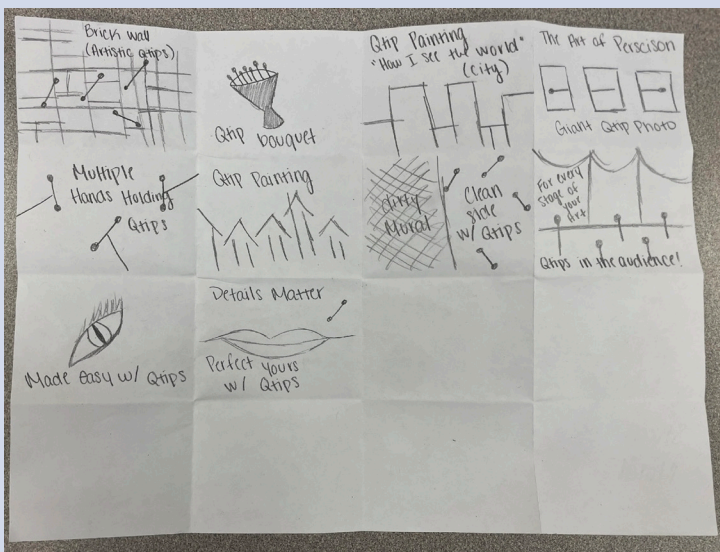
Brooke Arthur



Mina Hakimpour



Meirra McChristian



2 OOH ads



Simple and up front, the two out of home advertisements, a transit bus stop poster and a wallscape show Q-tips being used for makeup. The transit bus stop ad reinforces the big idea that Q-tips are a versatile tool for makeup, showing a split face with two distinct makeup looks. This ad addresses the viewer head on with direct eye contact, positioning Q-tips front and center.



The wallscape shows the product being held by a dramatic hand, styled to look like it's part of a performance. This visual was chosen to create a bold and eye-catching image that stands out in a busy urban setting. Because the wallscape will be seen quickly, possibly from a distance or in passing, we kept the design and wording simple and direct. The hand is dressed in a theatrical sleeve to give it a sense of flair and creativity, which helps appeal to our target audience—aspiring performers.

Section VII

Viral Video

Script

Storyboard

Key frame with rationale



Script

Q-tips
:60 viral video
"Q-tips touch up station"
May 6, 2025

*There is no exact script for the viral video as it is an
impromptu, interactive experience*

Video	Audio
ON SCREEN TEXT: WE PUT Q-TIPS TO A REAL LIFE MAKEUP TEST. THIS IS HOW IT WENT.	SFX: TYPING SOUNDS
WS OF SETTING UP Q-TIPS TABLE MS OF DECOR, PRODUCT, SIGNS	SOT STARTS
SEQUENCE: EWS OF QUAD WITH TABLE, PERSON WAVES WS OF TABLE MS OF TABLE	
MONTAGE STYLE SHOTS OF PEOPLE TOUCHING UP MAKEUP	
CU OF PEOPLE TOUCHING UP SMEARED/RUBBED/WORN/FALLEN OUT MAKEUP.	
ON SCREEN TEXT: Q-TIPS LOGO, "EVERY PHASE EVERY FACE"	
	SOT ENDS

Storyboard



Sketches by Casey Frost

Keyframe + rationale

Impromptu and literally out-of-the-box, our Q-tips touch-up station was set up in a high-traffic area next to Wilson Hall on JMU's campus. The video opens with the line, "We put Q-tips to a real-life makeup test," immediately engaging viewers. Passersby were invited to touch up their makeup or add sparkle to their look using a wide variety of products. The station sparked curiosity, encouraged conversation, and showcased Q-tips as a versatile makeup tool, drawing in makeup enthusiasts. The majority of the video features montage-style clips of people interacting with the booth and using Q-tips. We chose upbeat music over dialogue to suit social media users' preference for short, engaging content. Brand recognition is reinforced through Q-tips' classic color palette, logo, and our tagline "every phase, every face" at the beginning and end of the video. This real-world activation emphasizes Q-tips as an essential makeup tool, creating a hands-on, personal connection to the brand in a fun and casual setting.



Section VIII

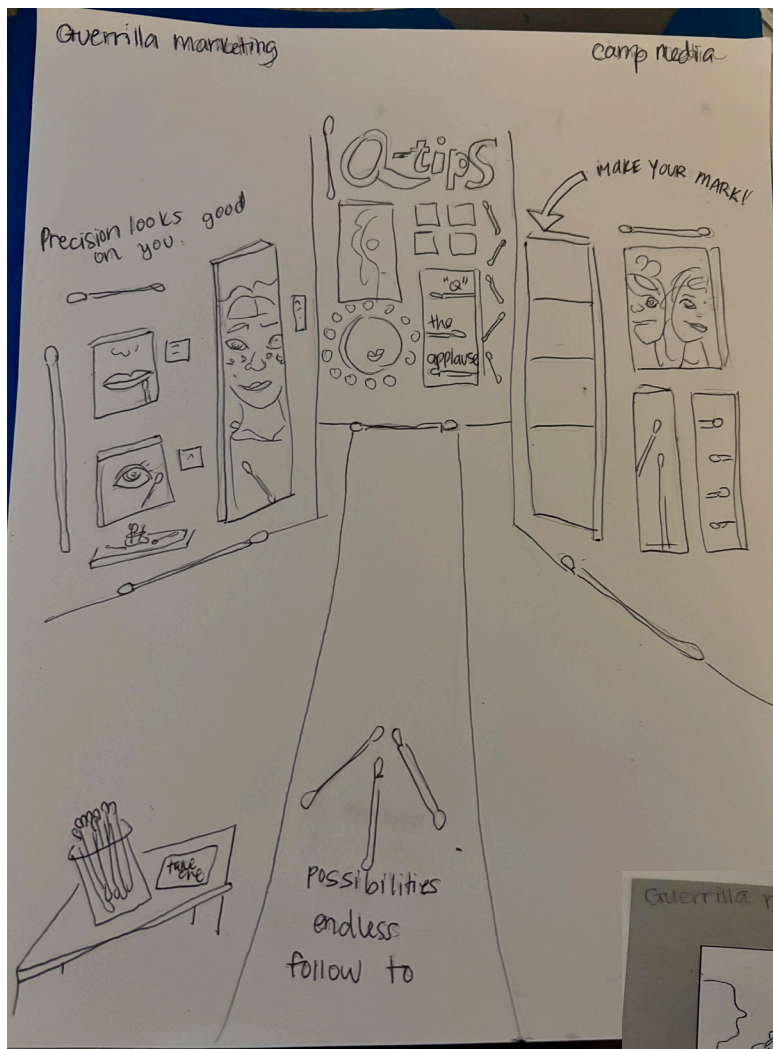
Guerrilla Marketing

Thumbnail/Sketches

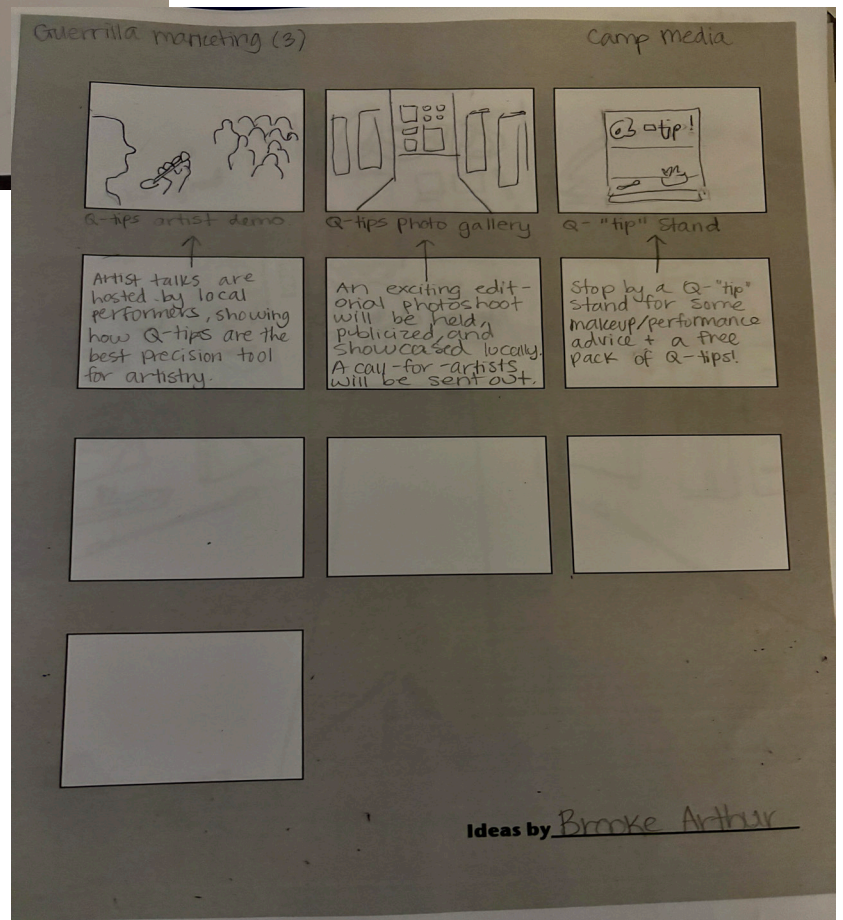
Guerilla marketing mock-up

Rationale

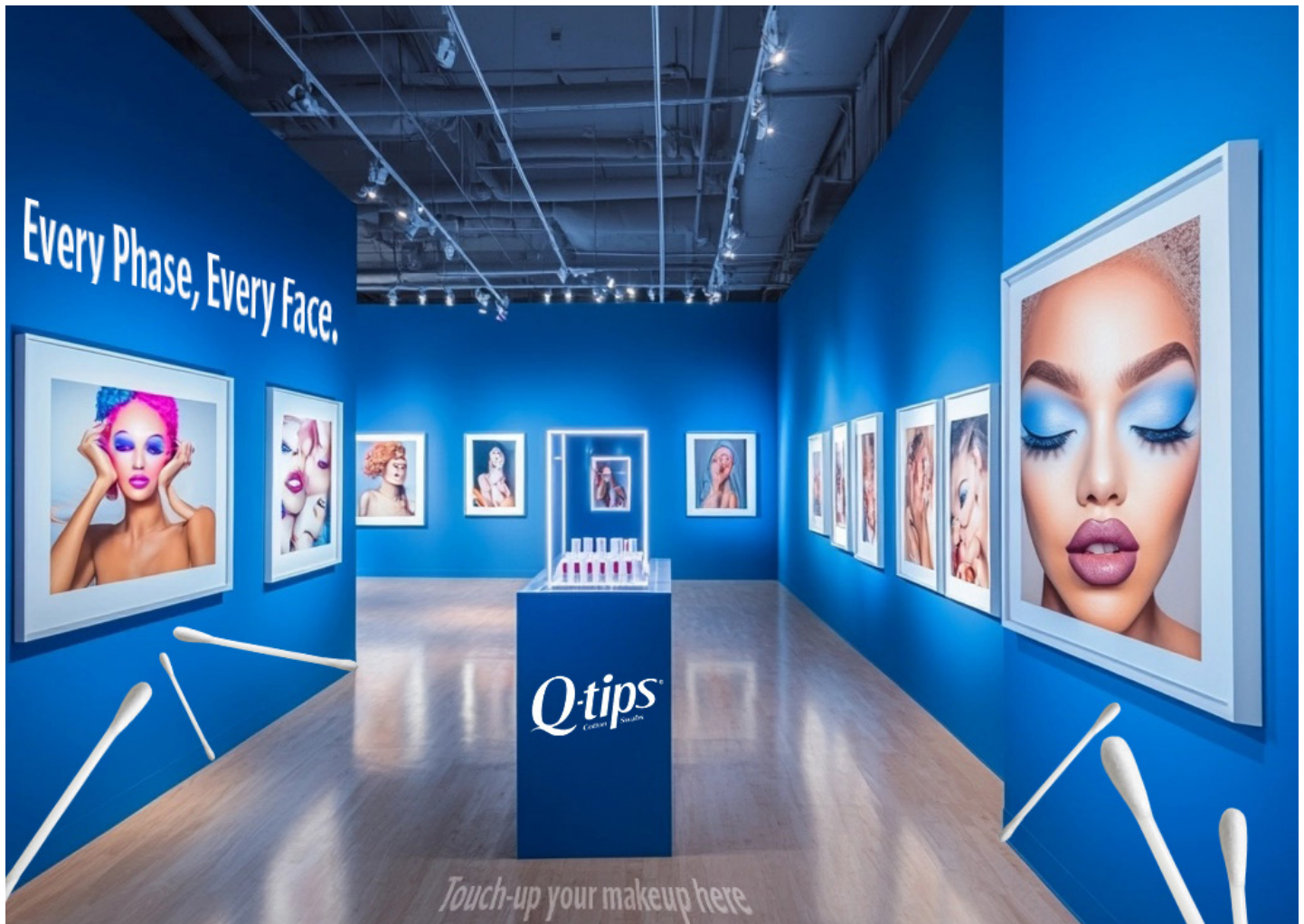




Sketches by Brooke Arthur



Mock-up



Rationale

A call for performance artists in the community will be sent out through promotions via social media, print flyers, and inviting individuals to participate in an editorial-style shoot celebrating local performers and Q-tips. Local makeup artists will be present at the shoot to assist performers with getting photo-ready, as well as photographers.

Q-tips will partner with a local nonprofit gallery in the Chicago metropolitan area to display the images, inviting the community, artists represented, and local talent agencies to the gallery opening. Credits for all involved will be displayed beside each image and in detail in any promotional materials. The gallery will provide free publicity to Chicago-based aspiring performance artists, as well as the Q-tips brand. Performers will have the opportunity to hold meet and greets at the gallery, put on short, impromptu performances, and connect with talent agencies.

The gallery experience promotes Q-tips as a versatile tool for makeup in an aesthetic way.

Section XI

BPP

BPP script with notations
Visual screenshots with BPP
Rationale



Rationale

Description of placement

Q-tips will appear in three key scenes throughout the student-produced short film *Waiting Room* (2025). After being left to care for her dying brother alone, a talented young concert violinist wonders if her life might be over, too. The first placement in the film is a Q-tips travel pack featured on the conveyor belt during the grocery checkout scene, where the main character reconnects with an old high school friend early in the film. The second travel pack appears in the foyer of the main character's home—a high-traffic area that plays a central role midway through the story. Finally, a pack of Q-tips will be subtly placed on the nightstand in the bedroom of the main character's brother. As both siblings are pivotal to the narrative, this home location highlights a significant and emotionally charged setting in the film.

Rationale on placements

Our target demographic, 30–40 year-old aspiring performers, are deeply connected to film, theater, performance, and all aspects of the fine arts. Featuring our product at a downtown short film premiere maximizes visibility among community-minded attendees who support local events and creators. The film's emotionally resonant narrative—centered on universal themes of love, loss, and life—will connect with viewers on a personal level. The story follows the main character, Riley, who has abandoned her dream of becoming a violinist, a journey that mirrors the experiences of many in our demographic: individuals with a passion for the arts who may not have fully pursued their creative aspirations. This alignment creates a powerful emotional bridge between the film, our message, and our audience.

INT. GROCERY STORE - CHECKOUT LINE - DAY

RILEY wears a faded apron and a name tag — a quiet badge of her duty to this place. She finishes bagging the last few items, her movements automatic. A tired smile flickers across her face.

RILEY
Your total's fifteen five fifty-three.

The CUSTOMER finishes paying and walks off. JENNIFER steps forward, setting her items on the belt: almond milk, gum, a travel-sized lotion... and a box of Q-tips.

Riley doesn't scan the box, it still rests in her hand. Her eyes lift. Recognition flashes. So does disbelief.

JENNIFER
Riley? Oh my God — it's been forever.

RILEY
Yeah... it's good to see you.

A YOUNG WOMAN standing beside Jennifer smiles, sensing the history between them.

YOUNG WOMAN
(to Jennifer)
I'll be outside.

She heads out. Riley scans the Q-tips with a beep.

RILEY
(quietly, half-smiling)
Q-tips, huh?

JENNIFER
Hey, c'mon they last me like a whole year. |

They share a small, sincere smile. The mood lingers a moment.

RILEY
Oh I remember, I used to find Q-tips all over the dressing room.

JENNIFER
Stop it, you're so right!

JENNIFER lets out a laugh.

JENNIFER
How are you—

RILEY
Well—

JENNIFER
How's your brother?

Riley pauses, the moment shifting.

RILEY
He's... we're good.
Jennifer nods gently.

JENNIFER
(Hesitant, sincere)
I'm glad. (beat) I can't imagine what you're going through. And doing it alone...

RILEY
We are okay.

JENNIFER nods, looking over to see more customers in line.

JENNIFER
Oh! Uh, do you mind?

RILEY realizes the awkward air return and nods quickly.

RILEY
Right, sorry. Uh, can't forget the Q-tips.

RILEY awkwardly scans the last item while JENNIFER shifts in her spot in line.

RILEY
Your total's twenty six three-three.



Scenes with Q-tips product placement





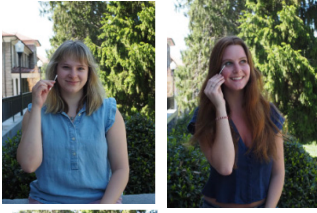
Every phase
Every face



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Brand your agency

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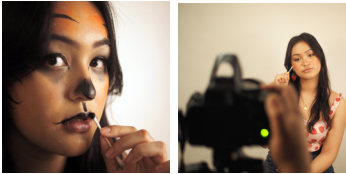
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Camp Media (2025) Photographer.

Divider photos

Images



Camp Media (2025) Photographer.

Camp Media (2025) Photographer.



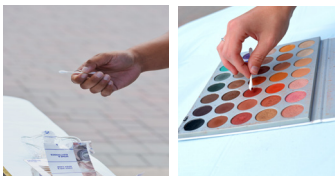
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Camp Media (2025) Photographer.



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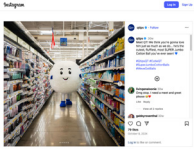
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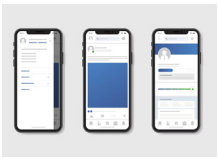


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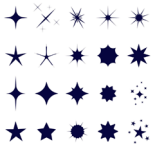


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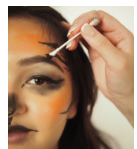
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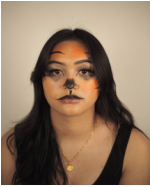
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