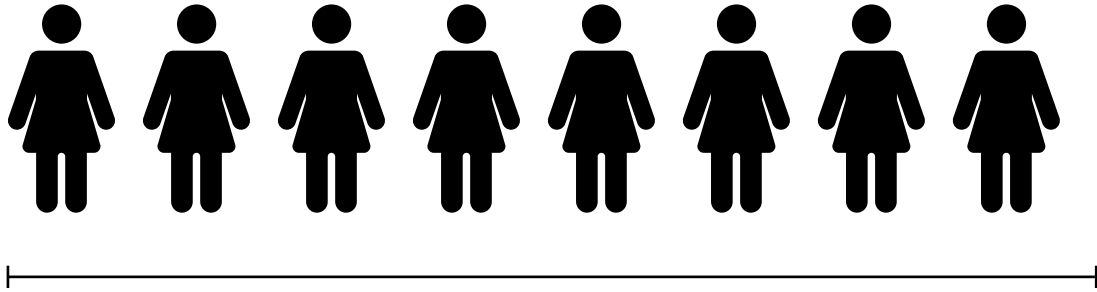




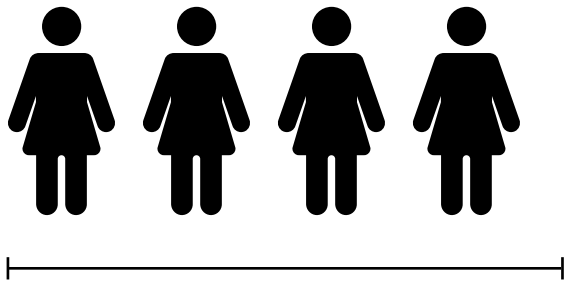
SENSAI

**¿Por qué
decidirías
depilarte?**

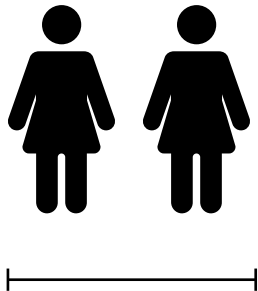




por “estética”



por higiene




por moda





el pelo
es un tabú

la mujer pierde
capacidad de elegir.
DEBE DEPILARSE.



**Cuidar de la casa y los hijos.
Esta mal visto si fuma, bebe o lleva pantalones.
No podía estudiar, trabajar o votar.**



MICHIGAN LIQUOR CONTROL
COMMISSION
STATE LIQUOR STORE

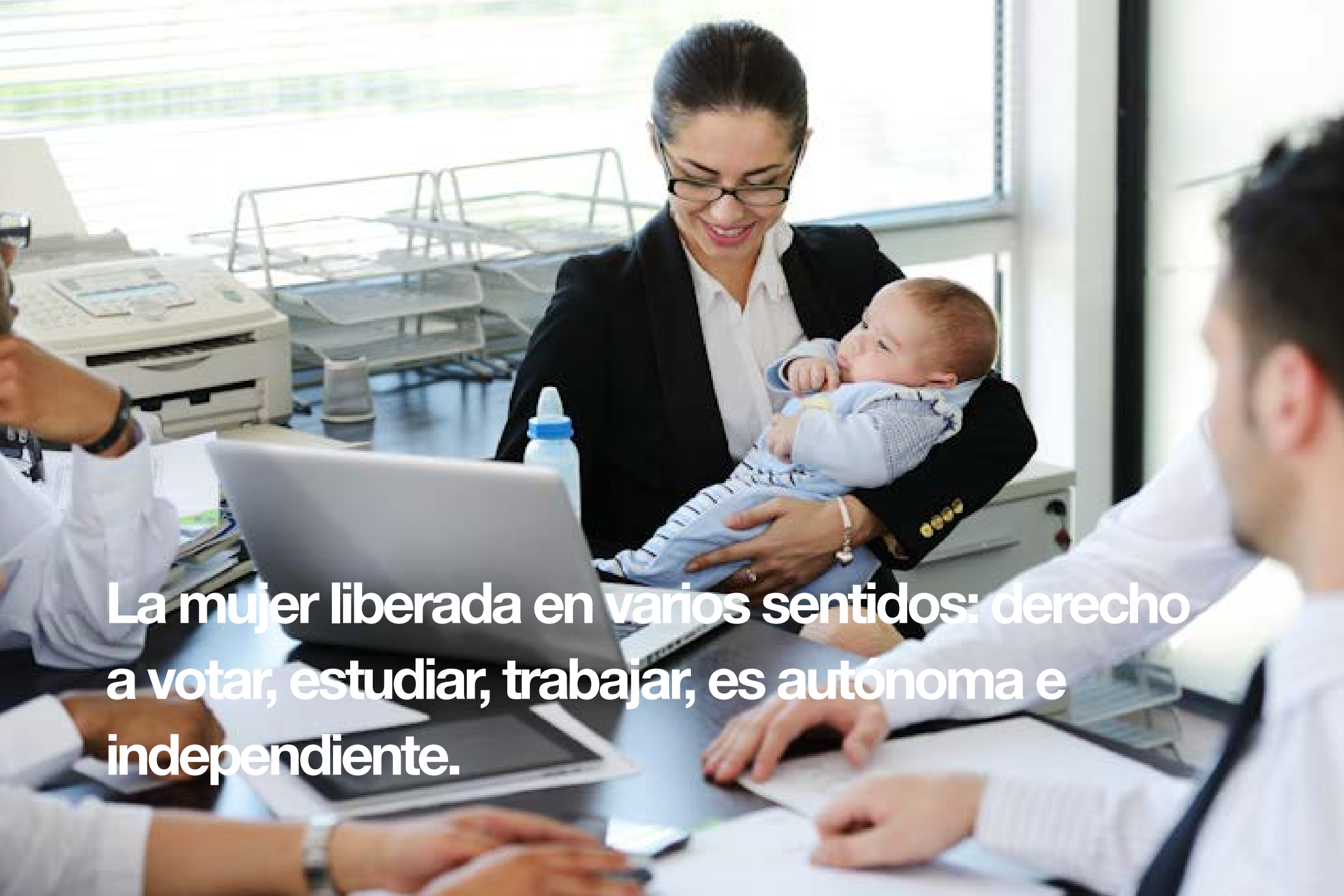
RED TAPE
WOMEN
RAPED

I MADE THE GRAVE IN ARI WHY NOT THE BACK PA
EQUAL PAY FOR EQUAL JOBS

RED TAPE
means:
WOMEN are
RAPED
of their
RIGHTS

en's
ation!

COACH AT ISLAND
LOADING STATION



La mujer liberada en varios sentidos: derecho a votar, estudiar, trabajar, es autónoma e independiente.

sin embargo,
continúa
depilándose por
convención social

estrategia

A black and white close-up photograph of a man's face. He is wearing dark-rimmed glasses and has a prominent mustache. The image is slightly out of focus, with a soft, grainy texture. The text is overlaid on the left side of the image.

los hombres
también se
depilan



los paradigmas
han cambiado

A person is sitting on a grey surface, possibly a bench or the ground. They are wearing a pink short-sleeved top, a white lace dress, and grey sneakers with white soles. The person's legs are crossed at the ankles. The background is a plain, light-colored wall.

libertad de elegir

elegir es belleza

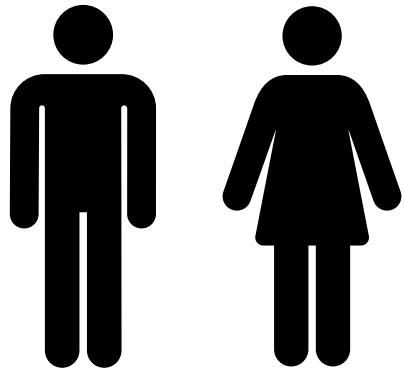




elegir hace a tu
cuerpo atractivo y
sensual



la mujer
libre es bella



concepto
creativo:
igualdad de
género.

A close-up photograph of a person's bare torso, showing the chest and upper abdomen. The skin is light-toned and has a natural texture. The text is overlaid in the center-left area of the image.

**el vello deja de
ser un atributo
masculino.**

A close-up photograph of a person's skin, showing a mole and fine hairs. The skin is light-toned and has a visible texture. A dark mole is located in the center-right of the frame. Fine, light-colored hairs are scattered across the skin, particularly around the mole. The text "el vello es natural y atractivo." is overlaid in white, sans-serif font on the left side of the image.

el vello es natural y
atractivo.



un vello erizado en
un momento íntimo
es signo de clímax.

freedom is *sexy*

acción creativa
valla publicitaria



freedom
is *sexy*

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freedom
is sexy

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call to action
objetivos de
campaña



1) fase:

- crear un mercado potencial
- generar empatía con el público
- romper paradigmas.



2) fase:

- Introducir el primer producto de la marca al mercado, una crema desodorante para el vello público.
- cuidado estético e higiene de nuestras mujeres que han decidido dejarse el vello.

A black and white photograph of three women. On the left, a woman with dark curly hair is partially visible. In the center, a woman with dark curly hair and large hoop earrings looks directly at the camera. On the right, a woman with long, straight, light-colored hair and bangs looks directly at the camera. They are all wearing simple, sleeveless tops. The background is a window with blinds.

3) fase:

- ampliar el público objetivo

- crear una fanbase

- identificación con consumidoras feministas



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