

Jessica Gough

case study: Max Factor

Max Factor were re-launching one of their most popular mascaras - Masterpiece Max. They wanted to use the online world to help leverage this launch. They recently launched Lipfinity lipstick to great success online by having an interactive hunky man to test it out on. Max Factor wanted to keep to this flirtatious mood but do something with the 'Sexy eyes'...

I thought it could be quite fun to do something in first person perspective - since it's all about the eyes, why not make it through your own eyes that you interact.

I did a very quick animatic to get the idea across and present to the clients. Max Factor loved it and even gave us more money in order to ensure we pulled it off to the right effect.

I sat down with a flash developer to brainstorm the in's and out's of how we could make the game work.

From initial concept through to final design execution I was involved every step of the way. In fact the design was the first ever the agency had presented to Max Factor where they didn't want to make any amends (they had been working for MF quite some time and had presented plenty of designs, believe me!).

I commissioned a video production company I know well and trusted to do a good job. I worked closely with them in order to receive all the deliverables we needed and in the right format for dropping in to flash.

I worked with a copywriter to come up with the script to the game and cast an actress to do the voice-over. I went to the studio when we recorded the voice-over to ensure we got the takes needed.

I helped to scout out the shoot location and direct the stage lighting and composition to the best effect. The video shoot itself went very well and of course I had lots of fun casting the four 'hot men'.

There are four visuals to follow but the game can still be found online [here](#). And I'm not sure if I should even be showing this, but just in case you're curious to see the (very quick and dirty!) animatics they can be found [here](#).

YOUR SEXY EYE
GESTURE TOOLBOX

make eye
contact



wink



vertical
scan



flutter
eyelashes



lock eyes



DRAG AND DROP
ON THE MAN OF
YOUR CHOICE

SUBTITLES



Max Bar

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Mike - the ladies love him

Height: 6'1"
Build: Muscular
Eyes: Blue

Likes: Adrenaline sports, working up a sweat, going out, clubbing, spa weekends.

Flirting Fantasy: Mike likes a women who knows what she wants and is not afraid of getting it.

But have you got what it takes to go get him?



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The Mascara

ONLY VOLUME THAT'S SLEEK IS CHIC.

Smoothly covers your lashes even the tiny ones - corner to corner, base to tip. The secret is in the brush.

Do you want superb lash definition? Do you find it hard to evenly coat your lashes, including those hard to reach smaller lashes around the corner of your eyes? Do you want outstanding lashes that will get you noticed whatever the occasion?

With its new innovative IFX brush, Max Factor has the answer! The new IFX brush - the first of its kind - is designed to facilitate precision brushwork, delivering superb definition to your lashes, framing your eyes and making them stand out beautifully. So you'll be eye catching what ever the occasion!

[Learn more about the mascara >](#)

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Win a night out

TEST YOUR FLIRTING EYES IN REAL LIFE!

Enter to win a night out for you and four friends at a VIP night club, including entry, drinks and a chauffeur driven car for the evening.

100 Runner-up entries will receive the NEW Masterpiece Max mascara in Black, so you can have high impact volume that is surprisingly sleek.

To enter, simply complete the short form below and press submit. You can also gain exclusive entry to our Max Factor Club to keep up to date with the latest news from Max Factor.

First Name:*

Last Name:*

Email Address:*

Phone Number:

Mobile:

Address:*

County:

Postcode:*

City:*

County:*

Date of Birth:

DO MM YYYY

Gender:

Male Female

Password:*

I would like to receive news and free samples from Max Factor.*

Yes No

I would like to take part in the Max Factor Research Panel.*

Yes No

I would like to receive valuable offers from other Procter & Gamble Brands.*

Yes No

How often do you wear make-up of any kind, no matter what brand it is?

Please Select

SUBMIT