

SUGAR POP

UNDILUTED

A Spec Campaign for SUGAR POP Lipstick

"Performance never goes out of season."

Prepared by Afreed Mulimani
Junior Copywriter · Direct Response · D2C Brands
afreedcopyads.netlify.app · [@afreed.copyads](https://twitter.com/afreed.copyads)

Why SUGAR POP — & My Initial Assumption

The brief behind the campaign, and the hypothesis I started with.

Why I Chose This Brand

SUGAR POP is the affordable, Gen Z-facing sub-brand of SUGAR Cosmetics — one of India's fastest-growing D2C beauty companies. Most Indian beauty brands run seasonal campaigns around festivals or summer. Very few ask why a woman stays loyal across seasons. That gap felt like the right place to work in.

My Starting Hypothesis

I assumed that when the season shifts from summer to monsoon, women feel pressure to change their beauty products. I thought the insight was about a product that survives the weather.

"The season changed. Your lipstick doesn't have to." — My first headline.

The Problem

This is a product claim, not a consumer truth. It could belong to Maybelline, Lakme, or NYX without changing a word. A campaign that generic has no reason to exist. So I went and asked real people.

Consumer Research

Four women. Four real answers. All pointing in the same direction.

Questions Asked

1. Do you change your lipstick when the season changes from summer to monsoon? 2. If yes — why? If no — what makes you stay? 3. Do you face any lipstick problems during monsoon?

Responses

Friend 1 — Anisha

"I don't change anything. I have very few brands I like. It's not according to season — it depends whether I find a better one."

→ Stays loyal. Would only switch if she found something better — not because of weather.

Friend 2 — Smrithi

"I don't change both things. The output that I get remains the same."

→ Stays because the product consistently delivers. Reliability = loyalty.

Friend 3 — Aishwarya

"I don't really change lipstick. But I change moisturiser according to monsoon."

→ Lipstick is separate from seasonal skincare. Season affects moisturiser, not colour.

Friend 4 — Karuna

"No, I continue with the same product — because of the nourishment and moisturisation."

→ The most specific answer. She stays because the product takes care of her lips.

What I Learned — The Insight Shift

The research didn't confirm the brief. It replaced it with something more honest.

What the Research Showed

None of the four women change their lipstick when the season changes. The seasonal switching problem I was trying to solve didn't exist. But what they said about why they stay was far more interesting.

Before Research

"Women need a lipstick that survives the monsoon season."

Weak because:

It's about what the lipstick does to weather — not about the woman. The consumer is passive. Any brand could say it.

After Research

"Women don't stay because of the season. They stay because the product earns the right to."

Stronger because:

It's about loyalty — a relationship, not a feature. The product has to earn its place. The consumer is the hero, not the weather.

"She didn't want to change her brand because it defends her in all seasons."

Campaign Idea: Undiluted

One word. A product truth and a character statement at the same time.

The Name

Undiluted: not watered down, not weakened, not made lesser for someone else's comfort. As a product word — full-strength colour, full nourishment. As a character word — she doesn't adjust herself for the season, the weather, or anyone.

Campaign Line

"The Season Changed. My Lipstick Didn't."

Supporting Lines

"Performance never goes out of season."

"That's not habit. That's performance."

"Monsoon hit. My lips are still soft, nourished, comfortable. That's why I stayed."

Target Consumer

Urban Indian women aged 18-28. Buys based on results, not brand names. Loyal to what works — quick to move on from what doesn't. The monsoon doesn't change her look. Nothing does.

Full Landing Page Copy

Five sections. Every line connected back to the core insight.

HERO

The Season Changed. My Lipstick Didn't.

Because performance never goes out of season.

[Shop Your Shade →]

SECTION 2 — PROOF

Same Shade. Same Hold. Same Formula.

The same lipstick that showed up for you in April is still showing up in July.

Not because of habit. Because it works.

Soft. Nourished. Comfortable. Even on the greyest July morning.

SECTION 3 — WHY WOMEN STAY

- ✓ Long-lasting wear
 - ✓ Comfortable feel
 - ✓ Less reapplication
 - ✓ Nourishment that shows
-

SECTION 4 — CLOSE

That's Not Habit. That's Performance.

When a product keeps delivering day after day, you don't replace it.

You stay with it.

[Find Your Shade →]

Full Campaign Email

Subject line first. A body that earns every line.

SUBJECT LINE

The season changed. Your lipstick didn't have to.

EMAIL BODY

Hi [Name],

Monsoon hit.

And everything around you shifted — the air, the mood, the colour of the sky.

But not your lips.

Same shade. Same hold. Same formula that showed up for you in April still showing up in July.

That's not habit.

That's a product that earned its place.

SUGAR POP doesn't change its formula when the forecast does. It doesn't tone down because the season did.

Neither do you.

[Shop Your Shade →]

Meta Ads

Two ads. Different entry points. Same campaign truth.

META AD 1 — AWARENESS

The season changed. My lipstick didn't.

Same shade. Same hold. Same formula.

Because performance never goes out of season.

SUGAR POP. Long-wear colour for every Indian season.

[Shop Your Shade]

META AD 2 — RETARGETING

Still using the same lipstick?

Good.

When a product keeps showing up for you, you don't replace it. You stay with it.

Soft. Nourished. Comfortable. Season after season.

That's not habit. That's performance.

[Find Your Shade]

Reel Scripts

Two reels. One English. One Hindi. Same woman — her language.

Reel #1 — English

That's Not Habit. That's Performance.

Scene 1

Girl applying lipstick at home.

8 AM. One application.

Scene 2

College / office corridor.

1 PM. Still here.

Scene 3

Lunch table, chai in hand.

4 PM. Still here.

Scene 4

Evening street, light drizzle.

7 PM. Still here.

Scene 5

Close-up of lips.

That's not habit.

Scene 6

Product shot.

That's performance.

End Frame

SUGAR POP logo.

SUGAR POP.

Reel #2 — Hindi

Kyun Badlu?

Scene 1

Friend to girl:

"Tum abhi bhi wahi lipstick use karti ho?"

Scene 2

Girl smiles.

"Haan."

Scene 3

Product close-up.

Wahi shade.

Scene 4

Application shot.

Wahi hold.

Scene 5

Lips close-up.

Wahi nourishment.

Scene 6

Friend:

"Monsoon aa gaya na?"

Scene 7

Girl:

"Mausam badla hai. Meri lipstick nahi."

Scene 8

Text on screen.

Jab product kaam karta hai, toh badalne ki zarurat nahi hoti.

End Frame

SUGAR POP logo.

Performance kabhi season nahi dekhta.

Closing Note

What this campaign is really about — and why it matters.

The Process

This campaign didn't start with a brief. It started with an assumption I was willing to test. I spoke to four real women, asked them real questions, and let their answers replace my hypothesis with something more honest.

The Shift That Made It Better

My original idea was about a lipstick surviving the weather — a product campaign. What the research revealed: she doesn't stay because of the season, she stays because the product keeps earning the right to be there. That's a brand campaign. The difference between those two is the difference between forgettable and worth reading.

The Line I'm Most Proud Of

"Monsoon hit. My lips are still soft, nourished, comfortable. That's why I stayed."

This came directly from Karuna's answer. It's not clever copy — it's her voice. The best direct-response copy sounds like the consumer speaking, not the brand shouting.

About the Copywriter

Afreed Mulimani — Junior Copywriter specialising in direct-response copy for D2C brands, AI startups, and ecommerce.



PORTFOLIO

afreedcopydsportfolio.netlify.app



EMAIL

afreedcopyads@gmail.com



WHATSAPP

[+91 80959 15121](https://wa.me/918095915121)



INSTAGRAM

[@afreed.copyads](https://www.instagram.com/afreed.copyads)

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