

COVERGIRL BLAST FLIPSTICK LAUNCH | G2

G2 (digital component of Grey Worldwide) brought me in to work on the launch of Covergirl's Blast Flipstick. The challenge was to break through the clutter on the web with a new lipstick that is dual sided. The concept I came up with for the launch was to "give your lips a flip".



RICH Media Combo 250 x 300. (The lipsticks were created to look like a carousel. You choose your color and apply on the last screen.)



RICH Media Combo 250 x 300. (The lipstick was animated to go across the lips changing the color).



RICH Media Banner. (The lips fall from the top of the screen, CTA on the last screen).