

Loodusest loodud (vesikress)

Reklaam, Trükireklaam

JOIK

EST

Traditsiooniliselt viivad looduskosmeetika reklaamid tarbija loodusesse. Meie seda ei teinud. Miks? Sest JOIK toob looduse sinu juurde - sinna, kus sa seda enim vajad. Iga uus JOIK'i reklaam on eelmisest alati erinev, sest modelli ümbritsevad konkreetsel printreklaamil oleva toote koostisosad ning linnakollaaž muutub vastavalt riigile või linnale, kus reklaam ilmub.

ENG

The ads of organic cosmetics traditionally take customers into the wild. We didn't do that. Why? Because JOIK brings nature to you - where you need it the most. Each JOIK ad is different from a previous one because a model is always surrounded with the ingredients of the concrete product on a print ad and city collages change according to the city or country where the ad comes out.

Print copy:

Created from Nature

Energy of watercress. Freshness of cucumber. Softness of aloe.

Velvety facial foam cleanses the skin gently, giving it new freshness, energy and radiance.

Nature with you always, everywhere.

www.joik.ee