

OMG Universe

Online course commercial *series*



>> [CASE STUDY MOVIE HERE - 3 min](#) <<

CLIENT

[Oksana Martynenko](#) is a globally known Estonian permanent makeup artist. Being one of the leading specialists in the world with 100K followers, she has a tight schedule traveling and teaching students from Saudi Arabia to America.



Oksana believes that in childhood she was **abducted by aliens** 🛸 that is why all business is built around space. She developed a broad product line:

- PMU machine with high quality Swiss motor "[ROCKET](#)",
- Professional tattoo cartridge needles "[SATELITE](#)"
- and a long list of [pigments](#) with space names like "Dark Matter", "Saturn", "Milky Way", "Eclipse" etc.



AIM and BRIEF

More and more people wanted to learn the art of permanent makeup and it was finally time to create the first online course by Oksana. Course was ready and now it needed **marketing**.

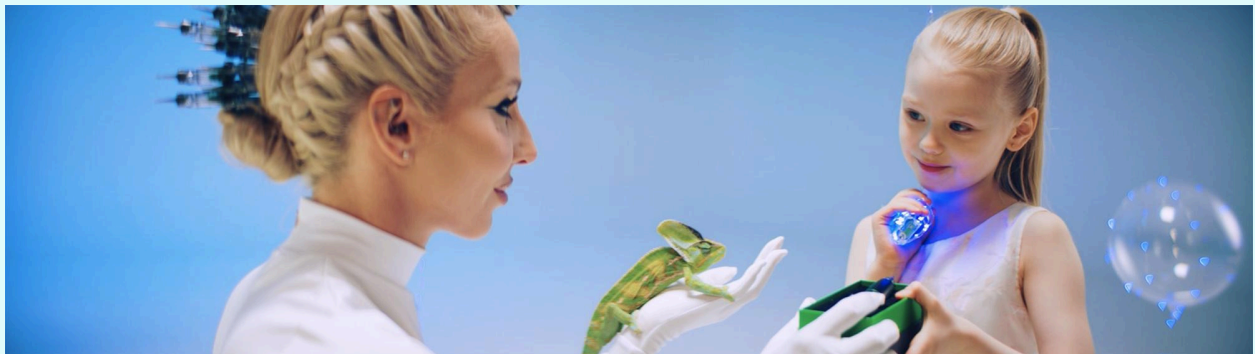


Client wanted to create a **series of creative video commercials** to promote the course. Commercials needed to be **brave, cinematic, art house, about aliens & space** and completely different from other PMU commercials.



Videos should target PMU specialists and Oksana's specific audience.

Additional request was to show the product line.



THE SERIES

You are welcome to see 5 out of 8 produced clips. Every clip has a hidden deep meaning targeted to future permanent makeup artists.

In some of the episodes music and animations were **created with AI**.

EP1 "SPIKEY"



In the first clip the little girl represents Oksana in her childhood, choosing permanent makeup machine over anything else. Since this choice every aim in her life gets hit in the "bullseye".

Same as this little girl, Oksana welcomes the audience to choose the right path of permanent makeup.

EP2 "FACELESS"



Permanent makeup is not only a beauty procedure. Sometimes it can help people cover their facial scars or recreate hair for patients with alopecia disease.

Episode 2 is about finding and creating your own face (*with Oksana's PMU machine "Rocket" of course*).

EP3 "FAMILY PIGMENT"



As Oksana travels through the spaceship, she meets a sexy alien with whom they have a romantic dinner. Here we break the rules on how **permanent makeup pigments** are used: dripping from the nose or having a sandwich with them.

Will it stand out for the audience? Will they remember it?

In the end we see beautiful green brows on the helmet of the alien. Brows made with love.

EP4 "CLONES"



In the clone episode Oksana shows the audience that nothing can be achieved without love. Even aliens should understand that.

EP5 "LAUNCH"



In the final episode Oksana and the alien bite the apple of sin and launch the online course, giving infinite knowledge to the whole world.

You are now welcome to pre-order the OMG online course.

VIDEO CAMPAIGN RESULTS

Video campaign launched in March 2024 as youtube targeted ads, in direct email and website marketing.

Oksana's popularity and the series of our creative videos already delivered amazing results.

The screenshot shows a website interface for an online course pre-registration. At the top, there is a navigation bar with links for 'OMG PRODUCTS', 'EDUCATION', 'ORDER TRACKING', and 'MY ACCOUNT', along with a currency indicator '0,00 €'. The main content area is divided into three vertical panels. The left panel shows a woman's face partially covered by iridescent, shimmering fabric. The middle panel features a central image of a green alien figure in a suit, holding a small object, set against a large, full moon. Below this image, the text 'ONLINE COURSE PRE-REGISTRATION' is displayed in bold, green and white letters, with a prominent green 'PRE-REGISTER NOW' button underneath. The right panel also shows the woman's face with the iridescent fabric. Below the central panel, there is a 'SCHEDULE' section with a calendar for April 2024, showing dates from 08-13.04.24 to 06-07.04.24. The calendar includes a 'PRE-REGISTER NOW' button and a 'PRE-REGISTER' button.

Just in one month the client has 150 pre-registrations for a 1500€ priced course, making approximate pre tax profit over 200,000€. The official launch of the online course is planned on the 1st of May 2024.