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Robertson & Markowitz Creates Campaign, Product Design for International Company

Robertson & Markowitz Advertising & Public Relations, Inc (R&M) has had recent success on the national playing field, creating an entirely new packaging design and launching a national campaign for Fanci-Full Temporary Hair Color, a product line of The Colomer Group.



Ted Robertson



ADVERTISING & PUBLIC RELATIONS, INC.

Colomer is a worldwide leader in the beauty and hair care sector with headquarters in Barcelona and New York. Fanci-Full can be found throughout the US in retail outlets such as Walmart, CVS, Walgreen's and RITE-AID.

The new ad campaign, "Never Have a Gray Day," has already run in Good Housekeeping, First Magazine, Women's World and Better Homes and Gardens, according to Ted Robertson, co-owner of R&M.

"R&M's new packaging designs have revitalized the look of the brand, giving fresh appeal to the products," he believes.

The vision for R&M's new campaign compliments the new and improved Fanci-Full Temporary Hair Color products; the company recently reengineered the conditioning formulas, fragrances, application methods and general use guidelines of its products.

R&M's goals were to promote the Fanci-Full line with a striking approach and finesse, showcasing the products' availabili-

ty in six shades – perfect for anyone looking for a risk free way to blend away gray, correct and tone brassiness or extend hair color between salon visits, said Robertson.

R&M's Robmark Interactive, the Web site division of Robertson & Markowitz, created a new, enhanced interactive Web site which launched on January 16, and illustrates the popular products through conceptual display, intuitive site navigation and skillful presentation.

The Colomer Group is internationally known for the quality and scope of its products, he said. With research, development, and training centers across all continents and a distribution network present in over 100 countries, Colomer products are available throughout the world.

Founded in 1990, Robertson & Markowitz is a full-service advertising and public relations agency, serving regional and national clients.



fanci-full hair products are a new hair care line from The Colomer Group