

YOUNG LADY x The Alternative School x LoveAndLobby

Creative Brief – Beauty as Rich Inner World, hair as expression

Disciplines: Design / Typography / Creative PR / Strategy / SoMe / Visual Languages

1. Tension / Insight

Romanian women carry a double story: admired for their looks, reputed for their beauty, yet underestimated for their talent, brains and contribution. Many women under 35 grow up in a culture of anxiety, social comparison, economic pressure and sometimes “easy way out” options (see video-chat) or under-potential jobs.

Role models who mix brains, beauty, courage and global performance are there, exceptional, performing globally; however they are sometimes too quiet, too scarce, too disparate, with the social media noise covering their achievements or presenting them as insular.

Young Lady is the answer:

A creative platform (digital-print-events) that reframes Romanian beauty as the visible expression of a powerful inner world – talent, skills, character, values, personality.

Key words: beauty, identity, career choice, stereotypes challenged, social pressure, flipping the script, private diplomacy.

2. Young Lady's mission / purpose:

Reposition beauty in general, and Romanian beauty in particular – as the expression of personality, talent & a rich inner world. #BrainsAndBeauty

Challenge clichés about Romanian women and Romania, and position **“Romanian beauty = Romanian talent”** on the global stage. #BrainsAndBeauty

3. Who are we talking to?

- **Primary audience:** Young women in Romania, up to 35, from creative fields, business, tech, STEM, fashion, PR, marketing, art or active in a male dominated work environment, especially those dealing with insecurity, lack of direction or pressure to choose “easier but emptier” paths.
- **Secondary audience:** Romanian and international creative & business communities, Media & influencers, Foreign audiences who still see Romanian women mainly through beauty clichés, BRANDS that can resonate with the goal of the program, signing “The Pledge for Beauty”, where Beauty is repositioned as expression for personality and talent as subject.
- **Tertiary audience:** Brands and decision makers who have the power to fund, host, amplify and normalize this new definition of beauty.

4. WHAT'S YOUR TASK:

a) **Create the cover of the Young Lady Magazine. It should mirror or complement the LadiesFirst Cover, for very often they will be distributed together.**

(<https://drive.google.com/drive/folders/1yNs8fMgWN0Y5EMYvoKblovRMdouW-rJt?usp=sharing>)

b) Pick one or several brands that could make sense to team up with Young Lady and create a **campaign amplifying the Young Lady mission**, while bringing the partner brand(s) consistent benefits.

c) **Create 2 other complementary visual statements of your choice**, beyond the cover of the magazine, to document your campaign. (it can be an instagram layout for the carousel, to communicate the selected talent backstage story of transformation, it can be video, poster, other social media content to be used at any moment in the Young Ladies journey, from the digital stage, to the print - events - potential exhibitions with the portraits of the selected talent). Keep in mind the media budget is very limited, so you need to pick those media that are serving the cause, while being realistic.

d) **The Creative & PR Strategy to:**

d.1.Repositioning: Help the evolution of Romanian beauty cliches into #BrainsAndBeauty

d.2.Recommend the brands and the mechanics to transform YoungLady into a movement, inspiring the audience, while supporting the brands (what's the win-win formula)

Note: While proposing visual content, take into consideration TheAlternativeSchool & LadiesFirst aesthetics: <https://www.instagram.com/theschoolforcreativethinking/>

<https://thealternativeschool.com/cia/ladies-first>

5. Deliverables on a gdrive link:

a)**Magazine cover** for the **LadiesFirst / Young Lady** magazine. Format: **PDF** The size: **286.103 x 295.981 mm or 1081 x 1119 pixels)**

b) **Two additional key visuals.** Static or motion. Formats: **JPG or MP4**

c)**A3 campaign board**

Presenting the insight, the idea and strategy, based on the brand(s) selected to team up with the platform (explaining how the Young Lady platform and your chosen brand(s) work together to transform the purpose of the platform into a reality, and the changes in culture or behavior when your campaign succeeds), It must include the three visuals above (cover + 2 key visuals) and feature an impactful campaign title.

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d) 2-PAGE CORE SOLUTION PDF + optional max. 2-page appendix

The first 2 pages must stand entirely on their own. They should communicate the essence of the solution with maximum clarity, from insight to strategy, creative approach and proposed solution. The optional appendix is for depth, evidence and detail. It may strengthen the thinking, but it must not contain information essential to understanding the idea.

PAGE 1: WHY + WHAT

RESEARCH SNAPSHOT / CONTEXT: Only the most relevant facts, signals or cultural/category observations behind the opportunity.

AUDIENCE + DESIRED CHANGE: Who are we addressing? / What do they currently think, feel or do? / What do we want them to think, feel or do differently?

INSIGHT / TENSION: The human or cultural truth that unlocks the opportunity.

OBJECTIVE + KPIs: What are we trying to change or achieve? Add a small number of meaningful success indicators.

STRATEGY: The strategic choice that connects the problem, audience and opportunity.

CREATIVE CONCEPT: The central creative thought (max 2 lines)

PAGE 2: HOW IT COMES TO LIFE

PESO + KEY TOUCHPOINTS: How the idea travels across relevant Paid / Earned / Shared / Owned media

Select only the touchpoints that genuinely empower and amplify the idea.

KEY SOLUTIONS / EXECUTIONS: The most important ways in which the creative concept becomes tangible across media, experiences, design, content, retail, community or other relevant environments.

IMPLEMENTATION / ROLLOUT: How does the idea happen? / Where does it start - its goldilocks moment? How does it develop or spread over time?

EXPECTED RESULTS + MEASUREMENT: What changes if the idea works? / How will you know?

Consider relevant changes in perception, participation, conversation, behavior, brand relevance, community impact or other brief-specific outcomes.

CREATIVE AI — TOOLS USED + PURPOSE: State which AI tools were used and what each was used for: research, exploration, ideation, prototyping, craft, production or other relevant purposes.

OPTIONAL APPENDIX — MAX. 2 PAGES

Use only when additional depth is genuinely useful.

May include: supporting research / sources / audience or stakeholder mapping / expanded PESO ecosystem / implementation details / simple rollout / timeline / KPI / measurement framework / relevant Creative AI workflow or process details

Important: The appendix supports the solution. It does not explain it.

The principle: Pages 1–2 = ESSENCE: Clarity. Synthesis. Strategic and creative strength.

Pages 3–4 = DEPTH: Evidence. Detail. Rigor.

~~The entire concept must already be compelling, fully understandable after the first two pages.~~

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6. Find here additional visual references from LadiesFirst to help you frame YoungLady

<https://drive.google.com/drive/folders/1yNs8fMgWNOY5EMYvoKblovRMdouW-rJt?usp=sharing>

7. Deadline:

Send your solutions on a **google drive, under YOUR_TEAMS_NAME link** until 5 Nov, 11.59 pm at win@thealternativeschool.com, cc: teodora.migdalovici@thealternativeschool.com
Make sure the link is public before sending the email.

More about Young Lady

I. Content & Promo Mechanics. Media choices.

a) A hybrid platform:

- **Digital “reality show” of talent**
 - Instagram: [thealternativeschool.com](https://www.instagram.com/thealternativeschool.com) x Partners x talents
 - Visual takeovers, interviews, backstage stories about confidence, fears overcome, and personal visions of beauty, backstage stories from the personal branding shoots
 - internationally awarded talents under 35 from the creative economies, STEM & co.
 - Each talent receives:
 - Personal branding support (as a tool to express the gorgeousness of the inner world, not as an instrument to cover up insecurities. Hair in focus, make up as reveal for personality through facial features, style as expression)
 - A #premium personality reveal experience with a highly awarded stylist team (hair, make-up, styling, professional photoshoot, personal branding)
 - A chance to show how their inner world translates into outer expressivity
- **Premium English-language print & digital magazine – Young Lady**
 - 45 profiles of remarkable Romanian talents, already awarded in international contexts (women + men and non-binary personalities as recommenders & designers)

- Same graphic DNA & recommendation mechanic as **LadiesFirst (an accomplished male or female professional, is recommending a young female talent, who's recommending a young designer, regardless the gender)**
- The best pictures of the shoot are selected for the print, while the second best, with backstage quality will go on social media, to keep the flame alive
- Distributed at international festivals & events related to creativity, art, tourism, that could serve as cultural diplomacy platforms, local School's events (#TheFutureOf series / BrandsTalk - Identity & culture) and premium locations in Romania (hotels, cafés, restaurants where foreigners can be easily reached out and exposed to contemporary romanian talent in all shapes and sizes)
- Purpose: challenge clichés about Romanian women and Romania, and position **"Romanian beauty = Romanian talent"** on the global stage. #Brains&Beauty

b) The digital & print are backed up by dedicated events

On Beauty / On Romanian Talent / #TheFutureOfCreativity. Have a taste on our events here: <https://thealternativeschool.com/live-events>.

c) + PR & Lobby platform

- Sparks media and professional conversations about: contemporary Romanian talent / cosmopolitan education / beauty as expressivity of personality and talent / performance against all odds. Acts as a tool for the Romanian creative industries "at export".

II. The Core Idea behind Young Lady / Ladies First

Beauty = the visible expression of the personality & a rich inner world.

The hero of the visual story in the portraits of the selected talent: **the head** –what's inside (skills, ideas, values, cultural references, memories) what's outside (hair as a communication symbol, style, face) = one coherent expression of identity / personality.

"Romanian beauty" is not about fitting a stereotype. It is about:

- performance against the odds,
- diversity of backgrounds (economic, geographic, cultural, LGBTQ)
- women who use their **heads** to build meaningful lives and careers.

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III. Role of the Partner Brand(s)

Nowadays, brands can be more than advertisers.

Within Young Lady, the partner brand becomes:

- Coach & amplifier of better aspirations
- Stage where real stories of Romanian talent are seen
- Ally that transforms its platforms (products, spaces, channels, tech) into tools for confidence, visibility and opportunity.

IV. Brand partnership

- Choose at least one real brand to partner with Young Lady:
- A beauty / hair brand (haircare, styling, skincare, make-up, salon), A tech brand (telco, device, app/platform, AI, wearables, fintech) You may also imagine a collaboration between a beauty brand and a tech brand if it serves your idea.
- Show clearly:
- Why this brand is a credible ally for the cause
- What concrete assets it puts on the table (products, technology, spaces, communities, media, expertise).

V. What your campaign must deliver

Flip the cliché: Challenge the old narrative "pretty face, not much else"

Replace it with a new mental model: "Brains ^ Beauty" / "Beauty that thinks & acts".

On possible direction is to Make the head the hero: Use head / hair / face / style as symbols of inner richness and expression, not as objects to be judged. Show how style, hair and make-up become a translation of personality, not the starting point.

- Keywords: #HairStory, #HerStory
- **Live as a real ecosystem, not just a slogan**

VI. Show how your idea plays out across:

- Digital & social content (including Instagram takeovers, stories, AR filters, challenges, UGC)
- On-ground or hybrid experiences (events, makeovers, talks, mentorship, workshops)
- PR & media (how does it generate conversation locally and internationally?)
- The Young Lady magazine and its presence at global festivals.

Inspire better choices

Offer young women desirable, realistic alternatives to “easy-way-out” narratives: role models, paths, communities, support.

Avoid shaming; focus on showing what’s possible when talent meets opportunity.

Impact & Future Life

VII. Tone & Guardrails

- Empowering, bold, emotionally intelligent
- Respectful of all life choices – but clearly in love with talent, courage, and inner richness
- No victimization, no “fixing women”. We celebrate and amplify what’s already powerful in them.
- Avoid superficial “beauty empowerment” clichés. Go deeper, be specific, be human.

The campaign should help real brand(s) stand next to Young Lady and loudly prove that **the most powerful form of beauty Romanian women can flaunt is the one born from their minds, hearts and talent – with hair, make-up and style as the visible echo of that inner world.**

WHY YOUNG LADY

1.Quantitative position

Romania is #1 in Europe in the video chat industry and fluctuates between 1st and 5th globally (models, content, high-quality digital infrastructure).

2.Why Romania

Not stereotypes, but structural conditions that enabled rapid industrialization.

3.Market perception

Romanian women are branded as emotionally accessible, consistent, and “girl-next-door” - a commercial construct, not a cultural reality. They are perceived as strong in narrative skills, English fluency, consistency, and professional seriousness.

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4. International comparison

Romania equals stability and operational backbone, not exoticism or luxury.

5. The uncomfortable part

Romania exports the system, not just labor - tying national reputation to the industry.

6. National image

A country brand born from a public policy vacuum, carrying stigma and identity dissonance.

EPSTEIN FILES – WHERE ROMANIA APPEARS AND WHY IT MATTERS

1. What the “Epstein Files” are

A corpus of judicial and investigative documents (2019–2024) containing names, leads, and context - not verdicts.

2. Romania in the documents

Romania appears repeatedly in the publicly released Epstein records through references to Romanian women, financial transfers, academic contacts and university-related exchanges. Romanian media searches of the archive reported 800+ Romania-linked references/files, although not all mentions are relevant to criminal conduct and appearance in the documents does not, by itself, imply wrongdoing.

3. Recruitment typology

Across the broader Epstein record, documented and reported patterns include a recurring focus on youth and physical attractiveness, alongside access through modelling, professional and educational opportunities. Released correspondence shows appearance and age being explicitly assessed by scouts, while survivor accounts describe offers of tuition, scholarships or access to universities as forms of attraction and dependency.

4. Why the “academic” angle doubled by economic vulnerability matters

The relevant tension is not beauty versus intelligence, but the coexistence of talent, education and vulnerability. Educational ambition, financial need and access to prestigious networks can create powerful asymmetries: an opportunity presented as a scholarship, philanthropic gesture, introduction or career opening may provide both legitimacy and dependency. Survivor accounts indicate that educational support was, in some cases, used to create a sense of obligation or indebtedness

5. Why Romania (structural)

Strong intellectual capital, weak institutional protection, fascination with “external opportunities,” and lack of safeguarding mechanisms.

4. Reputational impact

Repeated association creates symbolic stigma: Romania as a “reservoir of beauty through vulnerability,” affecting national reputation, mobility, credibility, and young women’s safety.

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