Clubtan Shop Window Poster

1. Background

CLubtan is a Danish company and is currently the second largest tanning salon chain in the world. The salons are fully automated allowing customers to register at a kiosk which automatically activates the beds. The business prides itself on safety with a biometric reader scanning the skin and making recommendations on tanning times in line with German safety standards. CLubtan now has one salon in the UK [www.clubtan.co.uk](http://www.clubtan.co.uk) , but because it is not well known, customers are not always aware as to how it works. The poster will help remedy that position.

1. Poster concept and design principles.

The concept is for the shop poster to illustrate how easy it is use Clubtan for tanning. The design needs to follow the Clubtan design guidelines (attached) and have the same look and feel of other marketing material (examples also attached). It should be mainly done in greyscale with very limited use of colour. Mainly orange.

The design should be drawn in a comic book style but needs to look like a real woman (albeit an attractive one - she should not look too young as it is illegal to use a tanning bed if you are under 18). The people should not look like comic book characters. An example of the type of image is as follows (ignore the tear):

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjrm7zxofDMAhUDM8AKHR7sCNEQjRwIBw&url=https://www.pinterest.com/explore/pop-art-girl/&psig=AFQjCNFm0saqzWeqTY4ReM-jZHhKSjfsQg&ust=1464095037149794)

1. Design

The design should be titled using the Clubtan font (see guideline) “Clubtan” and below “We Make You Shine” There should then be 6 comic book style boxes below as follows (please see mock up too):

1. “Login using your fingerprint” The kiosk should be drawn to look the same as the actual kiosk. See photo.
2. “Biometric skin reading to assess optimal tanning time for your skin type” (Please ignore text on illustration as I have changed). Happy to experiment a bit with the illustration if you like. The machine has a reader that measures skin tone about half way up the underside of your arm.
3. “Pay using the kiosk by cash or card” (ignore text on illustration). Again, use actual kiosk in illustration.
4. “3 minutes later, you are tanning” The illustration of the tanning bed should look like the photo that has been attached. The girl should be wearing a bikini bottom with a cocktail covering her chest. The tanning machine plays music so please draw some notes.
5. “Cool down with an air shower”. Each cabin includes a vent that ejects cool air after the tanning has been finalised. To add humour, please give the girl an umbrella.
6. “That was quick, my turn next time”. The point here is to encourage men to use as most users are women.

At the bottom of the poster, please include in small letters “It is illegal for anyone under 18 to use a tanning salon”. Please also use the Clubtan logo on the poster (also attached)

1. Attachments
2. Clubtan marketing guidelines
3. Mock up of comic strip
4. Picture of kiosk
5. Picture of tanning bed
6. 3 pictures of other posters used in marketing campaigns