

***Rhode
Skin:
Mock
Winter
Hydration
Campaign***

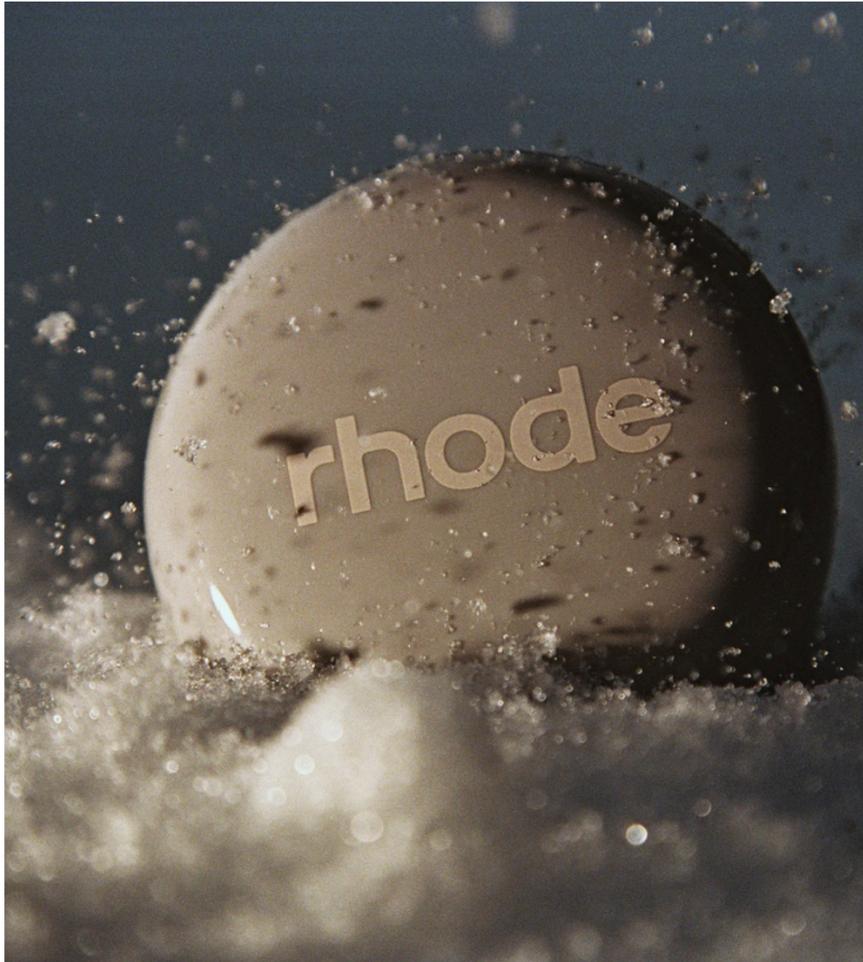


Client Overview:

Rhode is a minimalist, science-backed skincare brand founded by Hailey Bieber. Initially seen as another celebrity label, Rhode has earned credibility through its proven, results-driven products, like the cult-favorite Glazing Milk, which has won the trust of editors, creators, and consumers alike. The brand emphasizes happy, hydrated skin, simplified routines, and visible results — especially relevant for winter skincare campaigns.



Campaign Goal



- Position Rhode's winter product lineup (Caffeine Reset Face Mask, Glazing Eye Patches, Peptide Lip Boost) as proven, results-driven, seasonal essentials
- Reinforce brand credibility & performance focus while driving media coverage across beauty, lifestyle, and culture



Objectives & KPIs

- Earned Media: 7–10 placements in Allure, Vogue Beauty, Refinery29, Byrdie; prioritize “Best of Winter” / winter skincare roundups
- Influencer Engagement: 30–40 curated beauty & lifestyle creators over 4–6 week winter window; PR packages + intimate experiences to spark organic, aspirational content
- Paid Support: Select placements in trusted, women-focused publications to extend reach, reinforce credibility, and sustain visibility

Target Audience



Core Rhode & Trend-Savvy Skincare Enthusiasts

Who:

- Gen Z & younger millennial women (~18–35), digitally native, beauty-savvy, including loyal users, first-time skeptics, and trend
- focused skincare enthusiasts

Behavior:

- Seek effective, credible, and shareable products
- Follow influencers who genuinely love & use products (favorites, empties, authentic reviews)
- Research on Instagram, TikTok, YouTube before buying

Motivation:

- Desire hydration, visible glow, glazed skin effect
- Look for authentic endorsements & real results
- Want confidence that products deliver on claims

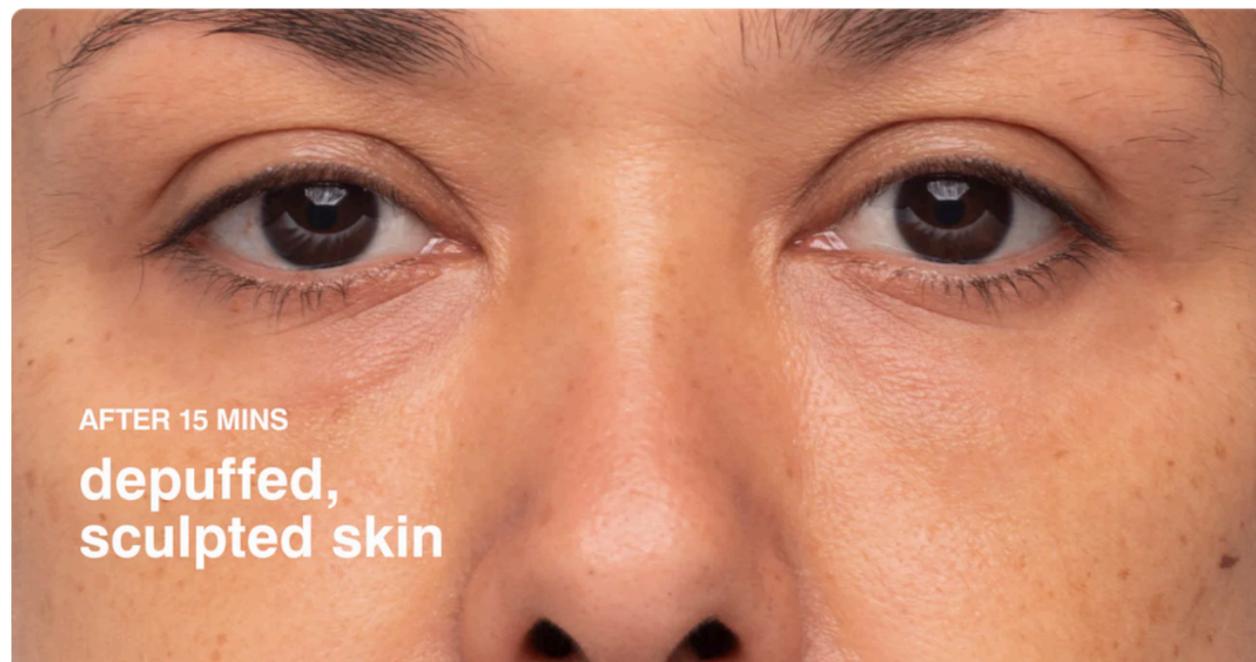
Why Target:

- Drives earned media, social buzz, peer influence
- Converts skeptics → expands audience
- Trend-driven users amplify visibility & relevance
- Ensures brand credibility, adoption, and seasonal relevance



Key Messaging

- From Want to Winter Need
- Seasonal essential addressing dryness, dullness, barrier stress
- Proven, Results-Driven Hydration
- Minimalist, science-backed routines provide effective winter skin results
- Coveted Yet Credible
- Cultural desirability + editorial & influencer validation → trusted, aspirational



Media Targets

Top-Tier Beauty Publications:

- Allure, Vogue Beauty, Byrdie, Refinery29
- Winter skincare features, “Best of Winter” coverage → validate efficacy & trend relevance

Women’s Lifestyle & Fashion Media:

- Cosmopolitan, Who What Wear, WWD
- Trend-savvy, culturally aware audiences → reinforce brand credibility

Influencer & “It Girl” Creators:

- 30–40 curated creators (AcquiredStyle & Danielle Phelounge, Halley Kate, Ruby Lyn, Olivia Neil, Yesly, Julia Mervis)
- PR packages + winter-themed events → spark organic sharing, maintain exclusivity

Outreach Ideas / Campaign Angle

- Reframe Rhode from aspirational “want” → winter skincare essential
- Winter focus: combat dryness, dullness, barrier stress → glazed skin now functional & necessary
- Leverage Hailey Bieber for credibility; highlight transition from celebrity brand → trusted, results-driven line
- Focus on timely, newsworthy stories: why now, why winter, why these products
- Encourage earned media coverage + selective influencer amplification → authentic sharing, social proof

the 3 major pillars for this mas

snatch