

GLAZED & GROUNDED

For a generation that turns everyday routines into personal rituals.

A limited-edition collaboration where beauty, wellness, and self-expression naturally coexist.

TABLE OF CONTENTS

About the Campaign 01
Campaign Objectives 02
Product Snapshots & Specifications 03
Unique Selling Proposition 04
Market Scope & Price Architecture 05
Target Audience & Buyer Persona 06
Distribution Strategy 07
Creative Direction 08
Pre Launch Phase 09
The Morning Ritual House 10
OOH Campaign 11
Creating Online Buzz 12
Content Voice & Formats 12.1
Marketing Goals & KPI Targets 13
Campaign Impact Forecast 14





01.

ABOUT THE CAMPAIGN

THIS LAUNCH EXISTS TO PROVE THAT TWO FOUNDER-LED, COMMUNITY-OBSESSED BRANDS CAN CREATE MORE CULTURAL GRAVITY TOGETHER THAN APART. ***THE CAMPAIGN IS BUILT TO CONVERT RHODE'S GLAZED-SKIN DEVOTEES AND CHAMBERLAIN'S ICED-COFFEE LOYALISTS INTO A SINGLE, SHARED AUDIENCE.***

WHILE GIVING BOTH RETAIL PARTNERS, SEPHORA AND TARGET, A REASON TO FEATURE THE DROP FRONT-OF-STORE DURING A NATURALLY HIGH-TRAFFIC BACK-TO-SCHOOL AND FALL ROUTINE-RESET WINDOW.

02.

CAMPAIGN OBJECTIVES

BOTH RHODE AND CHAMBERLAIN COFFEE HAVE BUILT LOYAL COMMUNITIES BY CHAMPIONING AUTHENTICITY, SIMPLICITY, AND FOUNDER-LED STORYTELLING. THIS LAUNCH LEVERAGES THOSE SHARED VALUES TO UNITE TWO HIGHLY ENGAGED AUDIENCES AROUND A SINGLE LIFESTYLE PROPOSITION: THE MODERN MORNING RITUAL.





THE OBJECTIVE IS TO DRIVE AWARENESS, ACQUIRE NEW CUSTOMERS, STRENGTHEN COMMUNITY ENGAGEMENT, AND ESTABLISH A SCALABLE CROSS-CATEGORY COLLABORATION MODEL THAT CAN EVOLVE INTO FUTURE SEASONAL COLLECTIONS.



03.

PRODUCT SNAPSHOT & SPECIFICATIONS

AT THE HEART OF THE COLLABORATION IS THE MORNING RITUAL COLLECTION—A CURATED CAPSULE INSPIRED BY THE SENSORY EXPERIENCE OF COFFEE, MATCHA, AND SKINCARE.

EACH PIECE IS ENGINEERED TO BE USED TOGETHER EACH MORNING:
GLAZE THE LIPS, BREW THE CUP.



THE CAPSULE INTRODUCES TWO EXCLUSIVE RHODE PEPTIDE LIP TINTS INSPIRED BY CHAMBERLAIN COFFEE'S SIGNATURE BEVERAGES: A WARM MOCHA BROWN REFLECTING RICH COFFEE NOTES AND A SOFT STRAWBERRY-MATCHA PINK INSPIRED BY THE BRAND'S VIBRANT MATCHA CULTURE.

EACH LIP TINT IS PAIRED WITH A COMPLEMENTARY CHAMBERLAIN BEVERAGE, ALLOWING CUSTOMERS TO CHOOSE A RITUAL THAT REFLECTS BOTH THEIR MOOD AND PERSONAL AESTHETIC.

04.

UNIQUE SELLING PROPOSITION

MARKET RESEARCH SHOWS THAT GEN Z INCREASINGLY VALUES PRODUCTS THAT INTEGRATE SEAMLESSLY INTO EXISTING HABITS OVER PRODUCTS THAT CREATE NEW ONES. MORNING ROUTINES HAVE BECOME HIGHLY VISIBLE FORMS OF SELF-EXPRESSION ACROSS TIKTOK, INSTAGRAM, AND YOUTUBE, WHERE SKINCARE, COFFEE, JOURNALING, AND WELLNESS RITUALS ARE CONSUMED TOGETHER AS LIFESTYLE CONTENT.

DESPITE THIS CONVERGENCE IN CONSUMER BEHAVIOUR, BEAUTY AND BEVERAGE BRANDS CONTINUE TO MARKET INDEPENDENTLY.

RHODE × CHAMBERLAIN COFFEE ADDRESSES THIS GAP BY DESIGNING PRODUCTS AROUND THE SHARED MORNING OCCASION, CREATING GREATER CONTEXTUAL RELEVANCE THAN TRADITIONAL CO-BRANDED COLLABORATIONS.

THE COLLECTION IS BUILT AROUND A SHARED DESIGN LANGUAGE—SOFT NEUTRALS, TACTILE PACKAGING, WARM TEXTURES, AND INTENTIONAL MORNINGS ALLOWING BOTH BRANDS TO EXTEND THEIR IDENTITIES WITHOUT COMPROMISING AUTHENTICITY.



05.

MARKET SCOPE & PRICE ARCHITECTURE

THE CAPSULE SITS INSIDE TWO MARKETS SIMULTANEOUSLY: PRESTIGE-ADJACENT MASSTIGE SKINCARE *(RHODE RETAILS $20, PER ITS SEPHORA AND DTC PRICING)* AND ACCESSIBLE SPECIALTY COFFEE *(CHAMBERLAIN RETAILS LARGELY BETWEEN $22 AND $35 ACROSS 8,500+ RETAIL DOORS)*. ANCHORING THE CAPSULE BETWEEN $30 AND $58 KEEPS EVERY ITEM AN EASY, LOW-CONSIDERATION PURCHASE, WHILE THE $58 RITUAL SET GIVES SEPHORA AND TARGET A PREMIUM ANCHOR SKU FOR ENDCAP MERCHANDISING.



GEOGRAPHIC SCOPE:

UNITED STATES AT LAUNCH (DTC + SEPHORA + TARGET); UK AND CANADA E-COMMERCE FOLLOW AT WEEK 6 PENDING SELL-THROUGH.

CHANNEL SCOPE:

RHODESKIN.COM, CHAMBERLAINCOFFEE.COM, SEPHORA (IN-STORE + ONLINE), TARGET (ONLINE + 1,200 DOORS), INSTAGRAM/TIKTOK SHOP.



06.

TARGET CUSTOMER & BUYER PERSONA

THE TARGET CUSTOMER IS A GEN Z, AND YOUNGER MILLENIALS PRIMARILY 18–35-YEAR-OLD CONSUMER ALREADY LOYAL TO AT LEAST ONE OF THE TWO PARENT BRANDS..



THEY ARE AMBITIOUS, SOCIALLY CONNECTED, AND CONSTANTLY BALANCING WORK, STUDY, FITNESS, AND SOCIAL COMMITMENTS, MAKING CONVENIENCE AND INTENTIONALITY EQUALLY IMPORTANT IN THEIR PURCHASING DECISIONS. THEY DON'T BUY PRODUCTS IN ISOLATION BUT CURATE ROUTINES THAT REFLECT WHO THEY ARE.

WHETHER IT'S GRABBING AN ICED MATCHA BEFORE WORK, APPLYING A LIP TREATMENT ON THE COMMUTE, OR CARRYING THE ESSENTIALS THAT DEFINE THEIR DAY, EVERY PRODUCT BECOMES PART OF A CAREFULLY CONSIDERED LIFESTYLE. FOR THIS CONSUMER, RHODE AND CHAMBERLAIN COFFEE ALREADY EXIST WITHIN THE SAME MORNING RITUAL—MAKING THE COLLABORATION FEEL INTUITIVE, ASPIRATIONAL, AND EFFORTLESSLY AUTHENTIC RATHER THAN MANUFACTURED.

07.

DISTRIBUTION STRATEGY

SEPHORA (US + UK)

In-store endcaps at flagship doors during the first 2 weeks, plus sephora.com; leverages rhode's existing retail relationship and Sephora's young adult’s foot traffic.

TARGET

Online exclusive at launch, front-of-store beverage aisle placement for the matcha/cold brew SKU by week 3, tied to Chamberlain's existing Target partnership.

DTC (BOTH SITES)

rhodeskin.com and chamberlaincoffee.com carry the full bundle first, with 48-hour early access for each brand's email list.

TIKTOK SHOP

Creator-affiliate storefront enabling in-video checkout, matching the format that drove rhode's viral phone-case sell-through in 2024.

08.

CREATIVE DIRECTION

THE VISUAL DIRECTION OF THE CAMPAIGN COMBINES SOFT NEUTRALS, RICH COFFEE TONES, MUTED MATCHA GREENS AND EDITORIAL-INSPIRED IMAGERY TO CREATE A SOPHISTICATED AND TIMELESS ATMOSPHERE. NATURAL MOVEMENT AND CLEAN TYPOGRAPHY CONTRIBUTE TO A VISUAL IDENTITY THAT FEELS MODERN WHILE REMAINING WARM AND APPROACHABLE.

THE OVERALL AESTHETIC HAS BEEN CAREFULLY DEVELOPED TO COMMUNICATE ELEGANCE, SIMPLICITY AND CONSISTENCY WHILE CREATING A SENSORY WORLD THAT FEELS CALM, INTENTIONAL, AND EFFORTLESSLY ASPIRATIONAL.









09.

PRE - LAUNCH PHASE

THE PHASE RUNS SIX WEEKS OUT FROM DROP DAY AND IS INTENTIONALLY WEIGHTED TOWARD OWNED AND CREATOR CHANNELS, SAVING PAID MEDIA FOR THE LAUNCH PHASE ONCE THE PRODUCT IS PUBLIC.

SEEDED EMAIL TEASER

BOTH BRAND EMAIL LISTS (RHODE + CHAMBERLAIN) RECEIVE A JOINT/INDIVIDUAL TEASER AT WEEK -6, FRAMING THE DROP AS 'COMING SOON' WITHOUT NAMING PRODUCTS, BUILDING A WAITLIST.

FOUNDER-LED SOCIAL DRIP TEASER

HAILEY BIEBER AND EMMA CHAMBERLAIN POST CRYPTIC, AESTHETIC-MATCHED CONTENT — SAME COLOR GRADE, NO EXPLICIT COLLAB REVEAL ACROSS WEEKS -5 TO -2.

LANDING PAGE + WAITLIST

A JOINT MICROSITE GOES LIVE AT WEEK -3 WITH AN EMAIL CAPTURE AND COUNTDOWN, SEEDING FIRST-PARTY DATA FOR LAUNCH-DAY RETARGETING.

09.1

SEEDED EMAIL TEASER

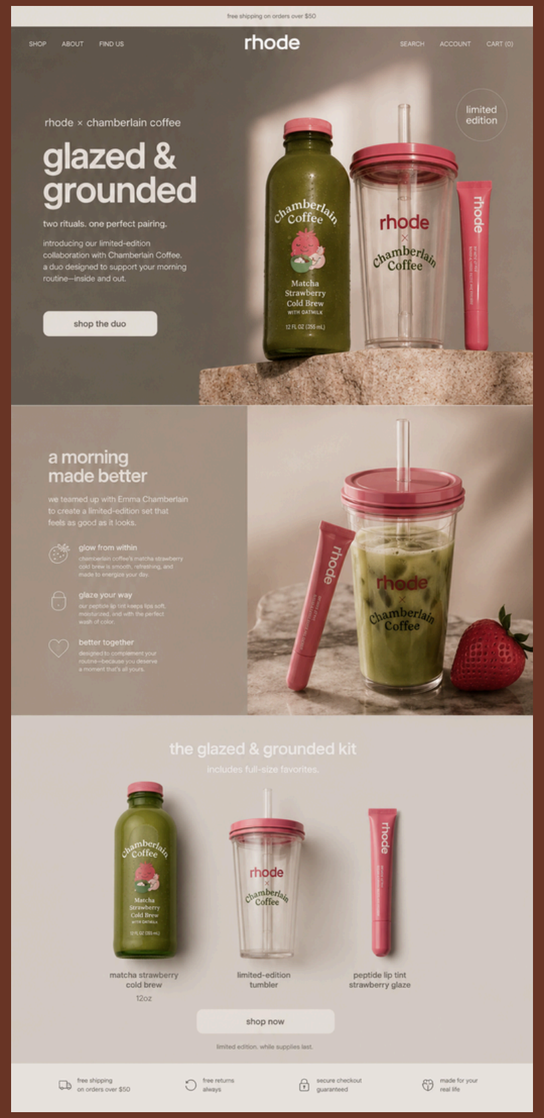


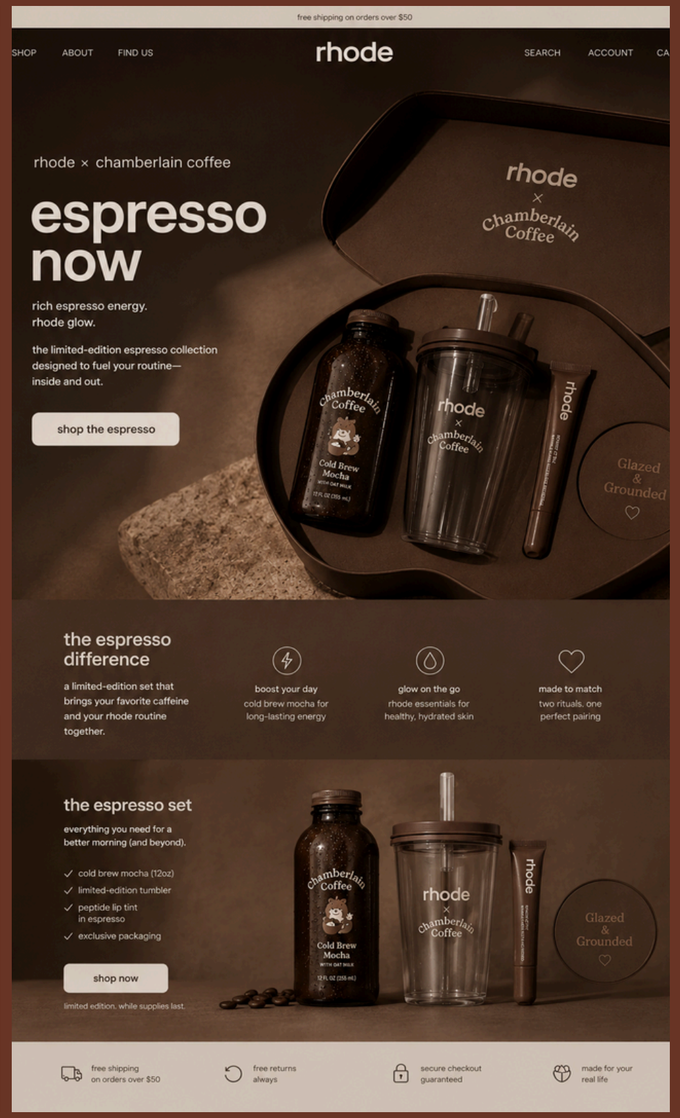


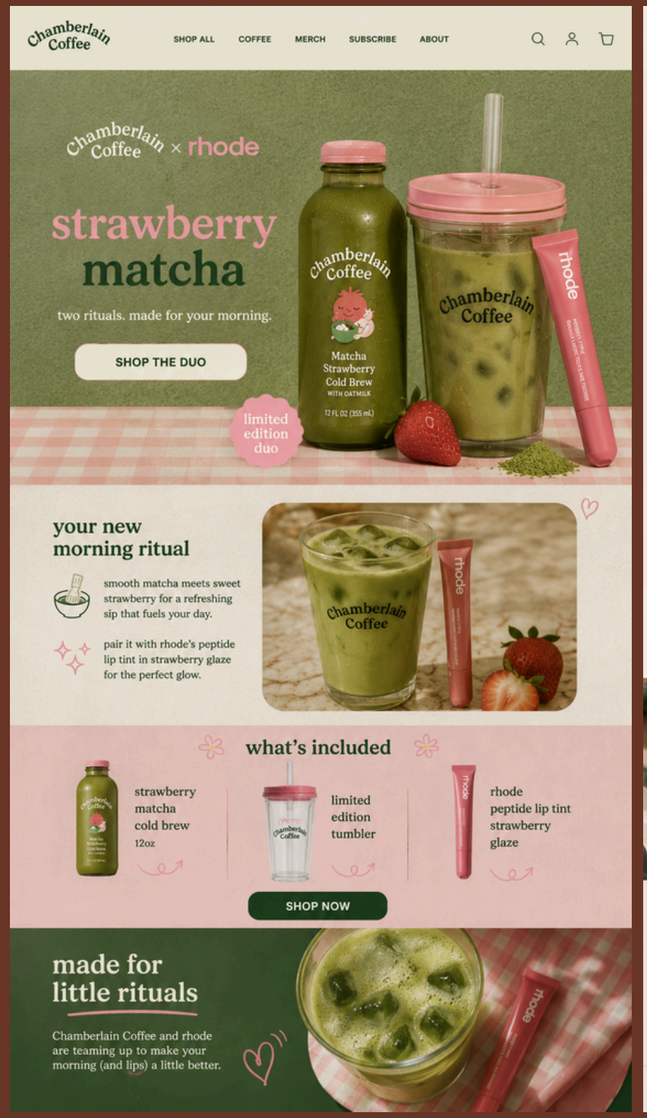


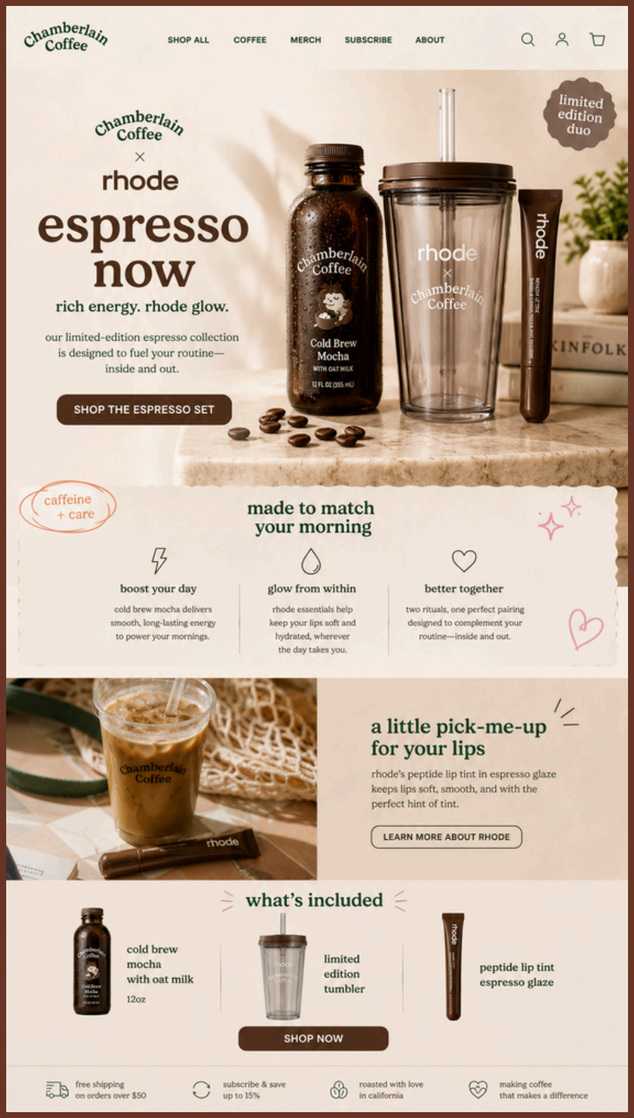


WEBSITE EXPERIENCE









10.

THE MORNING RITUAL HOUSE







ONE WEEK BEFORE LAUNCH, A SELECT GROUP OF CREATORS, EDITORS, AND TASTEMAKERS ARE INVITED INTO THE WORLD OF GLAZED & GROUNDED.

AN IMMERSIVE EXPERIENCE DESIGNED TO EVOKE THE RITUALS, TEXTURES, AND EMOTIONS BEHIND THE COLLABORATION BEFORE THE COLLECTION IS OFFICIALLY REVEALED.



11.

OOH CAMPAIGNS

THE OUT-OF-HOME CAMPAIGN TRANSFORMS EVERYDAY COMMUTES INTO MOMENTS OF QUIET DISCOVERY THROUGH MINIMALIST BILLBOARDS, TRANSIT TAKEOVERS, AND CREATIVE INSTALLATIONS PLACED IN HIGH-FOOTFALL URBAN LOCATIONS.

STRATEGICALLY LOCATED NEAR CAFÉS, BUSINESS DISTRICTS, UNIVERSITIES, AND SHOPPING DESTINATIONS, THE CAMPAIGN ENSURES GLAZED & GROUNDED BECOMES PART OF THE AUDIENCE'S DAILY JOURNEY.









12.

CREATING ONLINE BUZZ

TO GENERATE ORGANIC EXCITEMENT AND PREMIUM CREATOR CONTENT, THE COLLABORATION WILL LAUNCH THROUGH A LIMITED-EDITION INFLUENCER PR PACKAGE INSPIRED BY THE CAMPAIGN'S MORNING RITUAL .

DESIGNED AS A COLLECTIBLE UNBOXING EXPERIENCE, THE KIT IS THOUGHTFULLY CURATED WHICH EMBODIES THE GLAZED & GROUNDED AESTHETIC.







THE LAUNCH IS FURTHER AMPLIFIED THROUGH FOUNDER-LED CONTENT, FEATURING CANDID PODCAST CONVERSATIONS, MORNING ROUTINE VIDEOS, AND INTIMATE GAME NIGHTS WITH HAILEY BIEBER AND EMMA CHAMBERLAIN.

THIS AIMS AT CREATING AUTHENTIC, COMMUNITY-DRIVEN STORYTELLING THAT EXTENDS BEYOND THE PRODUCT

12.1

CONTENT VOICE & FORMATS

Content Pillar	Core Message	Reference Video Links
Founder-Led Storytelling	Real, unscripted footage of Hailey and Emma living the routine together ; no on-screen text, letting founder chemistry and personality carry the story.	Reference Video Style 1, Reference Video Style 2, Reference Video 3
Sensory Product Close-Ups	Tight, textural shots of coffee/matcha pours , textures and product application including the viral “it girl grip” that make both products feel tactile and covetable.	Reference Video Style 1, Reference Video Style 2, Reference Video 3
Ritual & Routine Content	Positions both products as an effortless part of the daily rhythm proving the routine “moves with you” instead of adding complexity	Reference Video Style 1 , Reference Video Style 2, Reference Video 3
Aesthetic Moodboard & Flatlay Styling	Pinterest-style visual curation and structured flatlays that set the joint aesthetic language of the launch.	Reference Video Style 1 , Reference Video Style 2, Reference Video 3
Drink Recipe Fusion	Recipe-style content that taps directly into Chamberlain's coffee-loving audience while keeping rhode product visibly integrated	Reference Video Style 1 , Reference Video Style 2,

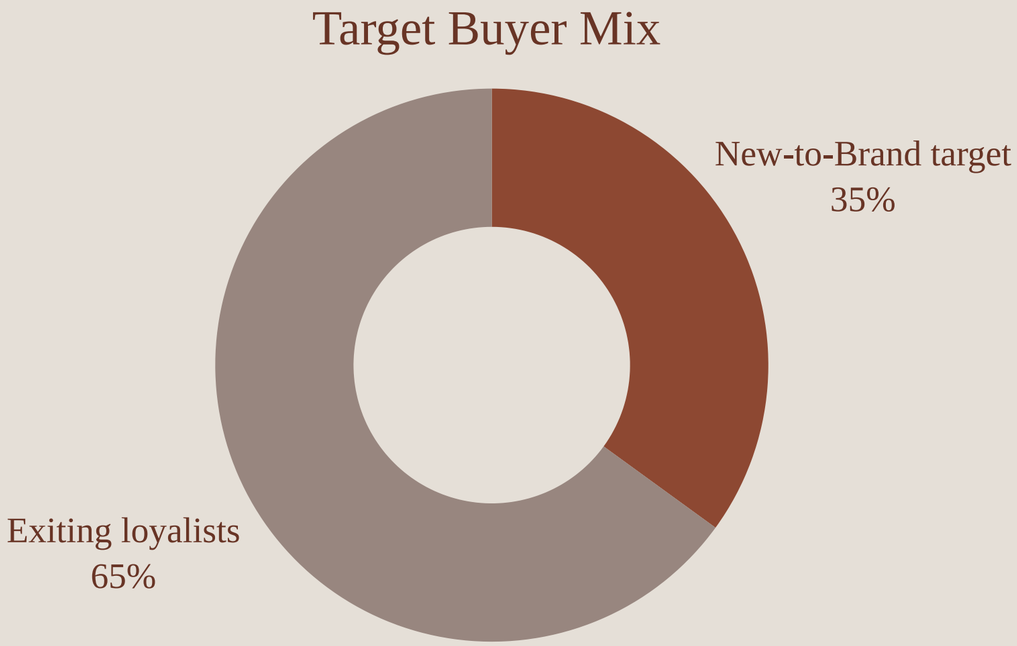


13.

MARKETING GOALS & KPI TARGETS

GOALS ARE SET AGAINST EACH BRAND'S OWN HISTORICAL BENCHMARKS RATHER THAN GENERIC INDUSTRY AVERAGES. SUCCESS WILL BE EVALUATED ACROSS AWARENESS, ACQUISITION, ENGAGEMENT, AND COMMERCIAL PERFORMANCE, WITH PARTICULAR EMPHASIS ON ATTRACTING FIRST-TIME CUSTOMERS TO BOTH BRANDS WHILE STRENGTHENING LONG-TERM COMMUNITY LOYALTY.

Objective	KPI Target
Brand Awareness	To reach approximately 8M unique consumers and generate 15–20M cross-channel impressions within the first six weeks.
Revenue	Achieve $1.8–3.5 million in projected capsule revenue across DTC and retail channels.
Customer Acquisition	To ensure 35% of purchasers are new-to-brand customers for either rhode or Chamberlain Coffee.
Engagement	To achieve a 4%+ engagement rate across campaign content, outperforming both brands' historical account averages.



CAMPAIGN IMPACT FORECAST

01. AUDIENCE & CAMPAIGN INPUTS

Metric	Rhode	**Chamberlain Coffee**	Combined
Instagram Followers	4,982,388	542,740	5,525,128
Engagement Rate (%)	1.28	0.59	0.93%
Estimated Reach Assumption	-	-	1,381,282

02. CROSS-CHANNEL CAMPAIGN ECOSYSTEM

Metric	Value	**Methodology**
Owned Media Reach	1.38M	Rhode + Chamberlain Instagram (25% organic reach assumption)
Earned Media Reach	2.62M	Creator content, PR, editorial, organic sharing
Paid Media Reach	4.00M	Meta, TikTok, OOH, retail media
Estimated Total Campaign Reach	8.0M	Deduplicated cross-channel audience

Organic reach assumes approximately 25% of the combined audience is exposed to campaign content to calculate estimated reach assumption | Metrics have been considered via market research and socialblade.com. | Total Campaign Budget - $500,000

Investment Area	Budget (USD)	**% of Total Budget**	Strategic Purpose
Creator Partnerships & Influencer Seeding	$140,000	28%	To drive authentic creator-led storytelling, UGC and social proof.
Paid Social Advertising (Meta & TikTok)	$130,000	26%	To maximize reach, website traffic and conversion through performance marketing.
OOH Advertising	$70,000	14%	To build mass awareness and reinforce premium brand visibility in high-footfall locations.
PR & Editorial Outreach	$60,000	12%	To secure earned media, editorial coverage and beauty press credibility.
Launch Event & Pop-up Experience	$55,000	11%	To generate experiential engagement, creator content and community buzz.
Content Production & Photography	$30,000	6%	To produce premium campaign assets across digital and print touchpoints.
Website, CRM & Contingency	$15,000	3%	To support landing page optimization, email marketing and unforeseen campaign expenses.

14.

CAMPAIGN IMPACT FORECAST

03. COMMERCIAL OPPORTUNITY FORECAST

Scenario	Campaign Reach	**Purchase Rate**	**Estimated Units Sold**	**Average Selling Price**	**Projected Revenue**	**Campaign Investment**	**Estimated ROAS**
Conservative	8,000,000	0.50%	40,000	$44	$1,760,000	$500,000	3.52×
Expected	8,000,000	0.75%	60,000	$44	$2,640,000	$500,000	5.28×
Optimistic	8,000,000	1.00%	80,000	$44	$3,520,000	$500,000	7.04×



CONTACT US

communication@branddaid.in

*This mock campaign uses AI-generated visuals to illustrate creative concepts and does not intend to infringe upon any intellectual property rights.