

IN
BETWEEN
adv

A conceptual advertising
project for Aesop Hand Care



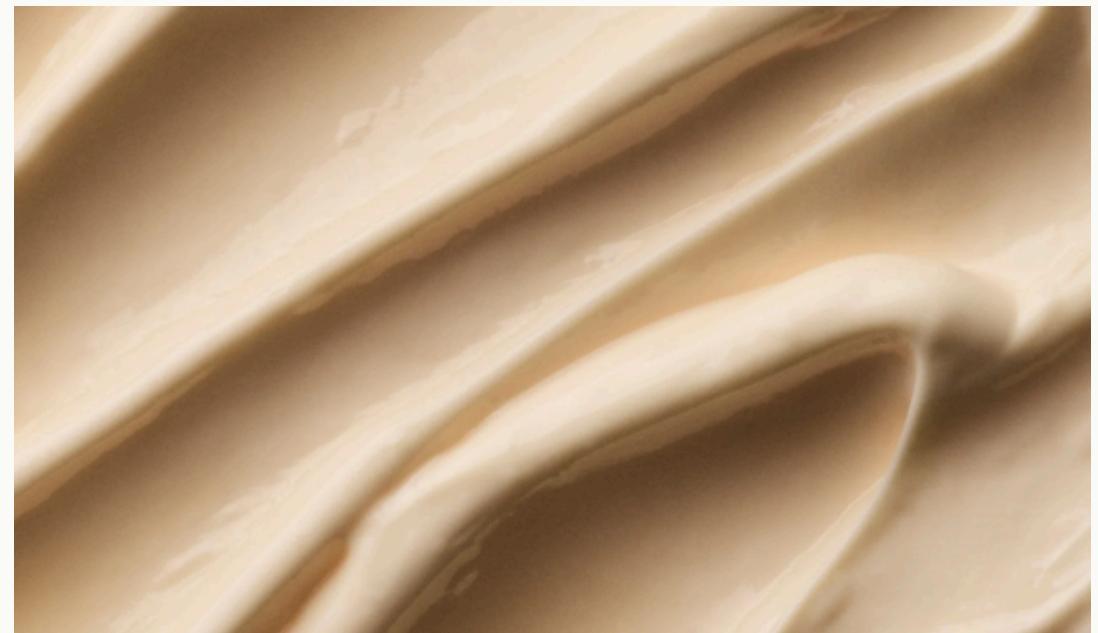
THE OVERVIEW

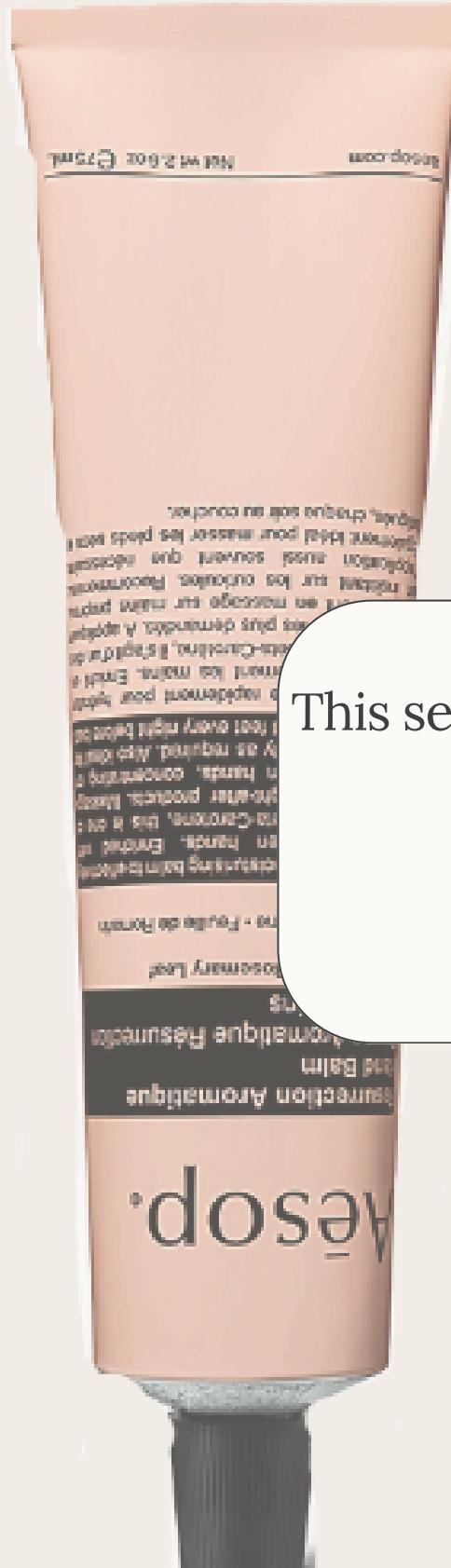
'In-Between'^(adverb) is a conceptual advertising project exploring emotion-led storytelling in self-care.

Aēsop is a well known Australian luxury cosmetics brand that creates formulated skincare, haircare, and fragrance products.

Using Aesop's hand care range as a foundation, this is a different attempt and an alternate way of portraying the range – through emotions, and pauses that happen *in-between* everyday actions.

This is *inspired by largely creative indian advertising*, which aims at forming a connection first before the product is introduced technically.





CAMPAIGN EXPRESSION

“Pause, in between | care, in between | luxury, in between”

This sequence is a simple progression. First, **a pause** – a brief interruption in business. Then, **care** – the conscious act of tending to oneself. Finally, **luxury** – as a feeling that follows when care is given time and attention.

In Between (adv) reframes hand care as a reminder that caring for oneself, even briefly, is a form of luxury.

- The concept is expressed through posters, packaging explorations, and a reimagined digital experience.
- The visual language remains minimalistic— aligning with Aesop's current themes.

INTERPRETING THE RANGE

This project approaches the range as a set of **emotional states** experienced during everyday moments. Each variant is represented **by the feeling it represents** – allowing the product to connect before it is considered.

Interpreted as : *Relief, Connection, and Transition.*

Positioning the product -

Resurrection Aromatique Hand Balm as **Relief**

Reverence Aromatique Hand Balm as **Connection**

Eleos Aromatique Hand Balm as **Transition**

TRANSITION

Eleos Aromatique Hand Balm

Through all the moments your hands rush and toil, this intensely hydrating balm slips in between, enveloping them with botanical butters and oils, leaving dry, weathered hands - soft, supple and transformed.

Suitable for all skin types, ideal for dry skin

(adverb)

IN

BETWEEN



Eleos Aromatique Hand Balm

An intensely hydrating balm enriched with skin-softening botanical butters and oils. Ideal for weather-worn, dry or distressed hands.

Aesop Singapore / 139 SGD

SHOP YOURS



PAUSE, IN BETWEEN | CARE, IN BETWEEN | LUXURY, IN BETWEEN

HERO: POSTER

POSTER FOR ELEOS AROMATIQUE HAND BALM – ‘TRANSITION’

captures the emotion: transforming weathered hands into soft, supple ones before introducing the product.

Visual Theme: A muted beige palette reflects Aesop's minimal, editorial identity, and following the brand's theme.

Consumer connection: The paragraph shows that the balm is luxurious, effective, and effortless for hardworking hands. It empathizes with dry, weathered skin, highlights softening and nourishing benefits, and builds trust with “suitable for all skin types, ideal for dry skin.” Overall, it's designed to grab connect emotionally, and persuade.

Product Placement as Interaction: The balm is positioned literally between the words “between” and “things,” turning the idea into a visual action.

Ingredient Highlights: Key ingredients are called out with functional meanings, encouraging trust and curiosity by explaining why the balm works, not just what it contains.

Interactive-First Execution: The embedded website preview acts as a clickable touchpoint in digital formats while remaining visually aesthetic for prints.

PACKAGING EXPLORATIONS

1. MATERIAL & FORM FACTOR

- Tactile matte tube → for touch, and ease to use.
- Eco-friendly sleeve / minimal packaging → aligns with AESOP's sustainability & luxury positioning.
- Travel-friendly size → supports portability.

2. MESSAGING / MICROCOPY

- Hero copy on the front tube: The entire "Transition" word written fully along the tube horizontally, in the same elegant font as the poster. This makes the tube a micro-experience: the user reads the emotion as they hold the product.
- Back of tube: ingredients and functional info (small, minimal, clean layout).

3. VISUAL CUE

Minimal line or botanical motif suggesting flow or transition.
Subtle neutral tones to show 'soft, calming, luxurious' or keeping it the same pastel colour of the product.

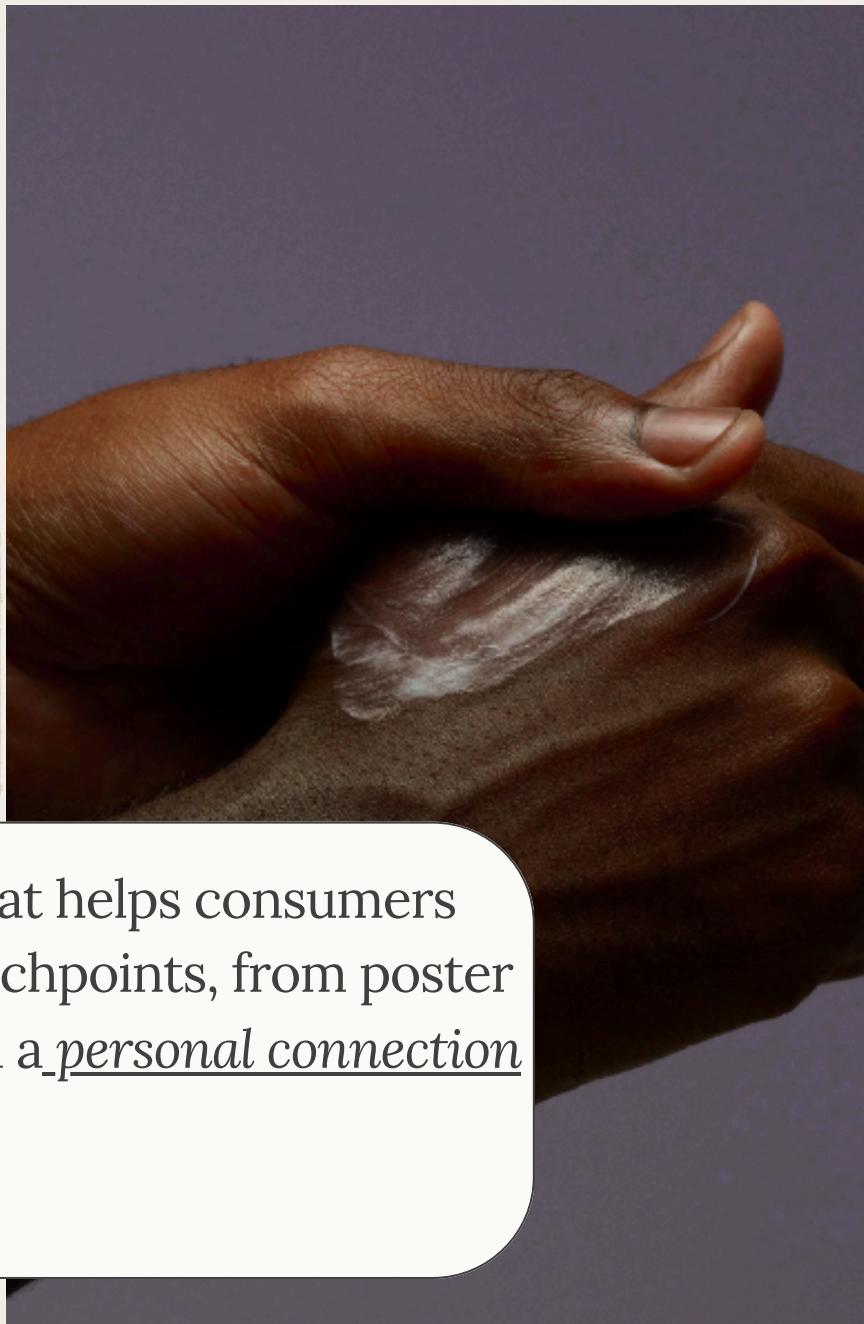
WEBSITE

While AESOP's current website excels in restraint and clarity, this refurbishment introduces few other detailed perspectives: sensory and emotional.

PRODUCT DESCRIPTION

Transition is a deeply nourishing formulation using botanical butters designed to comfort hands subjected to repeated washing, weather shifts, and daily wear. Its dense, buttery texture melts slowly into the skin, creating a protective veil that restores softness. Infused with warm, woody aromatics, Eleos aromatique transforms tired hands and feet from strain to solace.

By anchoring the product around one clear emotion – in this case, Transition – it creates a mental shortcut that helps consumers immediately understand the experience the product provides. This approach ensures consistency across all touchpoints, from poster to packaging to website, and elevates to a mindful ritual. Emotion-first storytelling also encourages them to form a personal connection with the product, increasing both engagement and loyalty.



WEBSITE

REASONS TO LOVE

- Rich, buttery hydration for busy dry hands
- Non-greasy, cocooning texture that absorbs with intention
- Woody, spiced grounding aroma
- Designed for frequent use in changing climates
- A moment of care and calm, 'in between things'
- Sustainably designed, pocket-sized packaging for everyday carry

This section breaks down product information into emotionally driven benefits. It allows users to quickly understand why the product is relevant to their daily lives and highlights the experiential value of using it. It helps first-time users to understand the product making it an intentional choice.

TEXTURE NOTES

- Rich, luxurious cream
- Melts on contact
- Hydrating

OLFACTORY NOTES

- Top: Soft citrus, herbal freshness
- Heart: Woody botanicals, gentle spice
- Base: Warm resins, grounding woods

Including an olfactory and texture profile helps consumers imagine the sensory experience online, building confidence in purchase. It adds a layer to the brand story and makes the emotional engagement stronger.

WEBSITE

HOW TO USE

Massage a small amount into clean hands, focusing on cuticles and areas of dryness. Re apply as needed throughout the day, especially after washing. Can also be perfect for massaging tired feet.

This section encourages a mindful approach to using the product. By guiding consumers on intentional application, it gives more clarity how much and when to use the balm.

CUSTOMER REVIEWS

Including a customer review section is important because it adds social proof and builds trust with potential buyers. By featuring experienced voices, the website can reduce purchase hesitation, and increase the perceived value of the hand balm.

KEY STRATEGIC INSIGHTS

EMOTION-LED STORYTELLING –
COHESIVE BRAND EXPERIENCE

Unifies all touchpoints under a single emotional theme, creating a consistent and memorable narrative that resonates with consumers.

Every visual, verbal, and physical element reflects the same emotional story, building recognition, trust, and recall over time.

CONSISTENCY ACROSS TOUCHPOINTS –
BRAND RECOGNITION

POSTER – TOUCHPOINT ENGAGEMENT

Integrates emotional storytelling with essential product information, ensuring the first touchpoint is expressive, interactive and informative.

Guides consumers through sensory, functional, and ritualistic benefits, reducing purchase hesitation and giving a confident online environment.

WEBSITE CONTENT – DECISION
SUPPORT

KEY STRATEGIC INSIGHTS

OLFACTORY & SENSORY DETAIL –
EXPERIENTIAL DIFFERENTIATION

Conveys aspects of the product that cannot be physically experienced online, elevating perceived value.

Packaging supports sustainability goals and ease of everyday carry, allowing consumers to feel good about their choices while reinforcing the product's emotional value.

PACKAGING – MINDFUL & CONSIDERED DESIGN

MINDFUL USAGE GUIDANCE – HABIT FORMATION

Encourages repeated, intentional application, fostering consumer loyalty and positioning the balm as part of a daily self-care ritual rather than a simple functional product.

A STUDY IN THOUGHTFUL BRAND COMMUNICATION

This project reimagines AESOP hand care through an **emotion-led marketing** showing how thoughtful storytelling can elevate a functional product into a meaningful buy. With communication around a single emotion and making it consistent across posters, packaging, websites and various other touchpoints, **the concept creates clarity, coherence, and depth**. Each element is a distinct strategic role while **reinforcing the same narrative, resulting in a cohesive brand experience**. An approach to enhance consumer connection, and brand loyalty.

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