# Upcoming Campaign Briefs

## Campaign: Clarity Tonic—Calm & Focus Launch

**Product Name:** Clarity Tonic  
**Launch Date:** 12th October  
**Target Audience:** Busy professionals aged 25–45 seeking natural focus and reduced anxiety  
**Key Features:** Adaptogenic herbs, no added sugar, portable bottle, caffeine-free, clinically studied ingredients  
**Core Message:** Calm and clarity in every sip — no crash, no jitters  
**Content Themes:**

* Morning rituals for mental clarity
* How to stay focused without caffeine
* The science behind stress relief  
  **Hashtags:** #ClarityTonic #CalmAndFocused #AdaptogensForLife

**Customer Pain Point:** Most focus aids rely on caffeine, which leads to energy crashes, jitteriness, or poor sleep. Professionals want a clean, sustainable way to focus without overstimulation.

**Competitive Positioning:** Unlike caffeine-based energy drinks or sugary adaptogen blends, Clarity Tonic offers functional calm with zero sugar, quick absorption, and clinically studied adaptogens.

**Campaign Hook:** “Your brain deserves better than caffeine crashes.”

**Promotional Assets:**

* “3 Ways to Reclaim Focus Without Caffeine” blog
* Guided 3-minute focus meditation + tonic pairing (downloadable audio)
* 7-day productivity challenge with Clarity Tonic as the centerpiece

**Retail Placement Note:** Will be available in select co-working spaces as part of a Q4 brand trial.

## Campaign: Hydrate+—Fall Reset Series

**Product Name:** Hydrate+ Electrolyte Boost  
**Launch Date:** 5th September  
**Target Audience:** Wellness-focused individuals and casual athletes aged 18–40  
**Key Features:** Zero sugar, clean electrolytes, natural citrus flavor, single-serve stick packs  
**Core Message:** Replenish what summer took out of you—hydration for the new season  
**Content Themes:**

* Fall wellness routines
* Importance of hydration during seasonal transitions
* Post-workout recovery rituals  
  **Hashtags:** #HydratePlus #FallReset #CleanHydration

**Customer Pain Point:** People often associate hydration with summer heat or workouts but overlook it during the fall, when dehydration contributes to fatigue and immune suppression.

**Competitive Positioning:** Hydrate+ offers a clean, sugar-free option with key electrolytes, designed for everyday wellness—not just fitness recovery.

**Campaign Hook:** “Hydration isn’t just for the gym—it’s your fall wellness foundation.”

**Promotional Assets to Develop:**

* Fall Reset Quiz: “What’s your hydration habit type?”
* Illustrated hydration tracker (free printable)
* Interview series: “Fall Wellness Routines from Our Founders”

**Retail Placement Note:** Seasonal endcaps planned for wellness retailers and boutique gyms.

## Campaign: Dream Drops—Sleep & Recovery Launch

**Product Name:** Dream Drops  
**Launch Date:** 2nd November  
**Target Audience:** High-performing professionals and wellness enthusiasts who struggle with sleep  
**Key Features:** Liquid sleep supplement, melatonin-free, herbal blend with chamomile and lemon balm  
**Core Message:** Fall asleep faster. Wake up clearer.  
**Content Themes:**

* Nighttime wind-down rituals
* How to optimize your sleep without melatonin
* Evening routines of high performers  
  **Hashtags:** #DreamDrops #RestWell #SleepSmarter

**Customer Pain Point:** Many sleep aids are habit-forming or leave people feeling groggy. Customers want a gentle, non-drowsy solution that supports natural sleep rhythms.

**Competitive Positioning:** Dream Drops offer a fast-acting, herbal-based solution designed to be melatonin-free—ideal for travel, irregular sleep schedules, or daily use.

**Campaign Hook:** “No melatonin. No grogginess. Just sleep.”

**Promotional Assets to Develop:**

* ASMR-style demo video showing nighttime ritual
* “Sleep Without Melatonin” email series (3-part educational flow)
* Interactive decision tool: “What’s really keeping you up?”

**Retail Placement Note:** Bundled with eye mask + journal for DTC gift sets in Q4.

## Campaign: Golden Glow—Radiance from Within

**Product Name:** Golden Glow Skin Elixir  
**Launch Date:** 25th October  
**Target Audience:** Beauty-conscious millennials and Gen Z women interested in natural skincare  
**Key Features:** Vegan collagen booster, turmeric and vitamin C blend, tropical flavor  
**Core Message:** Nourish your skin from the inside out  
**Content Themes:**

* Skin rituals that go beyond creams
* Ingredients that support a natural glow
* The gut-skin connection  
  **Hashtags:** #GoldenGlow #InnerRadiance #SkincareStartsWithin

**Customer Pain Point:** Consumers are overwhelmed by topical skincare routines but don’t know how internal health impacts their skin clarity and texture.

**Competitive Positioning:** Golden Glow bridges gut health and skin health, offering a flavorful, daily ritual that supports collagen and elasticity naturally—without marine collagen.

**Campaign Hook:** “Healthy skin isn’t a cream. It’s a system.”

**Promotional Assets:**

* Recipe blog: Glow Smoothie featuring Golden Glow + papaya
* Micro-influencer UGC campaign: “Show Us Your Glow Routine”
* Education blog: “3 Gut Issues That Show Up on Your Skin”

**Retail Placement Note:** Set to launch in curated beauty + wellness subscription boxes for the holiday season.