

Company Briefing Document

Client: Zenith Skincare Co.

Campaign Title: Zenith Skincare Co. #RadiantRevolution

Product Launch: Zenith Radiance Elixir

Campaign Duration: May 1st – May 31st

Objective:

To introduce and generate buzz around Zenith Skincare's new Radiance Elixir, emphasizing its organic ingredients, skin benefits, and brand philosophy of sustainable beauty.

Target Audience:

Women and men aged 18-35 who are interested in skincare, beauty, and wellness. They are eco-conscious consumers who prefer products with natural ingredients and ethical brand practices.

Key Messages:

Natural and Organic: Highlight the use of all-natural, organic ingredients that are kind to the skin and the environment.

Clinically Proven Results: Emphasize the clinically tested results showing improved skin radiance and texture within two weeks.

Eco-friendly Packaging: Focus on the sustainable packaging made from recycled materials and the company's commitment to a zero-waste policy.

Brand Story: Share Zenith Skincare's journey and its mission to create products that offer "beauty with a conscience."

Influencer Deliverables:

Instagram Posts: Two sponsored posts on Instagram featuring the product with personal testimony of the product's effects.

Instagram Stories: A series of five Stories across two weeks showing the product in use, with before/after skin shots to illustrate results.

YouTube Video: One dedicated video (min. 5 minutes) reviewing the product, discussing the ingredients, the brand story, and the personal experience with the product.

Twitter: Weekly tweets during the campaign duration, sharing skincare tips and how the Radiance Elixir fits into your routine.

Discount Code: Share a unique discount code 'INFLUENCER20' for 20% off the first purchase.

Creative Guidelines:

Authenticity: Content should feel genuine and reflect your personal experience with the product.

Quality: High-resolution images and well-lit, clear videos that reflect the premium nature of the product.

Brand Alignment: Ensure content aligns with Zenith Skincare's tone—positive, empowering, and focused on holistic well-being.

Hashtags: Use the campaign hashtag #RadiantRevolution and #ZenithSkincare in all posts.

CTA: Encourage your audience to visit the Zenith Skincare website to learn more and to use your discount code when purchasing.

Legal and FTC Guidelines:

All content must comply with FTC guidelines for sponsored content, including clear disclosure of the partnership at the beginning of each post.

Do not make any claims about the product that are not substantiated by the company's provided information.

Contact Information:

Campaign Manager: Emily Johnson, emily.j@zenithskincare.com

Social Media Coordinator: Liam Smith, liam.s@zenithskincare.com

Please confirm receipt of this briefing and your acceptance of the terms and deliverables. We look forward to a fruitful collaboration!