

# Kiehl's "Urban Shield" Sustainability Initiative Brief

## Campaign Objective

Launch Kiehl's new environmentally-conscious Ultra Environmental Defender SPF 50 while strengthening the brand's commitment to sustainability and ethical sourcing.

## Key KPIs

- Acquire 50,000 new customers who haven't previously purchased Kiehl's products
- 40% of sales through eco-conscious packaging option
- Increase brand recognition for sustainability efforts by 25%

## Target Audience

Environmentally conscious urban professionals aged 25-40 who are willing to pay premium prices for products that align with their values. They live in metropolitan areas with high pollution indexes and are educated about the impact of environmental factors on skin health. They actively research brand ethics before purchasing and share their findings with their networks. They value transparency and authenticity in marketing.

## Campaign Theme

"Protect Your Skin, Protect Our Planet"

## Messaging Direction

Highlight the dual protection benefits: defending skin against environmental aggressors while using sustainable ingredients and packaging. Create educational content about environmental impact on skin health. Partner with environmental influencers and organizations to amplify message.