

# Creative Brief: Aromatherapy

## ASSETS OVERVIEW

No assets provided.

## PROJECT OVERVIEW

### Project Name

Aromatherapy

### Brand Name

Healing Solutions

### Website

### Amazon Listing (if available)

<https://www.amazon.com/dp/B07GVNBD51>

### Instagram Handle (if applicable)

## PRODUCT SNAPSHOT

### What exactly is the product?

Healing Solutions Copaiba Essential Oil is a 0.33 oz (10ml) bottle of organic, pure, undiluted Copaiba oil intended for use in hair care, diffusers, and skincare.

### What does it do and how does it work?

The oil provides soothing and calming benefits, ideal for use in skin care routines and aromatherapy. It can be diffused to create a calming atmosphere or applied (diluted) topically for skin and hair benefits.

### What problem does it solve?

It helps alleviate skin irritations, improve hair health, and reduce stress through its calming aroma.

### Who is it meant for?

Individuals seeking natural wellness solutions, including those interested in aromatherapy, skincare, and organic products. Suggested Target Audience: Eco-conscious consumers and those interested in holistic health.

## CURRENT LISTING CHALLENGES

### What's broken or underwhelming about the current Amazon listing, brand positioning, or creative execution?

The listing suffers from low conversions and unclear key benefits. The visuals may be outdated or off-brand, affecting engagement.

### Where are they losing conversions or attention?

Conversions are likely lost due to unclear product benefits and outdated visuals that do not effectively communicate the product's value.

## **TARGET CUSTOMER DEEP DIVE**

### **Gender, age range, location, income, profession**

Gender: All; Age Range: 25-45; Location: Primarily North America; Income: Middle to Upper-middle class; Profession: Health-conscious individuals, wellness enthusiasts.

### **Life stage or identity (e.g., new moms, eco-conscious Gen Z, busy professionals)**

Eco-conscious individuals, wellness enthusiasts, and those practicing holistic health.

### **Pain points, desires, motivations**

Desire for natural, organic products; Motivation to improve personal wellness and reduce stress; Pain points include skin irritations and stress management.

### **How do they shop on Amazon? What do they care about when scrolling?**

They look for organic certifications, customer reviews, and clear benefits. They value transparency in product quality and effectiveness.

## **BARRIERS TO PURCHASE**

### **List the common doubts, hesitations, or FAQ-style friction points that stop people from buying — even if they like the product.**

Concerns about product efficacy, strength of aroma, and proper application methods. Uncertainty about the benefits over competitors. additional information

## **BRAND VOICE & TONE**

### **Describe the tone and copywriting style the brand uses or should use (e.g., bold, sassy, informative, premium, conversational).**

Informative and calming, reflecting the soothing nature of the product. The tone should be reassuring and emphasize purity and quality.

### **Include any signature words, phrases, or linguistic quirks.**

Purity Promise, USDA Certified, Soothing Aroma, Organic Wellness.

## **USPS (UNIQUE SELLING PROPOSITIONS)**

### **What makes this product meaningfully different from other options in the category?**

USDA Certified Organic, GCMS tested for purity, and sourced from South America, ensuring high-quality and authentic Copaiba oil.

### **Think functional benefits, emotional angles, and cultural relevance.**

Functional: High-quality, pure oil; Emotional: Peace of mind from using certified organic products; Cultural: Sourced from traditional regions in South America.

## 5-SECOND WOW FACTOR

**If a customer saw this listing for 5 seconds, what single visual hook, copy line, or feature would stop them in their tracks?**

USDA Certified Organic Copaiba Oil - Pure, Undiluted, and Versatile.

## KEY FEATURES (WITH CONTEXT)

**List 4–6 major features. But go beyond just the bullet points — explain: Why does this matter to the buyer? How does it connect to their lifestyle or values?**

1. USDA Certified Organic: Ensures the product is free from harmful chemicals, appealing to health-conscious buyers.
2. Pure and Undiluted: Offers maximum efficacy, important for those seeking potent natural remedies.
3. Soothing Aroma: Enhances relaxation and stress relief, aligning with wellness-focused lifestyles.
4. Versatile Use: Suitable for hair, skin, and diffusers, appealing to consumers looking for multi-functional products.
5. GCMS Tested: Provides transparency and trust in product quality, resonating with informed buyers.

## TOP 6 SELLING POINTS (WITH STRATEGIC JUSTIFICATION)

**For each of the client's selected selling points: State the point. Explain \*why\* it's strategically powerful for this product and customer.**

1. Certified Organic: Differentiates from non-certified competitors, appealing to eco-conscious consumers.
2. Purity Promise: Builds trust with quality assurance, crucial for health-focused buyers.
3. Versatile Applications: Expands usage occasions, increasing product value for diverse needs.
4. Exquisite Aroma: Appeals to aromatherapy enthusiasts seeking calming experiences.
5. Sourced from South America: Adds authenticity and exotic appeal, enhancing product desirability.
6. Public Purity Testing: Provides transparency, addressing consumer demand for honest labeling.

## COMPETITIVE LANDSCAPE

**List 2–3 main competitors**

1. doTERRA Copaiba Oil
2. Young Living Copaiba Oil
3. Plant Therapy Copaiba Oil

**Describe how this product compares**

Healing Solutions offers certified organic oil with public purity testing, providing transparency and trust that may not be as emphasized by competitors.

**Mention any Amazon-specific differentiators (e.g. bundle, shipping time, design)**

Healing Solutions emphasizes organic certification and public purity testing, which can be highlighted in Amazon listings to stand out.

## SEARCH & KEYWORDS STRATEGY

**Suggest relevant search terms and niche keywords to target. These should align with user intent, category trends, or long-tail SEO goals.**

Copaiba Essential Oil, Organic Copaiba Oil, Pure Copaiba Oil, Essential Oils for Diffuser, Natural Skin Care Oil, Aromatherapy Oils, GCMS Tested Oils, USDA Certified Essential Oils.

## **BRAND STORY, VALUES & PURPOSE**

### **Give a short but meaningful brand origin story or founder story.**

Healing Solutions was founded with a mission to provide high-quality, pure essential oils that promote natural wellness. Sourcing ingredients from trusted regions, the brand ensures authenticity and effectiveness in every bottle.

### **Highlight core values, emotional drivers, or the "bigger why" behind the brand's existence.**

Core values include purity, transparency, and sustainability. The brand is driven by a commitment to enhance well-being through natural, organic products that consumers can trust.

## **DESIGN DIRECTION**

### **Summarize the client's aesthetic preferences**

The design should reflect purity and natural wellness, with a focus on clean, organic aesthetics.

### **Suggest how the visuals, layout, or color themes should feel (e.g., clean/minimal, bold/graphic, warm/natural)**

Visuals should be clean and minimal, with warm, natural color themes that evoke a sense of calm and purity.

## **FINAL NOTES & STRATEGIC CALLOUTS**

### **Include any extra insights for the creative team, such as: Packaging or compliance considerations, Customer education needs, Cross-sell or upsell potential, Social proof or influencer angles**

Consider emphasizing the organic certification and purity testing in packaging. Educate customers on proper usage and benefits. Explore partnerships with wellness influencers for social proof and leverage customer testimonials to build trust.