

MOCK UP BY SARA ROSAS RIVERA

For the *Rhode*
product launch



©rhode
RHODE

TABLE OF CONTENT

- 01 INTRODUCTION
- 02 THE ISSUE
- 03 FOR THE RHODE
- 04 LAUNCH
- 05 ME + RHODE

WHAT IS RHODE?

Rhode is a line of curated skincare essentials. Formulated for a variety of skin types and needs with high performance ingredients, it's a daily routine that nourishes your skin barrier over time.

"IT WAS IMPORTANT TO US TO BUILD A VALUE DRIVEN BUSINESS. AT RHODE, WE BELIEVE IN: SIMPLICITY. AFFORDABILITY. AUTHENTICITY. QUALITY. TRANSPARENCY."
-RHODE





PRODUCTS

WHAT IS THE ISSUE?

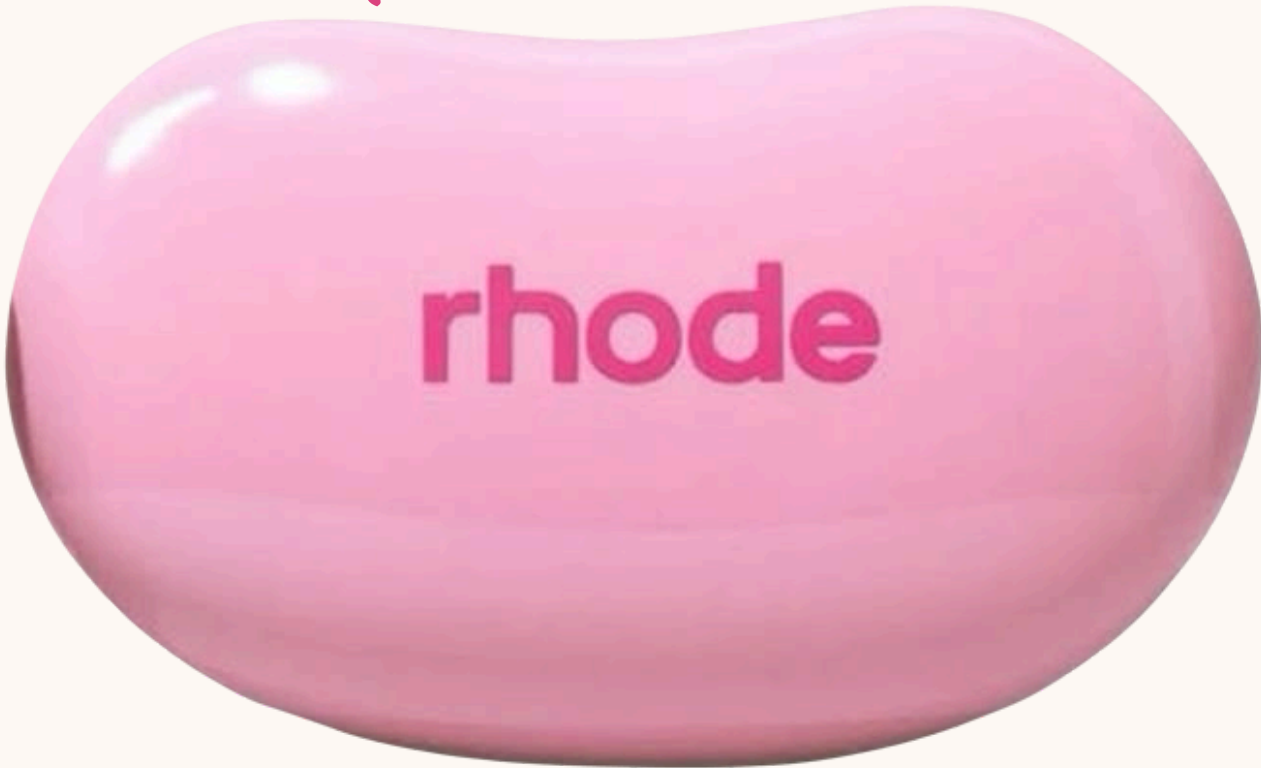
Portability and convenience are values that influence heavily consumers' purchasing decisions. Whether it is for makeup touch ups or applying cream on your face, Rhode's packaging has shown to be inconvenient in these cases. While the branding is aesthetically pleasing it is not convenient. Many customers have posted on Tiktok how the LipTints and serums explode in their bags leaving everything messy... Rhode is not the brand that comes to mind when being on-the-go, but how do we fix that?

FOR THE RHODE

Not only making it a cute play in words, For the Rhode is the new product line featuring the people's favorite products in packaging convenient for the road. Designed with simplicity and portability in mind, we aim to make Rhode the go-to brand for traveling, road trips and to keep in the purse.

NEW PACKAGING

SERUM, CLEANSER &
MOISTURIZER



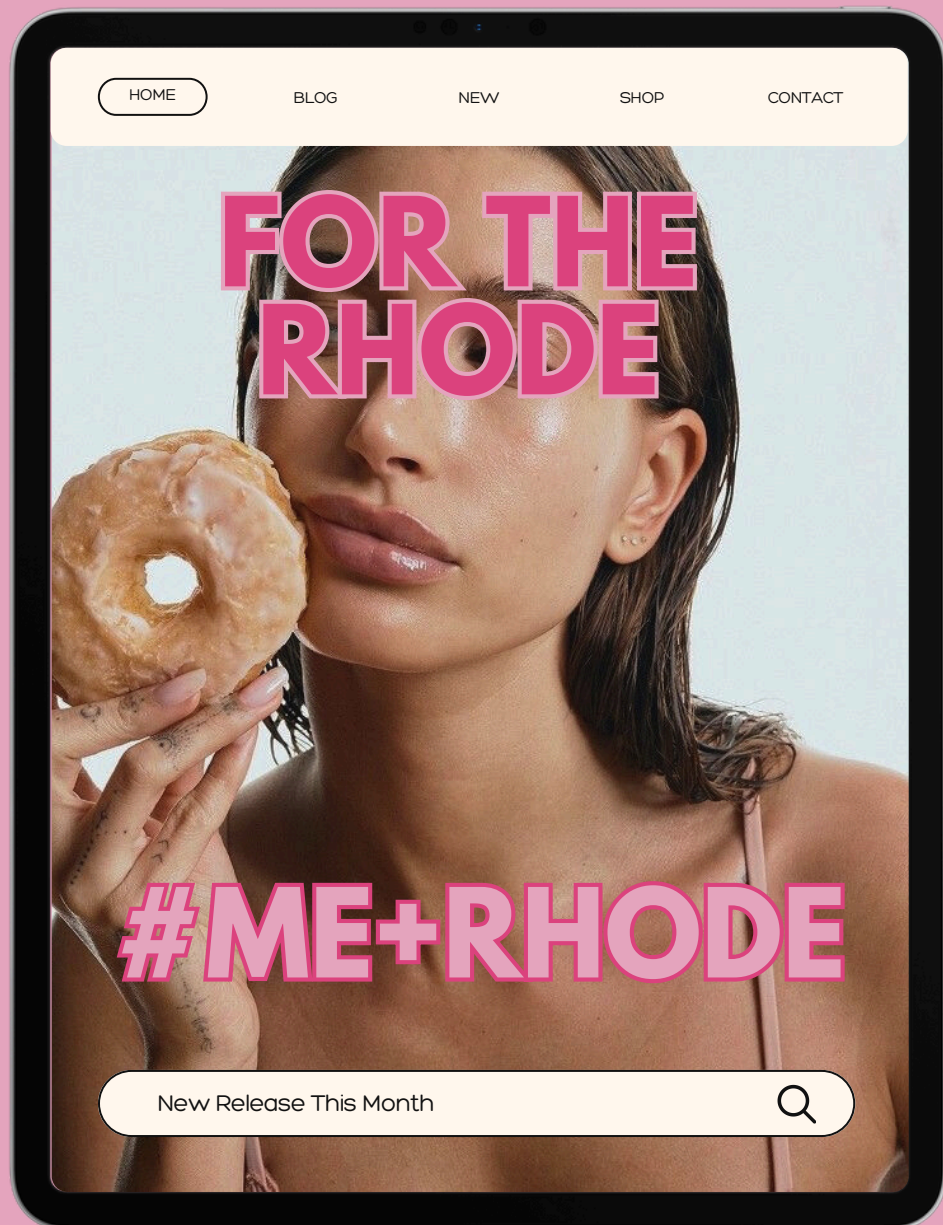
LIP TINT

BLUSH

ME + RHODE ❤️

#ME+RHODE will consist of a marketing campaign to start a trend. Rhode customers will get the chance to experience and try the new product packaging and vlog themselves using it. They will be able to showcase how easy it is to use and how it fits everywhere.





By using the #ME+RHODE, users win a chance to be featured on Rhode's website and get a special gift from us!

To excite users even more, every post made using the #ME+RHODE will be reposted and reused on the website. We aim to build a community of authenticity with our followers, each sharing their own experience in their own special way.

