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Super Cream Advert Brief

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Rohr Remedy Pty ltd.

# Overview

We require a punchy effective advert to launch our new Super Cream with Macadamia and Rosella. (please see attached asset folder with our press release for comms ideas). Our focus is on it multi-functionality - the ultimate everything cream, it an Eco Pouch (more cream less packaging better for the environment). It is luxurious and highly effective (clinically proven) formulation. We require it to be put into a number of different formats for different platforms.

# Objective

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* We need a carousel & display ads for a retargeting/conversion campaign. This needs to be sized for facebook, instagram, google and pinterest.

Target Audience

* Re-targeting campaign to let our customers know about our new fabulous Super Cream and Eco pouches (we also have the Desert Lime eco pouch and the Kunzea Hand Sanitiser pouch)

Text & Content (Design dependent, it is more a sense of issues what we would like to communicate)

* 1 eco pouch = 3 Refills
* 1 Cream = 6 uses including reducing rosacea and hyperpigmentation, hand cream, night cream, heel + elbow balm, nipple cream, nappy cream
* Environmentally friendly coated craft recycled paper with aluminium lining.
* Wonder miracle cream, comes with a washable silicone refillable tube.

Highlight Rohr’s Indulgent, luxuriousness, super Cream

* Practical highly concentrated formula to provide a luxurious skin care experience.
* Products can be used by the whole family and are designed for flexibility
* Designed to be eco friendly as an eco pouch with dishwasher safe silicone tube,.
* Developed by a pharmacist and a dermatologist with over 50 years (each of them) experience so are clean formulations that are tried and tested.
* All are rich and long lasting, and highly concentrated actives in their natural form, so effective and nourishing.
* Amazing sandalwood and Patchouli scent, which is indulgent and rich.

**INTRODUCING THE MACADAMIA AND ROSELLA SUPER CREAM**

* The first product is set to become a go-to family favourite. Rohr’s richest healing moisturiser to date, this multi-use formula can be all things to all people. A powerful deep conditioning formula, with 4% niacinamide & 2% n-acetyl glucosamine – clinically proven to reduce hyperpigmentation in skin – this product is perfect for improving the appearance of sunspots and calming rosacea.
* It is effective on any areas that need deep intense moisture or where skin needs soothing nourishment to regenerate, including on the face as a night cream, hand cream, cracked heels and dry elbows, on nappy rash or sore breastfeeding nipples, and everywhere as an aftersun. Plus, as a company that seeks to respect and protect our land, the product and its container are ecofriendly.
* Founder and creator Emily Rohr says ***“People want less clutter and less fuss. They want powerful natural products that go deep to make skin strong and healthy, but they don’t want complicated routines and tons of products.***
* ***“That’s why I set out to make a multi-functional, bioactive range that works for every skin and every season, and this latest cream is a great addition – you can use it anywhere and it will work with your skin to help it heal and feel soft and supple again. I know people are going to find so many uses for it, and I can’t wait to hear how great it makes them feel”.***
* **THE SECRET TO SUPER CREAM**
* The cream is packed with skincare hero Australian macadamia oil, which has high levels of palmitoleic acid – an omega-7 fatty acid that helps skin retain suppleness, reduces inflammation, eases itchy skin, and regenerates skin cells.
* It also uses rosella oil: rich in collagen-boosting, anti-ageing, nourishing Vitamin C and naturally occurring AHA’s (alpha hydroxy acids), which act as an exfoliant – reducing pores and refining the skin. Rosella oil is a powerhouse ingredient that will transform skin for good.
* The cream comes in a generous 250ml fully-recyclable eco pouch, with a refillable, dishwasher-safe 85ml travel tube – perfect for a handbag. The eco pouch can be used to refill a pump bottle, thrown directly in a suitcase, or to fill the travel tube: 3 refills, loads of uses. The pouch and travel tube set will be available from $60 and promise 100s of days of moisturising.

# Specifications

* Each platform has different specs and advert types - we would like ads for each type so we can use them across all the platforms for the quarter. I have attached our last designers samples and feedback on specs for each platform.
* Attached Style guide, Assets, and press release info.