

SIREN SUDS – COPYWRITING SAMPLE

Brand Concept:

Luxury body wash for women in their “villain era” — unapologetic, magnetic, and moisturized.

HEADLINE (Hero Copy):

Shower gel got you feeling kind of mid?

BODY COPY (Campaign Line):

Meet the body wash designed for girlies in their black cat era.

Soft girl era over.

Villain era, unlocked.

Step out the steam like the Siren that you are.

TAGLINE VARIATIONS (for carousel ads or testing):

- Smell like seduction. Lather like a legend.
- Soft girl era expired. Siren energy restored.
- Shower like a goddess. Plot like a villain.
- No loofah should witness your downfall.

CAMPAIGN CONCEPT:

This digital-first copy campaign targets Gen Z and Millennial women in their “main character” phase — embracing feminine rage, glamor, and anti-perfection energy. The tone is bold, cheeky, and internet-fluent, with nods to TikTok aesthetics, “era culture,” and self-care as performance art. Think: Glossier meets Fenty Skin... but she has a burner account.

CAPTION COPY EXAMPLE (Instagram/TikTok Ad):

“Still sudsing up with soap that smells like your ex’s shower?

Elevate. Exfoliate. Evaporate your shame.

Siren Suds: For girlies who moisturize with malice.”

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TONE & BRAND PERSONALITY:

- Bold and irreverent, but emotionally intelligent
- Rooted in femme rebellion, beauty rituals, and transformation
- Feels like your hot friend whispering secrets in the Sephora aisle
- “Feminine villain origin story” meets “Pinterest witch bath”