

LUSH

FRESH HANDMADE COSMETICS





MEET THE TEAM



Naydia Bradford



Tonya Thomas



Jiya Ren

LUSH

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Lush is a cosmetic brand that offers **ethically-sourced**, **handmade** bath treats and fragrances, promoting **self-care** through vibrant sensory experiences.



CREATIVE BRIEF

Goal

Re-introduce Lush to social media by creating a campaign that addresses the current need for mental health self-care.

Target Audience

Gen-Z and Millennials who are often get exhausted after heavy workload

Connection

Leverage social media platforms such as X and Instagram to re-engage audience and boost interaction.

Key Message

Lush understands the pressures of a demanding career and promotes self-care as essential.



Busy Professional, Jasmine

Age: 28

Location: Chicago, IL

Occupation: Investment Banker

Education: Business Administration

Goals & Values

Financial Security, Work-Life Balance, Community Involvement, Personal Growth

Background

Jasmine thrives in the fast-paced world of finance, but long hours, traveling and the constant pressure leave her feeling drained.

Why Lush?

- An effective way to unwind after a demanding day.
- Lush's natural bath products become a welcome ritual to de-stress and recharge for her next challenge.

Interests

Travel
Trying New Restaurants
Volunteering
Cultural Events

Personality

Ambitious
Organized
Compassionate

Brands



Free Spirited, Ethan

Age: 25

Location: Bozeman, MT

Occupation: Rock Climbing Instructor

Education: Outdoor Education

Goals & Values

Adventure, Environmentalism, Personal Freedom, Artistic Expression

Background

Ethan spends most of his time outdoors, but the constant physical activity takes a toll.

Why Lush?

- Has a hard time falling asleep after long days
- The brand's commitment to sustainability aligns with his environmental values.

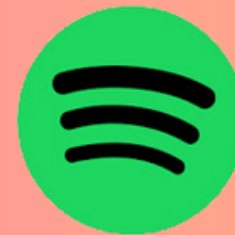
Interests

Rock Climbing
Backpacking
Photography
Attending Music Festivals

Personality

Free-spirited
Adventurous
Environmentally Conscious

Brands



Socially Engaged, Aisha

Age: 19

Location: Los Angeles, CA

Occupation: College Student

Education: Currently Pursuing

Goals & Values

Social Justice, Community

Building, Environmental

Advocacy, Personal Growth

Background

Aisha is deeply involved in social justice movements, but the constant pressure to make a difference can be overwhelming.

Why Lush?

- A cruelty-free and ethical approach to self-care
- Long days and nights have caused Aisha's skin to look very dull

Interests

Attending Protests

Volunteering

Writing for social issues

Personality

Passionate

Outspoken

Empathetic

Brands



TEA + LINEN



INSIGHTS

65%

of Gen Z/Millennials
struggle with mental
health (past 2 years).

Social media can help
to normalize seeking
therapy by highlighting
success stories and
positive experiences.

SWOT Analysis

Strengths

- Loyal fans
- Ethical brand
- Innovative products

Opportunities

- Sustainable trend
- Social media return
- Transparency focus

Weaknesses

- Social media gap
- High price point

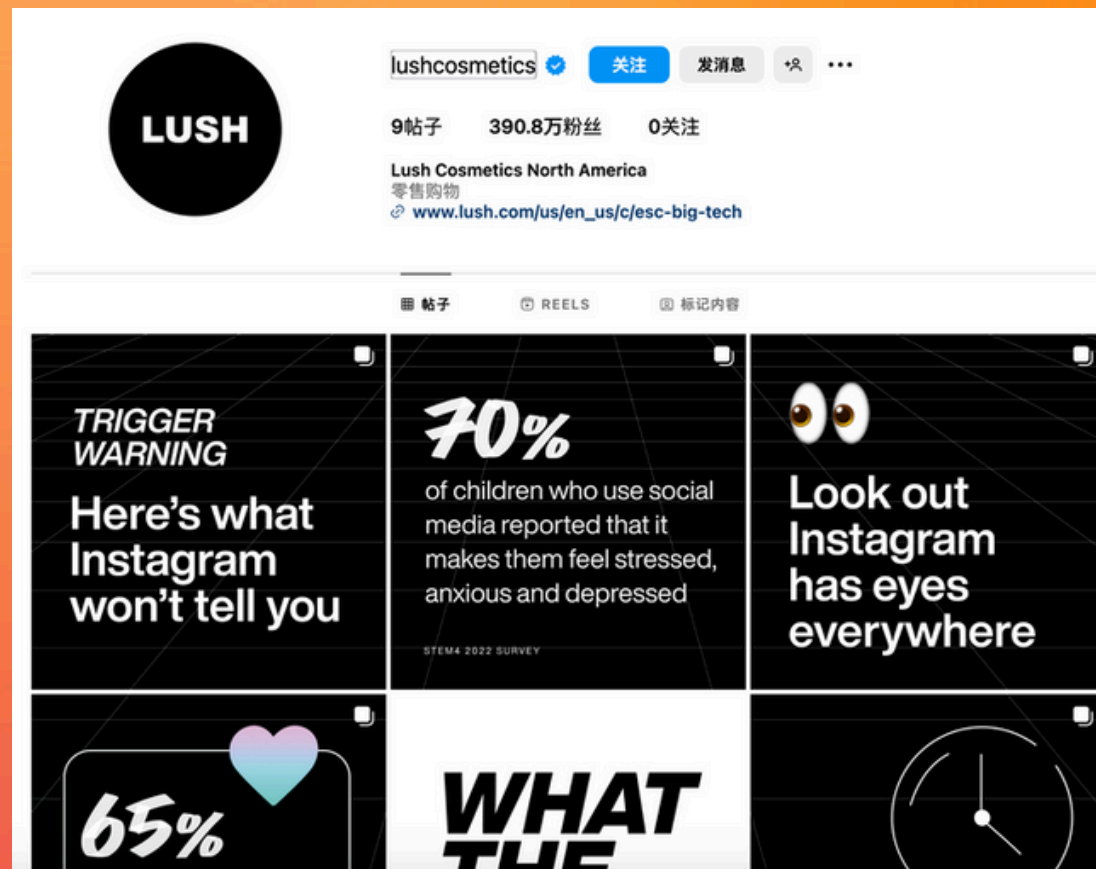
Threats

- Competition
- Social media changes
- Potential for inauthenticity perception

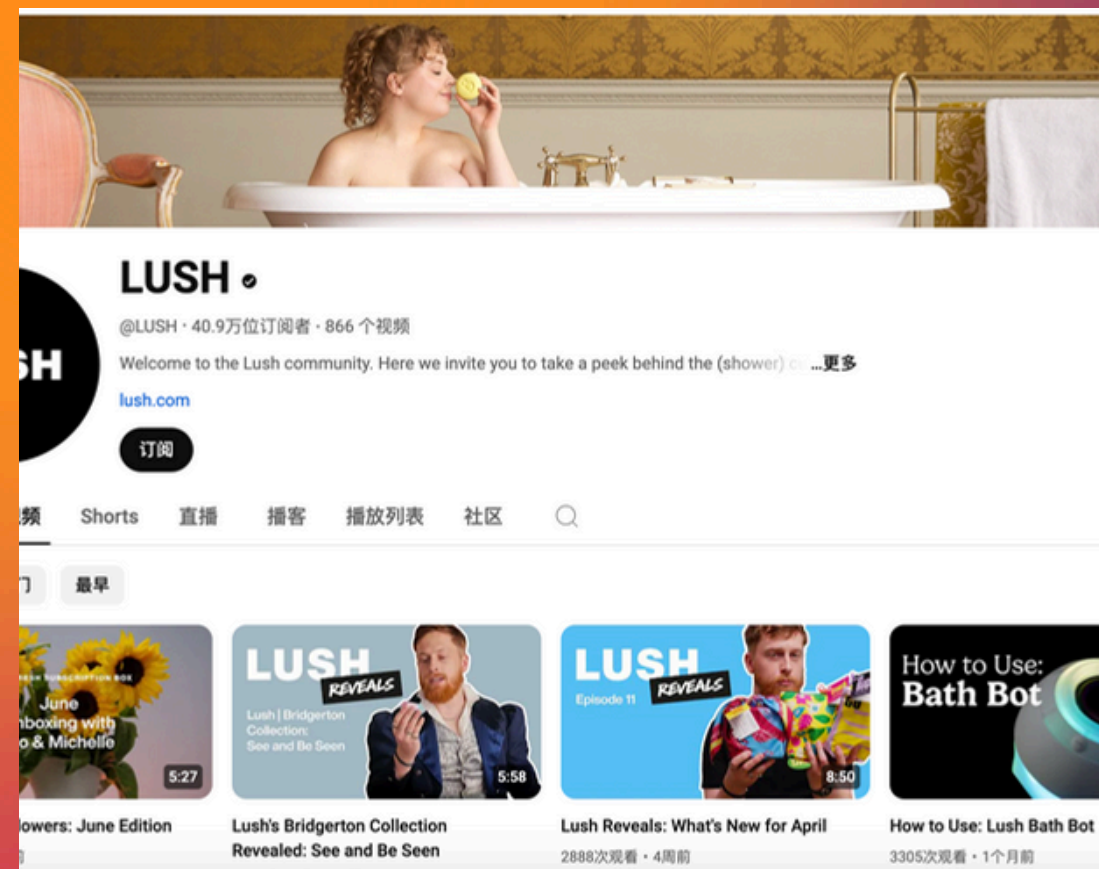


Current Social Platforms

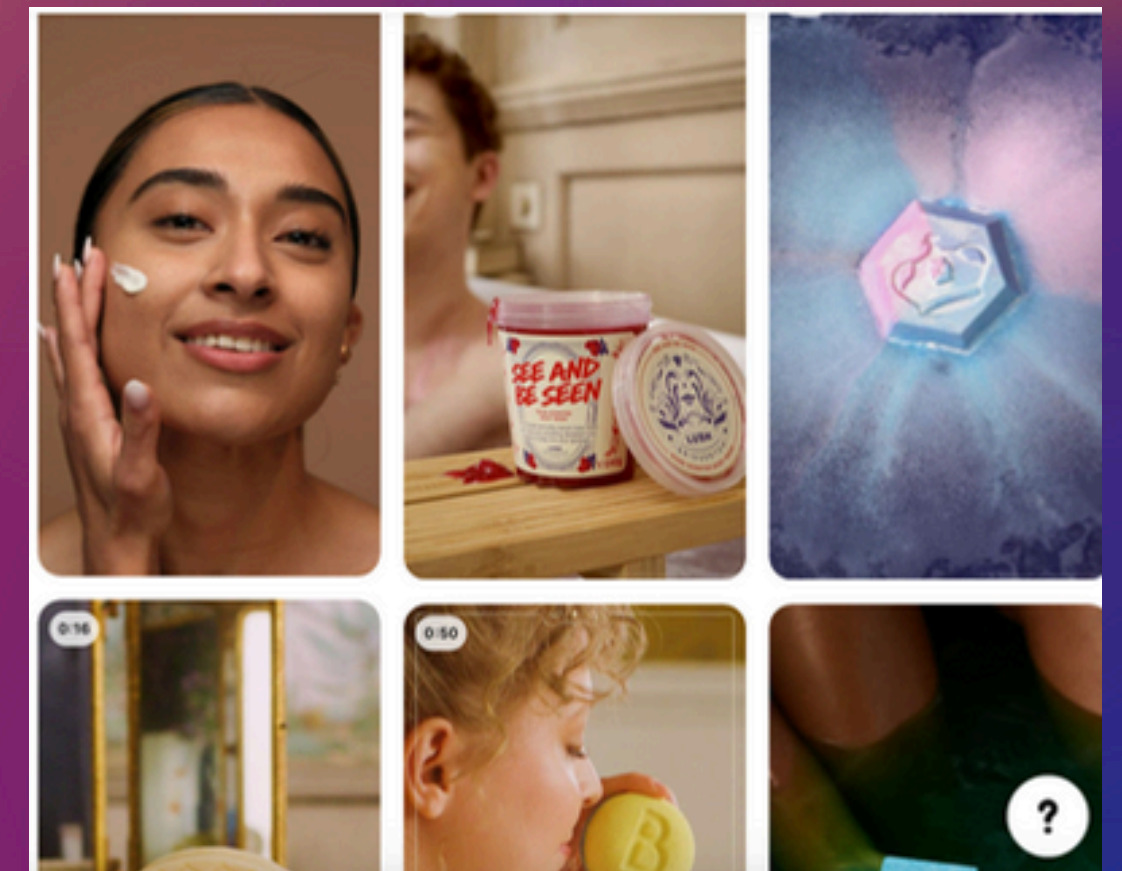
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Instagram



Youtube



Pinterest

STRATEGY STATEMENT

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Get conscious Gen-Z and Millennials who sometimes get sucked into the demands of a growing career.

To consider Lush as their ally in their quest for better mental health .

By focusing on the importance of daily self-care rituals and using authentic storytelling.

Because when you are happy and fulfilled, you are LUSH.



#LushCares

Self-care is literally that — taking care of yourself and addressing your needs.





LUSH

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@lushcosmetics

Follow

Tug of war with clients? We understand. Try Lush's all-natural scrub to exfoliate and rejuvenate your skin because work shouldn't bring you down. [#LushCares](#)



1:14 PM - 26 Feb 2024

1 Retweet 11 Likes

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LUSH

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@lushcosmetics

Follow

Had a long day with fussy kindergartners? We got you. Refresh your mind and body with Lush's invigorating shower gel. [#LushCares](#)



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Draining business trip? We know. Lush's tea tree water is perfect for hydrating a tired face after hectic traveling. [#LushCares](#)



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Exhausting internship? We feel you. Find yourself back to life with our all-natural and handmade bath bombs. [#LushCares](#)



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Struggling with sleep after work? We can fix that. Lather on Lush's sleepy lotion infused with calming scents after a refreshing shower. [#LushCares](#)



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Tough interview day? We see you. Let Lush's fragrant shampoo wash away your stress and regain your confidence. [#LushCares](#)



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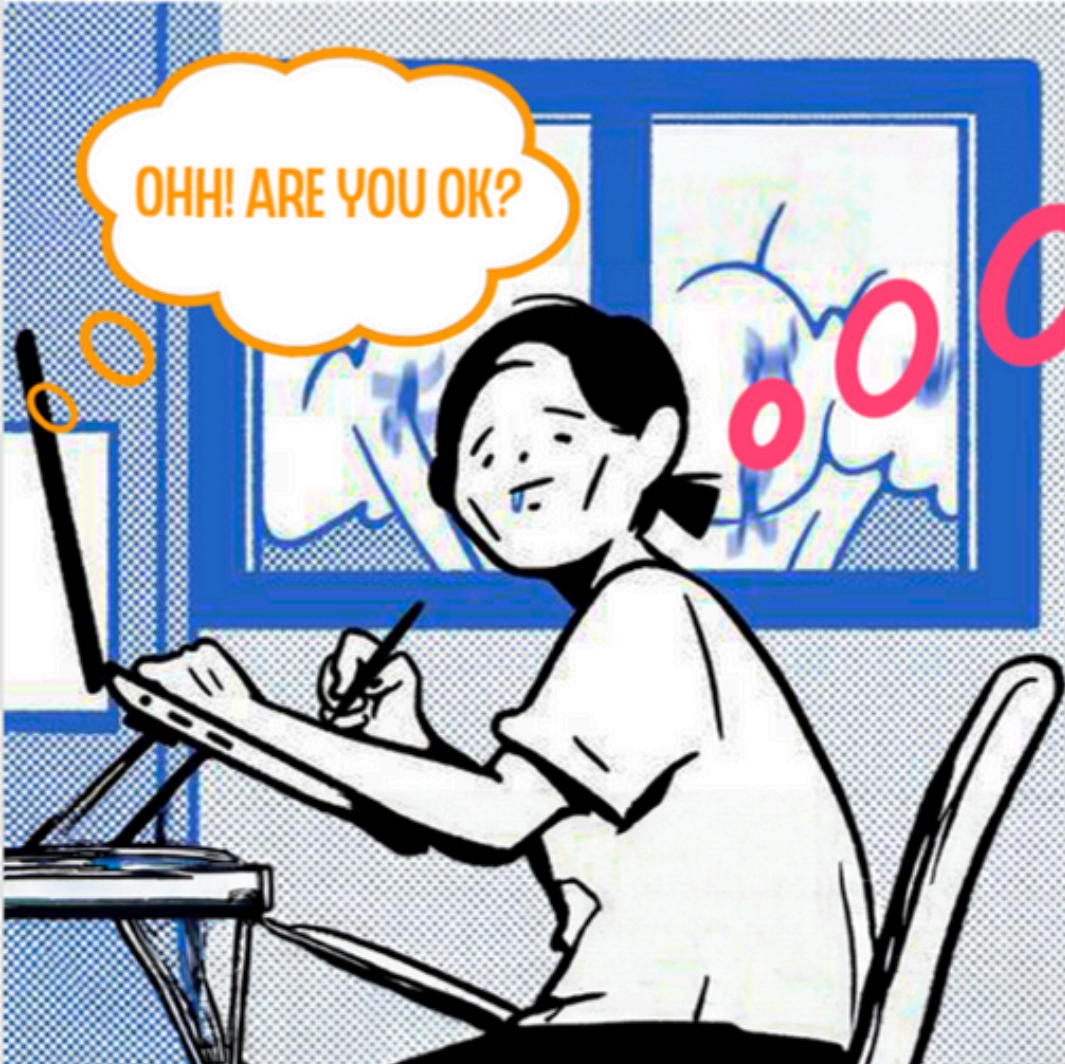
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⚡ LIMITED EDITION

THE OLIVE BRANCH

SHOWER GEL

JUST NEED A LUSH SHOWER!



Shop Now >



200 Likes

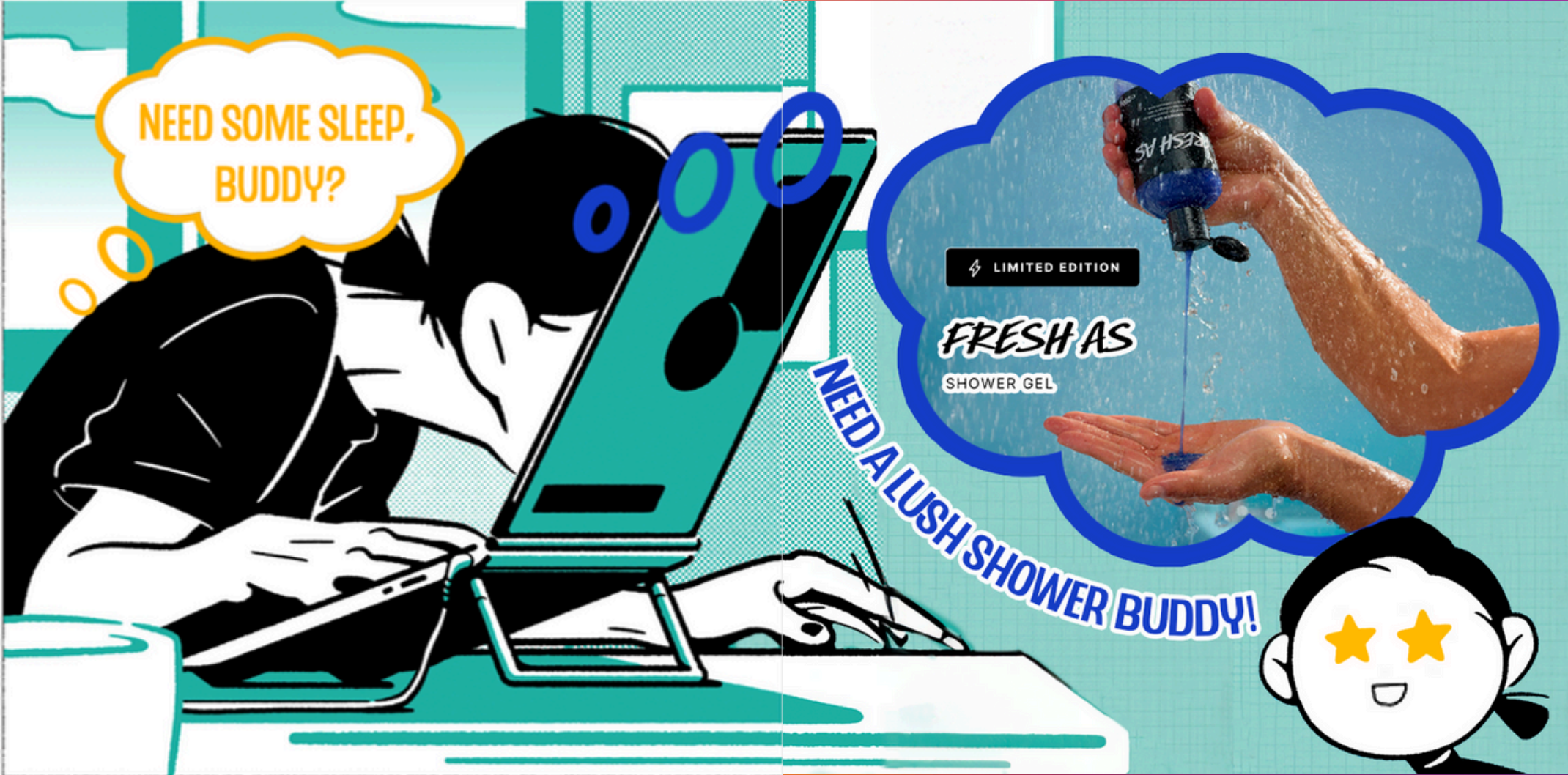
lush Been rushed by your boss 1000 times already?
Take a rejuvenating break with our Lush shower to
recharge yourself! [#lushcares](#)



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lush Spent 6 hours in front of your laptop? A revitalizing Lush shower is just what you need to recover your energy! [#lushcares](#)



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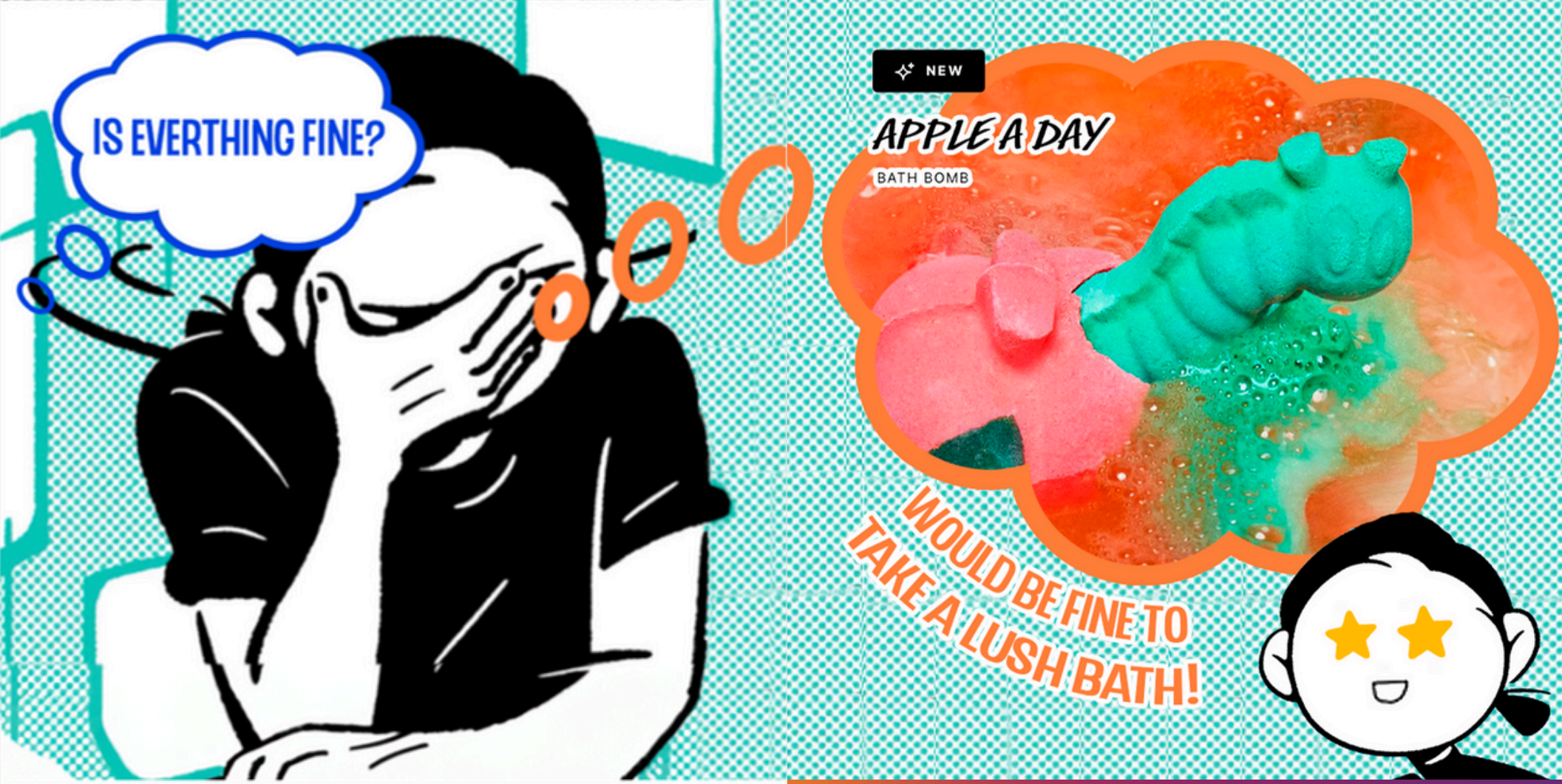
200 Likes

lush 10 cups of coffee every day to keep you alive?
Just put it down and jump into the Lush bath!
[#lushcares](#)



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Shop Now

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200 Likes

lush Feeling suffocated under piles of paperwork?
Take a Lush bath to refresh your mind! [#lushcares](#)

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Mom Life Hustle? Work, Kid, Repeat. We feel you.
Tonight a Bath Bot, Tranquil Massage Bar with Lavender &
Chamomile = Relax + Release. #LUSHCARES



Thank you!

