

# C & L AGENCY



A fun approach to product



**SPK**

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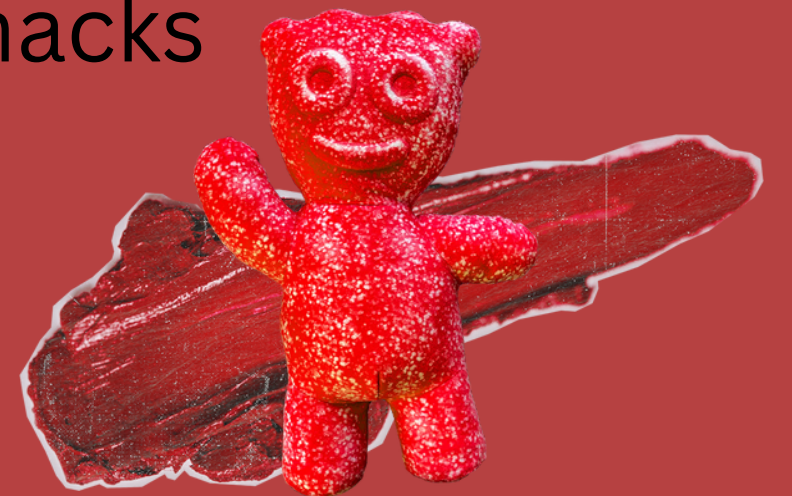


# Big Idea ✿

- Collaboration between Sour Patch Kids and Rhode Beauty
- Focus on the beauty centered, 20's age, female audience who don't as frequently indulge in SPK, but are beauty obsessed and enjoy a sweet treat here and there.
- The idea is to do Rhode x SPK lip balms, coming out with a new flavor each month.
- This idea combines the nostalgia of sour patch with the gen z beauty trends, targeting a whole new audience.
- Our tagline will be "Candy and couture," emphasizing the chicness of the candy inspired product.

# Logistics

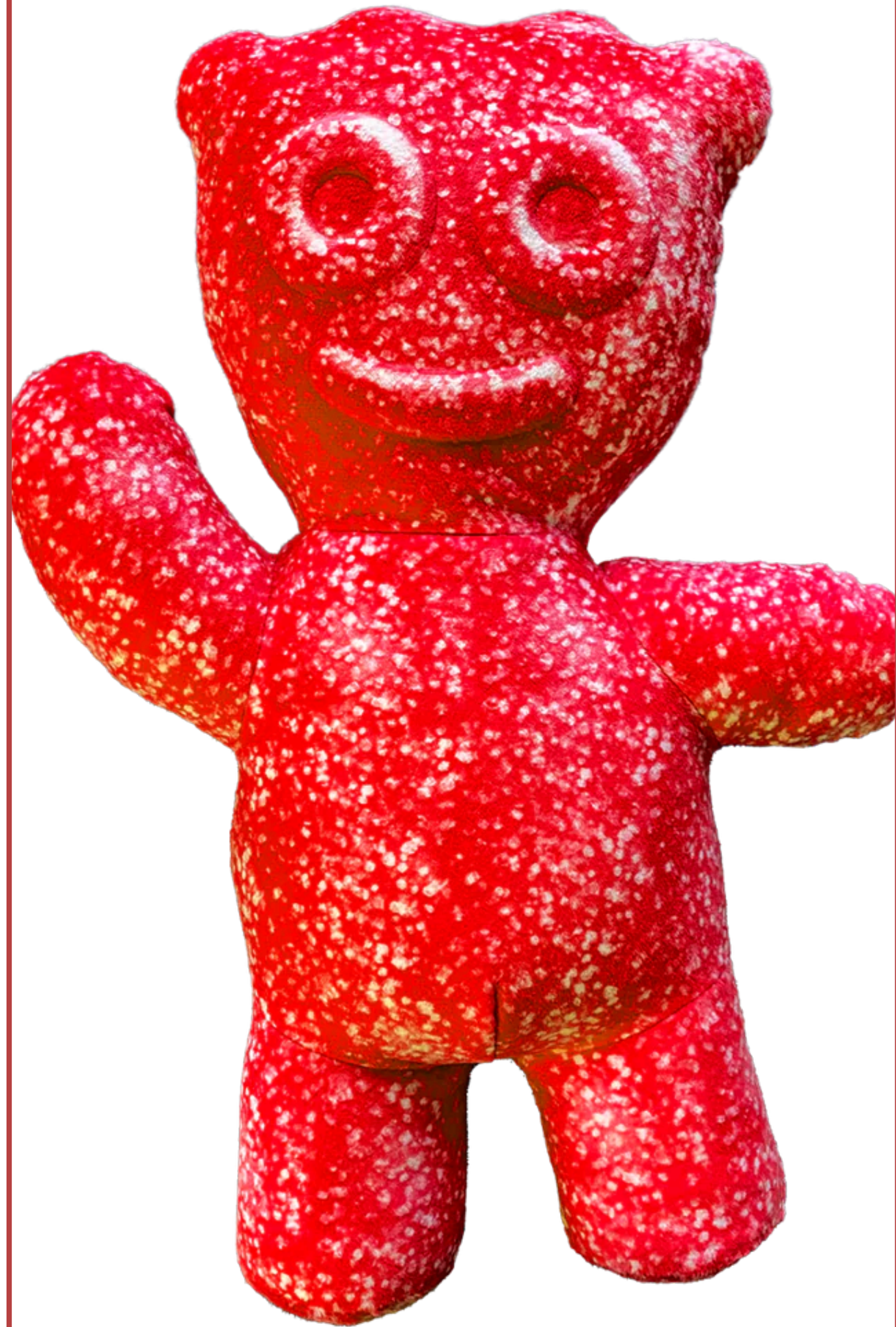
- Each balm will consist of unique flavor-inspired shades, the lip-nourishing formula infused with Sour Patch Kids' signature taste, and the limited-edition packaging that combines Rhode's minimalist chic with Sour Patch Kids' vibrant energy.
- We'll emphasize how this collaboration allows consumers to indulge their playful side while staying on-trend, positioning it as the ultimate accessory for the fashion-forward, fun-loving individual who doesn't take themselves too seriously but always looks impeccably styled
- Sold in stores like Target, where they have beauty and snacks



# How does this persuade consumers to buy SPK?

- Pushes SPK into the lives of a new field of consumer, bringing back the popularity of the product
- All lip products come with a bag of SPK
- Remind the buyers of why they loved this delicious product as a kid, bringing back feelings of nostalgia and encouraging them to purchase
- Packaging for the collab will entice a different crowd, as well as intriguing their typical consumer





# Key Insights

- Around 17.37% of all Sour Patch Kids buyers in the last 6 months are Generation Z.
- Gen Z has an index of 100, meaning they are equally likely to buy Sour Patch Kids compared to the total population.
- Low population of women in their 20s purchasing sour patch
- Goal is to inspire this age to purchase sour patch

[illegible]

# Demographics and Psychographics

- We are looking into gen-z, young women.
- They are a “fashionable” and “trendy” group that uses social media platforms, including Tiktok, Instagram, etc.
- Invested in what influencers and celebrities say.
- Touches on feelings of nostalgia



# TNSA



## Target

- Purchased by adults because Simmons indicates that the product is mostly consumed by young children
- Want to get a new audience of adults, specifically early 20's

## Need

- Need newer marketing tactic to gain the attention of younger individuals and more women
- Use of social media and other companies

## Solution

- Collab with beauty brand to facilitate new marketing styleMarket on TikTok

## Action

- Rhode x Sour Patch lip productPackaging stays true to SPK vibrant color theme but in the Rhode style

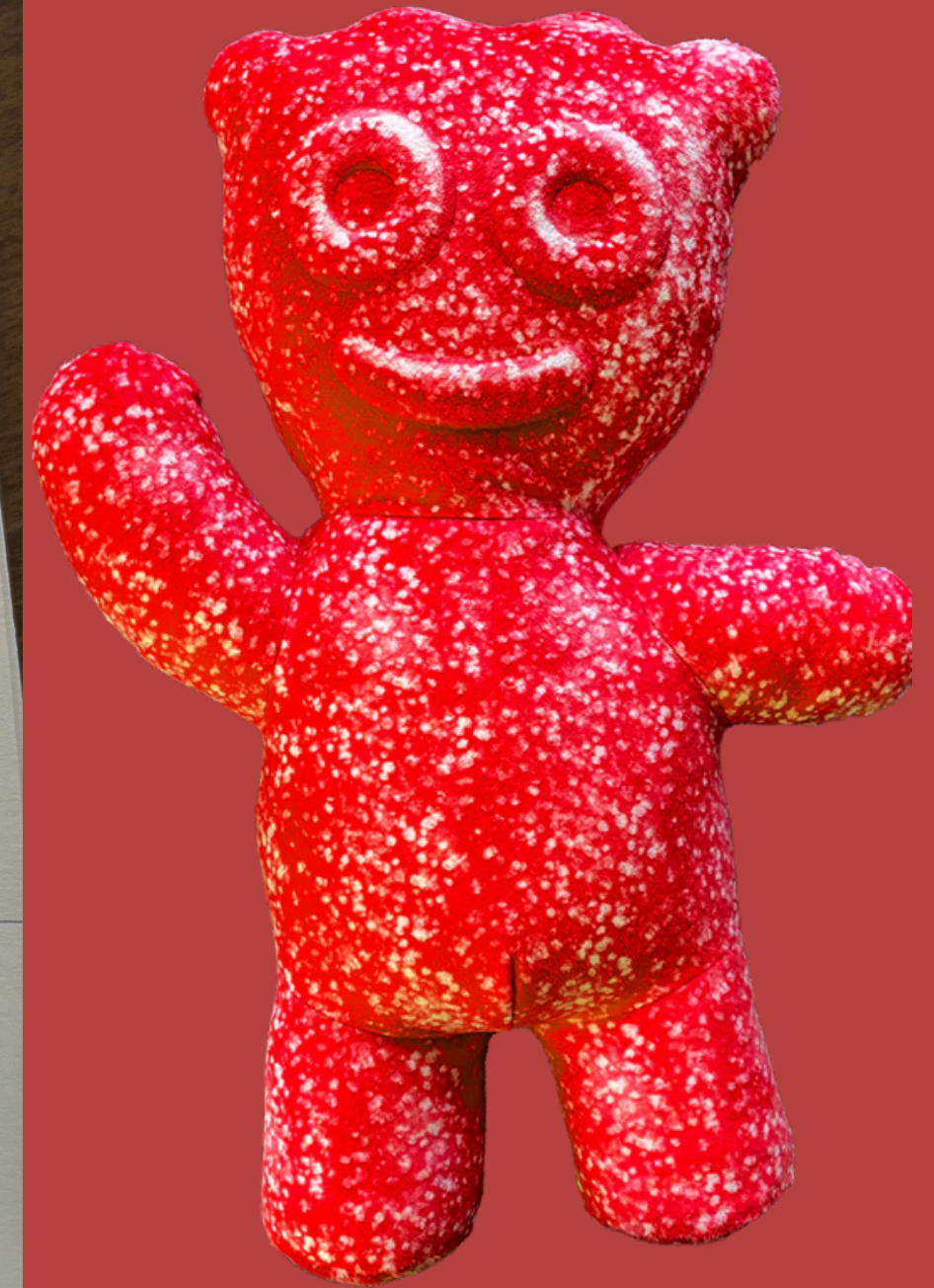
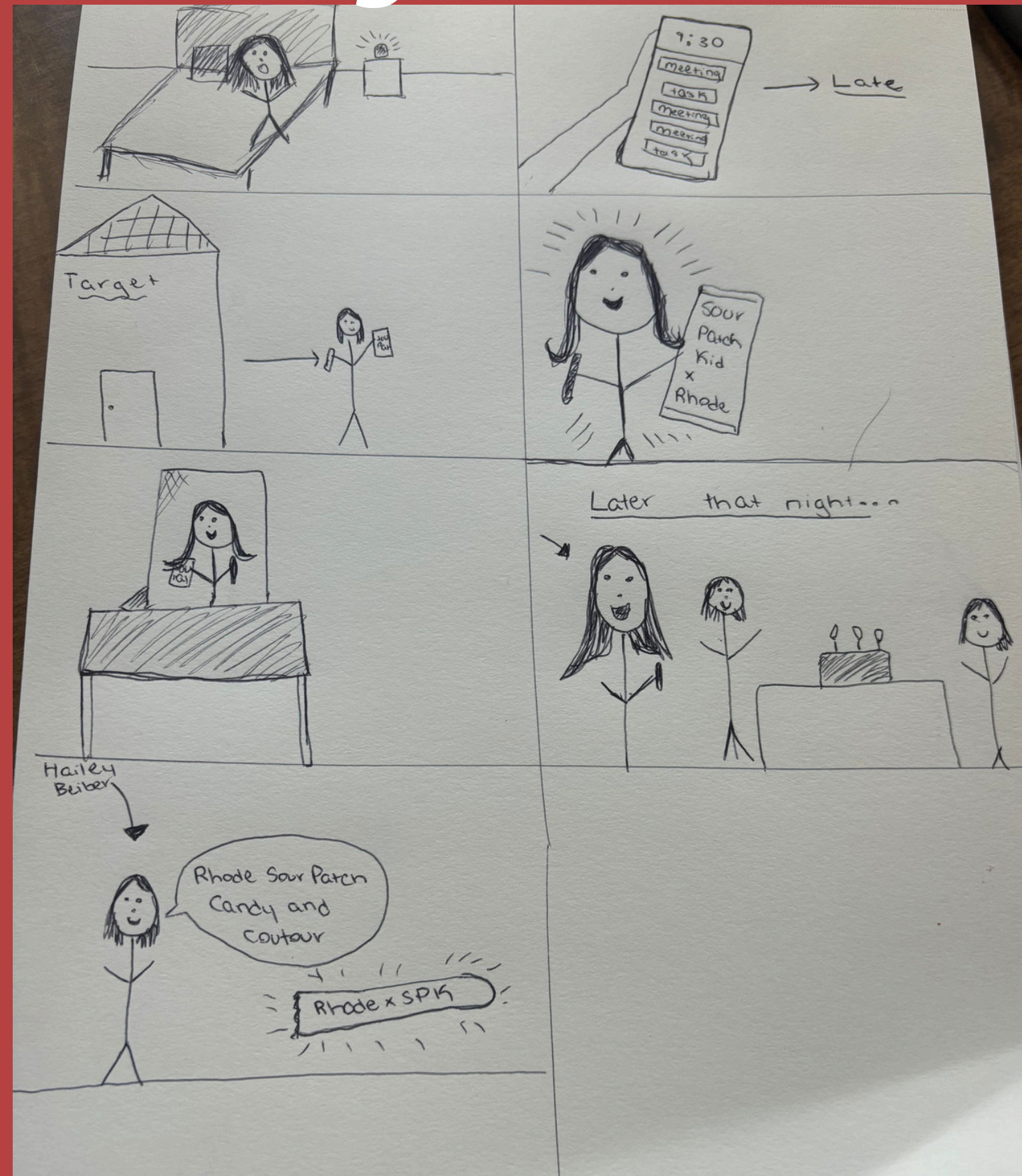
# ❀ Pitch ❀

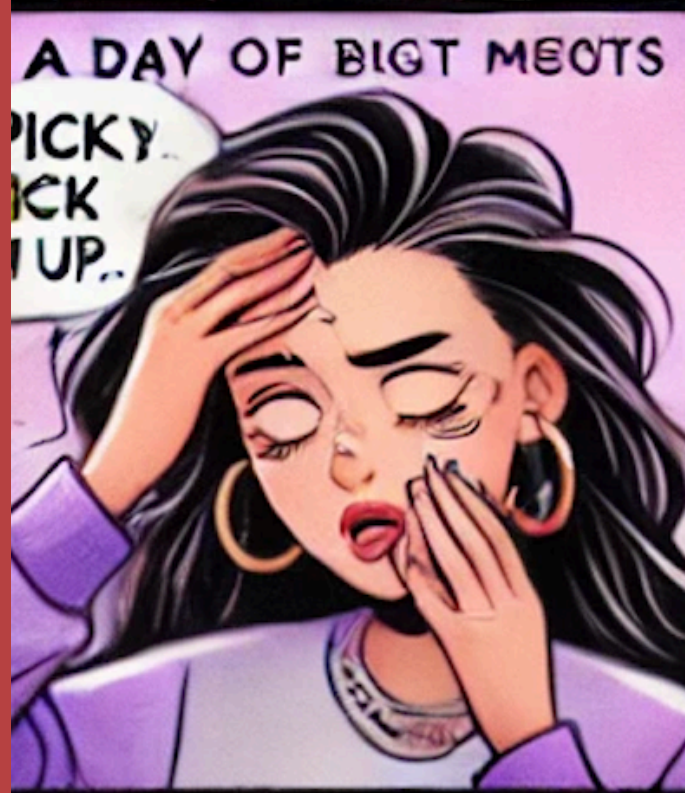
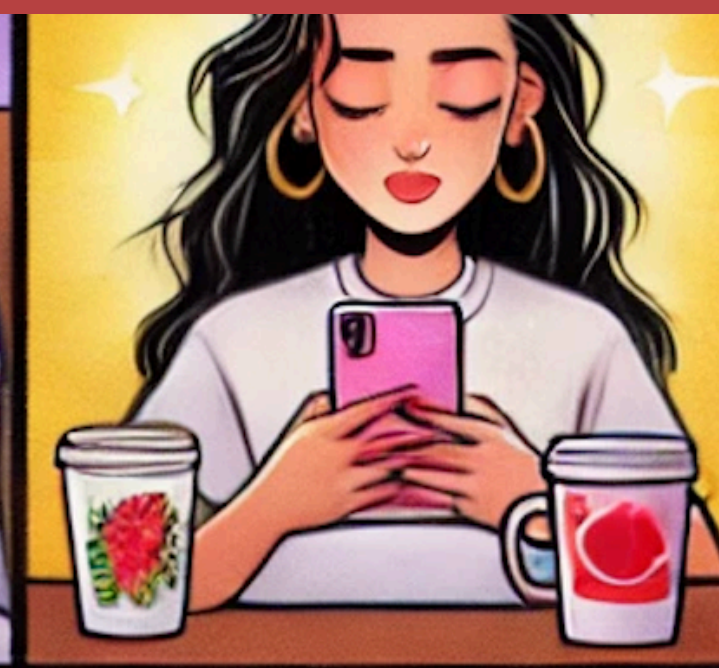
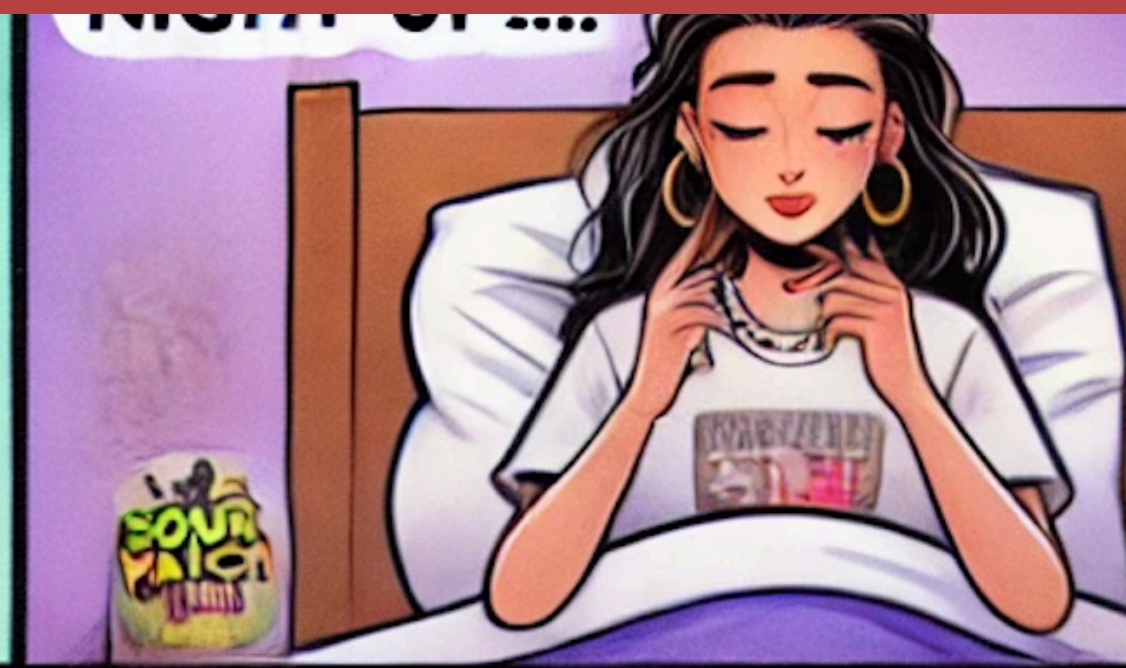
A girl wakes up disheveled after a big night out, with her hair and make up “messy”. She gets up and looks at her phone to see a list of tasks, including a day of meeting at work and a birthday party at night. She says she needs a “pick me up” and goes to her local store to get Sour patch kids, and a lip balm. All of the sudden her make up looks flawless and she has more energy. She effortlessly does her day of meetings, reapplying the balm and eating more sourpatch kids. Finally, she leaves work and grabs a new flavor, “cherry chic” before going to her birthday party. The last scene will show Hailey beiber saying “Rhode sour patch.. Candy and coutour”

Our main advertisement campaign is attempting to get the attention of young female consumers who pay attention to trends. The unifying thread is that sour patch kids are for the “it girl”, and can be used in any situation as a energy booster.



# Story board







Logo  
Concept

# Shades

- Cherry Chic- Red
  - Comes with a pack of red sour patch
- Peach Perfect- Orange
  - Comes with a pack of orange sour patch
- Berry Beautiful-Blue
  - Comes with a pack of blue sour patch
- Lemon love- Yellow
  - Comes with a pack of yellow sour patch
- Kiwi Kutie- Green
  - Comes with a pack of green sour patch



# *CANDY & COUTURE*

## SPK X RHODE



Grab a balm, and a piece of sour goodness too

Billboard Ad

**SOUR  
PATCH  
KIDS X  
RHODE**



**Candy  
and  
Coutour  
SPK**

# Candy &

LIP BALM



# Couture

GRAB A BALM,  
AND A PIECE OF  
SOUR BALM TOO.



RHODE


Rhode x SPK

Valentine's Day Limited Edition



Where candy meets couture



rhode  • [Follow](#)  
X SPK

Hi Rhode x SPK  we're excited to bring the world of rhode x SPK to all the happy couples, and to all our single ladies, on this very special valentines day

what:

-  new holiday limited edition flavors
-  peptide lip treatments + tints

February 14th @12 PM EST

get the details on [rhodeskin.com](https://rhodeskin.com)



Liked by **haileybieber** and **52,243 others**

October 12



Add a comment...

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## Podcast:

Tinx podcast “This episode is sponsored by Rhode X SPK. What happens when your favorite childhood candy meets luxury beauty ? [Quick sparkle sound effect] Introducing Rhode x Sour Patch Kids lip treatments. Each month, discover a new limited-edition flavor that pairs your favorite Sour Patch Kids with Rhode's signature peptide-infused formula. [Light, playful transition sound] From Cherry Chic to Peach Perfect, it's the perfect mix of candy and couture. [Brief pause] Get yours at [Rhode.com](https://rhode.com) — each balm comes with a matching pack of Sour Patch Kids.



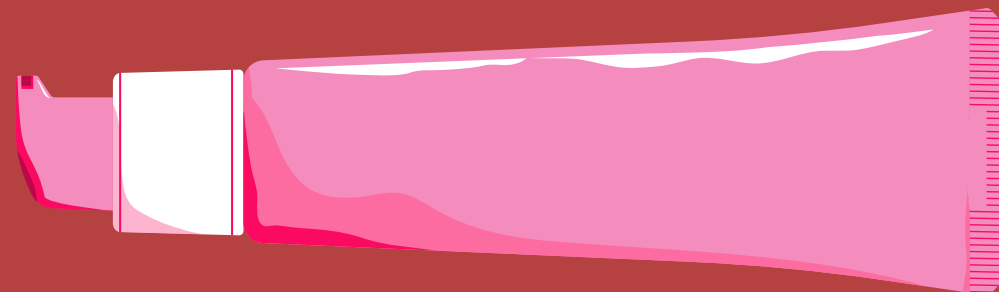


# Executive SUMMARY

- **Consumer Insight:** Low population of women in their 20s purchasing sour patch; Goal is to inspire this age to purchase sour patch.
- **Big Idea Summary:** Focus on the beauty centered, 20's age, female audience who don't as frequently indulge in SPK, but are beauty obsessed and enjoy a sweet treat here and there.
- **Goal** was to increase revenues and bond with new consumers; in appealing to a new audience, a larger amount of SPK will be sold and a new category of consumers will be buying this product; exactly what the brief intended.

# Threads

- Our theme across the different advertisements is that we are a “cool” and “trendy” theme to the nostalgic Sour Patch Kids.
- We are using the aesthetic that the brand Rhode has executed well, and incorporating it into advertisements to change the “image” of Sour Patch kids.
- It will become a influential beauty brand, and iconic sweet treat, sold through social media post and trends.



## Storyboard 1



A girl wakes up dishelved after a big night out, with her hair and make up “messy”.0-4



She gets up and looks at her phone to see a list of tasks, including a day of meeting at work and a birthday party at night. (5-7)



She says she needs a “pick me up” and goes to her local store to get Sour patch kids, and a lip balm (8-12)



After putting it on, her make-up looks flawless and she has more energy. (9-15)



She effortlessly does her day of meetings, reapplying the balm and eating more sour patch kids (16-19)



Finally, she leaves work and grabs a new flavor, “cherry chic” (20-23)



She is at the birthday party (24-26)



The last scene will show Hailey beiber saying “Rhode sour patch.. Candy and coutour” (27-30)

# Storyboard 2: "Sweet Switch"



Fashion week setting,  
models walking runway |  
High-fashion electronic  
music | 0-4s



Backstage: Model reaches for her  
Rhode x SPK Peach Perfect balm  
| Music continues | 5-7s |



As she applies it, her serious  
expression breaks into a playful  
smile | VO: "Who says beauty can't  
be fun?" | 8-12s |



She pulls out a matching  
peach SPK, takes a bite |  
Playful bite sound | 13-15s |



Quick cuts between other  
models breaking character,  
sharing SPK and applying  
balms | Music builds | 16-20s



Back on runway: Models now walking  
with confident smiles, holding both  
products | VO: "Beauty with a sweet  
side" | 21-25s |



Product showcase: Balms  
spinning to reveal matching  
candy pairs | VO: "Candy and  
couture" | 26-28s |

# Storyboard 3



**Begins by showing two young girls at school trading “lip smackers” back and forth.**



**The girls are laughing and having fun in the school yard, and along with the lip balms they are eating sour patch kids.**



**Suddenly the camera switches forward to two grown women at work in the bathroom.**



**They are quiet until one girl pulls out her SPK X Rhode balm, puts it on, and offers it to the other.**



**Suddenly they are both “lit up” and become fast friends, even going out to buy sour patch kids.**



**The last scene is Hailey Bieber coming to the screen saying “Rhode Sour Patch... A little sweet, a little sour, and a lot of fun. Candy and couture—made to share.” to show childhood nostalgia.**



1. Close-up of influencer trying to catch a SPK in their mouth (missed attempt) | Trending TikTok sound: "Oh no" | 0-1.5s |



Second attempt (misses again), SPK bounces off nose | Beat builds | 1.5-3s |



Third attempt, SPK "magically" transforms mid-air into Rhode x SPK Cherry Chic balm | transition sound effect | 3-4.5s



Smooth catch and immediate application of balm, camera pulls in close to show the perfect glossy finish | Beat drop | 4.5-6s |



Quick transition: Split screen shows all flavors with matching SPK candies floating | Upbeat continuation | 6-9s |



Influencer poses with dual products, text overlay: "Candy and Couture - New flavor monthly" | Music fade | 9-10.5s |



Beauty creator starts with bare lips, holds up Rhode x SPK Peach Perfect balm + matching candy | GRWM style music | 0-2s |



Quick cuts: Opens candy, takes a bite, exaggerated "sour face" | Beat matches cuts | 2-4s |



Transitions to applying balm in close-up, showing the peach tint and glow  
Sound effect: "ping" | 4-6s |



Before/After split screen showing the glossy finish | Beat drop | 6-8s |



Creator shows off final look while holding both products, spinning transition to product lineup |  
Music peak | 8-10s |  
End card with both logos and "Candy and Couture" tag



End card with both logos and "Candy and Couture" tagline, shopping link | Final beats | 10-12s |

# *Overall* **SUMMARY**



**Rhode Lip Gloss x Sour Patch Kids Collaboration**

**Bring in new field of consumers in a fun way**

**Generate revenue**

**Get SPK into more stores**

**Play with new flavors**

**Bring in feelings of nostalgia**

**Work with a new subset of influencers and podcasts**

