

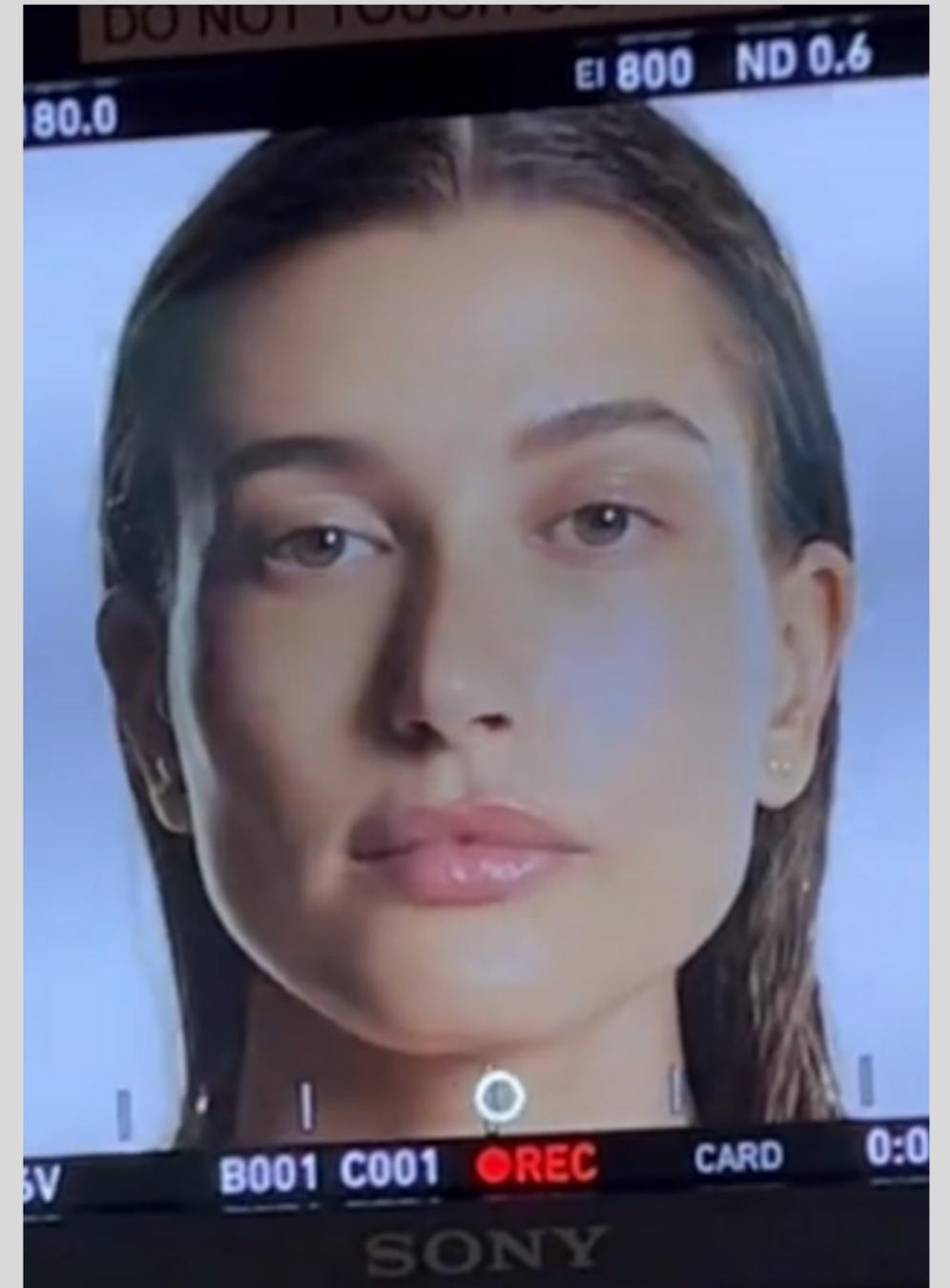
RHODE

LAUNCH PARTY//SPRING 2022



WHO IS RHODE

Rhode is your newest skin care addition. Here at Rhode, we value skin health, and real good products, at an accessible price. Skin care products should not be expensive, and our Rhode Fam will soon be able to feel the quality in their own hands. Building the hype for Rhode and seeing our future customers reactions has been the most rewarding experience on our brand building journey.



RHODE

WELCOME TO THE PARTY

rhode launch event



YOU'RE INVITED. GET EXCITED.



RHOD

E

WHERE

The Malibu Dream Resort

WHEN

3 PM for a day in the sun (Wear your SPF!)
with Hailey and the Rhode Fam

THE MORE YOU KNOW

Come with no makeup on. We know. It's hard. At this launch party, our Rhode Skin Experts will tailor a personalized routine for your unique skin, and we just know you'll leave feeling even more beautiful with that Glazed Donut look..so glowy.

//WHAT WE HAVE TO OFFER//

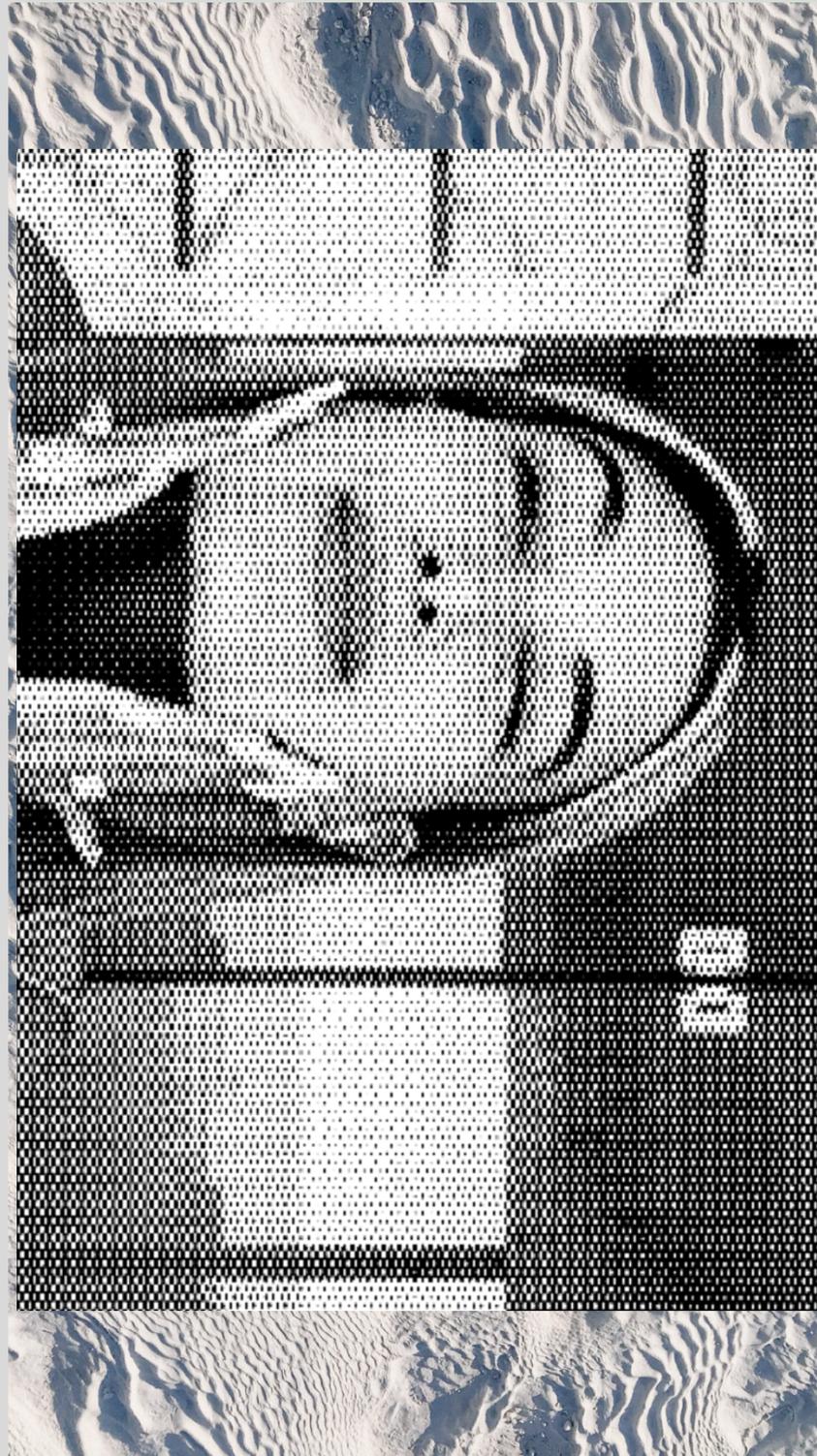


MATCHA BAR + TACO
STAND

"FACE GYM" SKIN LIFTING
FACIALS + SUNSET BEACH STROLL

EVENT GOALS

**LIKE
LITERALLY,
GOALS.**



1

We hope to achieve the goal that this event will build social media traffic and build the hype around Rhode. Since it will have skin education at the event, and we will have tons of Los Angeles socialites attending, this event will spread the word about our product quality.

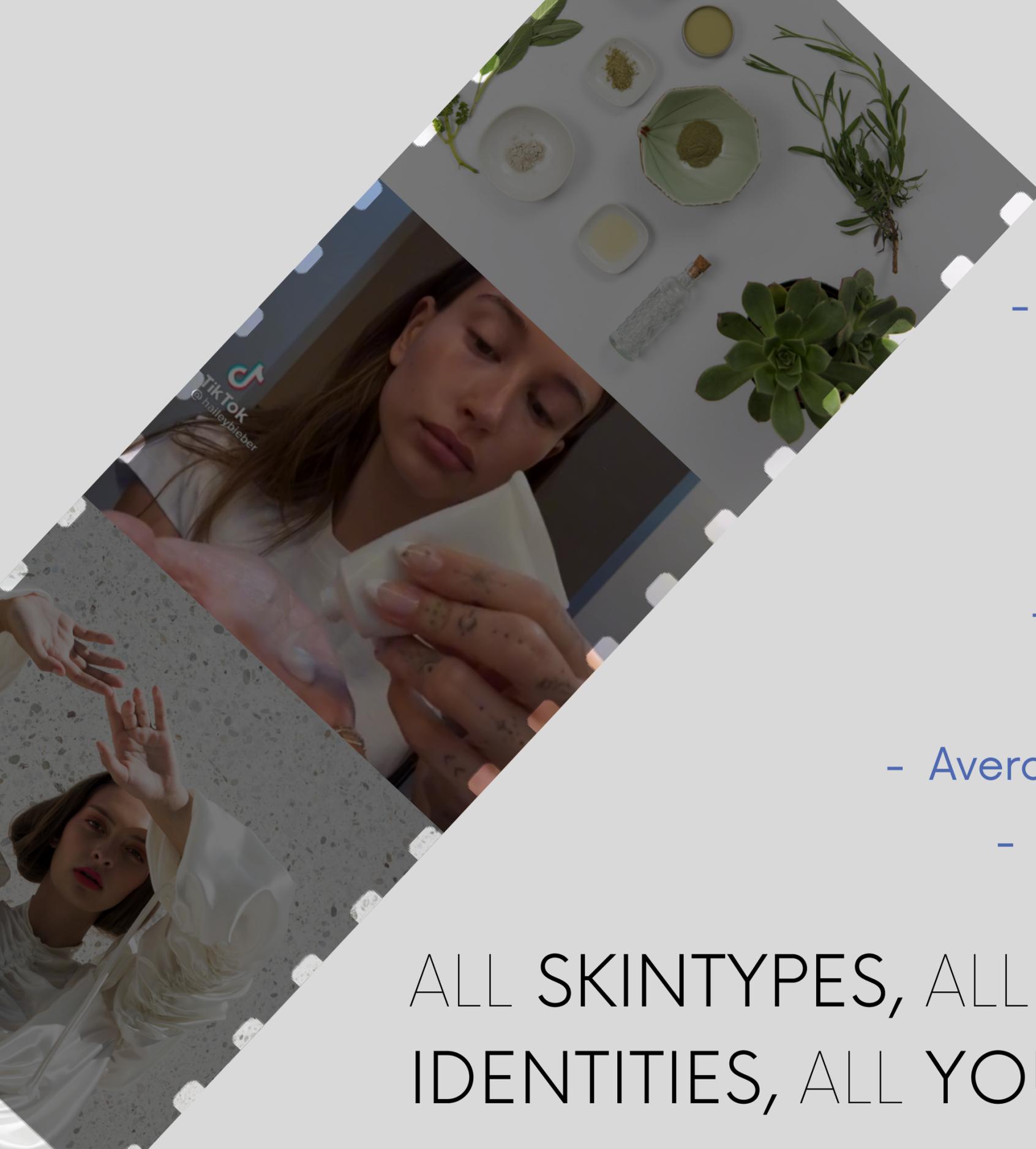
2

We also strive for the goal of grabbing website images and Tik Tok content. Creating and posting images and videos from the event will help build brand awareness, and a few 15 second videos can really get the cadence going on our social media. Also, our followers seeing there fav influencers posted will get them to see familiar faces and to support Rhode.

TARGET MARKET AKA OUR RHODE FAM

- Outgoing but will stay in w the dog.
 - 20-30 Years old
 - Has a passion for skincare
 - Trendy/ fashion inclined
- Interested in trying new products
 - College education & Employed
- Average salary with a slight disposable income.
 - Sustainable and good quality values

ALL SKINTYPES, ALL RACES, ALL GENDERS, ALL
IDENTITIES, ALL YOU.



MEDIA

If our skin & Tik Toks could be THIS good..
We'd be in heaven.



VIA OUR MAIN GIRL: HAILEY



SEE U THERE