

rhode

J B X R H O D E

By Isabel Jarvis

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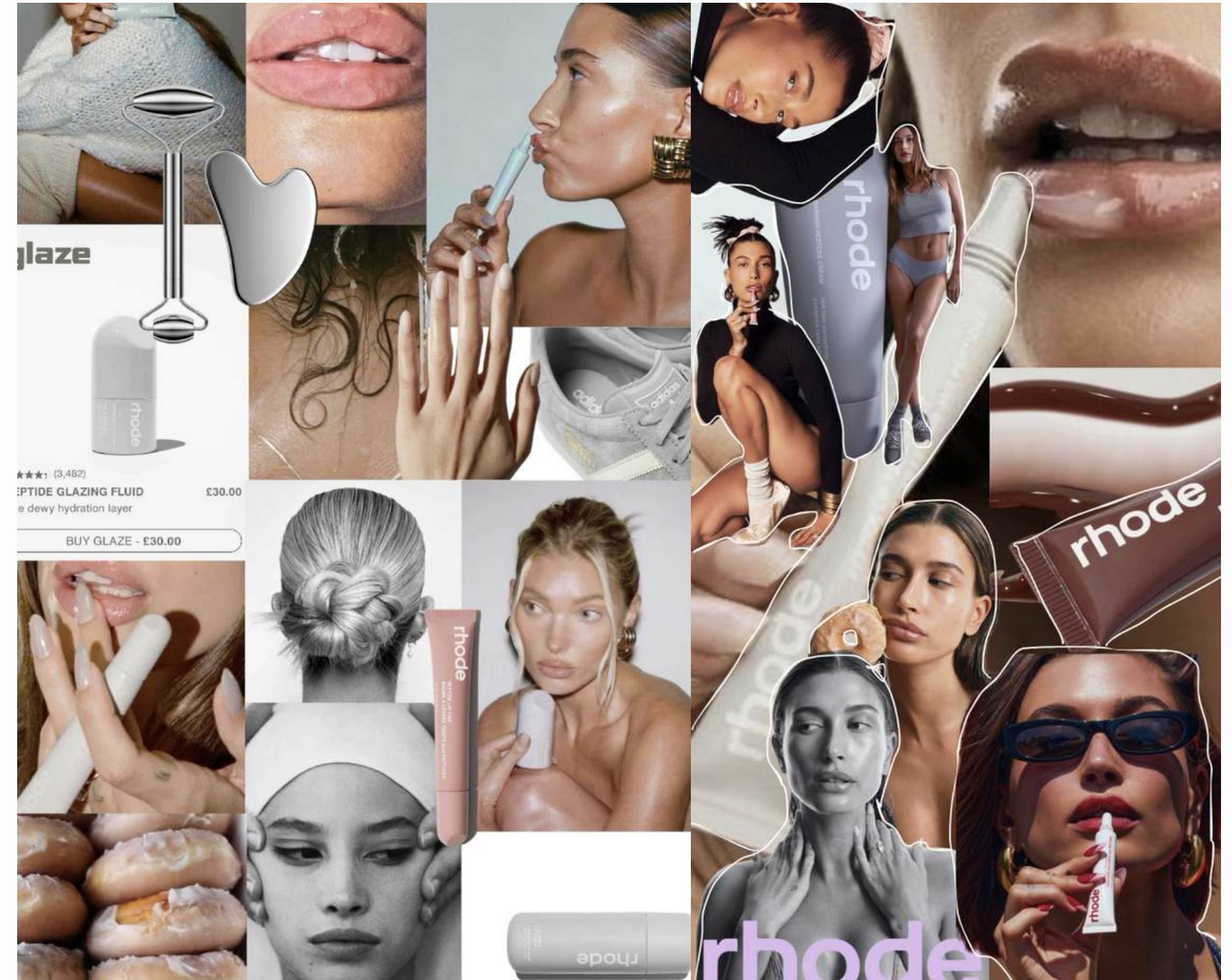
08 Shared Tactic

BACKGROUND + OPPORTUNITY

- Founded in 2021 by Hailey Rhode Bieber.
- Minimalist skincare: simple, effective, affordable.
- Backed by celebrity influence, boosting credibility.

Statement of Opportunity

Rhode Skin can fill the gap in men's skincare, expanding its reach and boosting brand awareness in an underserved segment.



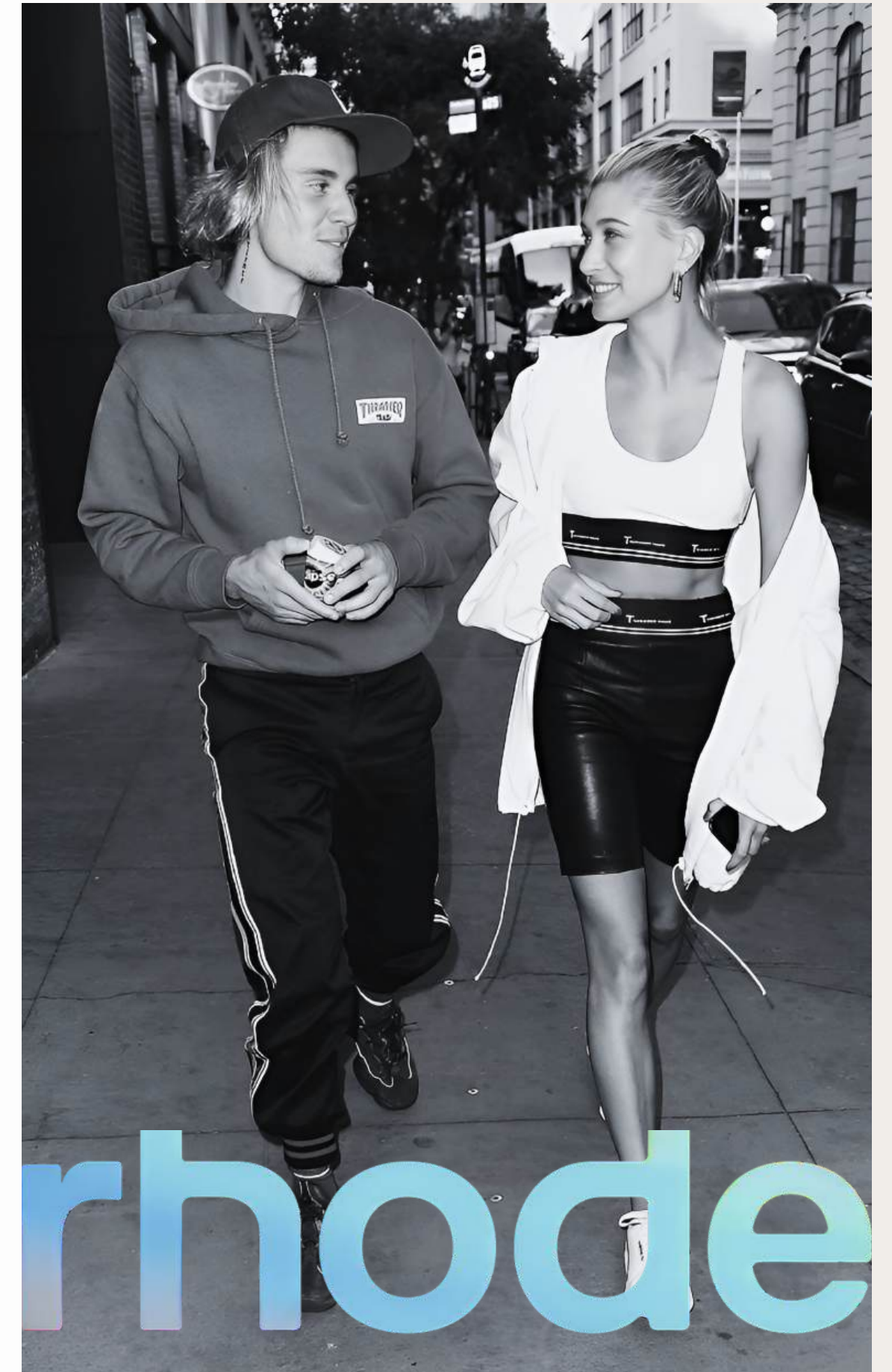
GOALS + OBJECTIVES

COMMUNICATION GOAL:

Raise brand awareness in the men's skincare category.

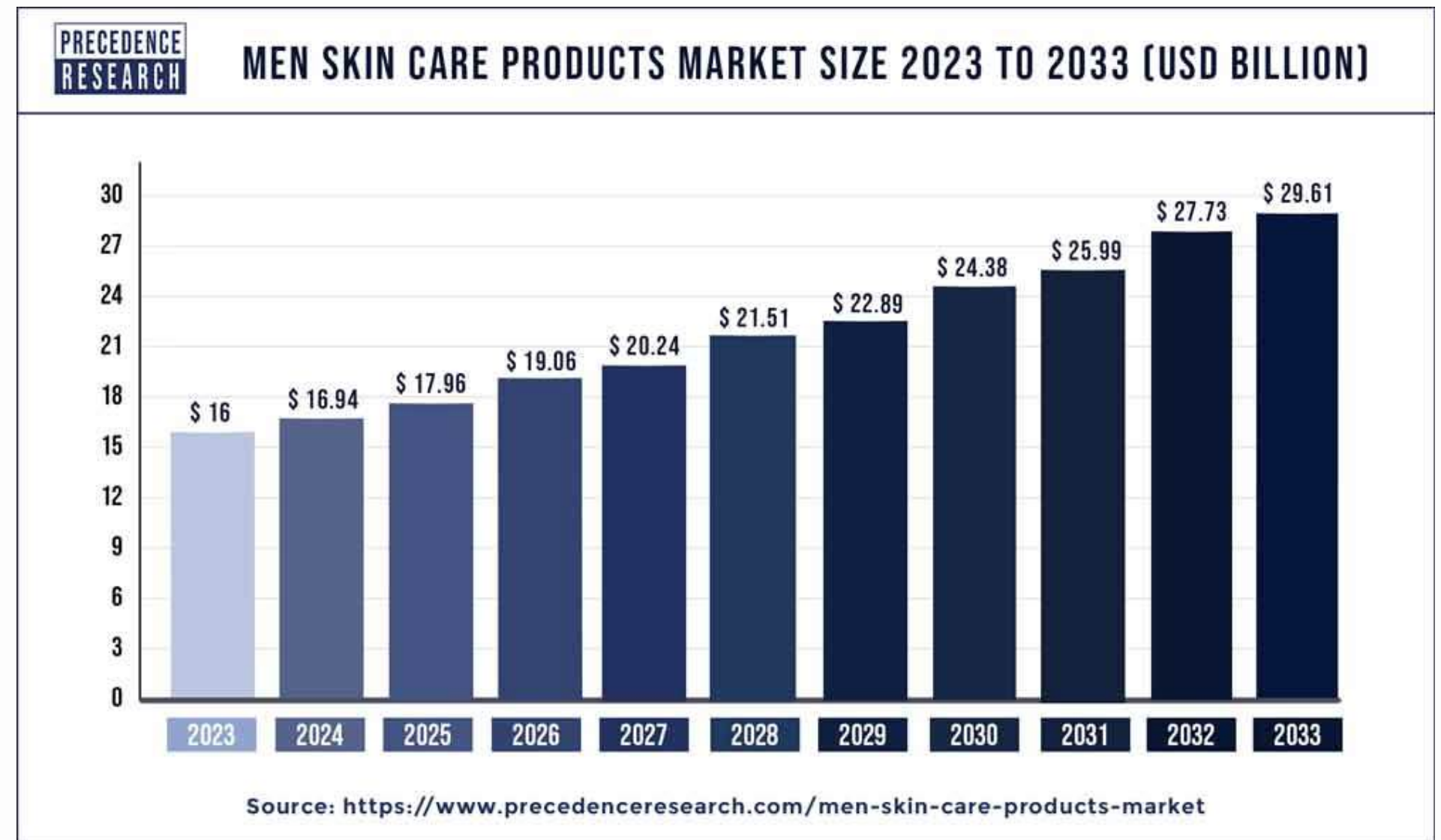
COMMUNICATION OBJECTIVES:

- Placements in **10 men's lifestyle news outlets** before launch (March 1, 2025).
- **\$1 million media impact value** (MIV) in the first 48 hours of launch.
- **4 million likes** for all campaign SMM within first 6 weeks of launch (April 12th, 2025).



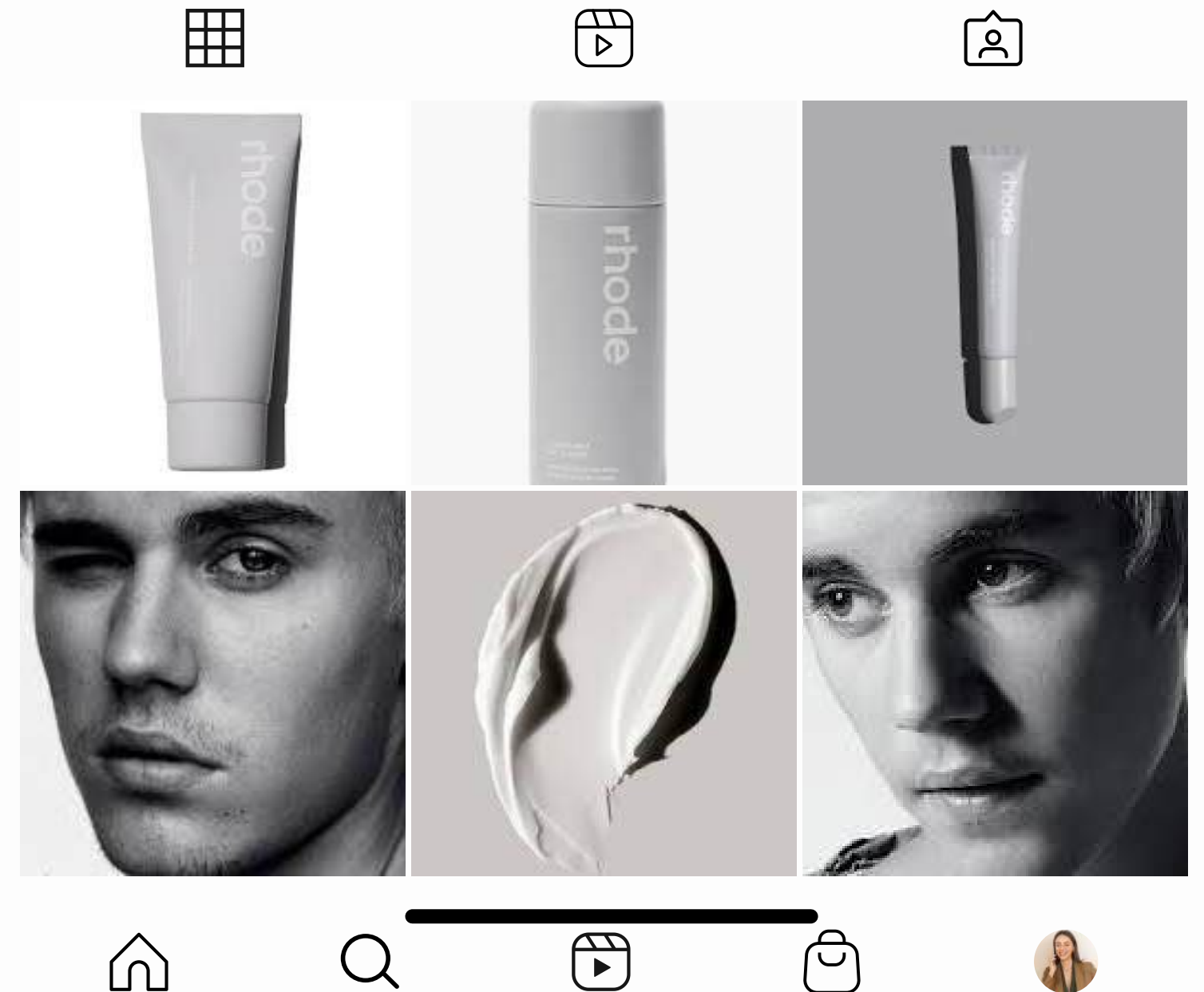
STRATEGIC INSIGHTS

- Redefining Masculinity & Self-Care
- The Modern Dating Culture
- Skincare as a Shared Experience
- Justin & Hailey Bieber's Influence
- DE&I Backlash
- Self-Care as Resilience



STRATEGY

Launch a Men's Skincare Line that positions Rhode as the Essential, Inclusive Skincare Brand for the Modern Man.





TACTICS: PAID

Justin Bieber - Face of the Men's Skincare Line

- Official Press Releases
- Media Engagements
- GQ, Men's Health, Esquire.



TACTICS: OWNED

1. **Billboards:** JB X Rhode billboards positioned at Airports and Malls at LA, NY.



TACTICS: OWNED

2. **Rhode Podcast:** Hailey and Justin Bieber discuss:

- skincare
- their glamorous lives
- rhode's business updates + BTS



BEAUTY

Hailey Bieber's beauty brand Rhode plots gender expansion

Less than a year since launch, the US beauty brand has big plans that include entering Canada and the UK. Speaking exclusively with *Vogue Business*, CEO Melanie Bender outlines her strategy for growth.

BY KATI CHITRAKORN
March 22, 2023

WWD GOT A TIP?

BEAUTYINC

WWD

Hailey Bieber's Rhode Is Growing Fast, Paving the Cultural Zeitgeist, Starts Men's Skincare Line

In her first interview since giving birth, Rhode's founder discusses the brand's revenue, the power of community and scaling the business.

By Hikmat Mohammed October 16, 2024, 12:04pm

A photograph of Hailey Bieber standing in a Rhode store. She is wearing a light-colored blazer over a white top and matching pants. In the background, there is a Rhode product display and a framed photo of her.

TACTICS: EARNED

Garner earned placements in top-tier publications like Vogue, GQ.



TACTICS: SHARED

Shared Content Buckets w/ Male + LGBTQ Influencers:

- Busting/ De-Mystifying Skincare Myths
- The Perfect Gift for your Man
- Night Time / Morning Skincare Routine for Men

THANK YOU! :)