

Tower 28 & Poppi

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ADV G 3 2 2 0



Tower 28

About the Brand:

- An inclusive beauty brand founded in 2019 by Amy Liu with a focus on sensitive skin
- They offer makeup and skincare hybrids that are simple, effective, and skin-friendly.
- Popular for products like lip glosses, blushes, and facial sprays.
- Emphasizes transparency, inclusivity, and everyday wearability.

Target Audience:

- Primary: young adults and Gen Z/Millennials who value clean, “non-toxic” beauty and skin care products.
- U.S.-based shoppers who are predominantly female consumers.



Objective

Partners: Tower 28 x Poppi

Increase Gen Z brand **engagement** by 30% across TikTok and Instagram and drive 15% increase in product trial (bundle purchases or promo codes) over a 3-month campaign.

Why this works

Shared aesthetic – clean, vibrant, feel-good

Same audience – Gen Z girls, routines, lifestyle content

Natural pairing – beauty routine + gut health routine

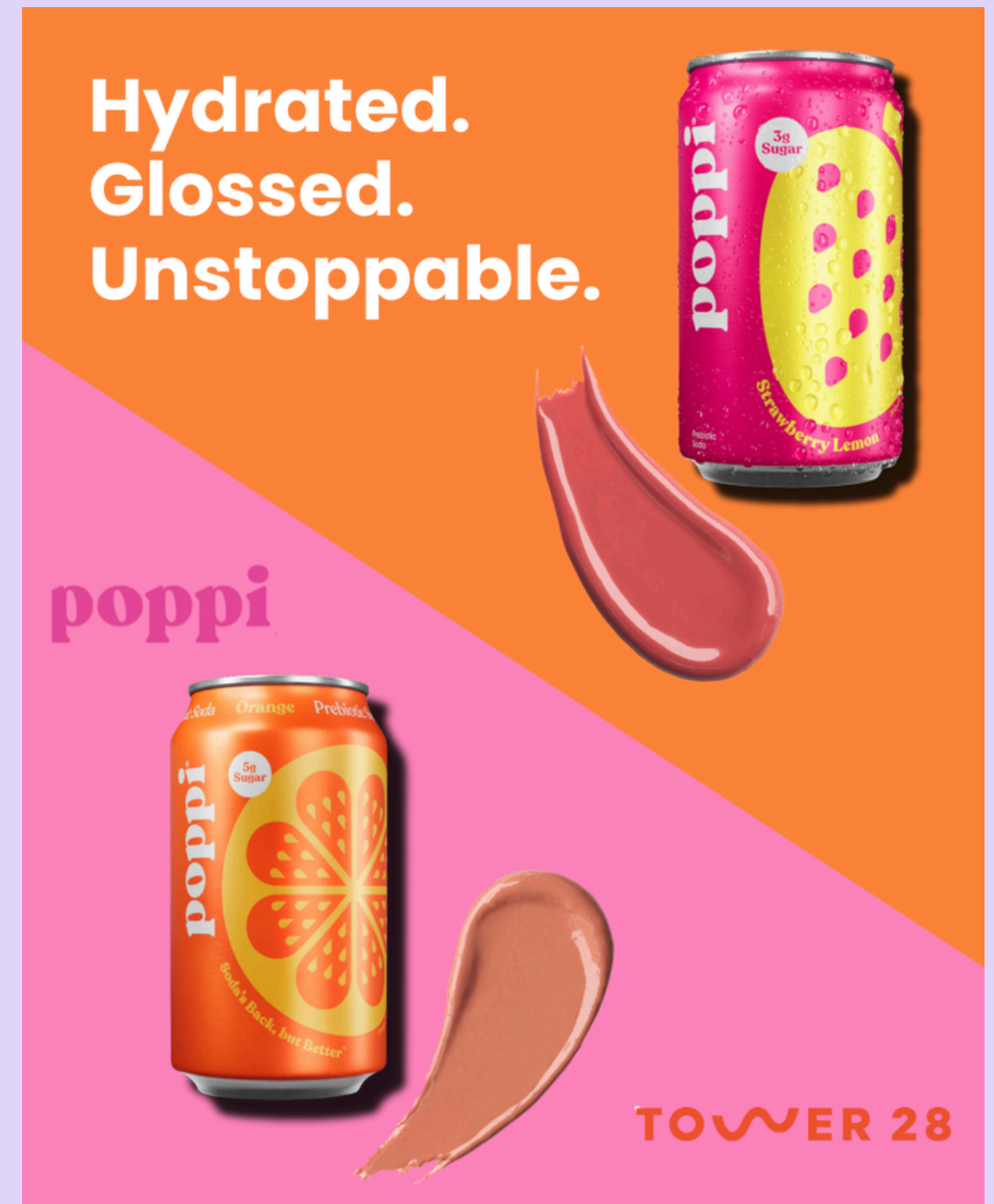
CAMPAIGN 1: "HOT GIRL ESSENTIALS"

Concept:

Your everyday must-haves in one aesthetic routine

Headline:

"Hydrated. Glossed. Unstoppable."



Strategy

Position both brands as part of a daily routine through trends Gen Z already engages with

Goal:
Drive engagement

Paid Media

- TikTok Ads with influencer GRWM videos
- Instagram Reels targeting beauty + wellness consumers
- Spotify ads

Owned Media

- Website landing page: "Hot Girl Essentials Kit" bundle
- Email campaign: "Your 5-minute glow routine"

Earned Media

- PR packages including assorted Poppi flavors and Tower 28 products to influencers
- Beauty blogs
- Wellness publications

Organic Social

- TikTok GRWM series
- "What's in my bag" trend
- Weekly posting: 3-4x per week



CAMPAIGN 2: "POPPI POUT"

Concept:

Poppi flavors inspire Tower 28 gloss shades

Headline:

"Sip It. Swipe It."



Strategy

Create a sensory + aesthetic connection between flavor and beauty to drive shareable content.

Paid Media

- TikTok ads featuring “flavor → gloss transformation.”
- Instagram carousel ads (before/after looks)

Owned Media

- Homepage takeover: “Flavor-Inspired Looks”
- Product quiz: “Which flavor is your shade?”

Organic Social

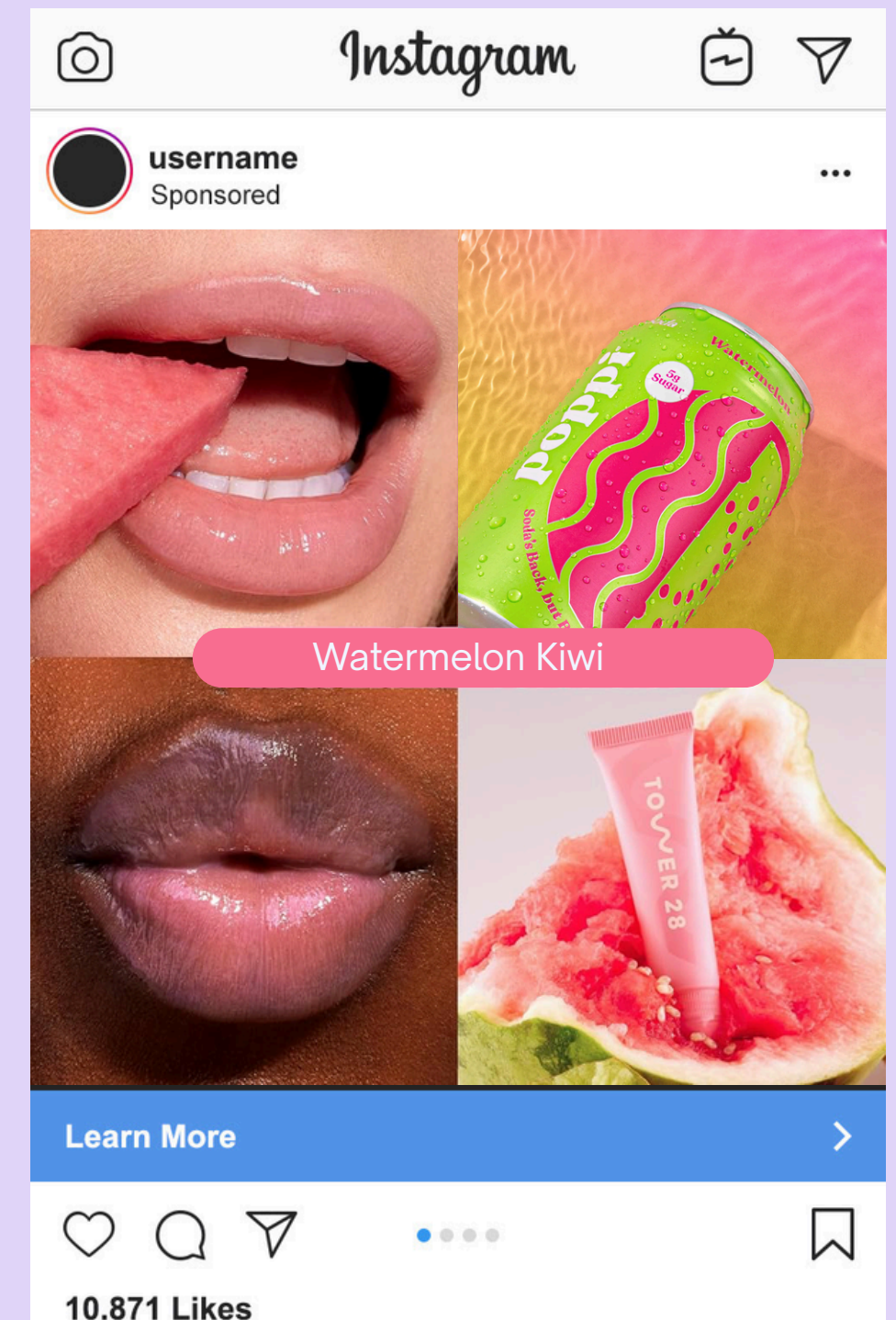
- TikTok trend: matching drinks to makeup
- Influencers doing:
 - “If this is your drink, this is your gloss.”
- Posting: 4x/week

Earned Media

- Send PR kits shaped like soda cans with a Poppi flavor and matching lip gloss
- Send mini PR mailers to creators featuring one flavor/shade combo

Goal:

Drive engagement



CAMPAIGN 3: "SHADE MEETS FLAVOR"

Concept:

Each week, a new Poppi flavor is paired with a matching Tower 28 Beauty set to create a "Flavor of the Week / Look of the Week" moment.

Headline:

"Taste the Shade."



Strategy

Create a weekly content series that turns the Poppi x Tower 28 Beauty collab into something people look forward to.

Owned Media

- Weekly blog + email “This week’s flavor + look”
- Calendar-style landing page

Paid Media

- Boost top-performing weekly videos
- Retarget viewers who engage

Organic Socials

- Weekly drops
- “Flavor of the Week” or “Look of the Week”
- Reels + TikTok tutorials

Earned Media

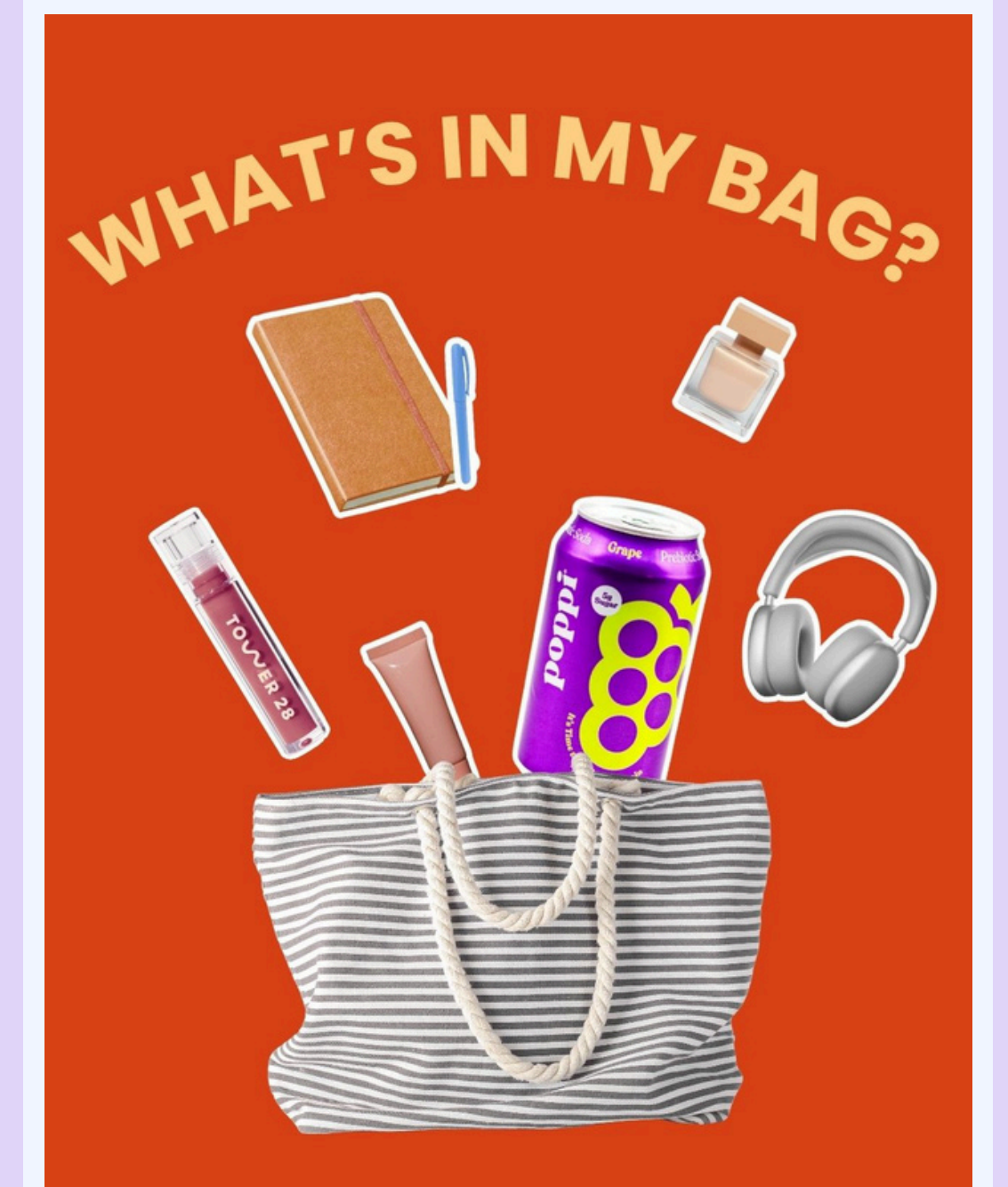
- Influencer takeovers each week
- College ambassador programs

Goal:

Drive engagement



CREATIVE & MARKETING



TIMELINE

Month 1 – June

- “Hot Girl Essentials”
- Position Poppi & Tower 28 as companies that are aligned

Month 3 – August

- “Shade Meets Flavor”
- Start pop-up events
- Retargeting ads
- Push conversions

Month 2 – July

- “Poppi Pout”
- Push customization idea: Your flavor influences your looks
- Weekly content drops
 - Emphasis on PR + media push

