

lemme



# THE IDEA

**THIS CAMPAIGN REIMAGINES LEMME SLEEP GUMMIES AS A LOLLIPOP, TRANSFORMING A NIGHTLY SUPPLEMENT INTO A POST-DINNER SWEET TREAT.**

**INSPIRED BY THE VIRAL SLEEPY GIRL MOCKTAIL MADE WITH CHERRY TART JUICE AND MAGNESIUM, THE CONCEPT TRANSLATES THAT SAME FUNCTIONAL RITUAL INTO A DESSERT-LIKE FORMAT THAT FEELS INDULGENT, INTENTIONAL AND FAMILIAR.**

**AS SWEET TREATS CONTINUE TO BE A POPULAR POST-DINNER HABIT, THIS CAMPAIGN COMBINES THE CULTURAL APPEAL OF DESSERT WITH THE BENEFITS OF A SLEEP RITUAL CREATING A NEW WAY TO WIND DOWN THAT FEELS LESS LIKE SUPPLEMENTATION AND MORE LIKE SELF-CARE.**



# THE MOOD

**BOLD**

**CLEAN**

**SILKY**

**SOPHISTICATED**

**DEEP RED**

**LUXURY**

**INDULGENT**

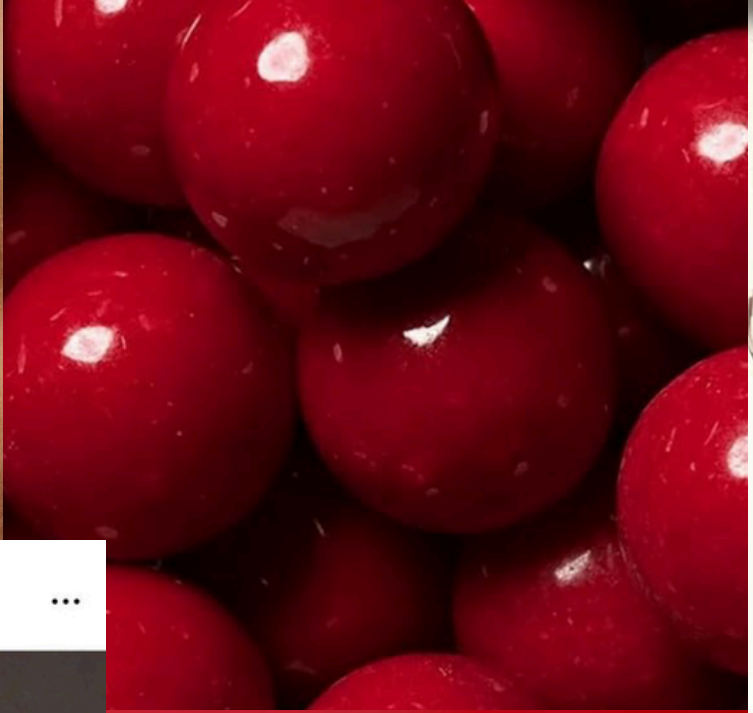
**GLOSSY**

**RICH**

**ELEVATED**



# MOODBOARD



# TARGET AUDIENCE

## MEET OLIVIA

AGE: 26

LOCATION: LOS ANGELES

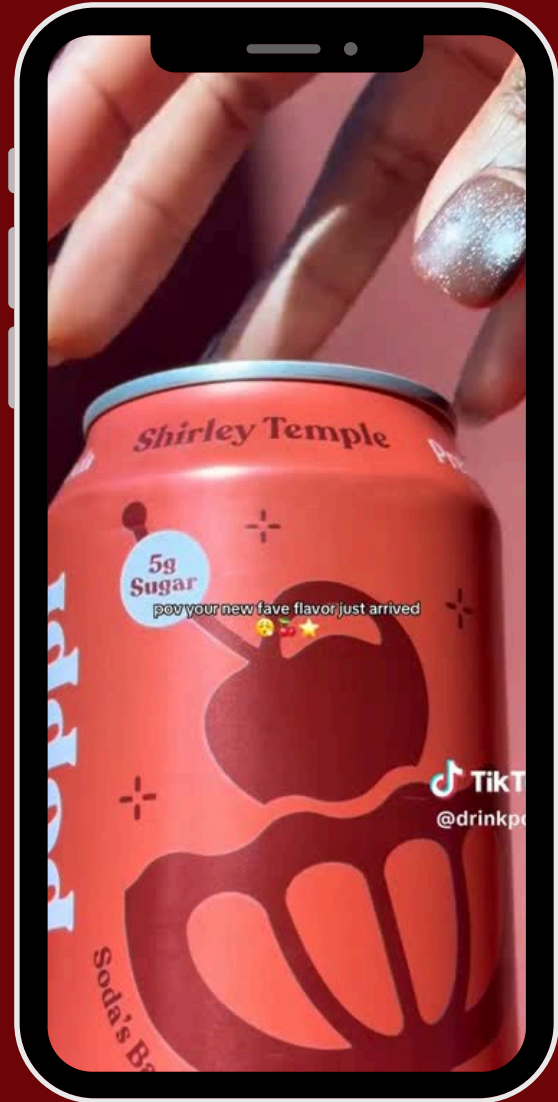
JOB: MODEL

OLIVIA IS HEALTH-AWARE BUT NOT EXTREME. SHE WORKS HARD, STAYS SOCIALLY ACTIVE AND TREATS HER EVENINGS AS A MOMENT TO SLOW DOWN AND RESET. SHE IS ALREADY SWAPPED LATE-NIGHT WINE FOR WELLNESS RITUALS BUT STILL WANTS HER ROUTINE TO FEEL INDULGENT AND NOT RESTRICTIVE. SHE VALUES SELF-CARE THAT FEELS INTENTIONAL AND SUSTAINABLE, PRIORITIZING HABITS THAT SUPPORT HER WELL-BEING WITHOUT FEELING TOO RIGID. SHE IS ALWAYS TUNED INTO WHAT IS TRENDING, BUT ONLY ADOPTS WHAT GENUINELY FITS HER LIFESTYLE.



# POTENTIAL PARTNERSHIP

lemme X poppi



POPPI HAS ALREADY BECOME A STAPLE IN THE SLEEPY GIRL MOCKTAIL AND IS OFTEN USED AS THE FIZZY BASE IN THE DRINK.

WITH THE LAUNCH OF POPPI'S SHIRLEY TEMPLE FLAVOR, THE BRAND LEANS DIRECTLY INTO CHERRY-FORWARD, NOSTALGIC FLAVORS THAT FEEL FAMILIAR AND COMFORTING. BOTH POPPI AND LEMME ARE WELLNESS-FOCUSED BRANDS, CREATING PRODUCTS DESIGNED TO SUPPORT YOUR HEALTH WITHOUT SACRIFICING ENJOYMENT. PAIRED WITH LEMME SLEEP, THE RITUAL EVOLVES, TURNING A DRINK INTO SOMETHING YOU ENJOY, SAVOR AND ASSOCIATE WITH SLOWING DOWN FOR THE NIGHT.

# THE ACTIVATION EVENT

## THE SLEEPOVER DINNER (INFLUENCER EVENT)

ATTIRE: PJS

THE EVENT FEATURES A SEATED DINNER IN A RED, CANDLELIT SETTING PAIRED WITH WELLNESS-FOCUSED ACTIVITIES. GUESTS ARE WELCOMED WITH A SLEEPY GIRL MOCKTAIL MADE WITH THE SHIRLEY TEMPLE POPPI AND A LEMME SLEEP LOLLIPOP. EACH PLACE SETTING INCLUDES CUSTOM BRANDED SILK PAJAMAS AND A BRANDED SILK PILLOWCASE. THROUGHOUT THE EVENING, GUESTS HAVE ACCESS TO MASSAGE SESSIONS, DESIGNATED RELAXATION AREAS AND A GUIDED MEDITATION SESSION. THE EVENT IS DESIGNED TO MIRROR WHAT THE LEMME SLEEP LOLLIPOP IS MEANT TO DO, WIND YOU DOWN, RELAX THE BODY AND SUPPORT THE TRANSITION INTO A GOOD NIGHT'S SLEEP.





THANK YOU