

Supergoop!'s Spellbinding Summer Suitcase

Creative Concept:

Supergoop!'s Spellbinding Summer Suitcase immediately comes to mind. A translucent, acrylic, gold-latched box would highlight the products across social media channels and allow for portable promotion. Influencers would be equipped with an instant, shared interest conversation starter, only furthering the value proposition each individual will provide. The secured, reusable packaging would allow the lifestyle influencer to build her own box moving forward and stay on trend with the "bag spill" series. The generated EMV would be both immediate, per original post, and time released, via the latter. A successful and chic campaign all having stemmed from a Supergoop! summer influencer box.

A navy-striped, luggage tag buckled to the handle would be perfectly suited for an inserted, handwritten hello to the influencer. A message similar to the below would leave any skin-loving socialite salivating:

Hello Sunshine!

We hope you love our skin-savers enough to share your Supergoop! secret with your summer squad! Remember, it's not skincare unless it's suncare! ☺ #gooptroop

Sun always shines,
Supergoop!

The card copy itself would be printed in an alluring, black font on off-white, textured cardstock and positioned inside a navy, leather bi-fold. Passport embossed in gold to read on the cover. In its company, a world map inclusive with a cheeky destination quote and a dropped pin at Supergoop!'s NYC HQ tucked opposite flap.

With similar lunchbox and leatherette materials readily available and reasonably priced, both locally and by wholesale, a collection such as this is feasible, affordable, and quickly turned around.

Card Copy Content:

Brand Highlight:

Supergoop! is a super group of dedicated individuals striving to-shatter the stigmas associated with sunscreen. The first and only prestige skincare brand dedicated to everyday sun protection, Founder Holly Thaggard and co-founder Maria Sharapova's swoon worthy, Super Broad Spectrum formula shields skin from harmful UVA, UVB, and IRA rays with a magical goop suitable for all skin types.

Always safe, never sticky, show off your Supergoop!'d skin with these #summershowstoppers

Product Summary:

[City Sunscreen Serum SPF 30:](#)

Repair, protect, and prime your skin with Supergoop!'s City Sunscreen Serum SPF 30. Equipped with both anti-aging and priming properties, every day is a fresh start with this magical moisturizer. Complete with a silky dry finish, this goop sits well under makeup and flawlessly fills fine lines and wrinkles, laying the foundation for your summer story. A must have multifunctional elixir for every city slicker and scene, this simple serum will have safe smiling skin written all over your face.

[Defense Refresh Setting Mist SPF 50:](#)

Go to bed with the sun this summer with Supergoop!'s Defense Refresh Setting Mist SPF 50, the only matte mist that keeps you covered from sun rise to sun set. Enriched with rosemary and mint, SHAPE's Sun Award Winner for "Best Overall Makeup" screens skin and controls shine on a Super Broad Spectrum. Our unique formula revamps UV protection without a cosmetic compromise, a skin saving solution sure to leave you winning the faceoff against any summer stunt. Set, Protect, & Forget with this triple threat!