

About Rhode:

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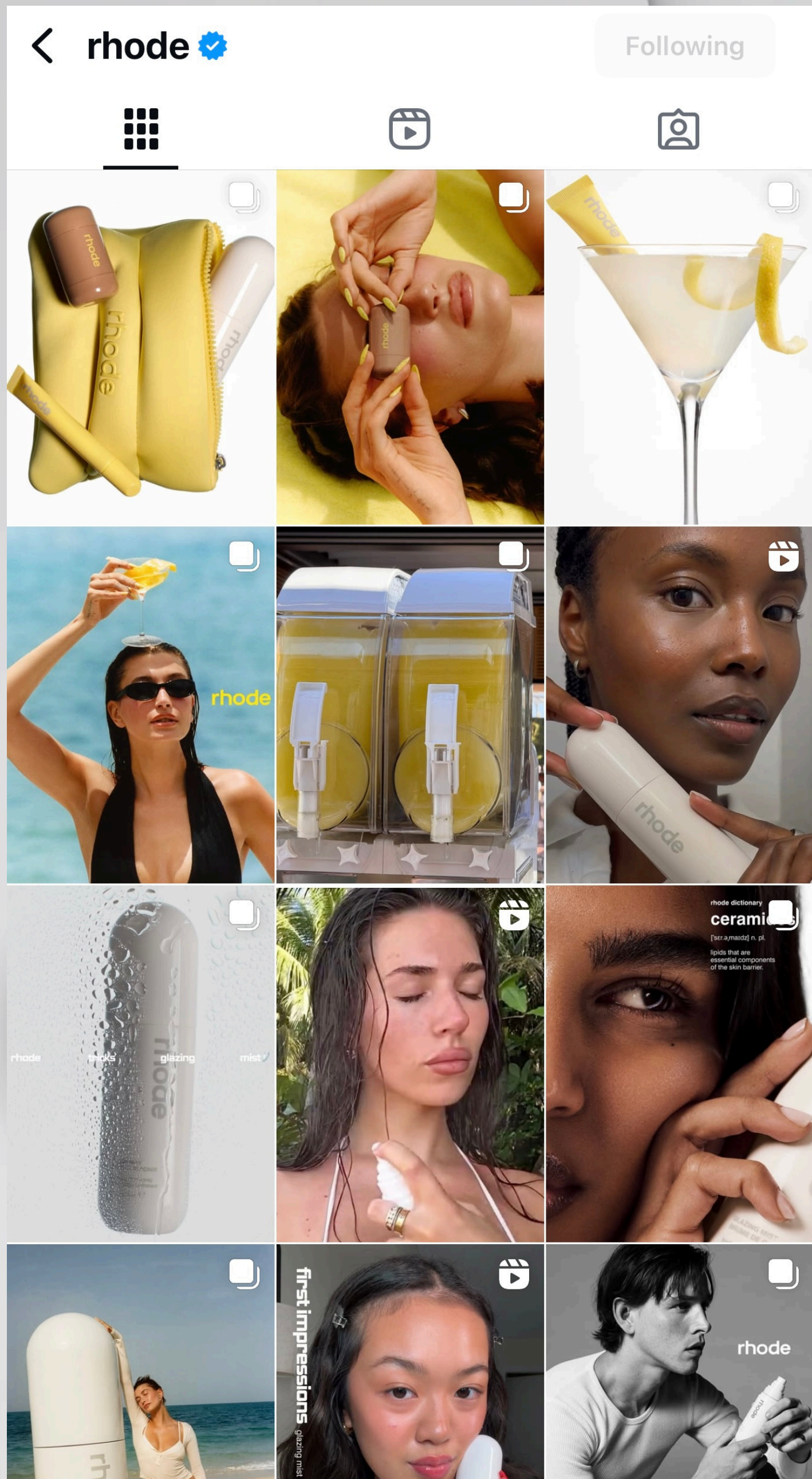
Rhode is a skincare brand founded by Hailey Rhode Bieber, emphasizing simple, high-performance products for skin barrier health, such as the Glazing Milk, Barrier Restore Cream and Peptide Lip Tints. The brand focuses on science-backed ingredients, transparency, and affordability, with a minimalist aesthetic. In 2025, Rhode was acquired by e.l.f. Beauty for \$1 billion and expanded its retail presence with a launch in Sephora across the U.S. and Canada.

IMC Mix for Rhode:

IMC Element	Rhode Strategy Example
Advertising	Minimal traditional ads (billboard). Relies on digital ads with clean visuals and product-focused storytelling.
Social Media Marketing	Instagram, TikTok, YouTube, user-generated content.
Influencer Marketing	Hailey Bieber Herself!!! Micro and macro influencers, celebrities.
Sales Promotion	Limited-edition drops, wait-lists, countdowns and teaser campaigns drive FOMO , bundles for holidays.
Public Relations	Strategic editorial placements (beauty magazines, lifestyle press), PR gifting, and community engagement.
Personal Selling	Pop-up stores/events with skin consultants, Sephora's beauty advisors.

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Social Media Marketing

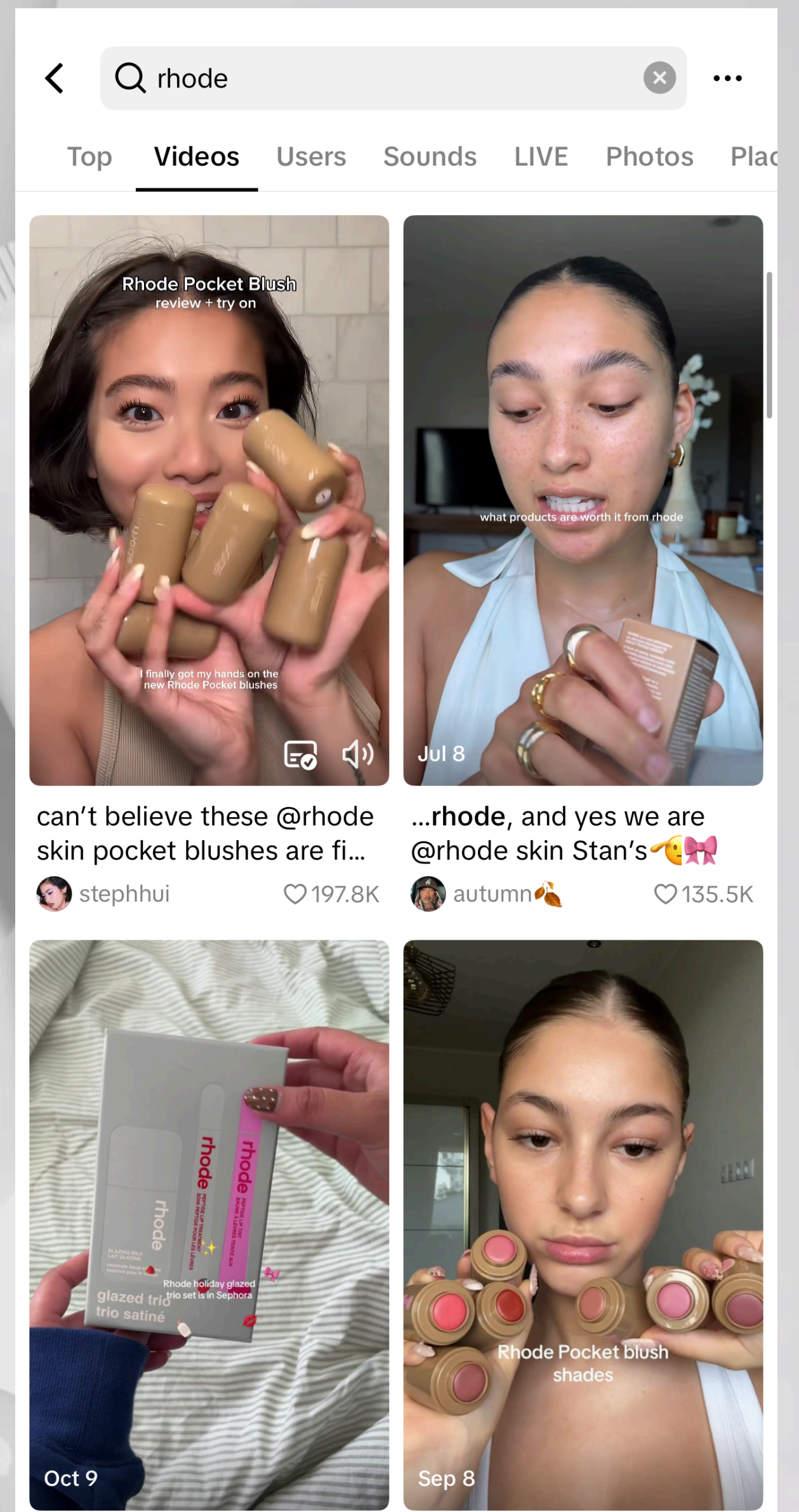
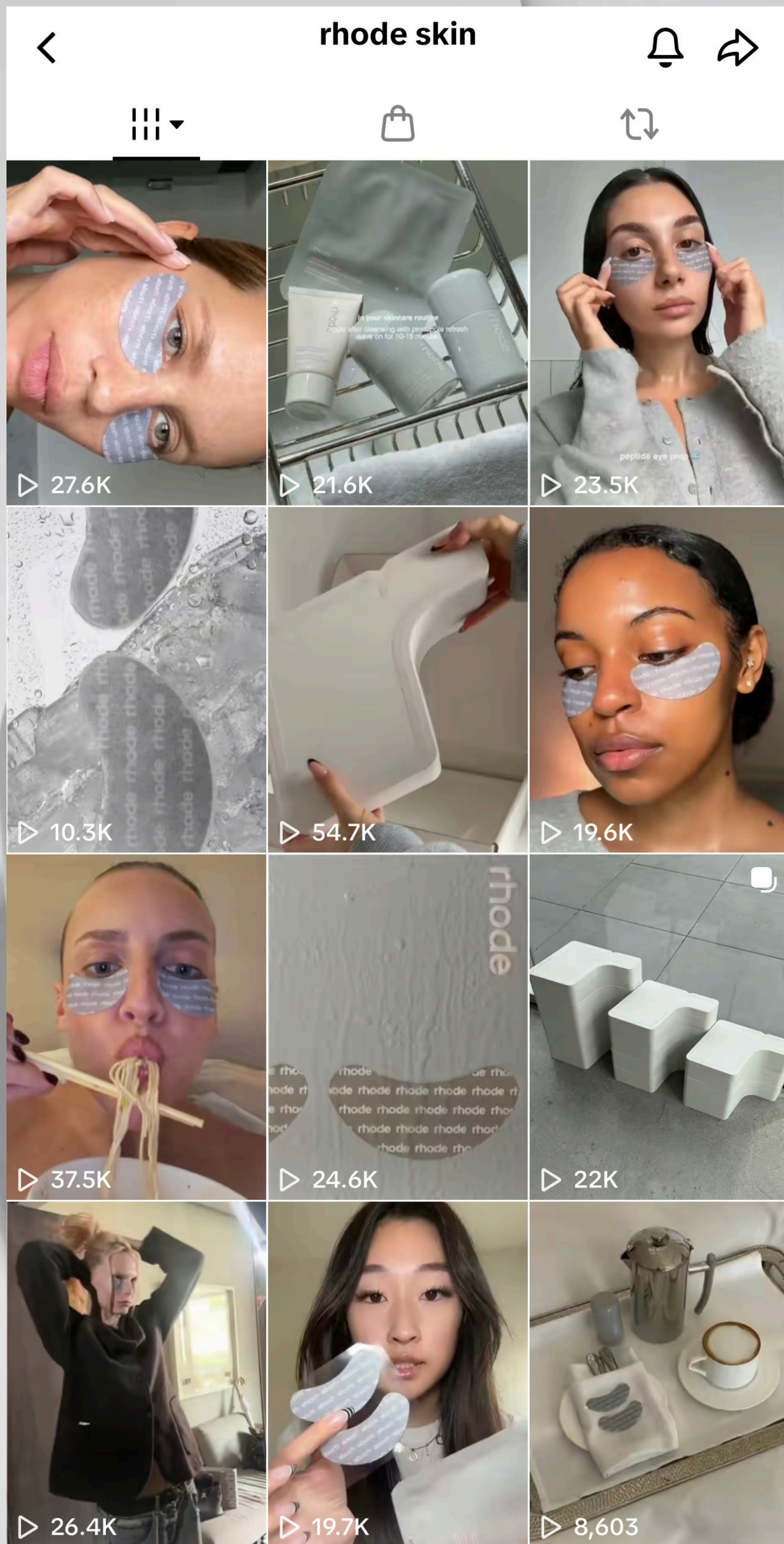


On Instagram, Rhode focuses on aesthetic branding and product showcases. The brand blends influencer partnerships with polished yet effortless-looking content, creating an aspirational space where beauty lovers can connect with its aesthetic and identity.



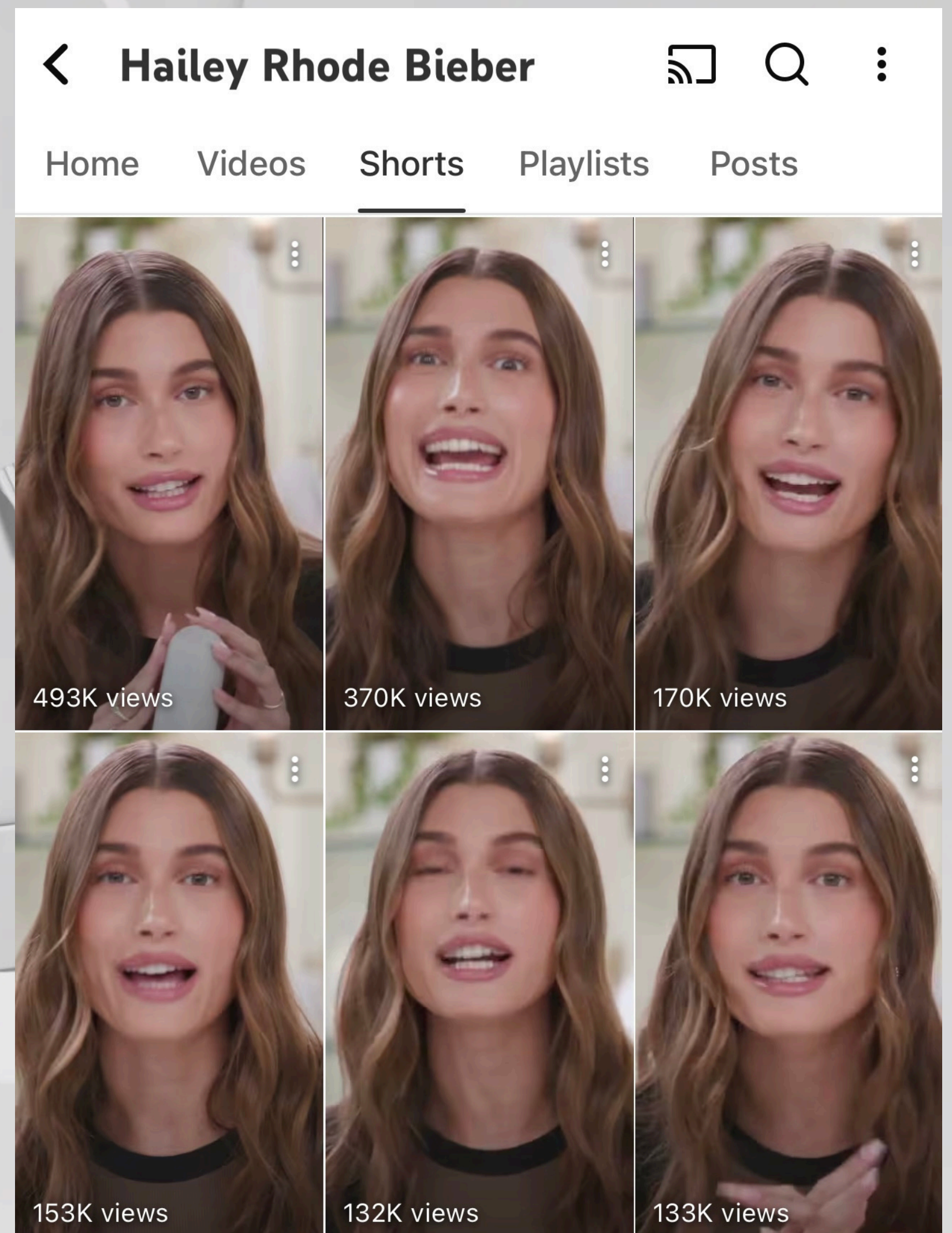
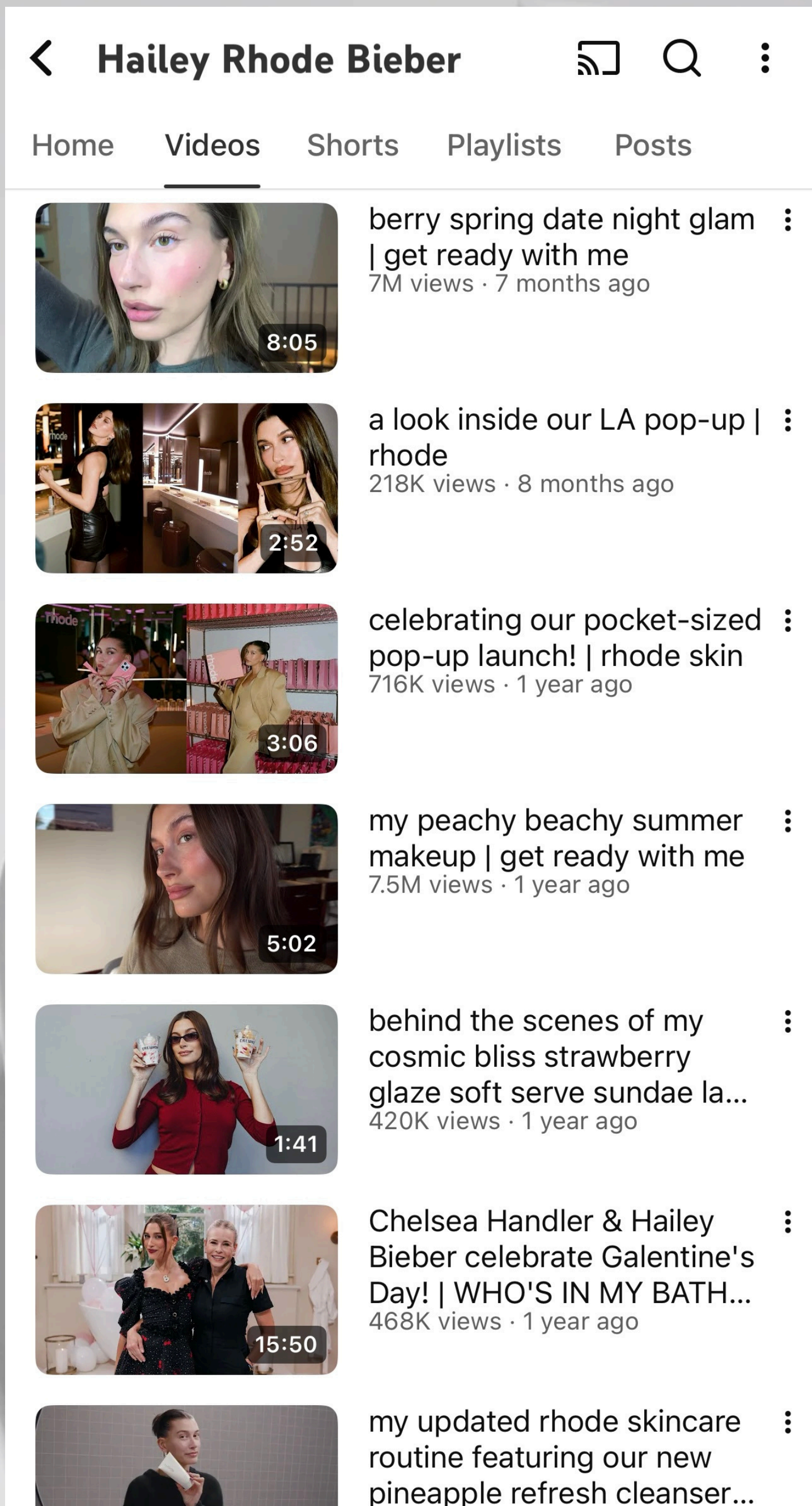
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Social Media Marketing



On TikTok, Rhode taps into viral trends, ASMR-style product demos, and user-generated content to create playful and authentic beauty moments. This strategy has positioned the brand as a favorite among TikTok users looking for engaging, real skincare content.

Social Media Marketing



Rhode uses YouTube strategically by combining long-form videos—such as GRWMs, pop-up behind-the-scenes, and product development stories—with YouTube Shorts that offer quick tutorials and product highlights. While long videos build brand storytelling and emotional connection, Shorts deliver snackable, attention-grabbing content that boosts visibility and keeps Rhode top-of-mind across audiences.

Recommendations

Create “Next Rhode Challenge”: Fans submit ideas for Rhode’s next lip treatment flavor on Instagram/TikTok using #NextRhodeFlavor. Entries include flavor name and visual concept. Rhode selects the top 5, public voting decides the winner. The winning flavor becomes a limited drop, with packaging credit like: “Designed with @username.” Winner receives: a year of Rhode lip products, VIP pop-up access, and a donation made to a charity of their choice.

Risk 1: Off-brand or inappropriate ideas.

Mitigation: Rhode pre-selects finalists before public voting.

Risk 2: Fans upset if voting process feels unfair or “influencer-rigged.”

Mitigation: Make voting transparent through public polls + display real-time data. Include both public votes (70%) and expert votes (30%).

Risk 3: Legal/IP concerns (ownership of fan-created ideas).

Mitigation: Include submission terms: “All entries may be adapted and owned by Rhode if selected.” Offer credit and prize in return.

“Rhode x You” Personalized TikTok & Instagram Filter Campaign:

Create an interactive Glazed Skin AR Filter on TikTok and Instagram where users can test Rhode’s glowing skin effect and virtual lip tint shades. Users post using the filter + hashtag #RhodexYou, with a chance to be featured on Rhode’s official page or win free products.

Risk 1: Filter may promote unrealistic beauty standards.

Mitigation: Add “filter-enhanced for fun” disclaimer + post real, unedited skin content alongside.

Risk 2: Low participation if filter doesn’t trend.

Mitigation: Launch first with influencers and celebrities to start momentum.

Risk 3: Platform algorithm changes could reduce visibility.

Mitigation: Cross-promote on YouTube Shorts, Reels, TikTok, and embed filter links in email/SMS campaigns.

“Glazed World Tour” Pop-Up (Asia-Focused): Rhode can launch a “Glazed World Tour” pop-up experience in key Asian beauty hubs such as Seoul, Shanghai and Tokyo. Each pop-up would begin with a hologram of Hailey Bieber greeting visitors in their local language. Inside the space, guests would be invited to visit the Glazed Skin Bar, where Rhode skincare specialists provide product testing and skin-prep demonstrations. To build deeper regional relevance, the pop-ups would offer Asia-exclusive product shades and packaging. Every location would be designed with soft lighting and minimalist interiors to encourage photo and video creation, reinforcing organic sharing and brand visibility.

Risk 1: High operational cost and complexity when entering multiple countries.

Mitigation: Begin with a single flagship location to measure demand, optimize execution and refine aesthetics before expanding to other cities.

Risk 2: The event may be perceived as exclusive to influencers rather than open to real consumers.

Mitigation: Implement a public online reservation system and limited walk-in sessions to ensure accessibility and inclusivity.

Risk 3: Cultural mismatch or lack of connection with local consumers.

Mitigation: Localize the experience by incorporating language-specific hologram greetings, collaborating with local beauty creators and tailoring product flavors and aesthetics to regional tastes.