**Creative Brief: Youth to the People**

**Description**: The launch of Youth to the People’s cold-pressed juice collection at Erewhon Market

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**Date**: December 7, 2022

**Why do this project?**

Since the onset of the coronavirus, the demand for skin care has surged, with consumers turning their interest toward improving the health and beauty of their skin. The trend, fueled by social media, promotes an idealistic and unrealistic beauty standard of dewy skin free of imperfections. As a result, people are investing in skincare products to achieve flawless complexion. However, the health of your skin is not merely dependent on what you apply to it but what you consume. By launching a cold-pressed juice collection for Youth to the People, a skincare brand, this project aims to drive customers to Erewhon Market to purchase the beverage, as the journey to healthy skin does not start without providing your body with the nutrients it needs.

**What problem are you trying to solve and/or opportunity are you trying to capitalize on?**

From SPF to retinol to niacinamide, the demand for effective skin care has grown, with consumers, specifically women, seeking methods for healthy and glowing skin. In addition, the "status skin" trend of using minimal products to enhance your skin rather than conceal it has amplified these demands. As social media, specifically Instagram and TikTok, continues to promote the trend, people who want to take part are looking to accomplish one thing before doing so, improving the state of their skin. To do so, consuming fruits and vegetables is a significant factor as they are filled with vitamins, antioxidants, and other nutrients vital to skin health.

**Who are you trying to influence?**

* Generation Z females
  + Location: Los Angeles
  + Demographic: They are females between the ages of 18 and 25. There is a mix of single and married women, and their annual income is between $0 to $175,000. Since there are college students included in this mix, they either receive a monthly allowance from their parents or work part-time jobs.
  + Psychographic: They are active social media users who stay on top of trends and enjoy fashion, lifestyle, and skin care-related content. During their free time, you will find them at a pilates session or a trendy spot in Los Angeles. They like to look after their health; however, when it comes to eating fruits and vegetables, they need to be reminded to consume more.
* Millennial women
  + Location: Los Angeles
  + Demographic: They are females between the ages of 25 and 40. There is a mix of single and married women, and their annual income is at least $90,000.
  + Psychographic: They are trend followers and prioritize their physical and mental health. On weekends, you will find them working out at Equinox or shopping for groceries at Erewhon Market. They are beginning to indulge in self-care and becoming more conscious of what they put inside their bodies, whereas in the past, they did not.

**What is the one primary message you want to send?**

The health of your skin is not merely dependent on what you apply to it but rather on what you consume. For example, fruits and vegetables rich in antioxidants are essential for providing your body with vitamins and nutrients and, in turn, are integral to producing healthy and glowing skin.

**Why should the primary audience care? How will they benefit from what you have to say?**

Although the skin is a physical barrier that protects the body from pathogens, it is also the body's largest organ. As a result, the skin mirrors one's internal health and can show signs of dehydration, hormonal imbalance, and nutritional deficiency. In response, the skin can react with dryness, redness, itchiness, and inflammation, which people attempt to resolve by relying on skincare products to target those concerns. However, healthy skin reflects the nutrients you provide your body. Therefore, by consuming Youth to the People's cold-pressed juice, the primary audience will retain vitamins and nutrients essential to their skin and gut health.

**What primary action do you want the target audience to take?**

The primary action I want my target audience to take is to go to Erewhon Market and purchase at least one bottle of cold-pressed juice from Youth to the People. The target audience is in Los Angeles; therefore, there are eight Erewhon locations they can visit.

**What’s preventing the target audience from taking this action today?**

Currently, Youth to the People does not have a cold-pressed juice collection. In addition, although there are hundreds of skincare brands in the beauty industry, many do not have products that feed into gut health or fail to emphasize its interconnectedness with skin health. For skincare brands that do have consumable products, it has yet to be widely known.

**When is the ideal time period to drive behavioral change?**

November is the ideal time to drive behavioral change as the American Academy of Dermatology recognizes it as National Healthy Skin Month.

**The 4 Cs of Youth to the People**

**Company**

* Youth to the People is a California-based skincare brand founded in 2015 in Los Angeles by two cousins, Greg Gonzalez and Joe Cloyes. The inspiration for the brand derived from their grandmother, Eva Friederichs.
* The brand is committed to a sustainable future by avoiding plastic usage and relying on glass packaging from Heinz, a German glass manufacturer committed to sustainability since 1622. In addition, the brand uses recyclable paper and FSC-certified boxes to reduce deforestation and landfill dependency.
* Youth to the People's products are made with ingredients from local suppliers in California. In addition, all its products are vegan and cruelty-free, ensuring that it does not harm its consumers when applied to their skin or the ocean when rinsed off.
* The brand describes its formula philosophy as integrating the latest skincare technology with nutrient-dense superfood extracts to deliver antioxidants and vitamins to the skin to boost its health.
* Youth to the People has developed a cult following for its clean and minimalistic skincare line that uses superfood ingredients such as kale, spinach, and prickly pear. With each product garnering over 4.6 stars and over 1,000 reviews, eight have won awards based on annual favorite beauty products voted in by consumers.

Insight: Youth to the People is not just a skincare brand that produces award-winning products but operates with the health of its consumers and the environment at the forefront of its business. Often, companies have missions and values that do not align with their performance; however, Youth to the People has dedicated itself to reducing its environmental footprint and providing its consumers with products that positively impact their skin health.

**Consumer**

* Individuals who seek nontoxic skincare products and advocate for environmental protection are attracted to Youth to the People because the brand takes on social responsibility to ensure that its products are made with clean ingredients to promote healthy skin and avoid environmental harm. According to a study by Zeno, a global integrated communications agency, consumers are four to six times more likely to buy and trust a company with a strong purpose, hence its loyal consumer base.
* People who are conscious about what they consume and put on their skin are drawn to Youth to the People because the brand uses clean, vegan, natural, and sustainable ingredients to formulate its products.
* Youth to the People's consumers are between the ages of 18 and 40 who value high-quality products, maintain an active lifestyle, and nurture their bodies with products and foods that are free of chemicals and artificial ingredients.
* The target audience is health-conscious and environmentally conscious consumers who prioritize their health and protecting the planet. They pay attention to the ingredients in their food and beauty products to ensure it is safe for them and the environment.

Insight: Youth to the People's consumer base consists of individuals whose values align with the company's. They look after their health and the planet by being conscious of what they put on and inside their body, ensuring that the ingredients are clean and safe for use.

**Culture**

* Greg Gonzalez and Joe Cloyes founded Youth to the People to be agents of change in the beauty industry by connecting their values of wellness and sustainability. The brand has gained social media recognition in recent years due to its minimalistic packaging and advertisements encouraging people to embrace who they are.
* For different reasons, Youth to the People has garnered a positive perception from both consumers and nonconsumers. Consumers find themselves repurchasing products from the brand due to its effectiveness, premium ingredients, and the brand's values aligning with their own. Nonconsumers view the brand in a positive light because of its sustainable choices.
* Amid the clean beauty trend, Youth to the People's most popular product, the Superfood Antioxidant Cleanser, gained praise on social media for delivering transformative results to its consumers. As a result, the brand's customer base grew, increasing its recognition.
* Due to the coronavirus, skin care has dominated the beauty market, according to data by NPD, an American market research company. With people spending most of their time indoors, an interest in effective skincare products has taken over social media, with TikTok and Instagram users recommending Youth to the People.

Insight: Within a year, Youth to the People unintentionally became the center of two beauty trends as people turned their interest toward improving the health of their skin by investing in products made of clean and premium ingredients, such as the Superfood Antioxidant Cleanser. Aside from its effective products, the brand is known for its commitment to saving the planet by making sustainable choices.

**Category**

* The primary competitors of Youth to the People are Caudalie, Farmacy, Glow Recipe, and Drunk Elephant. They are all clean skincare brands placed next to each other at Sephora and Nordstrom.
* Youth to the People's advertisements differ from the ones produced by its competitors because it focuses on spreading messages about self-love and embrace rather than merely promoting its products.
* Although Youth to the People and its four primary competitors fall under the same category of clean skincare, its mission stands out from the four. To expand, its competitors' missions focus on its nontoxic products delivering effective results. However, Youth to the People highlights the idea that what you apply to your skin should be equally as a nutrient, clean, and whole as what you eat.
* Although hundreds of skincare brands are on the market, many are drawn to Youth to the People because they support its commitment to sustainability and pledge to move toward a greener future, as well as its appealing advertisements that encourage people to embrace who they are.

Insight: Youth to the People differentiates itself from its competitors by using its position to promote being your authentic self rather than aiming for perfection. In addition, it embraces beauty from within, whereas its competitors are focused solely on its products' impact on skin health. Since the health of one's skin begins from within, there is an opportunity for Youth to the People to expand its product line by launching an edible collection.