rhode

2026 Campaign Proposal

“rhode trip”

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rhode

Campaign Proposal

Rhode is launching in 19 new European countries in September 2026, giving European fans in-person access to a brand they've followed online for years. This proposal recommends "Rhode Trip," an integrated PR campaign that brings pop-up experiences to major cities across the continent, turning years of digital following into a real, in-person introduction to the brand. Alongside the pop-ups, the campaign will lean on targeted social media content and credibility-building press and influencer outreach to carry that momentum past launch day and into lasting brand loyalty. The campaign runs from pre-launch in July through Rhode's sustained presence across Europe in November.

Campaign Objectives

Primary Objectives

- Convert existing European awareness of Rhode into in-store purchases by generating first-week Sephora sales across the 19 launch countries that exceed Rhode's U.K. first-week debut by at least 25% by the end of launch week in September 2026, measured through Sephora's retail reporting.
- Lay the foundation for long-term loyalty in Europe by reaching a 20% repeat purchase rate among first-time European Rhode buyers and 50,000 new European Beauty Insider members who purchase Rhode within 90 days of launch, measured through Sephora and rhode.com retail reporting by December 2026.

Secondary Objectives:

- Secure at least 15 earned placements in target European and trade beauty outlets between July 1 and Sept. 30, 2026, with at least half referencing Rhode's dermatologist-developed formulas or its "one of everything really good" philosophy, tracked in Muck Rack.
- Sign three European beauty influencers to partnerships by Aug. 1, 2026, and publish at least 12 pieces of partnership content reaching a combined 10 million accounts before launch day, measured through each platform's analytics.
- Host "rhode trip" pop-ups in at least five major European cities between September and October 2026, with each pop-up drawing at least 2,000 attendees and generating at least three earned media placements without paid advertising.
- Grow Rhode's follower base in the 19 launch countries by 15% on Instagram and TikTok and raise the average engagement rate on European-targeted content to 6% between July 1 and Nov. 30, 2026, measured through native analytics and Hootsuite.

Background and Industry Position

Rhode was founded by Hailey Bieber in June 2022 and built its brand reputation and identity primarily through social media. Rhode was acquired by e.l.f. Beauty for $1 billion, and today is the number one skincare brand in the United States by earned media value. Hailey Bieber serves as the Chief Creative Officer and Head of Innovation. Rhode has dominated the skincare market since its launch, setting Sephora's all-time North American brand debut record with $15 million in sales and winning the 2025 Glossy Beauty Award for "Beauty Brand of the Year." The brand's values are simplicity, affordability, authenticity, quality and transparency. Their brand philosophy centers around having "one of everything really good."

Rhode enters the European skincare and beauty market from a position of strength with recent success in the U.S. and U.K. However, European skincare culture is slightly different from the U.S. European consumers prioritize long-term skincare health in addition to trend-driven purchasing. A 2026 Cosmetics Europe consumer study in 10 countries found that 73% of Europeans see personal care tied to wellbeing and healthy aging, while only 27% described it as for appearance. Rhode's skincare philosophy aligns well with these values. The brand prides itself on being consciously sourced, vegan, cruelty-free, gluten-free, and fragrance-free. Rhode's previous growth in the North American markets was driven by social media virality and Hailey Bieber's personal following. For European consumers, Rhode should continue this strategy while adding emphasis on the credibility and clinical backing built into its formulas.

Target Audiences

Rhode's core target audience is Gen Z and young millennial women, generally aged 18 to 34, who are highly active on social media. For this campaign, we are targeting:

- Aspirational European Followers: Social media-driven "skintellectuals" who already follow the brand online. They value minimalist, clean, science-based, and are drawn to Rhode's glazed aesthetic. Many already engage with Rhode's content but haven't had direct retail access in their own country.
- European Beauty Press: Journalists and editors who cover skincare and can help establish Rhode's credibility in Europe, bridging the brand's hype-driven reputation with the clinical expectations of European consumers and media.
- Sephora Beauty Insider Loyalists: Existing Sephora customers across the 19 launch countries who trust Sephora but may not be familiar with Rhode specifically.

Communication Channels

- Social Media: Instagram and TikTok, including Rhode's owned accounts, influencer partnerships, and user-generated content.
- Press Outreach: Press briefings, pitching, interviews, press releases.
- Retail Activation: In-store signage, sampling, pop-up events, and gift-with-purchase programs at Sephora locations. Active on Sephora's app.

Timeline:

Phase 1: Pre-Launch (July, August)

- Press briefings, pitching, and interviews with European beauty press
- Influencer partnerships begin
- Social media post teasers

Phase 2: Launch (September)

- “Rhode trip” pop-up events in main cities
- Full media coverage begins
- Increased social media push across Instagram and TikTok

Phase 3: Sustained Support (September, October)

- Continue localized social content
- Ongoing “Rhode trip” pop-up activations in additional cities
- Ongoing press follow-up and secondary coverage

Phase 4: Evaluation and Transition (Late October, Early November)

- Review sales and earned media performance with campaign goals

Key Messages

Message 1: From your feed to your favorite Sephora.
Supporting Points:

- Rhode has already built a large European fan base through social media, with fans following the brand for years without a way to buy it locally.
- For the first time in September 2026, European consumers can access Rhode in a physical store.
- The “Rhode trip” pop-up activations allow European fans to experience the brand for the first time.
- Why it Resonates: This speaks directly to aspirational European followers, turning years of following the brand online into a celebrated moment. It supports primary objective one by giving this audience a clear, emotional reason to convert existing awareness into in-store purchases. Success can be measured through pop-up attendance figures and first-week in-store sales at Sephora locations.

Message 2: Rhode’s popularity is real, and so is the science behind it.
Supporting Points:

- Rhode’s products are developed with award-winning dermatologists and chemist experts.
- Formulas are skin-barrier-focused, designed to deliver visible benefits instantly and over time.
- Rhode is consciously sourced, vegan, cruelty-free, gluten-free, and fragrance-free.
- Why it Resonates: This message is for European beauty press and skeptical European consumers who are more likely to trust skincare framed around long-term health and clinical credibility rather than virality alone. It supports the secondary objective of building Rhode’s credibility in a new market. Success can be measured through the number of press placements secured and successful influencer partnerships.

Message 3: Skincare that earns its place in your routine
Supporting Points:

- Rhode’s “one of everything really good” philosophy is centered on an intentionally curated lineup over an overwhelming product range.
- The brand’s high-performance formulas are positioned as prestige-quality without prestige pricing.
- Rhode’s consistent growth since 2022 shows it's a lasting brand, not a single viral moment.
- Why it resonates: This message speaks to Sephora Beauty Insider Loyalists who already have established routines and compare skincare brands carefully. It supports the primary objective to build long-term loyalty and position Rhode as a brand worth keeping. Success can be measured through repeat purchase rates and Beauty Insider engagement in the months following the launch.

News Release

FOR IMMEDIATE RELEASE

Media Contact:
Kaitlyn Clark
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kaitlynclark@rhode.org

Rhode Launches in Sephora Across Europe, Bringing Viral Skincare Brand to 19 New Markets

Hailey Bieber's skincare brand brings its "one of everything really good" lineup to 19 European countries.

LOS ANGELES - August 20, 2026 - Hailey Bieber's trending skincare brand, Rhode, announced it will launch in Sephora stores across 19 European countries this September, including Italy, Spain, France, Germany and Poland. This expansion follows Rhode's record-breaking Sephora debuts in the United States and in the United Kingdom, where it became the largest brand launch in Sephora U.K. history.

This launch marks the first time European shoppers can buy Rhode in person, after years of following the brand online. To celebrate the launch in Europe, Rhode will host "Rhode trip" pop-ups in major cities across the continent, offering product sampling and opportunities for followers to experience the brand.

"For years, our European community has supported Rhode digitally. Now they get to experience it in person," said Hailey Bieber, founder and Chief Creative Officer of Rhode. "This launch is about finally uniting with our European Rhode Family and building something with them here for the long term."

While Rhode's early growth was driven by social media virality, the brand is placing equal emphasis on the clinical credibility of its products to drive its expansion. Every formula is developed with award-winning dermatologists and chemists and designed for skin barrier health, delivering benefits immediately and over time. Products are also consciously sourced, vegan, cruelty-free, gluten-free, and fragrance-free.

Rhode is looking to meet European consumers' needs. A 2026 Cosmetics Europe study of more than 6,000 people across 10 countries found that 73% of Europeans view their personal care routine as central to their wellbeing and healthy aging, rather than being driven by appearance

alone. Rhode's dermatologist-developed, nourishing formulas meet this need directly, offering European consumers a skincare brand built for long-term skin health rather than fleeting trends.

Rhode's product lineup coming to Europe reflects the brand's "one of everything really good" philosophy, offering a curated selection of intentional products rather than an overwhelming display. Each product is designed to earn a permanent place in shoppers' skincare routines, positioned as prestige quality without the price tag. Since its launch in 2022, Rhode has built a track record of sustained growth, winning most recently the 2025 Glossy Beauty Award for "Beauty Brand of the Year."

About rhode

Rhode is a line of curated skincare essentials founded by Hailey Rhode Bieber. Inspired to develop products that really work in a way that is accessible to everyone, Rhode is based in science, simplifying many of the mysteries and complex narratives behind efficacious skincare. Formulated for a variety of skin types and needs with high-performance ingredients, it's a daily routine that nourishes the skin barrier over time. Every Rhode product is made from purposeful high-performance ingredients at efficacious levels. In 2025, Rhode was acquired by e.l.f. Beauty for $1B. For more information, visit Rhode's website.

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Fact Sheet

Company Overview

- Founded in June 2022 by Hailey Bieber
- Acquired by e.l.f. Beauty for $1 billion in 2025
- Founder Hailey Bieber now serves as Chief Creative Officer and Head of Innovation
- Nick Vlahos serves as the Chief Executive Officer of Rhode
- Lauren Ratner serves as the President and Chief Brand Officer of Rhode
- Tarang Amin serves as Chairman and CEO of e.l.f. Beauty, Rhode's parent company
- Rhode is a skincare company that has also expanded into hybrid makeup-skincare products
- Brand values are simplicity, affordability, authenticity, quality, and transparency
- Rhode's skincare advisory board consists of Dr. Ron Robinson, a cosmetic chemist, and Dr. Dhaval Bhanusali, a dermatologist. They guide all production innovation and formula creation.

Key Statistics

- Number 1 skincare in the United States by earned media value
- Made $ 15 million in first-day sales, setting Sephora's all-time North American brand debut record
- 19 new countries launching via Sephora Europe in September 2026, including France, Germany, Italy, Spain and Poland
- Became the largest brand launch in Sephora UK history from its 2025 UK debut

Awards & Recognition

- 2025 Glossy Beauty and Wellness Award: "Beauty Brand of the Year"
- Recognized among Fast Company's Most Innovative Companies (2026)
- Vogue Beauty Awards: Best Viral Beauty Moment, Rhode Lip Peptide Phone Case (2024)
- Vogue Beauty Awards: Vogue's Modern Makeup Must-Have, Rhode Peptide Lip Tint (2024)
- Allure Best of Beauty 2024: Rhode Glazing Milk
- Allure Best of Beauty 2025: Rhode Barrier Butter

European Market

- 73% of Europeans say their personal care routine supports wellbeing and healthy aging primarily or alongside appearance
- European skincare consumers generally prioritize long-term skin health over trend-driven purchasing

Campaign

- Name: "Rhode trip"
- Timeline: July - November 2026 (pre-launch through sustained retail support)
- Primary goal is to convert existing European social media awareness into in-store purchases and long-term brand loyalty.

Media Pitch

Subj: Exclusive: Rhode's record-breaking Sephora run heads to 19 European countries this September

Hi Emily,

I read your piece on E.l.f. Beauty's $1 billion acquisition of Rhode, and thought you'd want an early look at what that billion dollars is producing a year later. In September 2025, Rhode set Sephora's all-time North American brand debut record with $15 million in first-day sales, then became the biggest brand launch in Sephora U.K. history. This September, that momentum heads to Europe.

Rhode is launching across 19 European Sephora locations alongside its "rhode trip" campaign, built to give longtime fans their first chance to experience the brand in person. We believe this launch is more than just a retail expansion. It's an opportunity to prove Rhode's success is built on product quality, not just virality, offering the kind of intentional, credible skincare European consumers want.

If you would like to learn more about the campaign and our launch plans, I can set up an interview with founder Hailey Bieber and connect you to a "Rhode trip" pop-up in the city of your choice for a firsthand look at the campaign.

Thanks,
Kaitlyn Clark

Media List

Journalist	Publication	Coverage Page	Email Address	Rationale
Emily Jensen	Glossy	https://muckrack.com/emily-jensen-3/articles	emilybjensen@gmail.com	She's a senior beauty reporter at Glossy who has previously covered Rhode, including its $1 billion acquisition by e.l.f. Beauty and the brand's international ambitions. She would be a good candidate for a follow-up piece on Rhode
Sara Spruch-Feiner	Beauty Matter and Freelancer, Glossy	https://muckrack.com/sara-spruch-feiner-44	saraspruchfeiner@gmail.com	Her beat is beauty, fashion and culture, which matches the "Rhode trip" pop-up angle. She has previously written about Rhode's cultural footprint
Rachel Strugatz	Freelancer writer, beauty correspondent for Puck	https://muckrack.com/rachel-strugatz	rachel@rachelstrugatz.com	Her beat is fashion, retail, and beauty business strategy. She has previously covered Rhode's financial performance, Sephora debut, and discussion on the brand's ability to expand internationally.
Micaela English	Forbes	https://muckrack.com/micaela-english	micaela@micaelaenglish.com	Vetted Forbes writer specializing in product testing in beauty and fashion. Has covered Rhode's previous launches.
Clara Ludmir	Forbes	https://muckrack.com/clara-ludmir	hello@claraludmir.com	Her beat covers consumer brands and retail trends shaping the industry's future. Has previously covered Rhode's ability to turn cultural moments into marketing power.

Briefing Materials - Rhode's "Rhode Trip" European Launch
Prepared for: Hailey Bieber, Founder & Chief Creative Officer, Rhode

<u>Emily Jensen</u>, Senior Beauty Reporter at Glossy



GLOSSY

Date of Interview:
Thursday, July 30, 2026, at 12:00 PM ET

Spokesperson:
Hailey Bieber, Founder, Chief Creative Officer, Head of Innovation

Meeting Location and Duration: Zoom, 1 hour
Reporter and Outlet Overview
Emily Jensen is a senior beauty reporter at Glossy, where she covers beauty industry news, brand strategy, and retail partnerships. She has directly reported on Rhode before, including its $1 billion acquisition by e.l.f. Beauty and the brand's plans for international distribution. Glossy is a leading digital trade publication covering beauty and fashion industries, read by brand executives, retailers, industry strategists, and beauty and fashion fans. Its coverage is a blend of business analysis and cultural context, examining not only what a brand is doing, but how it connects to the wider industry.

Key Talking Points

1. This is the next chapter of the acquisition. Jensen previously covered the e.l.f. deal directly, so this interview is a natural continuation of a story she is already invested in. The goal is to show what $1 billion is producing a year later.
2. Substance over hype. Rhode's U.S. growth was mostly built on social virality. With this European launch, we are emphasizing more the brand's dermatologist- and chemist-based formulations to meet a European market that prioritizes clinical credibility.
3. This is a full commitment. Launching across 19 countries reflects genuine confidence in the brand and in years of built-up European demand. Rhode is not dipping its toe in the water but diving headfirst.
4. "Rhode trip" makes the brand tangible to consumers. The pop-up experiences were creative to give longtime European customers their first physical, in-person experience with Rhode after years of following the brand online.
5. Rhode sees this as a reunion and celebration. Rhode's European followers have been part of the brand's story for years without having in-store access. This launch finally brings the European Rhode family together.

Anticipated Questions and Prepared Responses

1. European consumers have shown a strong preference for clinical, dermatologist-backed products over trend-driven purchases. How is Rhode adapting its messaging for that?
    1. “We are leaning into who Rhode is, a brand where every formula is developed with our dermatologist and chemist advisory board. Rhode is about skincare with research-backed ingredients that help people have healthier skin. In the U.S., that story can sometimes get a little lost in the virality.”
2. Is there a risk that scaling this quickly across 19 countries at once could dilute what made Rhode’s brand identity distinct in the first place?
    1. “That is something we have thought about carefully. Rhode’s identity was never about being small or exclusive. It’s about being intentional. Even at this larger scale, we are not changing our product philosophy. We are still bringing the same curated lineup, just to more people who have been asking for it.”
3. Some viewers might see this rollout as evidence of pressure to prove rapid growth after a $1 billion acquisition. How do you respond to that?
    1. “I completely understand why the timing may raise that question. But honestly, the demand from Europe has existed long before the acquisition. Our team was hearing from European fans for years. E.l.f. didn’t create the opportunity; it just gave us the ability to act on it.”
4. The “rhode trip” pop-ups are a big part of this launch. What made them the right approach to introducing Rhode to European shoppers, rather than a traditional retail rollout?
    1. “We want this to feel like an event, not just a new shelf appearing at Sephora. So much of Rhode’s relationship with its community has happened online, and pop-ups are our chance to connect with people in person. Rhode has always been more than just a skincare brand to me. It’s a feeling. We want the pop-ups to capture that feeling, not just sell a product.”
5. Pop-up tours can be expensive and short-lived. How do you make sure the investment translates into something more than just a few weeks of buzz?
    1. “That’s why we are not treating pop-ups as the whole strategy. They are only one part of a much longer plan that includes Sephora retail presence, social content, and ongoing press relationships.

Interview Guidance

- Acknowledge Jensen’s prior coverage directly. She has already reported on e.l.f. and Rhode, so treat this interview as a continuation of that story.
- Balance business strategy with brand voice. Responses should connect strategy to the core and heart of who Rhode is.
- Expect questions about whether this expansion is driven by stakeholder pressure post-acquisition. Engage rather than deflect.

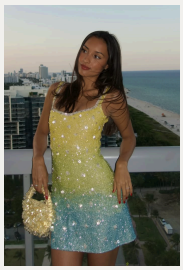
Influencer Strategy

Negin Mirsalehi



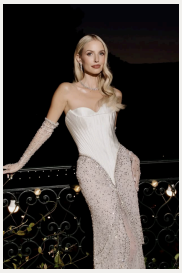
- Platforms: Instagram: 6.9 million followers, TikTok: 1.2 million followers
- Mirsalehi is an Amsterdam-based European influencer. With a genuine reach with European audiences, she gives Rhode her more credibility and relatability with its target audience. She is also the co-founder of Gisou, which is a haircare brand sold at Sephora locations worldwide. Through this partnership, Mirsalehi and Bieber could build a mutually beneficial relationship for the companies.
- Collaboration Approach: Create a few content pieces for Rhode's social media and give her products to post on her own social media. Additionally, invite her to a "Rhode-trip" as a guest or even co-host where she and Bieber could discuss entrepreneurship, brand authenticity, virality, and their shared goal of creating genuine, nourishing products.

Alexandra Leclerc



- Platforms: Instagram: 5.2 million followers, TikTok: 2.6 million followers
- Leclerc is a top European influencer with French and Italian heritage. She has a strong presence in beauty and skincare content. Her content and image align directly with Rhode's brand aesthetic. She would give the brand major European reach.
- Collaboration approach: She would create several videos for Rhode, including a "get ready with me" for a Rhode pop-up event, her Rhode favorites, and other lifestyle content with Rhode featured. She would also be a featured guest at a pop-up.

Leonie Hanne



- Profiles: Instagram: 4.7 million followers, TikTok: 1.6 million followers
- Hanne is a German-born European influencer based in London and Hamburg. She is a major European luxury fashion and beauty influencer, headlining Valentino Beauty's European luxury campaign in 2026.
- Collaboration approach: Have her post a day in the life, get ready with me, and travel with me content featuring Rhode, styled alongside her usual luxury beauty routine to show Rhode can be in the same tier as luxury without the price tag. She also would be a guest at a Rhode trip pop-up.

Executive Bylined Article

Why less is more in a skincare industry built on overconsumption
by Hailey Bieber, Founder and Chief Creative Officer, Rhode

About five years ago, I was sleeping over at a friend's house, and as I was getting ready for bed, I asked if I could borrow her skincare. She led me to her bathroom, where I was stunned to see so many products. Her shelves were overflowing. As I was rummaging through to find a moisturizer, I found stacks upon stacks of creams, lotions, serums, toners, face masks, lip masks, eye patches, exfoliators and cleansers, some unopened, some half-used, some collecting dust. I asked her why she had so many products. She told me she felt like she needed all of them to keep up with the overwhelming information on how to take care of your skin. The image of her bathroom stuck with me. Because it wasn't a reflection of someone who loved skincare, but someone who was drained by an industry that had convinced her more was the same thing as better.

My friend is one of millions of people in the United States and around the world who have been convinced that they need to keep up with the ever-changing skincare industry. The industry that says there is always a newer serum, a better formula, a step you're missing that you need to buy if you want healthy skin. In 2026, the global skincare market was valued at 178.63 billion dollars and is expected to surpass $200 billion in 2028. And yet another study found that 79% of consumers feel overwhelmed by the current skincare industry. That tells me the current skincare industry is failing consumers. People want simplicity. They want to be able to understand the ingredients in the products they use. They don't want to feel like they must follow a 10-step routine to have healthy skin.

I believe skincare is supposed to be another form of self-care. Yet somewhere along the way it became like a second job that we have to keep up with. And to be honest, most people don't have the money, the time, or the interest to manage a complicated routine. And even if they did, layering unnecessary product after product can do more harm than good, disrupting your skin barrier and causing problems your skin didn't even have to begin with.

That's why, when we built Rhode, we came up with the philosophy "one of everything really good." I didn't want 15 different types of serums. I wanted one that actually worked the way it should. That sounds simple, but it can be harder to execute than you think. Especially in an industry where brands release a new product every few months instead of sitting with one product long enough to get it right. Rhode's core is about developing products that are backed by science, but don't take a degree in dermatology to understand. Skincare should be simple, intentional, and effective.

As Rhode has expanded globally, we have prioritized keeping our foundational beliefs central to each launch. Our next launch will be in 19 European countries in September 2026, and what I have learned is that European skincare consumers, in many ways, are already living in the philosophy we have built Rhode around. A 2026 study of more than 6,000 people across 10 European countries found that 73% see their skincare routine as something tied to long-term health and wellbeing. That's not found in trying 15 new products every year hoping one of them works. It's found in having a few products that do their job well and will continue to in the long run.

And, yes, doing less as a skincare brand can come with real business pressure. The current skincare industry says that you have to keep launching products to stay relevant, to keep the algorithm interested, to even give the press something to write about. However, I think that logic got the whole skincare industry into a mess in the first place. Filling people's shelves with products they don't need isn't innovative; it's overconsumption. Skincare brands need to lead the way in creating an industry where consumers aren't overwhelmed, overstocked, and unsatisfied.

I can't help but think about my friend's bathroom every time I approve a new Rhode product. More often than not, I say no or ask the team to wait on it, even if it means missing a launch window. Because the last thing I want is for a consumer to be standing in the bathroom looking at their shelf of overflowing, half-used Rhode products that overpromised and underdelivered, I would rather build a brand where people finish their products and come back wanting more. While that's a much smaller ambition, I think it's one that will last. Because in a skincare industry where quantity is confused with quality, I want Rhode to be proof that it doesn't.

Crisis Communication Plan

Rhode Glazing Milk Mold Contamination

In August 2026, one month before Rhode's Europe launch, Rhode's customer service team began receiving complaints from customers reporting skin irritation, breakouts, and mild skin infections after using Rhode's Glazing Milk. Customers have begun posting on social media, causing "Rhode Glazing Milk skin outbreak" to become a trending topic on both TikTok and Instagram. Videos showing visible skin irritation are quickly gaining traction, with videos accumulating millions of views. Customers have begun questioning the brand's quality and ingredient sourcing. Beauty and consumer outlets have begun to pick up and circulate the story, further amplifying it beyond Rhode's existing customer base. Rhode's team launched an internal investigation, which traced back to a single manufacturing batch produced in June 2026 and distributed to Sephora U.S. locations. The affected products had mold contamination, showing a failure in the system during manufacturing.

Rhode's initial response will prioritize customer safety, transparency, and speed over image control. The brand will quickly take accountability for its failure and move toward resolving the issue and clearly communicating with its public and stakeholders. The brand will make sure all messaging shows compassion and remorse for the damage it caused to customers. The brand will publicly take accountability for the situation within 24 hours of confirming the contamination. They will lead every statement with customer safety, not brand defense.

Stakeholder Identification and Prioritization: Rhode's response will prioritize stakeholders based on their level of risk exposure.

1. Affected Customers (Highest Priority)
    1. Customers who purchased or used the affected batch of Glazing Milk and are experiencing harm from the mold. These customers need immediate, clear communication regarding health risks, instructions on how to receive a refund or replacement, and guidance on what to do if they experience a reaction.
2. Employees
    1. Rhode's employees need internal briefing and talking points on how to speak and handle the crisis. They need to be aware of how to respond to customer inquiries and be informed so they are not caught off guard by news coverage or social media content.
3. Retail Partner: Sephora
    1. As Rhode's primary retail partner, Sephora must be notified before any public statement is released. Rhode needs to communicate with Sephora to coordinate physical removal of the affected batches and prepare its employees to handle inquiries and criticism.

4. General Public and Broader Customer Base
    1. Customers who did not purchase the affected batch need reassurance that the rest of Rhode's product line is safe and unaffected, to prevent broader brand distrust and unnecessary product returns.
5. Media and Beauty Consumer Outlets
    1. Journalists covering the story need accurate, timely information to prevent speculation or misinformation accumulating from the brand's silence.

Communication Channels and Timing

Hours 1-4: Align Internal Messaging

- Crisis response team confirms contamination findings. Finalizes internal messaging.
- Senior leadership and legal counsel review and approve talking points and messaging.

Hours 5 -8: Brief Employees

- Employees are briefed via internal email and a mandatory virtual meeting. All information is posted on the company's internal website with a phone number and email employees can reach out to for further questions.
- Approved talking points and internal FAQ documents are distributed via the company's internal website and emails

Hours 9-12: Coordinate with Retail Partners

- Rhode notifies Sephora, providing crisis details and a coordinated timeline for Sephora to remove Glazing Milk Products
- Rhode shares with Sephora its messaging strategy to align companies on messaging
- Sephora's employees are given public talking points and message responses

Hours 12-18: Public Statement

- Rhode issues a public statement and apology via press release, social media, and its website, asking all customers who purchased the affected batch to contact Rhode's hotline.

Hours 19-24:

- Rhode directly contacts all customers who purchased the affected batch, sharing safety guidance, refund and replacement instructions, and personal apologies.
- Rhode's customer service phone and chat lines are fully staffed with extended hours to handle an influx of inquiries.

Days 2-7: Sustained Media and Public Response

- Rhode's spokesperson is made available for media interviews and statements as needed.
- Rhode monitors social media sentiment and responds directly to posts, especially from affected customers, using empathetic, non-defensive language.

Week 2 and Beyond: Ongoing Updates

- Rhode continues to provide periodic updates via email and social media on investigation findings, corrective actions taken, and any additional support offered to customers.

Sample Statements and Talking Points

Public Statement for Press Release and Website Copy:
We have identified mold contamination in a batch of Glazing Milk produced in June 2026 and distributed through Sephora U.S. locations. We have received reports from customers experiencing skin irritation, breakouts, and in some cases mild skin infections after using products from this batch. If you purchased Glazing Milk from Sephora between June and August 2026, please stop using the product immediately and check its batch code. The affected Glazing Milk batch code is LA29533. Any customer with an affected product is eligible for a full refund or replacement, and we encourage anyone experiencing a reaction to contact our customer care team at rhodehelp@rhode.com and to consult a dermatologist. This issue has been isolated to a singular batch. No other Rhode products or batches have been tested for contamination. We are strengthening our quality control and preservative testing protocols to ensure this does not happen again. We will share updates as our investigation continues. Once again, we are deeply sorry. Your skin and your trust are what Rhode was built on. We do not take either for granted.

Public Statement for Social Media Post:
We've identified mold contamination in a batch of Glazing Milk, batch code LA29533, sold at Sephora U.S. locations between June and August. We have received reports of skin irritation and breakouts. If you purchased a Glazing Milk with this batch code, please stop using the product immediately. Any customer affected is eligible for a full refund or replacement. Please contact our customer care team at rhodehelp@rhode.com and consult a dermatologist. We are deeply sorry and strive for better.

Internal Talking Points (Customer Service/Retail Employees)

- If asked what happened: "A specific batch of Glazing Milk, produced in June 2026, was found to have mold contamination due to a manufacturing issue. We have identified the batch, and it's being recalled."
- If asked if their product is affected: "You can check your product's batch code to see if it is the affected batch code number. The affected batch code number is LA29533. If it matches, please stop using it immediately."
- If a customer reports a reaction: "I am so sorry you are going through this. Please stop using the product right away, and I'd recommend seeing a dermatologist if you are able. We will also get you a refund or replacement immediately."
- If asked whether other products are affected: "No. This issue has been isolated to a specific batch of Glazing Milk. All other products and batches have been tested and are unaffected."

Preventative Measures

To prevent future contamination incidents, Rhode will implement:

1. Enhanced Preservative Testing: Rhode will increase the frequency and rigor of preservation testing, including testing all product formulas' resistance against microbial growth, including even retesting samples from every batch.
2. Expanded Batch Sampling: Rhode will increase the number of units tested per batch before products are approved for distribution.
3. Manufacturing Facility Audits: Rhode will conduct more frequent, unannounced third-party audits of its manufacturing to ensure proper hygiene protocols, equipment sanitation, and environmental controls are being followed.
4. Shorter shelf-life monitoring: Rhode will reassess and ensure the proper shelf life for all products is being recommended to customers.

Rapid Response Framework

Crisis Response Team Roles:

- Crisis Response Lead: Chief Communications Officer or equivalent position. Oversees the overall response and makes final decisions on messaging and timing. Is main point of contact between different internal departments.
- Spokesperson: Hailey Bieber. Represents the brand publicly. Participates in approved media interviews and delivers key messages.
- Quality Assurance Team: Leads internal investigations. Provides technical details of the crisis needed for messaging.
- Legal Counsel: Reviews all public statements and internal communications for legal risk, ensures compliance, and advises on liability considerations.
- Customer Service Director: Oversees customer service responses. Ensures adequate staffing for the hotline and chatlines. Relays customers' sentiment and complaint volume to the crisis team.
- Retail Partnerships Lead: Serves as point of contact for coordinating and communicating with Sephora. Helps align external messaging between the two companies and ensure they are on the same page.
- Social Media Manager: Monitors public sentiment, drafts and posts social media statements, and responds to individual customer posts as needed.

Approval Process

- All public statements, including press releases, social media posts, and website updates, must be reviewed and approved by the Crisis Response Lead and Legal Counsel before release.
- The spokesperson reviews and approves any statement attributed to him or her before it is released.

- Internal talking points and FAQ documents are approved by the Crisis Response Lead before dispersion to employees or retail partners.
- No individual may speak to media or post on behalf of the brand without prior approval from the Crisis Response Lead.

Post-Crisis Recovery Strategies and Messaging

Rhode's focus will shift from damage control to rebuilding trust with its customers and reinforcing its long-term credibility, especially with its European expansion.

1. Transparency Report: Around 30 days after the initial recall, Rhode will publish follow-up statements detailing the findings of its internal investigation and outlining specific changes made to its manufacturing and quality control processes. This is to show customers the brand followed through on its commitments, and the issue has been fully resolved.
2. Direct Follow-up with Affected Customers: Rhode will personally follow up with all customers who reported reactions to confirm their issue was resolved and check on their well-being. This will strengthen Rhode's relationships with its customers.
3. Product Education: Rhode will use its social media channels to highlight its improved quality control measures on how products are made and tested.
4. Monitoring Brand Sentiment: Rhode will continue to track and monitor social media sentiment, customer reviews, and press coverage in weeks and months following the crisis to identify lingering trust concerns and address them.
5. Reaffirm Commitment and Goals Ahead of European Launch: Rhode will ensure open communication with European retail partners and press on the resolution of its crisis and new preventative measures taken to ensure the incident will not happen again.

Social Media Strategy and Content

Content Calendar:
https://docs.google.com/spreadsheets/d/1QyBadSiueOQXpHXyz9SuBtkrkBPN-gqb571bX1Go1hA/edit?usp=sharing

Sample Content

Platform 1: Instagram
Piece 1: Pre-Launch Announcement.

- This is a reel that will feature Hailey Bieber in a branded Rhode convertible with the top down. It will look like she's driving through Europe on a road trip. The road will say "coming soon" in Rhode typography.
- Copy: next stop: europe #rhodetrip #rhodeskin #comingsoon link in bio for more info
- CTA: Link in bio is for audiences to learn more about the Rhode launch in Europe through the company's website.

Piece 2: Aesthetic Shot

- This is a professional photo featuring Rhode lip products arranged on a cafe table in Paris, next to a croissant and a latte with foam art that says "rhode."
- Copy: morning essentials 🥐 #rhodeeurope #rhodeskin #peptideliplint
- CTA: No explicit link. This is more aesthetic and mood-driven to drive saves and shares. Product tags are on the lip items. Viewers can directly shop from the post.

Piece 3: Collage Carousel

- This is a multi-slide carousel styled like a physical scrapbook, layered with photos of pop-ups, rhode products, influencer selfies, and shots of European landmarks.
- Copy: "a few pages from the rhode trip 🤍" #rhodetrip #rhodeskin #europe
- CTA: Wanting viewers to swipe through and engage with the carousel and boost online engagement and conversation about the campaign.

Platform 2: X (Twitter)
Piece 1: Product Education

- This is a text + graphic post featuring shots of the rhode glazing milk and rhode barrier butter. Text is featured in rhode typography with bullet points breaking down the ingredients and benefits of the products.
- Copy: dermatologist-developed, skin barrier-focused 🤍 learn more. link in bio #rhodeskin #skinscience #rhodeeurope
- CTA: Link in bio goes to Rhode's website for full ingredient details. Goal is to educate audience.

Piece 2: Community Engagement Poll

- This is a text-only post with no graphic. It's an X poll asking followers where they are most excited for Rhode to tour in Europe.
- Copy: which city are you most excited for?👀 #rhodetrip #sephoraeurope #rhodeskin
- CTA: built into the poll itself. Calling followers to respond to the question.

Piece 3: Photo Thread

- This is a multi-photo thread recapping the Paris pop-up. It will feature different photos from the pop-up, including fans, influencers, branded merch, and the setup.
- Copy: weekend recap 🤍 more coming soon #rhodetrip #europe #rhodeparis
- CTA: Wanting followers to follow along Rhode's journey throughout Europe and stay engaged with the account.

Platform 3: Facebook

Piece 1: GRWM Reel

- This is a 45-second to 1-minute video of an influencer or Hailey Bieber herself doing a get-ready-with-me for a Rhode pop-up event using the Rhode products. It's filmed at a vanity desk, looking natural and authentic.
- Copy: getting ready for rhode berlin 🤍 link for tickets in bio #rhodeskin #getreadywithme #rhodepopup #rhodeberlin
- CTA: The post calls on viewers to get tickets to the rhode pop-up events through the link in its bio.

Piece 2: Single Photo Shot of Sephora

- This post is a single photo shot of Rhode products displayed on a Sephora shelf in a European store. Brand signage is in the frame.
- Copy: find us at sephora, now across europe ❤️‍🤎 locations linked in bio #rhodeeurope #rhodeskin #sephoraeurope
- CTA: calling viewers to check Sephora Europe in them to shop rhode.

Piece 3: Link Post to Byline Article

- The thumbnail/preview is a photo of Hailey Bieber alongside a quote graphic from the piece.
- Copy: hailey wrote something on why less is more 🤍 link to read in bio #rhodeskin #haileybieber #rhode
- CTA: This post encourages viewers to read the byline piece Hailey wrote.

Social Media Strategy Outline

Instagram

- Target Audience: Ages 18-34. Aspirational European followers. Loyal Rhode fans. Social media driven. Follow Rhode online and are drawn to its brand aesthetic and identity.
- Content Pillars: Launch Countdown, Get Ready with Me, Product Education, UGC, Experiential, Community Engagement, Community Appreciation
- Success Metrics: Likes, Saves, Comments, and Reposts.
- Engagement Response Protocol: Comments are monitored and responded to. Questions are answered in comments. Sentiment is analyzed, and success metrics are analyzed and recorded.
- Cross Promotion Strategy: Instagram content can be repurposed for both Facebook and X posts to drive traffic back to the full Instagram post.

X (Twitter)

- Target Audience: Loyal Rhode fans, European Beauty Press including journalists and editors. Online beauty consumers.
- Content Pillars: Launch Countdown, Get Ready with Me, Product Education, UGC, Experiential, Community Engagement, Community Appreciation, Announcements
- Success Metrics: Comments, Likes, Retweets
- Engagement Response Protocol: Mentions and Replies are continuously monitored and responded. Sentiment and success metrics are analyzed and recorded.
- Cross Promotion Strategy: X threads recapping pop-up events use the same content from Instagram carousels. They are posted within a few hours of Instagram posts to extend reach. Graphics are simplified versions of Instagram and Facebook posts.

Facebook

- Target Audience: Less social media savvy. Sephora Beauty Insider Loyalists. Existing Sephora customers. Less familiar with Rhode. Slightly older audience than Instagram and X.
- Content Pillars: Launch Announcements, Product Education, Community Engagement and Appreciation, UGC, Get Ready with Me
- Success Metrics: Reactions and shares
- Engagement Response Protocol: Comments are viewed once daily. Facebook has slower engagement compared to Instagram and X. Comments with questions are answered within 48 hours.
- Cross Promotion Strategy: Facebook posts can reuse Instagram posts and reels. Captions can be made longer with more context added for audiences less familiar with Rhode and who need more information.

Portfolio Development and Reflection

The opportunity for this campaign is Rhode connecting with a new European audience through its launch at 19 new Sephora locations across the continent. However, the challenge is that while European audiences engage with Rhode's viral and creative marketing style, they also need information on Rhode's skincare quality to become loyal buyers. So, to successfully expand into Europe, the brand not only needs to create buzz and popularity, but also prove its quality in its products. The strategy of the "rhode trip" campaign is to pair Rhode's unique social brand identity with its research-backed formulas, giving European audiences both an opportunity to connect and experience the brand and have clinical substances to put their trust in when using the skincare brand. The execution of the campaign begins with press briefings and building influencer partnerships pre-launch, then executing pop-up events at the 19 launch locations, followed by a press release, full retail launches, and finally sustained by continuous social media content and press follow-ups. The projected results of this campaign are strong pop-up attendance and high first-week Rhode Sephora sales, increased European press coverage, and an increase in followers and engagement on Rhode's social media platforms. Furthermore, the expected long-term results of the campaign are increased European loyalty to the brand as well as product sales.

For each of the campaign components, I used strategic thinking and creative problem-solving. Building the Crisis Communication Plan required me to think critically about how Rhode needed to plan their response strategy and messaging as well as what communication channels would be most beneficial to use. I had to strategize which was the best order to notify stakeholders, because a mistake like telling the public before telling Rhode employees would have made the crisis worse instead of better. Furthermore, I had to use creative problem-solving when writing Rhode's sample response statements. I had to make sure Rhode took accountability, shared the information their audiences needed, and sounded compassionate. To optimize resources during the crisis, I built out a rapid response framework with clear roles and responsibilities. This ensured no time or resources would be wasted in the height of a crisis. Lastly, this Crisis Communication Plan grew me professionally by having me think like a PR professional who's balancing multiple interests at the same time. I had to consider the brand's image and the people affected by the crisis. This specifically taught me that in crisis communications, it's important to focus on putting people first, not trying just to manage perception.

When building Rhode's Influencer Strategy, I had to strategically think about which European influencers aligned best with Rhode's brand identity, strengthened Rhode's credibility, and also boosted Rhode's visibility. I also had to research each influencer's audience and social media presence to ensure their partnership would strengthen Rhode's reputation with European consumers. I used creative problem-solving when figuring out how each influencer would collaborate with Rhode. I had to solve how each partnership would feel intentional and connect to both the influencers' and Rhode's audience and content style. For resource optimization, I

intentionally selected three influencers instead of creating a large roster. This was to prioritize quality and relevance over volume, so Rhode's core messaging stayed central to the campaign rather than being diluted by too many different influencer partnerships. This component grew me professionally by teaching me that influencer strategy is not just about follower count. It's about selecting people whose image and audience connect with your brand and will build trust and relationships. This changed how I evaluated partnerships moving forward, with a focus on prioritizing genuine brand fit over surface-level metrics.

Lastly, when writing Rhode's Executive Bylined Article, I had to strategically think about how to translate Hailey Bieber's personal voice with Rhode's brand philosophy, while also resonating with European audiences. I had to consider different angles, choosing what would feel authentic to Hailey while also aligning with Rhode's European launch as well as the brand's core messaging. I used creative problem-solving when having to come up with a personal anecdote for the story that captured the reader's attention and felt relatable, before backing it up with expertise and data. For resource optimization, I made sure the piece was grounded in research I had previously gathered and used from the campaign, like the Cosmetics Europe Study. This kept the article consistent with the rest of the campaign proposal's messaging. This campaign component grew me professionally by pushing me to write in someone else's voice while still sounding authentic and professional. It taught me that a strong executive bylined article sounds like the person delivering it, not an advertising statement with their name attached.

Visual Showcase

rhode

2026 CAMPAIGN PROPOSAL
RHODE TRIP



This is a 13-component PR campaign centered on Rhode's 2026 brand debut in Sephora across 19 European countries. This campaign is designed to spark buzz, connect with new audiences through "rhode trip pop-ups, and turn a launch into lasting trust.

featured campaign components

media relations

Media Pitch

Subj: Exclusive: Rhode's record-breaking Sephora run heads to 19 European countries this September

Hi Emily,

In September 2025, Rhode set Sephora's all-time North American brand debut record with $15 million in first-day sales. Then it became the biggest brand launch in Sephora U.K. history. This September, that momentum heads to 19 new European countries.

Competency
Demonstrates professional media outreach writing to targeted journalists while following media relations standards.

social media management

Social Media Strategy Outline

- Target Audience: Ages 18-34. Aspirational European followers. Loyal Rhode fans Social media-driven. Follow Rhode online and are drawn to its brand aesthetic and identity.
- Content Pillars: Launch Countdown, Get Ready with Me, Product Education, UGC, Experiential, Community Engagement, Community Appreciation

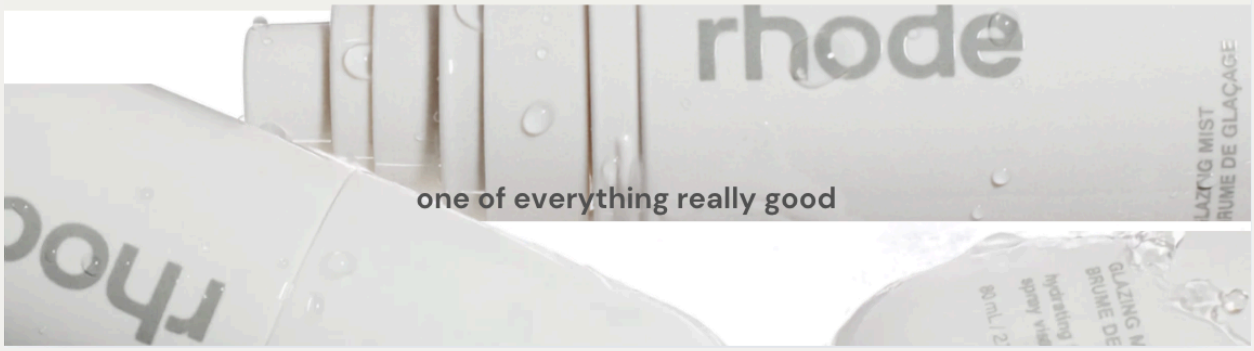
Competency
Demonstrates creative thinking in planning social media content that targets a specific audience and achieves campaign goals.

pr writing

News Release
Rhode Launches in Sephora Across Europe, Bringing Viral Skincare Brand to 19 New Markets

Hailey Bieber's skincare brand brings its "one of everything really good" lineup to 19 European countries.

Competency
Demonstrates AP-style press writing and showcases experience following journalistic standards for professional press materials.



Campaign Evaluation

The evaluation plan measures the success of the “rhode trip campaign” against its primary and secondary objectives.

Success Metrics
To measure whether the campaign converted European awareness into in-store purchases, Rhode will track the first week of Sephora sales across the 19 launch countries and compare them against the brand’s U.S. and U.K. Sephora debuts. Pop-up attendance across each city will also be tracked as a direct measure of how many followers turned into in-person customers.

To measure whether Rhode built credibility with European press, the campaign will track the number of press placements secured in target outlets along with how many of those placements reference Rhode’s brand philosophy and credibility rather than just the brand’s popularity.

To measure long-term loyalty, the brand will track repeat purchase rates and Beauty Insider engagement in the months following the launch, along with the growth, engagement, and sentiment of followers on Rhode’s social media platforms including Instagram, X, and Facebook.

Evaluation Methods and Tools
Press coverage will be tracked using Muck Rack to monitor message placements, social echo, and sentiment. Social media performance will be tracked using each platform’s native analytics, including Instagram Insights and Meta Business Suite, along with Hootsuite, to measure followers, engagement, and brand sentiment. Sales data will come directly from Sephora’s retail reporting along with Rhode’s website retail reporting. Pop-up attendance will be tracked on-site at each event.

Quantitative measures used include first-week sales figures, pop-up attendance numbers, follower growth, engagement rates, and the number of press placements. Qualitative measures include the tone of press coverage, sentiment in social media and user-generated content, and whether Rhode’s key messages from the campaign were showing up in how journalists, consumers, and social media users talk about the brand.

Timeline
During Phase 2 of the campaign, Rhode will track pop-up attendance and first-week sales. During Phase 3, Rhode will monitor ongoing press coverage, social growth, and engagement trends. During Phase 4 rhode will conduct a full evaluation of sales, earned media, and social performance against the campaign’s original objectives. Repeat purchase rates and Beauty Insider engagement will continue to be monitored in the months following the campaign to assess whether the launch successfully built brand loyalty.

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