

Summer Product Stories

SAY HELLO TO OUR NEW FRAMEWORK

Attract. Engage.
Connect.

BRAND INVITATION

Attract

Draw the community in, show the product benefit: a feeling of well-being.

Saje
NATURAL WELLNESS

CM BENEFIT

Engage

Product in action + the strongest single thing we can say about the product.

PRODUCT PROMISE

Connect

All the details that support the reason to buy.

BRAND INVITATION

Attract

The retail window.

What will make a CM enter the store?

The email subject line.

What will get a CM to open the email?

The web headline.

What will make a CM click on the CTA
/ scroll down?

The social anthem.

What will make a CM watch?



CM BENEFIT

Engage

The retail spotlight.

What will make a CM test it?

The email hero moment.

What encourages a CM to scroll or
click-thru?

The web component.

What will get the CM onto a PDP?

The social post/reel.

What will make a CM share
+ engage?

PRODUCT PROMISE

Connect

Fixture signage

+ product packaging.

What reassures the CM to
purchase?

The final email notes (*if needed).

What product details encourage
click-thru?

The web PDP.

What formulation + ingredient
details will get it in their cart?

The influencer review.

What will make a CM believe +
clickthru?

ADDITIONAL FILTERS

Diversity, Inclusion, Equity, Belonging

We have an opportunity to lean into representation, body positivity, and community. What can we do to make sure CMs see themselves in our creative?

Brand Recognition

By creating an engaging framework for campaign delivery, can we teach CMs what to expect from us and increase their interest over time?

How amazing can we make the product look? (Challenge accepted.)

Acquisition / Retention Strategy

By pushing the limits of our creative, we broaden the possibility of capturing new CMs

SUMMER STORY 01

Carrot Body Butter

Brief Recap

This rich, nourishing body butter is an excellent post-sun hydrator.

Carrot seed's reparative antioxidants help reduce the appearance of inflammation, calm the skin, and encourage healthy skin cell turnover for radiance and glow.

Supported by Refresh Mist.

BRAND INVITATION

Attract

Soak up
more
summer.

Saje
NATURAL WELLNESS

CM BENEFIT

Engage

Smooth on antioxidant-rich
Carrot Body Butter to support
skin after time in the sun.

PRODUCT PROMISE

Connect

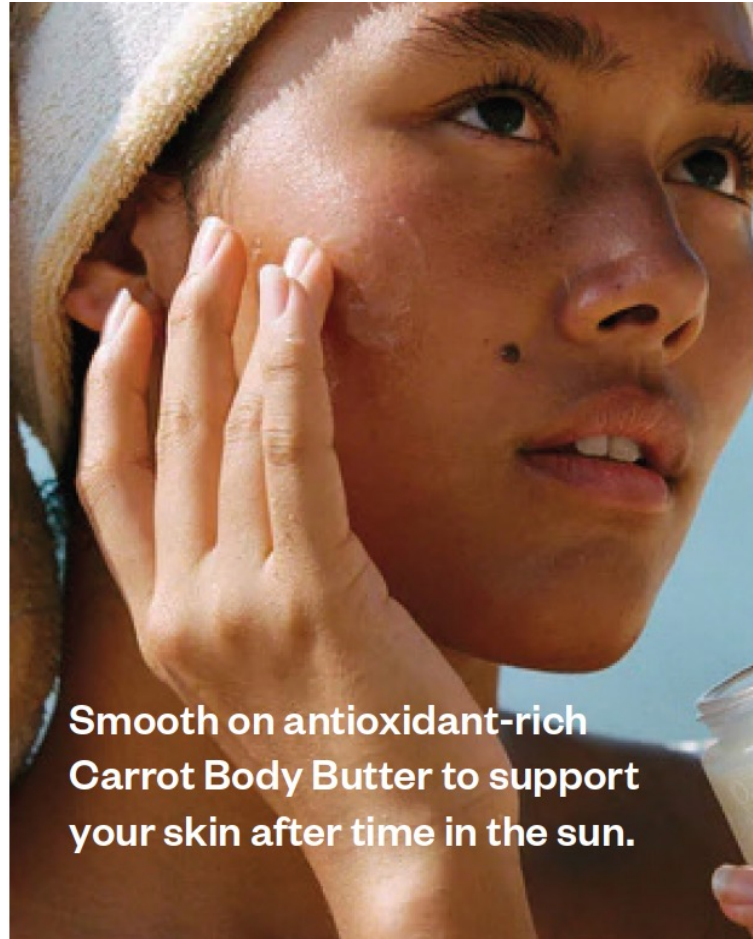
- Gives over-exposed skin a sun-kissed glow
- Combats environmental stressors
- Essential nutrients protect the skin's moisture barrier
- 100% natural and plant-based
- Cruelty-free, synthetics-free, and vegan



BRAND INVITATION



CM BENEFIT



PRODUCT PROMISE

Carrot Body Butter

- Gives over-exposed skin a sun-kissed glow
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SUMMER STORY 02

Single Note Essential Oils

Brief Recap

Saje is an industry leader in high quality single note essential oils for beginner to expert blenders.

Copaiba and spearmint are new additions to our SNEO library, and are supported by jojoba and fractionated coconut carrier oils (as well as our larger SNEO collection).

BRAND INVITATION

Attract

Single and loving it.

Saje
NATURAL WELLNESS

CM BENEFIT

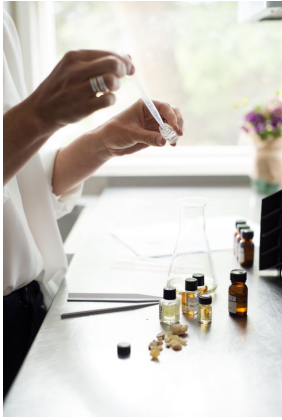
Engage

Discover the power of single note essential oils with two new releases: copaiba and spearmint.

PRODUCT PROMISE

Connect

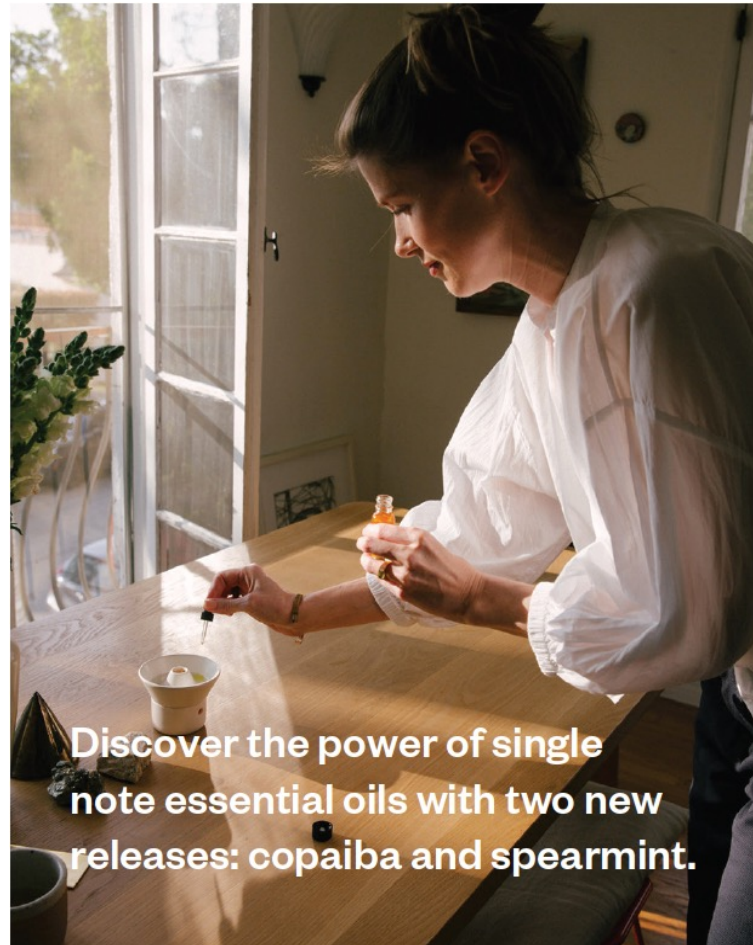
- Industry leader in high-quality SNEOs
- Potential for blending, individualization
- Blend with existing essential oils



BRAND INVITATION

CM BENEFIT

PRODUCT PROMISE





PRODUCT LAUNCH

Aroma Light Celebration

Attract / Engage / Connect

Brief Recap

This entry-level passive diffuser creates an amazing summer vibe.

The celebratory design of this limited-edition diffuser matches the mindset of CMs who want to add fun and create memories.

Supported by hidden gem DBs: Deep Breath, Elevate, and After The Rain.

BRAND INVITATION

Attract

Make it a moment.

Saje
NATURAL WELLNESS

CM BENEFIT

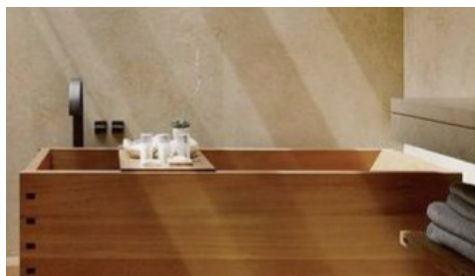
Engage

The soft glow of the Aroma Light Diffuser turns summer routines into lasting memories.

PRODUCT PROMISE

Connect

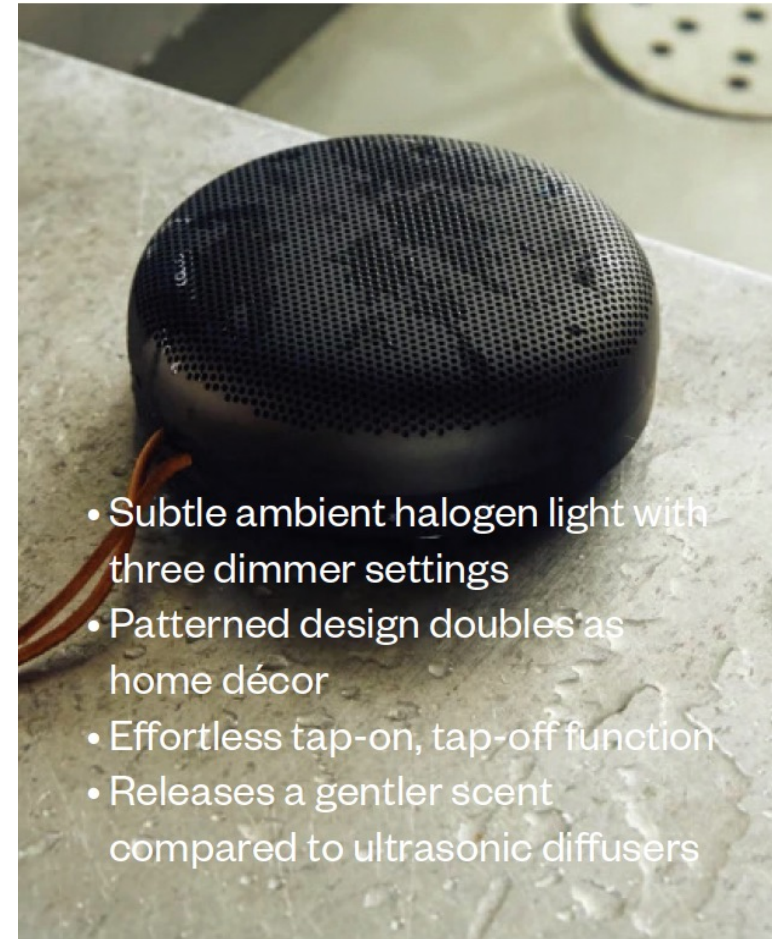
- Subtle ambient halogen light with three dimmer settings
- Patterned design doubles as home décor
- Effortless tap-on, tap-off function
- Releases a gentler scent compared to ultrasonic diffusers



BRAND INVITATION

CM BENEFIT

PRODUCT PROMISE





REFLECTION + NEXT STEPS

Continuity Without A Campaign

Even though we had separate product spotlights, we were able to create continuity and an overall summer vibe through photography and storytelling.

Impact On Future Workflow

The A/E/C framework is how creative will present ideas to partners, and how we will work together to make the campaign come alive across our channels.

Opportunity to Apply to Additional Channels

This framework can also be used to impact media and PR, thought leadership, and internal comms. How do you see it coming alive?

Breaking the Rules

Unique channel learnings may mean veering from this framework. See: VM / in-store application.

Thank You