

## THE ABSORPTION CLUB. X EMAIL CONCEPT

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In lieu of a conventional cover letter, I opted to engage in an exercise centered around the fusion of creativity and wellness. I aim to build The Absorption Company's marketing strategies and create a sense of community through storytelling while continuing to focus on education and empowerment.

This comprehensive creative brief outlines the strategic vision and tactical approach for launching **The Absorption Club**—a curated collection of engaging email newsletters designed to inform consumers, promote well-being, & develop community. Through compelling messaging, targeted marketing initiatives, and engaging content, this campaign aims to elevate brand awareness, drive sales, educate consumers, and highlight real stories while inspiring individuals to **choose how they feel** with The Absorption Company.

As a strong supporter of The Absorption Company's team + the foundation of the company's ethics and having specialized in studying longevity in one of the Blue Zones, I am passionate about creating a launch centered around how these products can serve as valuable tools in creating not only a healthy life but one of empowerment.

This campaign showcases The Absorption Company's existing products in a new light, emphasizing their potential to promote wellness by highlighting the importance of being informed on what supplements are going into our body while building community.

# The Absorption Company.

# Project Brief

**PROJECT NAME:** The Absorption Club.

**TIMELINE:** July 1 - August 31, 2024

GOALS:	<ul style="list-style-type: none"><li>• Increase brand awareness in an innovative &amp; informative-based way.</li><li>• Drive sales &amp; subscriptions by encouraging newsletter sign-ups and promote product purchases through exclusive discounts and engaging email content.</li><li>• Provide valuable information about the benefits of each supplement with transparency, demonstrating the company's expertise and commitment to customer health.</li><li>• Foster a sense of community and connection with subscribers through personalized content.</li></ul>
TARGET AUDIENCE:	<ul style="list-style-type: none"><li>• Health-conscious individuals who are interested in supplements that enhance nutrient absorption for better overall well-being.</li><li>• Athletes, gym-goers, and fitness enthusiasts looking for products to support their active lifestyles + optimize performance.</li><li>• People seeking natural solutions to improve their health and vitality, including those interested in holistic approaches to wellness.</li><li>• Current customers of The Absorption Company who are already familiar with the brand and its products, but may benefit from additional information and incentives to stay engaged.</li></ul>
DELIVERABLES:	<ul style="list-style-type: none"><li>• Weekly emails delivered under the name "The Absorption Club," featuring product highlights, discounts, testimonials, and lifestyle features.</li><li>• Engaging elements such as videos, quizzes, and interactive product demos to enhance subscriber interaction and retention.</li><li>• Exclusive discounts and promotional offers for subscribers to incentivize product purchases and encourage repeat business.</li><li>• "Get-to-know-you" features highlighting different members of The Absorption Company's team, adding a personal touch to the brand</li></ul>
TIMELINE	<ul style="list-style-type: none"><li>• Week 1-2: Develop content themes, email templates, and promotional offers.</li><li>• Week 3-4: Design and create initial email series introducing The Absorption Club and highlighting the benefits of each supplement.</li><li>• Week 5-8: Launch the campaign and monitor subscriber engagement and feedback.</li><li>• Ongoing: Continue to deliver weekly emails with a mix of product features, lifestyle content, and subscriber exclusives to maintain subscriber interest and drive ongoing sales.</li></ul>

# The Absorption Company.



Absorption Club,

Say hello to **Restore** -  
your ultimate hydration and revitalization solution.

We live in a fast-paced world where staying healthy and energized is more important than ever. That's why we're thrilled to introduce you to our science-backed Restore powder supplement, designed to help you feel refreshed, revitalized, and ready to tackle whatever life throws your way.

Here's why Restore is a game-changer for your well-being:



## It isn't just its powerful ingredients –

it's the impact it can have on your life. By replenishing your body with essential nutrients and supporting your overall wellness, Restore empowers you to live life to the fullest.

With **rapid rehydration**, Restore is packed with over 700mg of electrolytes from sodium, magnesium, and potassium, providing optimal hydration to keep you feeling energized and hydrated throughout the day.

Enabling **cellular recovery** with Capsoi CoQ10, Restore enhances mitochondrial function, energizes cells, and boosts vitality, supporting rapid recovery and helping you feel your best, inside and out.



Restore supports liver **detoxification** with Capsoil® Liposomal Glutathione, helping you eliminate toxins and feel refreshed and rejuvenated, especially after those nights when you've had one too many.

Allowing **convenient absorption**, our bioavailable Methylated B blend ensures that you get your daily dose of vitamins in the most convenient, absorbent format possible, so you can stay on top of your game, no matter how busy life gets.

Say goodbye to sniffles and sneezes with advanced Capsoil® Liposomal Vitamin C, which delivers next-level antioxidants for **superior immune support** and keeps you feeling strong and resilient, no matter what challenges come your way.



**Here's to feeling refreshed, revitalized, and ready for anything.**



**SHOP NOW**



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\*These products have not been approved by or evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure or prevent any disease.