

Part 1: Product Positioning & Creative Writing

Product Name

Option 1: Liquid Glass Hair Serum

Option 2: Cloud Nine Shine Serum

Option 3: Featherlight Hair Oil

Romance Copy (Product Description) Using “Cloud Nine Shine Serum”

Step into hair heaven with Cloud Nine Shine Serum, the ultimate shortcut to glassy, frizz-free strands that look salon-worthy in seconds. One pump smooths flyaways, seals split ends, and delivers a mirror-like shine that feels effortless and never greasy.

Unlike heavy oils that leave residue or stiffness, this silky serum melts in instantly, leaving hair soft, glossy, and touchable. Designed for all hair types, it is especially loved by frizz-prone and damaged strands craving a polished finish.

Whether you are blow-drying for sleek perfection or refreshing second-day hair, Cloud Nine Shine Serum makes every style look smooth and elevated. Clean, vegan, and crafted with quality ingredients, it hydrates and protects while creating the coveted glass-hair effect that catches light from every angle.

The result? Hair that feels feather-soft, shines brighter than ever, and radiates confidence — like you just left the salon, every single day.

Punch Copy (Short 55 words)

Meet Cloud Nine Shine Serum, your secret to glass-like shine and frizz-free softness without the weight. One pump tames flyaways, smooths ends, and leaves hair sleek and salon-worthy. Clean, vegan, and safe for all hair types, it delivers effortless shine that moves naturally and makes every day a good hair day.

Part 2: 4 Reasons Why You Need This Product

Why You’ll Love This

1. Weightless Frizz Control

Smooth flyaways, tame frizz, and ditch buildup for salon-level shine.

2. Triple-Oil Powerhouse

Argan Oil restores elasticity, Mongongo Oil shields from UV damage, and botanical oils boost shine for deeply nourished, healthier hair.

3. Made for Every Mane

Works on all textures, safe for color- and keratin-treated hair.

4. Clean Beauty, Real Results

Crafted with vegan, EU-compliant ingredients — no harsh chemicals, just glossy, soft strands.

Part 3: Creative Campaign Concept (Black Friday)

Campaign Name

Glass Act

Tagline

This holiday season, let your hair do the talking.

Mirror-like shine, zero weight.

Concept Overview

The holidays are loud with sales, shopping, and endless to-do lists. *Glass Act* flips the script. Instead of chasing validation through more “stuff,” this campaign celebrates shine as self-expression. When you look good, you feel good — and every woman knows nothing boosts confidence like a good hair day: effortless, unapologetic, and undeniably you.

Cloud Nine Shine Serum is more than a product — it is the tool that turns frizz into glass-like polish and makes every woman her own spotlight. One pump transforms hair into a statement: sleek, smooth, and salon-worthy.

Tone & Messaging

- **Confidence-driven:** "Be your own main character".
- **Aspirational yet achievable:** Affordable luxury with high-end results.
- **Empowering & inclusive:** Works for all textures and styles.
- **Playfully polished:** Bold, fun, and full of personality.
- **Sustainably conscious:** Clean formula and PCR packaging.

Visual Strategy

- **Photography:** Hair in motion under shifting light; close-ups of glassy strands on diverse hair types; candid styling before holiday nights out.
- **Graphics:** Mirrored typography, prism light flares, and reflection-inspired patterns.

Multi-Channel Rollout

- **Email:** Before-and-after visuals, tutorials, and urgency-driven CTAs (“Own Your Shine,” “Holiday Hair Starts Here”).
- **Content:** Before-and-after visuals, quick styling tutorials, and urgency-driven CTAs like “Own Your Shine”, “Holiday Hair Starts Here”, “Tame Frizz. Turn Heads”
- **Personalization:** Hair type-specific tutorials and styling recommendations

Social Media

- **POV Content:** *“When your hair gets more compliments than your outfit.”*
- **Hashtags:** #GlassAct, #OwnYourShine, #MainCharacterHair
- **TikTok/IG Reels:** *“One Pump Challenge”* transformations; trending “Main Character Energy” sounds.
- **Facebook:** Education on frizz control + shine science.

Unique Elements

- **Glass Gallery:** Shoppable UGC wall of #GlassAct selfies.
- **Virtual Styling Sessions:** Instagram Lives with stylists showing holiday-ready looks.
- **Shine Guarantee:** “If your shine isn’t turning heads, we’ll make it right.”

Website

- **Hero Banner:** “Black Friday Exclusive”
- **Interactive Features:** “Glass Cam” slider (before/after shine); 360° product shots.
- **PDP:** Reviews carousel and styling video tutorials.
- **Quiz:** “Find Your Glass-Hair Routine.”

Why This Campaign Will Stand Out

Glass Act transforms a product launch into a cultural moment, positioning Kitsch as the brand that turns beauty solutions into confidence statements. It ties functional benefits to emotional empowerment, aligning perfectly with Kitsch’s mission to create elevated beauty solutions that help women feel their absolute best.

This strategy doesn't just sell a product—it sells the feeling of being unstoppable, one glass-like strand at a time.

Part 4: Email Subject Lines

Email Marketing Angles

- Product benefit highlights
- Real reviews
- Before/after transformations from real customers
- Styling tutorials for different hair types

Subject Lines

- Mirror-Like Shine in Just One Pump ✨
- Black Friday’s Best-Kept Hair Secret ➡
- Your Hair’s New Secret Weapon Is Here 🧑

Part 5: Facebook Ad Copy

Headline:

Glass Hair in One Pump

Primary Text:

Dull, lackluster hair stealing your confidence? Our Cloud Nine Shine Serum transforms any texture into glass-like perfection with just one pump. Get mirror shine, zero weight, and all-day frizz control for \$15. Your hair's main character moment starts here.

Call to Action:

Own Your Shine