

R1 Media Recommendation
12.15.25

Strategic Approach Recap

Sunryz isn't just launching products, we're launching a vibe. A scent memory, and a form of self-expression.

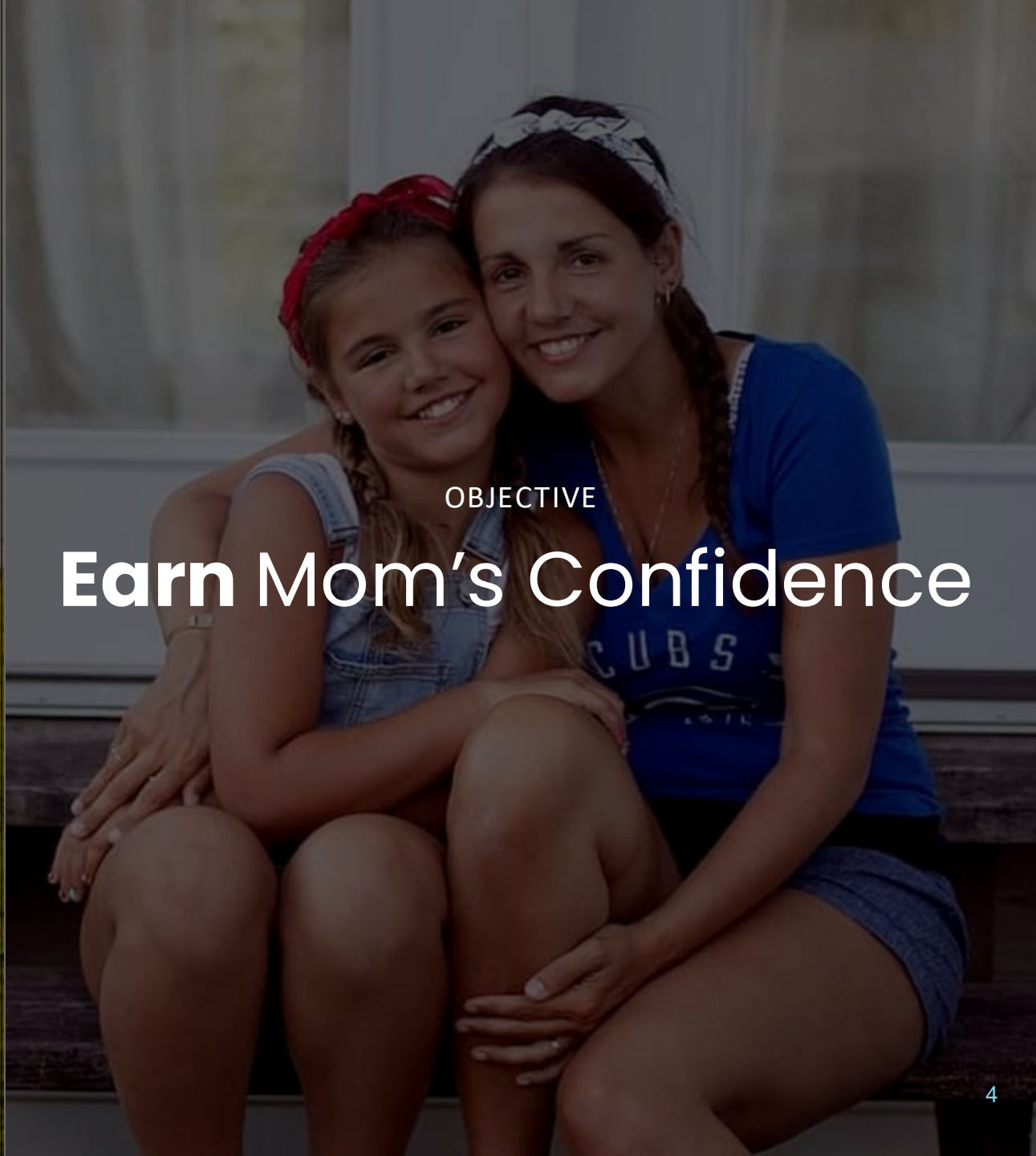
We're entering an emotional, brand-loyal category through a fast moving, trend driven tween audience still forming preferences. In a world where she borrows grown up brands while Mom checks ingredient labels, Sunryz bridges the gap.

We earn a place on **both their lists** with cultural fluency, emotional clarity, and products that spark discovery, sharing, and self-celebration.



OBJECTIVE

Ignite Gen Alpha



OBJECTIVE

Earn Mom’s Confidence

Tweens audience

The list is social currency

If my friends are using it, I want it too.

Products are personality

My scent. My vibe. My aesthetic. Scent layering and creativity.

Experience = Status

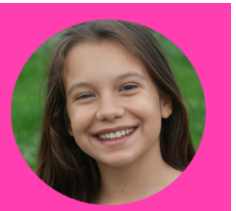
Unboxing it is half the fun. Experience over function.



Audience snapshot of the Glow Starter

Avid social and video usage

Glow Starter



Sammie is stepping into her teen years and discovering her identity through fashion, often inspired by her friends. She loves standing out with bold, expressive style and always aims to look put together. Her phone is like a lifeline — keeping her connected to friends and trends. Among her group, Sammie is the go-to planner, whether it's a mall trip, movie night, or group hangout.

Top Social Media Platforms

69%	TikTok
64%	Instagram
60%	Snapchat
46%	Pinterest
26%	Facebook
8%	Twitch
9%	X (Twitter)

Top Video Platforms

87%	YouTube
88%	Netflix
61%	Prime Video
62%	Hulu
48%	Disney+
40%	Max
41%	Peacock
28%	Paramount+
26%	Apple TV+

Retail Shops

58%	Target/Walmart
43%	Amazon
45%	American Eagle/Abercrombie

Favorite Brands

Lululemon	154i
Nike	111i
Levi's	111i
Abercrombie	111i
American Eagle	109i
Athleta	86i
Champion	83i

Top TV Show Genre

183i	Relationships
160i	Reality
120i	Documentaries
112i	News
113i	Comedy
95i	Game Shows
53i	Live Games
20i	Sports Talk

Social Media Behaviors

70%	Like a post
60%	Check in on status of family/friends
54%	Social media impacts the brands purchased
52%	Play games with others

Passion Points

117i	Listening to music
112i	Go to the movies
88i	Go to sporting events
96i	Buy merch from social media influencer

Highly influenced by brands they see on social media

Seek inspiration with Gen Z influencers in the beauty community

Places, Spaces and Voices



Voices of Authority & Influence

Loren Gray	beauty / style / lifestyle content, strong teen/young-Gen Z following
Avani Gregg	artistic makeup, style experimentation
Ellie Addis	creative makeup / beauty tutorials, rising micro-influencer
Monet McMichael	beauty + personal life sharing, which helps relatability

Influencer Communities

TikTok Creator Houses & Micro-Creator Collectives
YouTube Beauty Starter Creators
Instagram + TikTok Micro-Influencer Communities
Discord & Private Fan Groups
Brand-Sponsored Ambassador Programs
Reddit & Forums (For slightly older Glow Setters or teen siblings)

Teen Centered Businesses

e.l.f. Cosmetics
CeraVe
Bath & Body Works
Glossier
Rare Beauty
Starface
Pacifica Beauty
Target
TikTok Shop

Events

Claire's "Ear Piercing Party" activations
Bath & Body Works Fragrance Fests
Target in-store beauty events (More Than Magic line)
TikTok Creator meet & greets at pop-up beauty events
YouTube Shorts pop-ups at VidCon

YouTube Channels

Brooklyn & Bailey
Ella Victoria
Braids by Jordan
Lauren Orlando
SophieMichelleSays

Community Forums

r/SkincareAddiction	product tips, routines, advice from users of all ages
r/TeenSkincare	specifically for teens navigating skincare
r/MakeupAddiction	product reviews, tutorials, before/afters

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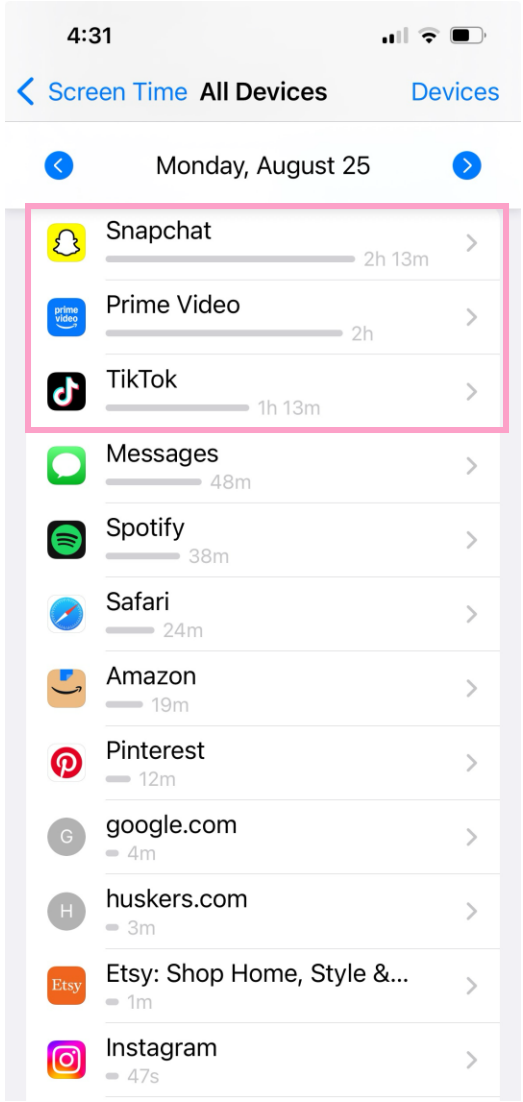
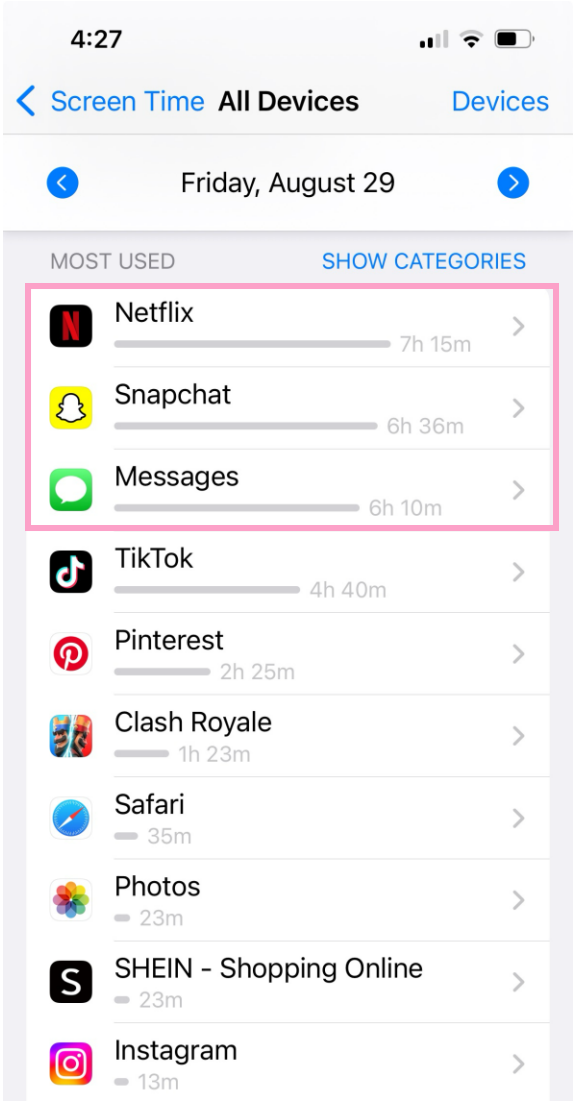
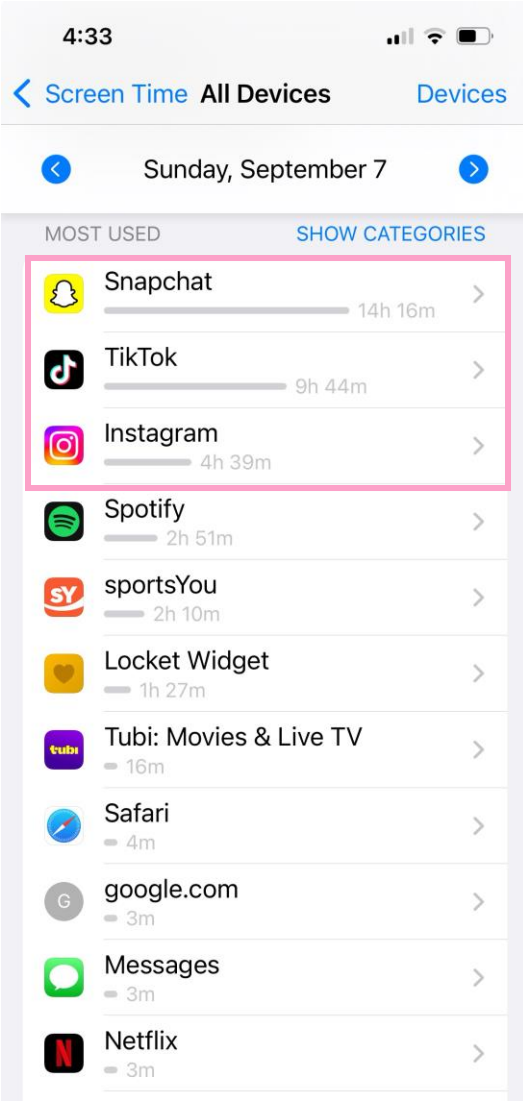
Tapping into tween screens: social leads the charge

Our Glow Starter's world revolved around quick snaps, endless scrolls, and creative play.

Their time is spent snapping on Snapchat, scrolling TikTok, streaming their faves on Netflix and Prime Video, curating wish lists and browsing Pinterest, Amazon, Etsy, and Shein, and playing with friends on Clash Royale.



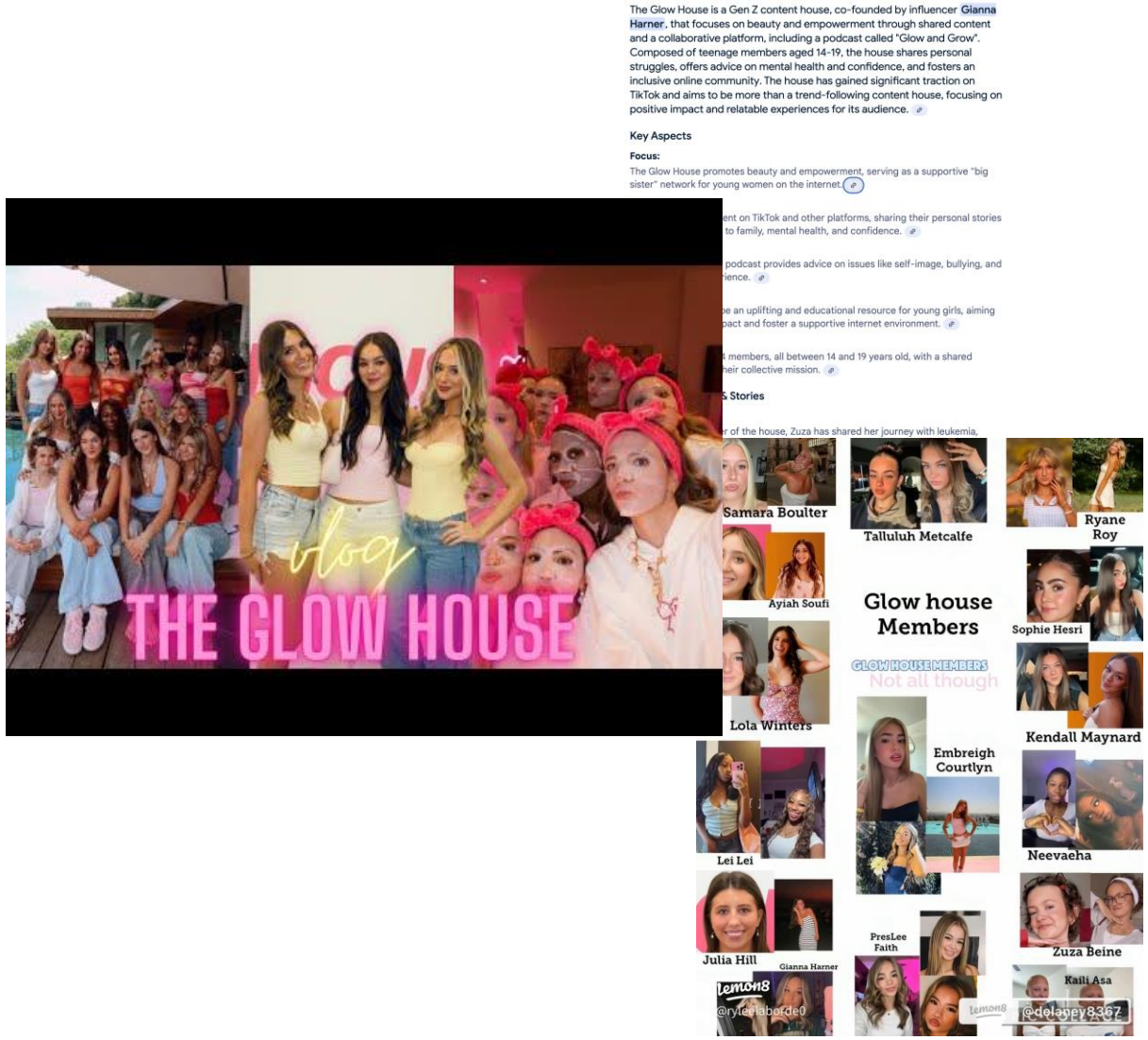




We need to influence the influencers

Who she trusts...

- Older siblings (what the 13-21 year olds are doing)
- TikTok trends
- Friends
- The List
- Gifts, gift baskets
- Mom



Mom Audience

Gatekeeper, not the boss
Want her to feel confident but need to know it's safe.

Neverending mental list
Managing decisioning fatigue, looking for ease

Gifting is emotional labor
Not buying a thing, creating a memory

Relies on reviews
If other mom's love it, she'll try it

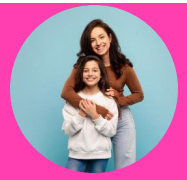


Audience snapchat of the Permission Giver

Most trusted channels include podcasts and social

Permission Giver Gwen

Gwen loves watching her kids grow into themselves, especially seeing her daughter explore beauty and self-care. Wanting to keep their bond strong, she introduces her to trusted body care brands she's personally used and loved over the years.



Most Trusted Channels

136i	Podcasts
134i	Internet
131i	Social Media
99i	Newspaper
91i	Radio

Top Streaming Video Platforms

77%	Netflix
70%	YouTube
61%	Prime Video
57%	Disney+
48%	Hulu

Retail Shops

51%	Walmart
48%	Target
31%	Dollar Tree

Top Streaming TV Shows

Succession
The Last of Us
Yellowjackets
Ted Lasso
Abbott Elementary
Shrinking
The Mysterious Benedict Society
Stranger Things
The Baby-Sitters Club
The Mandalorian

Passion Points

130i	Likely to listen to podcasts to learn, unwind, and explore fresh idea
126i	Using social media to pick up makeup tips and self-care routines to stay informed and inspired
129i	Enjoys podcasts about health & wellness
102i	Loves to have a set routine day to day

Social Media Behaviors

54%	Helps them feel more connected to others
45%	Stay up-to date with their favorite companies & brands
37%	Main source of news
37%	Likely to purchase products they see on social media

Favorite Brands

149i	Old Navy
149i	Nike
149i	Adidas
121i	Levi's
143i	H&M
126i	Hanes
151i	The Gap

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Likely to purchase brands they see on social media

Looks to trusted voices in the mom community for advice

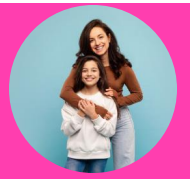
Places, Spaces and Voices

Voices of Authority & Influence

Jessica Shyba (@mommasgonecity)	Lifestyle and parenting influencer with a warm, authentic voice. Shares family routines and product recommendations for kids and tweens.
Kristen Carli (@kristencarli)	Mom of young kids, offers realistic advice on parenting and kids' products, including skincare and wellness. Known for trustworthy reviews.
Brittany Mullins (@brittanymullins_)	Mom influencer who mixes beauty, wellness, and lifestyle, often featuring gentle self-care products safe for tweens.
Sarah Therese (@sarahtherese)	Family lifestyle and motherhood content creator who promotes simplicity and mindfulness around parenting and kids' routines.

Mom Trusted Businesses

Target
Sephora
The Honest Company
Burt's Bees
CeraVe
First Aid Beauty
Glossier
Petite 'n Pretty



Events

Glow Up: Mother's Day Skincare & Makeup Workshop
Navigating Beauty & Wellness: Motherhood Edition
Chamber of Mothers 'Mothers United Tour' Bus Experience

Influencer Communities

The Everymom Community
Mom Bloggers Club
Motherhood Collective
The Mom Project
Momfluencer Hub (Instagram & Facebook groups)

YouTube Channels

Allana Davison
Elle Fowler
KarenBritChick
Mimi Ikonn
Kaushal Beauty

Community Forums

r/Parenting	General parenting discussions, including beauty & wellness product talk for kids and teens
r/Mommit	A community specifically for moms sharing advice and product reviews.
r/SkincareAddiction	While mostly adult-focused, many parents ask about gentle products for tweens.

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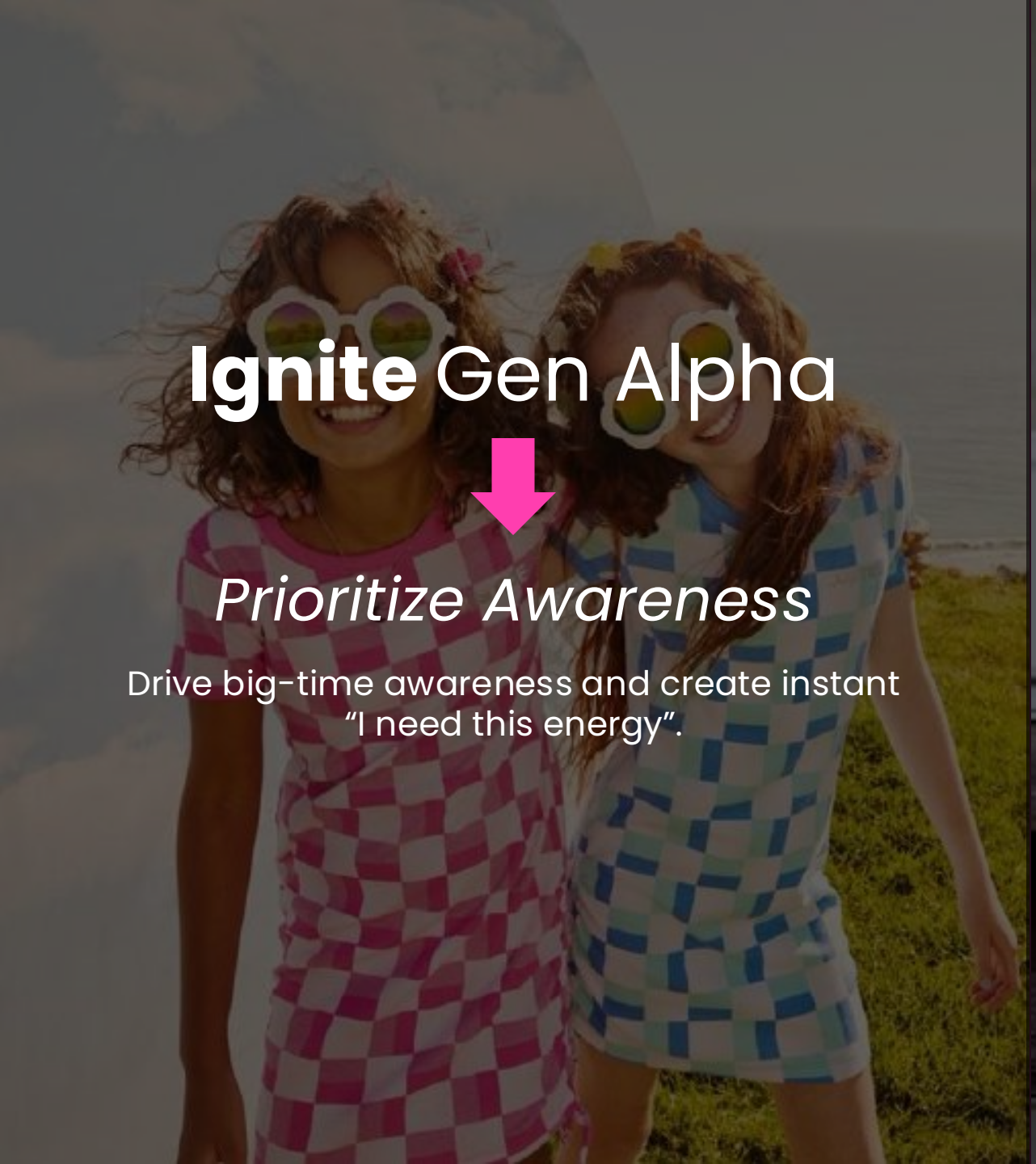
Get on her list.

Command attention as the newest alpha brand through influence that ignites desire, celebrates her self-expression, and earns Sunryz a spot on both *her* list.

Create the next obsession. Build unstoppable buzz around Sunryz, transforming it into the must-have pick every tween is obsessed with, the thing she shows her friends, brings to hangouts, and instantly adds to her wish list.

Invite her to play.
It's more about being a canvas than a script. Think remixable TikTok sounds, "add yours" Instagram stories, shoppable wishlists, and interactive AR try-ons. Tactics should spark participation, letting her co-create, personalize, and flex her identity.

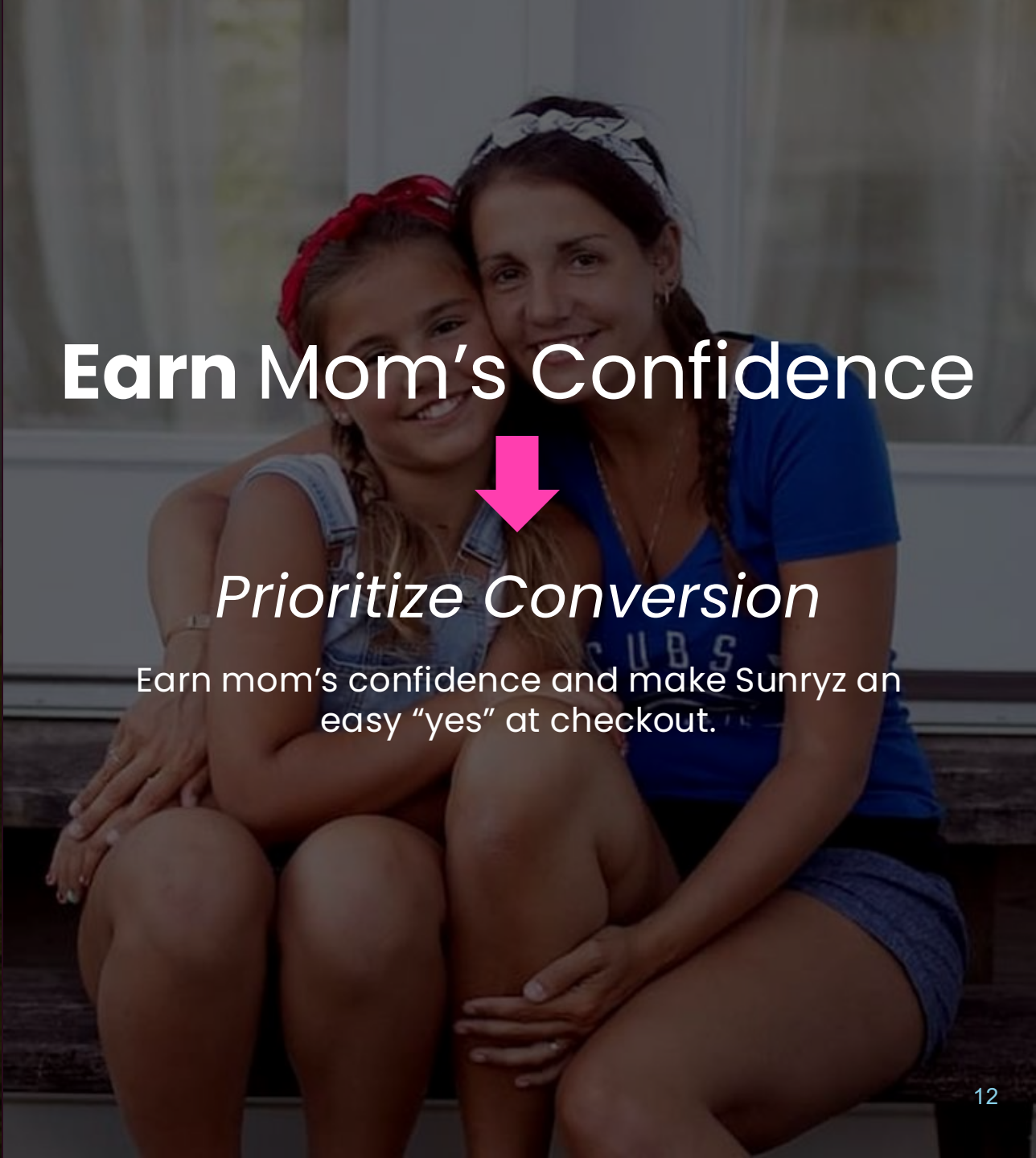
Fuel the FOMO and influence the influencers. Make Sunryz the social currency, the brand everyone cool has, wants, or is gifting. Use the voices that matter most to her: besties, big sisters, and creators. From lockers to GRWM videos to "what's in my bag" TikToks, Sunryz should feel like a must-have moment she can't miss.



Ignite Gen Alpha

Prioritize Awareness

Drive big-time awareness and create instant “I need this energy”.



Earn Mom’s Confidence

Prioritize Conversion

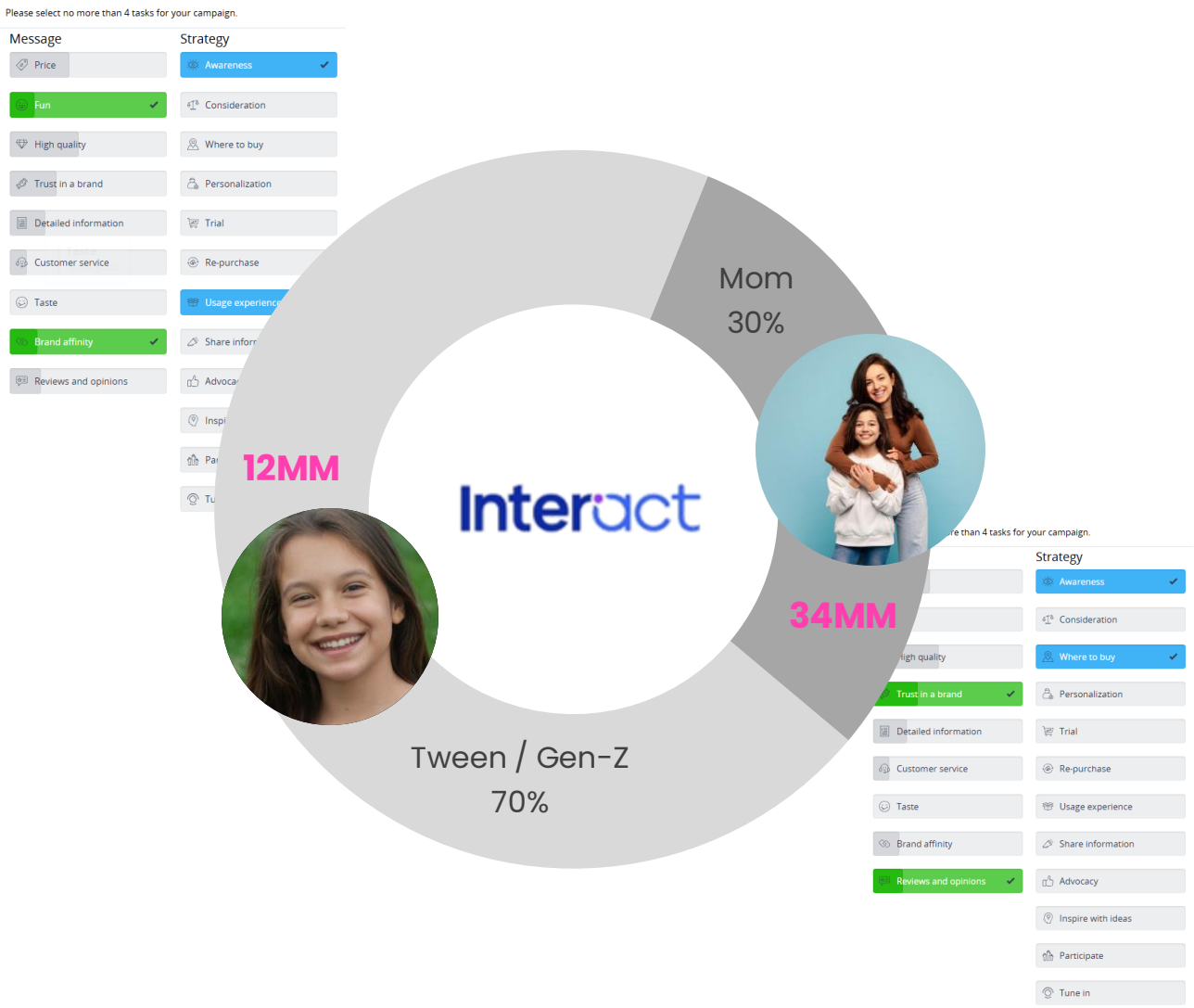
Earn mom’s confidence and make Sunryz an easy “yes” at checkout.

Balancing influence and purchase power

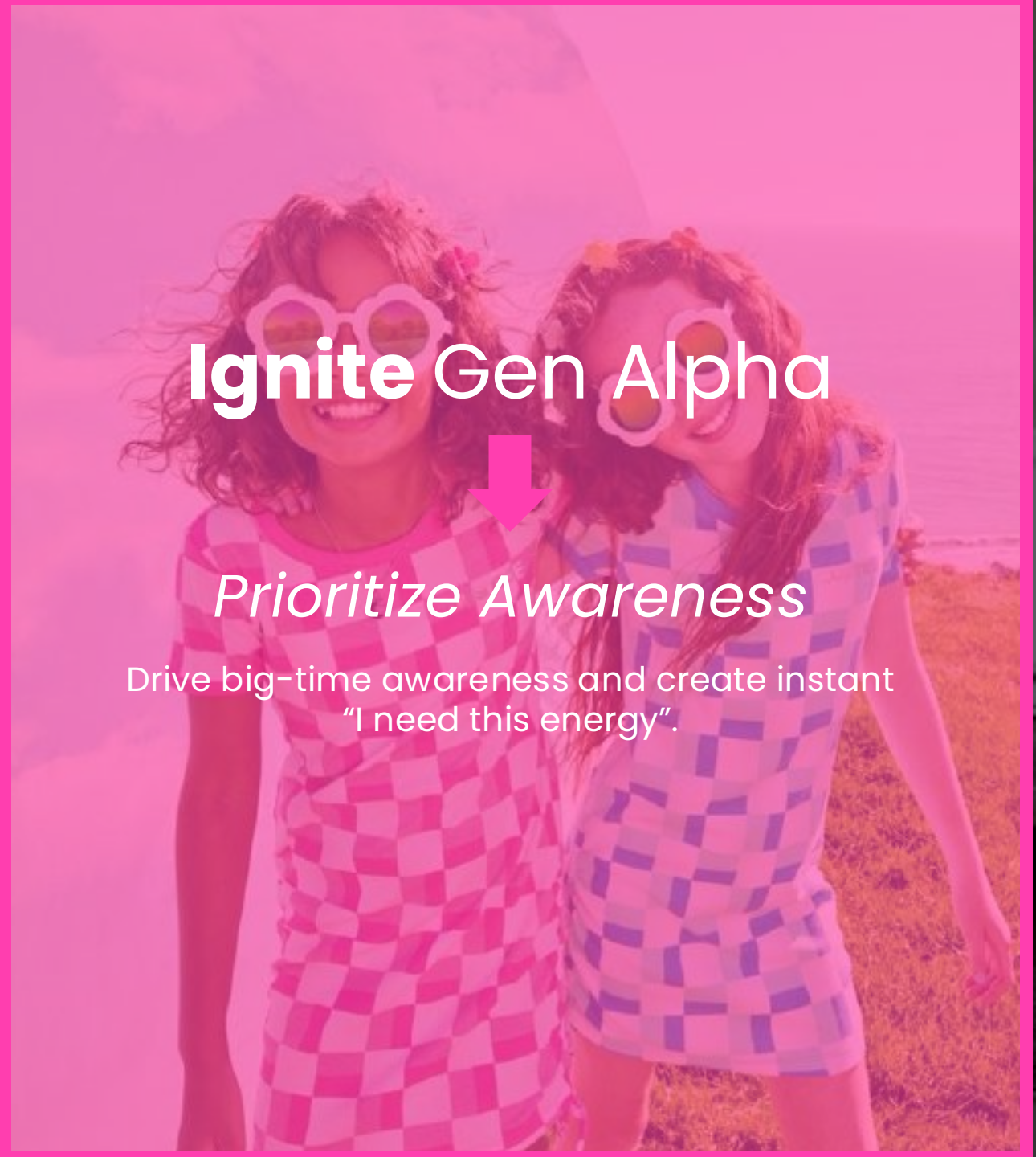
70% Tweens + Gen Z:
Influence-led investment is required to shape demand in a harder-to-target audience. Without direct tween targeting, budget works through Gen Z creators and broader reach to create a cultural halo, making this side more scale and cost intensive.

30% Moms:
While tweens drive desire, moms drive purchase. Moms are efficiently targetable, allowing this investment to focus on trust, consideration, and conversion with lower cost per outcome.

All together:
This mix balances cultural influence with buying power, fueling demand and converting it.



Tactical Partner Details



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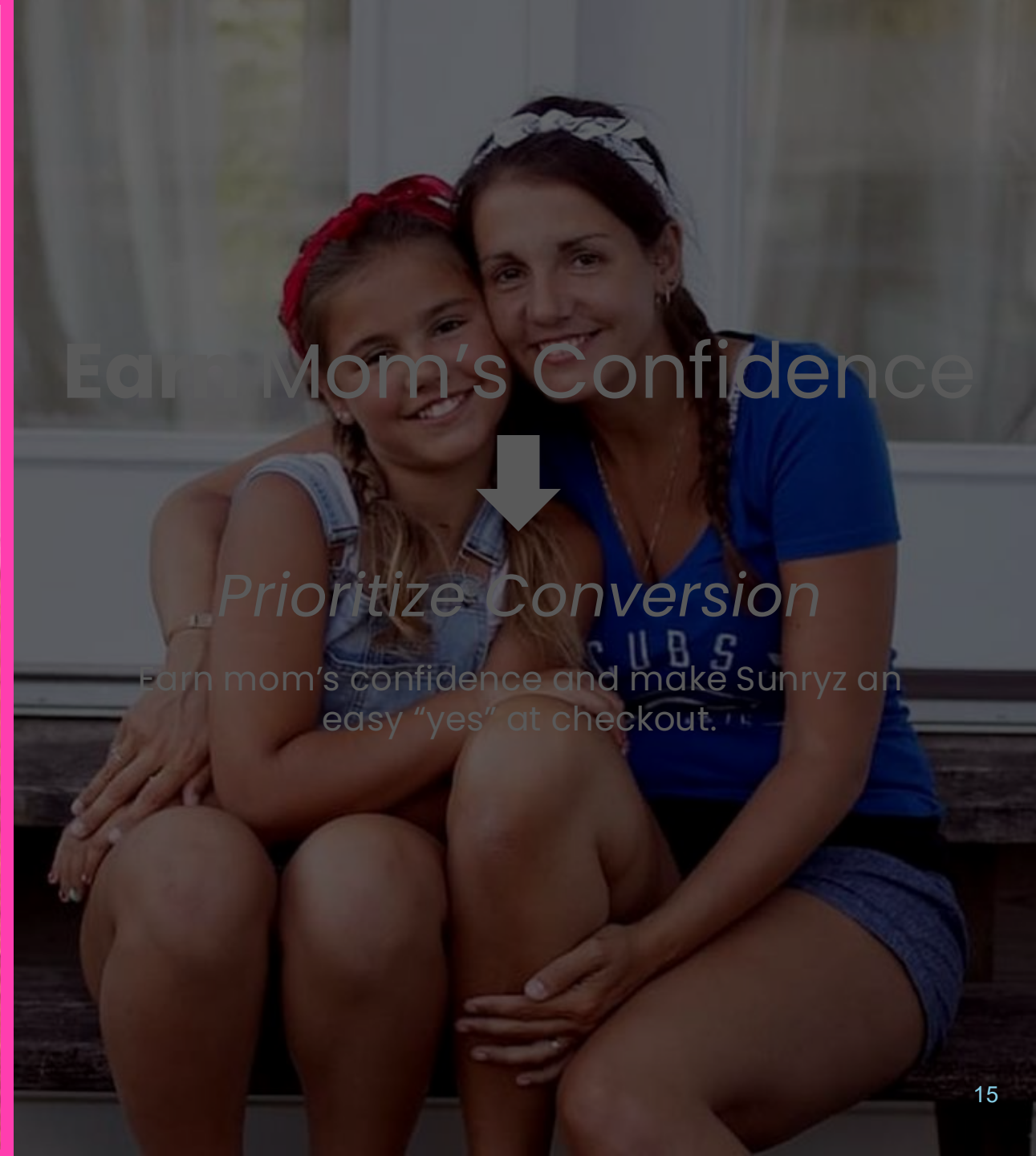

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Influential: Gen Alpha-First Creator Engine

Connecting Sunryz to the rituals, trends, and "big-sis" energy shaping Gen Alpha's identity

Partner Overview

A leading creator marketing platform with 15M+ vetted creators, AI-driven safety + discovery, and deep expertise in youth culture. Influential builds always-on creator ecosystems designed to reach tweens where identity is formed: GRWMs, glow-ups, scent routines, school-life moments.

Details

- **Creator Strategy:** 5 VIP TikTok creators (1–2M followers); mega creators who drive mass awareness, are a part culture creation, and help drive brand legitimacy
  - Creators inspire and over-index with Gen Alpha; content includes paid amplification across TT, IG, and YouTube
- **Content Themes:** Glow-ups, GRWMs, bestie gifting, scent layering, school-life routines - all natural moments for Sunryz
- **+22% in Incremental Added Value**
  - 5MM AV Paid Impressions
  - Custom Brand Lift Study
  - Custom Sentiment Analysis
  - Usage right extension from 30 to 90 days

Why It Makes Sense

- Influential directly aligns with how tweens explore identity, playful scent experimentation, GRWM formats, sparkle aesthetics, and peer-led influence.
- **Stat-backed opportunity**:
  - 60% of parents bought beauty/personal care for their Gen Alpha child in the last 3 months.
  - 64% of kids ages 8–12 use YouTube + TikTok daily, making them heavy consumers of beauty/GRWM content.
- Influential's "moments to signals to forces" model ensures Sunryz shows up where trends actually move, from quick-hit memes to long-running scent rituals.
- The program can optimize creative, audience targeting, and boosting in real time based on performance signals across TikTok.





Influential: How the Program Comes to Life

VIP Creator Program

5 VIP creators (1–2M followers); Each posting 1x TIkTok Video

- **Format**: Short-form content across TikTok
- **Creative**: GRWMs, scent routines, bestie gifting, restocks, aesthetic POV
- **Distribution**:
  - Creator to post on TT; 90 days from date of post
  - Paid Amplification on TT (Influencer's handle), Instagram, and Youtube (Brand Handle) for 90 days
- **Usage:** Sunryz has O&O rights from the date of post + 90 Days.
- **Sunryz Integration**:
  - Visible product use
  - Scent-selection moments
  - "What I'm wearing today" fragrance tags

Trend Responsive Content Engine

- **Create Content with Cultural Fluency:**
  - Influential monitors trends across Tik Tok and will make any updated creative recommendations to 3–14 days ahead of launch
  - Ensures Sunryz shows up in real-time trends that Gen Alpha is already consuming

Measurement & Optimization

- **Primary:**
  - **Added Value Brand Lift Study (BLS):** Measures how the campaign shifts awareness, consideration, and purchase intent among Gen Alpha parents and tweens exposed to Sunryz content.
- **Secondary:**
  - **Sentiment Analysis**: AI-powered review of comments and engagement to understand how audiences feel about Sunryz (positive themes, hesitations, emerging trends).





Influential: 2026 Content Calendar

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Example Content Themes			**SPRING GLOW**					**BTS**			**Holiday**	
			Little Sis Starter Pack					GRWM First Day Glow Check			Big Sis Gifting	
			Glow Aura Gift Swap									
			Creator 1					Creator 4			Creator 5	
				Creator 2								
					Creator 3							
			Paid Amplification					Paid Amplification			Paid Amplification	
												BLS & SENTIMENT ANALYSIS

Influential: Plan on a Page



	$700K Gross Investment
Platform(s)	Native Media distributed across TikTok
Talent	5 VIP Influencers | 1M - 2M Followers Each Posting 1x TikTok Video **5 Total Influencers | 5 Total Posts**
Flight	3/1/2026 - 12/31/2026
Paid Targeting	Platform specific; Tweens: 13-20 with Interest and Behavior Matching (Beauty/Fragrances/Skincare/Personal Care)
Campaign Guarantee	75.1M Blended Impressions (IG/TT/YTS)
Exclusivity	Exclusivity for 3 competitors in a paid capacity from date of post + 30 Days.
Measurement	Brand Lift Study; Measuring Ad Recall, Awareness, Perception, and Consideration
Usage Rights	Sunryz is granted Organic Reposting of the campaign's influencer created content on their owned & operated social media accounts from the date of post + 90 Days. Influential is granted Paid Usage Rights of the campaign's influencer created content to run paid social through Influencer's (TikTok) handle and Brand's (Instagram and YouTube) handle from the date of post + 90 Days.



Influential's Campaign Process

From approval, ~6 weeks until campaign launch

CAMPAIGN SETUP

- → Plan Approval & Greenlight
- → Client Kick-Off Call
- → SOW Contract Approvals
- → Influential Creator Brief Development
- → Client Brief(s) Approval

CREATOR DISCOVERY

- → Creator Sourcing
- → Influential Pre-Reach for Creator Availability
- → Influential Brand Safety Vetting
- → Final Creator List Delivery

CREATOR CONTRACTING

- → Brand Safety Vetting
- → Final Client Creator Selections
- → Influential Negotiation & Contracting
- → Influencer Briefing(s)/Onboarding

CONTENT DEVELOPMENT

- → Concept/Content Delivery
- → Influential Creator Content Review & Revision Suggestions (Based on Brief)
- → Client Reviews & Approves Content

CAMPAIGN LAUNCH

- → Brand Content Approval(s)
- → Posting Schedules
- → Campaign Goes Live
- → Dashboard Reporting

CAMPAIGN WRAP

- → Customized Campaign Recap
- → Sentiment Analysis
- → Custom Brand Lift Study Results
- → Campaign Optimizations & Opportunities



Paid Social Approach

Placements, messaging and platforms are activated over time to build momentum, reenforce brand presence and gain affinity throughout 2026.

Timing: 2/23-3/23

Build Curiosity. Spark Obsession.

Teaster content to mass audience base with potential interest-based targeting

Timing: 3/2-3/23

Make Sunryz The Tween Must-Have.

Launch push to mass audience + retargeting from teaser content

Timing: 3/24-6/30

Build Rituals. Build the Culture. Build the Brand.

Deepen relevance with high-engagement audiences by retargeting. Widen our base through activating lookalikes

Timing: 7/31-12/31

Rekindle the Hype. Make It Feel New Again.

Re-activate warm audiences through retargeting .Continue expanding reach through lookalikes

Build Curiosity. Spark Obsession.



Build anticipation and make Sunryz social handles “follow-worthy” before launch

Placements

In-Feed Ads(Pre-Launch 2/23–3/2): Standard in-feed ads with brand teaser content
Spark ads (Follower Growth 2/23–3/23): Boosted organic posts from Sunryz TikTok profile to promote follower growth
Countdown Stickers : Interactive countdowns to spark urgency and FOMO, paired with In-feed ads
Feed, Stories, Reels (Pre-Launch 2/23–3/2): High reach placements for countdown and teaser content;
IG Feed, Stories, Reels (Follower Growth 2/23–3/23): Follower campaign to drive follower growth on IG Page
Creators- TikTok One (2/23–3/2): Creator Content designed to "influence the influencers" with content like unboxings or the creators talking building hype to shop in store

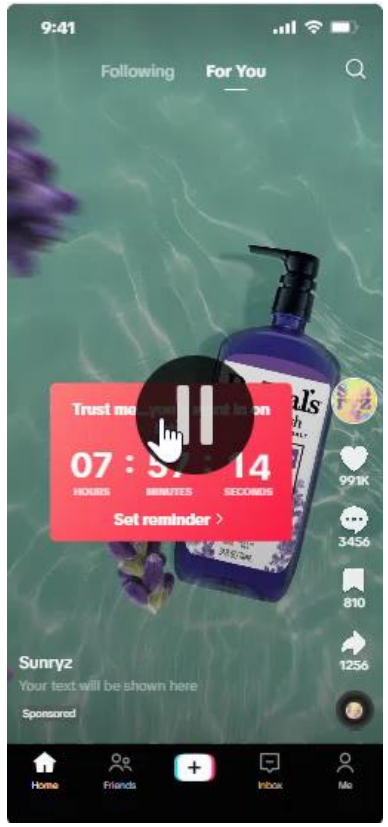
KPIs

- Video views & VCR
- Follower growth
- Engagement Rate

Net Investment

Spark Ads: $20,000
In-feed: $10,000
Feed, Stories, Reels: $25,000
TikTok One: $50,000

Countdown Sticker



Make Sunryz the tween must-have



Sunryz goes live as a social-first, trend-worthy accessory. Every unboxing, haul, and “GRWM” moment positions Sunryz as essential for tweens.

Placements

TopFeed (Launch Hero 3/2–4/2): Premium TikTok placement (1st in-feed ad slot) to dominate launch conversation and maximize visibility with tweens.

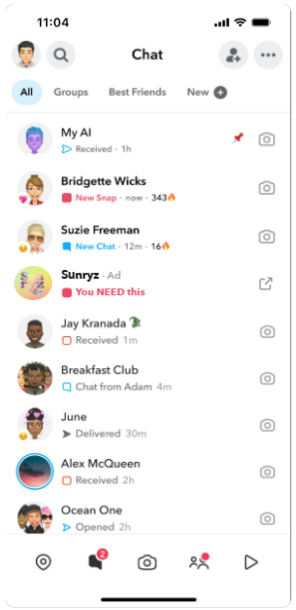
Spark Ads/Creators (TTOne): Continue Amplifying top-performing TikTok One & brand handle videos to extend reach, credibility, and follower growth.

In-Feed Ads (Launch 3/2–3/23): Standard in-feed ads using a combination of dark and boosted content to reinforce hype, expand reach and drive follower growth.

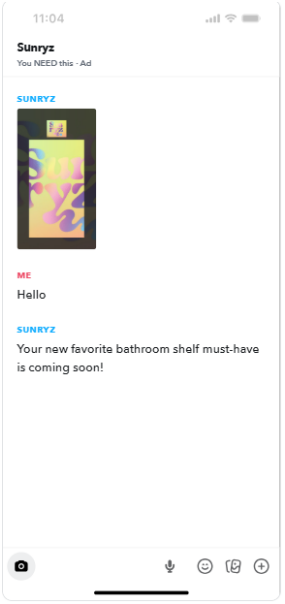
Feed, Stories, Reels: High-reach placements using a combination of dark and boosted content to expand the IG audience base, drive discovery, and keep Sunryz top-of-mind.

Sponsored Snaps: Seamless integration into tween chat feeds to reinforce messaging and keep the brand top-of-mind.

Sponsored Snaps







KPIs

- Video Views & VCR
- Follower Growth
- Engagement Rate

Net Investment

TopFeed: $50,000
In-Feed & Spark Ads: $40,000
Feed, Stories, Reels: $15,000
Sponsored Snaps: $10,000

Build rituals. Build the culture. Build the brand.

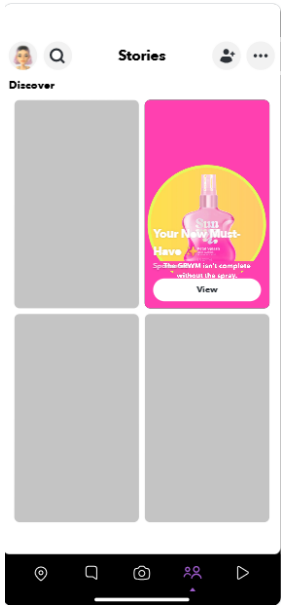


Sunryz becomes part of everyday routines through brand story telling and drive to purchase

Placements

In-Feed (3/24–6/30): Evergreen ritual-based storytelling showing how Sunryz fits into daily tween life.
Spark Ads + Creators (3/24–6/30): Creator-led SOTD/GRWM content that reinforces Sunryz as a daily essential and boosting top performing organic content
Feed, Stories, Reels (3/24–6/30): Combination of boosted and dark always on content; overall brand messaging; drive to where to buy or tell the brand story
Story Ads (3/24–6/30): Storytelling format that naturally layer into where they organically spend time and spark habitual engagement.

Story Ads





KPIs

- Video views & VCR
- Engagement rate
- CPM/Impressions

Net Investment

In-Feed: $35,000
Spark +Creators: $50,000
Feed, Stories, Reels: $35,000
Story Ads: $20,000

Rekindle the hype. Make it feel new again.



Always on presence is combined with limited editions, twin packs, and seasonal activations to keep Sunryz exciting, collectible, and social.

Placements

- **In-Feed- Lights On (7/1–12/31):** Always-on presence to maintain familiarity.
- **Feed, Stories, Reels – Lights On (7/1–12/31):** Always-on presence to maintain familiarity.
- **TopFeed:** One seasonal burst to drive cultural relevance and reinforce Sunryz as a must-have for the season.
- **AR Lens:** Immersive, hands-on format tied to a moment

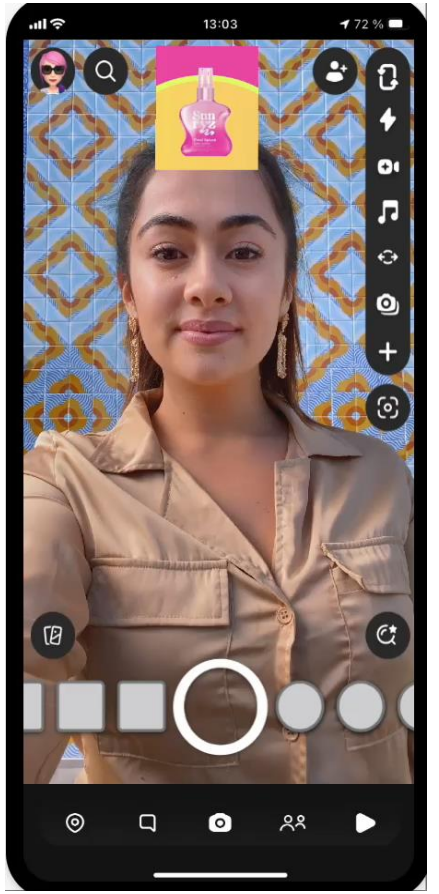
KPIs

- Video views & VCR
- Engagement rate
- Shares rate
- Playtime

Net Investment

In-feed: $20,000
Feed, stories, reels: $20,000
AR Lens: $50,000
TopFeed: $50,000

AR Lens



Social test & learn opportunities



Audience Targeting

A. TikTok Age Tests
   - 13-17 (broad) vs 18-24 (interest based)
     - Notes: 18–24 is not a core target, but unavoidable due to TikTok's preset buckets.
     - Goal: Determine scale vs. precision tradeoff

B. Meta Audience Scale Tests
   - 13–17 (tight, interest layered) vs 13–20 (scaled "big sister influencers")
   - Goal: Determine scale vs. precision tradeoff

Creative Format & Messaging

A. Creative Formats
   A. Images vs. Videos
   B. Creator led vs. Brand Led
   C. Dark posts vs. Boosted

B. Messaging Tone
   C. Tween-forward (high energy, chaotic, playful)
   A. Teen-forward (efficiency, reassurance, trendy)

D. Placement by audience type
   A. Tween-first environments vs. Mass-appeal environments
   B. Feed vs. Story

E. Seasonal messaging
   A. Evergreen vs. Seasonal

F. Interactive formats
   A. Content with interactive elements vs. non-interactive
   B. Participation-driven creative (UGC, lens) vs. passive viewing

G. Conversion focused Messaging
   A. Opportunity to test lower-funnel conversion formats to understand tween-led purchase behavior

Paid Social plan on a page

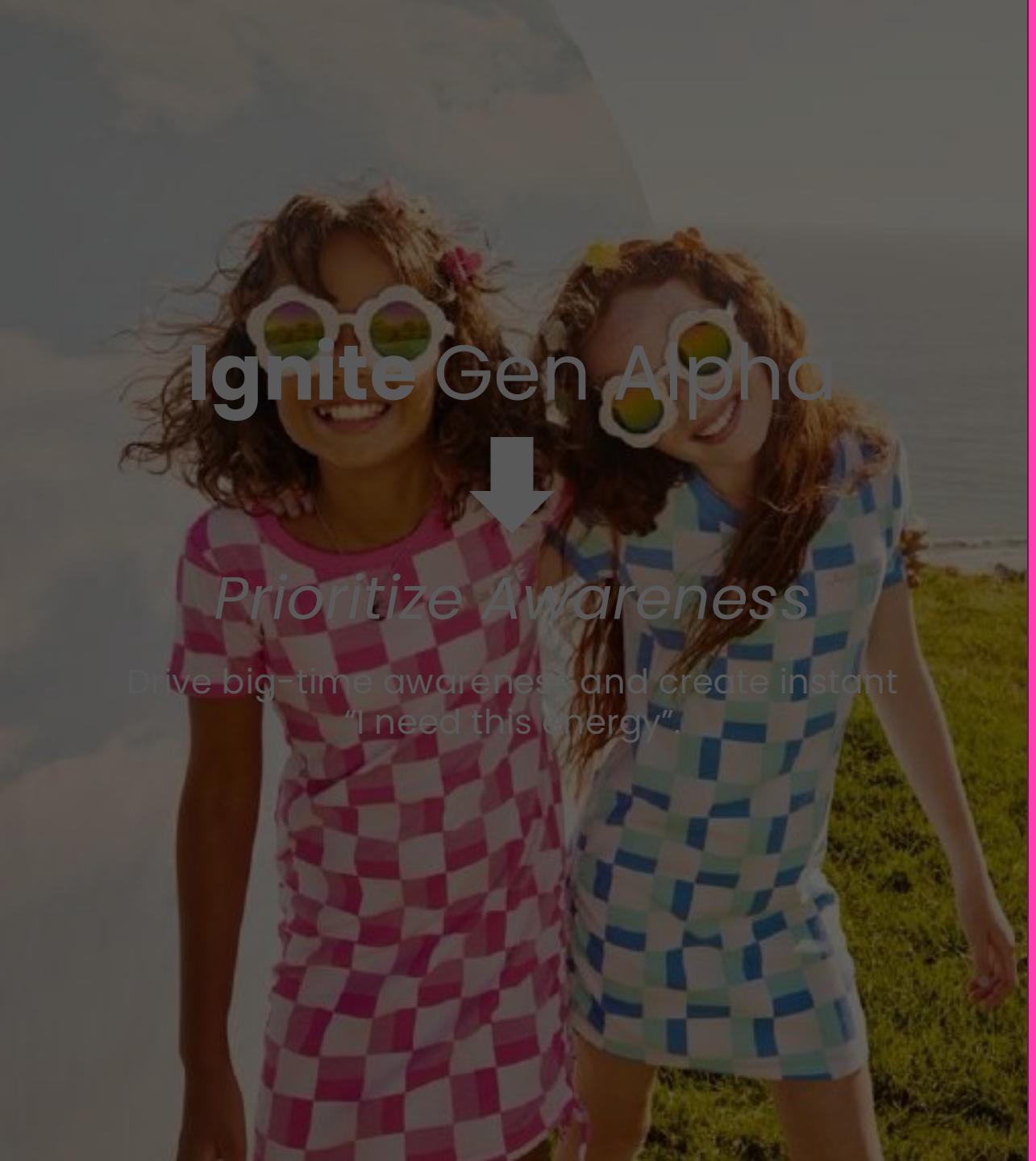


Placement	Timing	Est. Impressions	Full Year Budget (Gross)	KPIs
TikTok Spark Ads (including creator content)	2/23–3/23 3/24-6/30	23,333,333	**$155,335**	**Reach, VCR, Impressions, 3-second Video Views, Engagement Rate, Follower Growth**
TikTok In-Feed	2/23–3/23 3/24-6/30 7/1-12/31	21,250,000	**$94,965**	**Reach, VCR, Impressions, Engagement Rate**
TikTok TopFeed	3/2–4/2 + TBD	10,000,000	**$110,259**	**Reach, VCR, Impressions, 3-second Video Views**
Meta Feed Stories Reels	2/23–3/23 3/24-6/30 7/1-12/31	20,000,000	**$106,022**	**Reach, VCR, Impressions, Engagement Rate**
Snapchat Sponsored Snaps	3/2–3/23	3,333,333	**$11,250**	**Impressions, eCPM, VCR**
Snapchat Story Ads	3/24–6/30	3,333,333	**$22,191**	**impressions, eCPM, VCR**
Snapchat AR Lens	TBD	5,000,000	**$55,168**	**Share Rate, Playtime**
Reserve for Seasonal Activations	TBD	TBD	**$16,468**	**TBD**



Paid Social creative needs

Placement	Assets Needed	Creative Guidance	Resources/Ad Specs
TikTok In-Feed	5–8 videos (or carousels) rotated every 4-6 weeks • Assets should be trend driven • • Evergreen and Seasonal versions (BTS, holiday, Easter) will be needed	Encourage participation Low-fi, native to TikTok, style content Lean into creators and UGC Lean into trends	https://ads.tiktok.com/help/article/specifications-for-carousel-ads TikTok Auction In-Feed Ads | TikTok Ads Manager
TikTok Spark	Content posted organically (from Bodycology or creator pages)	Use creator-led or brand-led posts that already show strong engagement	About Spark Ads
TikTok TopFeed	2–3 videos; high-impact anchor assets	Seasonal cues and/or limited edition drops- create hype and urgency Strong visual storytelling High production OR polished creator content	https://ads.tiktok.com/help/article/tiktok-reservation-in-feed-ads-reach-frequency?lang=en
Meta Feed Stories Reels	5–8 assets (mix of static, carousel, and short-form video) rotated every 4-6 weeks • Evergreen and Seasonal versions (BTS, holiday, Easter) will be needed	Fun → Fast → Shareable Color-forward visual Creator-style + platform-native vibe	Ad Specs on Facebook Feed | Facebook Ads Guide
Snapchat Sponsored Snaps	3–6 assets (single image or video) sized for full-screen Snap Optional (but recommended): branded chat background, chat message, auto-response	Designed to feel like organic Snaps Quick, punchy, conversational Use branded chat experience to reinforce fun + playfulness	https://businesshelp.snapchat.com/s/article/ads-in-chat?language=en_US
Snapchat Story Ads	3–6 fast, vertical story-style videos	Playful, punchy, native to Snap Strong visual motion + quick storytelling Encourage participation	https://businesshelp.snapchat.com/s/article/story-ad-specs?language=en_US
Snapchat AR Lens	N/A — Snap will build as added value; requires brand input on theme, style, and interactive elements	Should be fun, playful, and “tryable” for tweens Use movement, colors, and interactive elements Seasonal variations encouraged	Lenses Specifications



Ignite Gen Alpha

Prioritize Awareness

Drive big-time awareness and create instant "I need this energy"

Earn Mom's Confidence

Prioritize Conversion

Earn mom's confidence and make Sunryz an easy "yes" at checkout.

Gaining mom’s trust through media

Inspire their feeds

Show up where moms seek inspiration, communicating Sunryz benefits and building confidence that it’s the right choice for their daughters.

Meet moms in-moment

Leverage Walmart’s Retail Media Network search to reach moms actively shopping for products like Sunryz.

Build her confidence

Reach moms through premium, relevant online video with contextual, retail, and site retargeting.

Paid Social Approach



Placements, messaging and platforms are activated over time to build momentum, reenforce brand presence and gain affinity throughout 2026.

Timing: 2/23-3/31

Let her know what her kids care about

Prime a broad audience with trust-building proof points that set the stage for down-funnel action.

Timing: 4/1-12/31

Validate RTBs

Retarget engagers and begin driving purchase with always-on conversions, while testing which RTB signals most effectively drive add-to-cart and purchase behaviors.

Seasonal

Give her a reason to gift

Re-engage warm audiences, past purchasers, and ATC signalers; layer in seasonal keywords and Pear traffic optimizations during shoppable moments to convert high-intent segments.

Let her know what her kids care about

Introduce Sunryz as a safe, fun, tween-approved brand



Placements

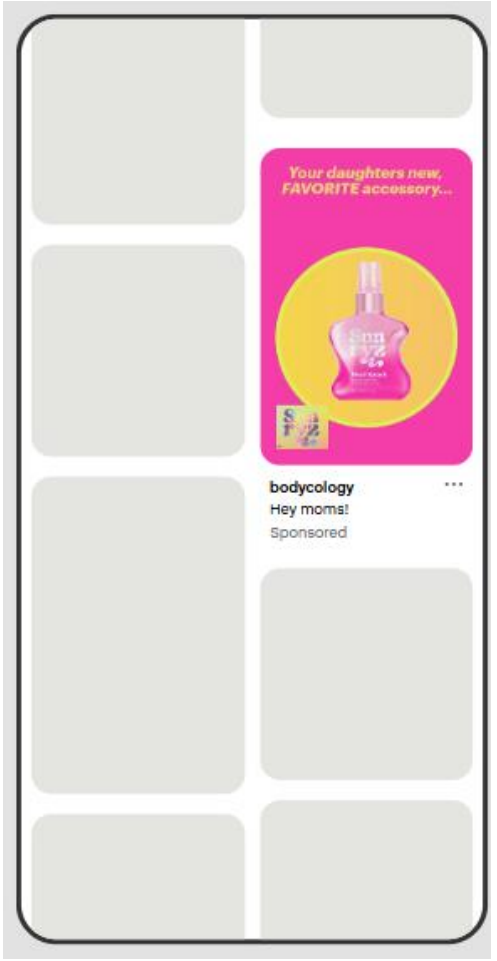
Meta – Feed, Stories, Reels (2/23–3/31): High-reach placements showcasing what tweens love
Pinterest – Image Ads (2/23–3/31): Reinforce brand presence to drive recognition

KPIs

- Reach
- Impressions
- VCR
- Engagement Rate (saves, clicks on Pinterest)

Investment

Meta: $20,000
Pinterest: $25,000





Validate RTBs

Mom-focused proof points build confidence, trust and drives conversion



Placements

- **Meta – Feed, Stories, Reels (4/1–12/31)** Traffic-optimized content reinforcing safety, trust, and “mom stamp of approval”
- **Pinterest – Image Ads (4/1–12/31)** Search-based discovery for routines, hygiene, tween gifting, and self-care
- **Pear Landing Pages:** Centralized product landing pages used as the conversion destination giving moms a clean path to purchase and directing them to in-stock locations

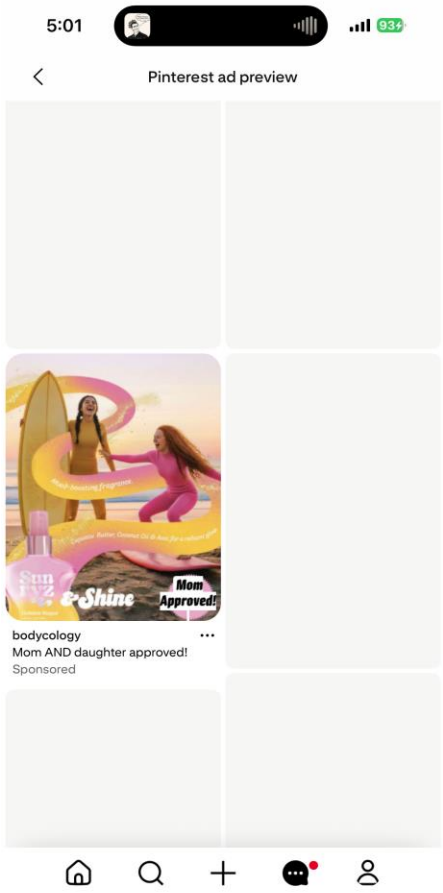
KPIs

- CTR / Link Clicks
- Landing Page Views
- Impressions
- Engagement Rate

Investment

Meta: $20,000
Pinterest: $25,000





Give her a reason to gift

Show up during the big and little moments when mom gifts her tween



Placements

Meta – Feed, Stories, Reels: Conversion-optimized ads driving traffic to retailer PDPs
Pinterest-Image Ads: Seasonal creative tailored to mom's search behaviors and High-intent moments where moms actively plan & purchase
Pear Connect: Auto-optimizes paid media to retailers driving strongest purchase intent

Targeting and creative based on seasonal moments examples:

- A. Back-to-School (7/25–9/10)
- B. Holiday Gifting + Stocking Stuffers (11/1–12/22)
- C. Easter (3/15–4/5)





KPIs

Link Clicks
CTR
Engagement (Pin clicks, saves)
Impressions
Conversion Proxy (Pear data)

Investment

Pinterest: $60,000
Meta: $55,000

Social test & learn opportunities

Audience Targeting

A. Audience Signals
   A. Seasonal vs. Evergreen audiences
   B. “Engaged Shoppers” vs. generic parent audiences
B. Audience Expansion
   A. Lookalike (LAL) expansion vs. Retargeting (RTG)

Creative Format & Messaging

A. Creative Formats
   A. Images vs. Videos
B. Messaging Tone
   A. Benefits-led (safety, value, ease) vs. Daughter-forward (desire, excitement)
C. Seasonal messaging
   A. Seasonal vs. Evergreen
D. Platform Context
   A. Meta vs. Pinterest
E. Path to Purchase
   A. Pear Connect vs. Pear landing pages

Paid Social plan on a page



Placement	Timing	Est. Impressions	Full Year Budget (gross)	KPIs
Meta Feed Stories Reels	2/23–3/31 4/1–12/31 7/25–9/10 (BTS) 11/1–12/22 (Holiday) 3/15–4/5 (Easter)	23,750,000	**$97,197**	**Reach, VCR, Impressions, CTR / Link Clicks (Traffic), Engagement Rate**
Pinterest Image Ads	2/23–3/31 4/1–12/31 7/25–9/10 (BTS) 11/1–12/22 (Holiday) 3/15–4/5 (Easter)	20,000,000	**$114,203**	**ICTR / LCTR, Pin Clicks, Engagement Rate, Impressions**

Paid Social creative needs



Placement	Assets Needed	Creative Guidance	Resources
Meta Feed Stories Reels	5–8 assets (mix of static, carousel, and short-form video) rotated every 4-6 weeks • Evergreen and Seasonal versions (BTS, holiday, Easter) will be needed	Moms respond to clear benefit-led messaging (safe, gentle, long-lasting)- Build trust, validate product usage, and naturally guide them toward purchase Use clean product shots + lifestyle overlays Include CTA-driven messaging Product-forward visuals that feel trustworthy	Ad Specs on Facebook Feed | Facebook Ads Guide
Pinterest Image Ads	5–8 assets (mix of static, carousel, and short-form video); rotated every 4-6 weeks • Evergreen and Seasonal versions (BTS, holiday, Easter) will be needed	Moms search for ideas, validation, and gifting inspiration Use vertically structured visuals with copy overlays Incorporate keywords visually (gift ideas, stocking stuffers, teen essentials) Clear idea-driven pins: “Holiday gift idea,” “Stocking stuffer,” “Back-to-school essential” Focus on practicality and parent appeal	Review ad specs | Pinterest Business help