

Tree Hut

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Essence
advertising

Table of Contents

03. *The Agency*

06. *Pre-Campaign*

23. *Print*

35. *Television*

44. *Social Media*

56. *Out-of-Home*

66. *Viral Video*

70. *Guerrilla Marketing*

75. *Branded Product Placement*

82. *References*





The Agency

Logo + Rationale

Primary Logo



Secondary Logo - Circle



Secondary Logo - Oval



Logo Rationale

- The name “Essence” was chosen to reflect the agency’s goal: capturing a brand’s true core through great advertising. The name also works well with its current *Tree Hut* campaign, whose sugar scrubs are known for its various, rich scents.
- *Essence Advertising’s* logo combines three typefaces, Sloop Script Bold Three (“E”), Swear Display (“ssence”), and New Kansas Extra Swash (“advertising”), to create a distinct word mark with intentional movement. The design began with New Kansas Extra Swash, a sharp and expressive serif that sets the tone for the word mark.
- For visual hierarchy, “Essence” became the focal point of the logo, with the secondary “advertising” going a line beneath it. The Sloop Script “E” was added for further emphasis. It was then resized and altered to wrap around the lower “advertising” wordmark. The ends were edited to match the sharp ends of the Swear Display serif “ssence”, improving Sloop’s legibility, while maintaining stylistic contrast.
- Three pointed “raindrop” shapes were added to subtly mimic a megaphone, a common symbol for message amplification. The shapes also create a recognizable secondary logo when paired with the script “E”. Through these design choices, *Essence Advertising’s* logo communicates an agency that is intentional, memorable, and detail-driven.

About Essence Advertising



Naomi Coleman

Naomi Coleman is a senior at *James Madison University* majoring in Media Arts and Design with a concentration in Creative Advertising and minoring in General Business. She enjoys hikes, crafting, and reading a good book. After Graduation, she looks forward to a career in digital and social media marketing at an agency.

Julia Finkler

Julia Finkler is a senior at *JMU* studying Media Arts and Design with a concentration in Creative Advertising and minoring in Theatre. She enjoys improv comedy, volunteering with cats, and karaoke. She is excited to enter the advertising field and work towards being a creative director for an ad agency.



Kailey Garner

Kailey Garner is a senior at *JMU* majoring in Media Arts and Design with a concentration in Creative Advertising and minoring in Theatre. Professionally and personally, she enjoys photography and content creation. Passionate about strategic communication, Kailey enjoys conducting research to create driven, targeted advertisements. After graduation, she looks forward to working in account management, strategy, or content production.



Francesca Mehegan

Francesca Mehegan is a senior at *JMU* majoring in Media Arts and Design with a concentration in Creative Advertising and minoring in Art. She enjoys painting, baking sweets, and playing Mario Party with friends. She looks forward to a career as a graphic designer or art director, either in-house or at an agency.



Adam Tabet

Adam Tabet is a senior at *JMU* majoring in Media Arts and Design with a concentration in Creative Advertising and minoring in Entrepreneurship. He enjoys spearfishing, boating, and carving wood and will continue to run his own business selling his art after college.





Secondary Research

Brand Name

Tree Hut® Owned by Naterra International, Inc. (Spruch-Feiner, 2023)

Product Founding Date

March 2002 (Tree Hut Shea, 2025)

Product Retailers

Walmart, Ulta Beauty, Amazon, and Target

Mission

Tree Hut's mission is to make self-care enjoyable. This demographic is willing to spend money and time on experimenting with their hygienic routines.

Product distribution

Limited distribution with retailers including Walmart, Ulta Beauty, Target, and Amazon.

- *Walmart: Sunlit Glow, Passionfruit Sol Exclusive, limited edition, “store-only” product scents*
- *Ulta Beauty: Electric Beach, Ocean Glow, Scare Glow, Dewy Daisy, Cinnamon Dolce, Flower Milk*
- *Target: Sweet Cream, Frankenshine, Moonlight Glow, Pumpkin Spice Latte, Dragon Fruit, Enchanted Jasmine, Sunshine Sorbet*
- *Most products are available in these retailers as well as the Tree Hut Amazon shop.*
- *(Tree Hut, 2025)*

Cost

- *Walmart - \$8.94, Tree Hut Tropic Glow Firming Shea Sugar Body Scrub, 18 oz - \$9.97 (Walmart, 2025)*
- *Ulta Beauty - Between \$9.99 - \$10.99 (Ulta Beauty, 2025)*
- *Amazon - \$8.94 - \$11.99 (Amazon, 2025)*
- *Target - \$8.99, Firming Scrub and Moonlight Glow - \$9.99, Mini Scrubs - \$4.99 (Target, 2025)*

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Scent Variety (Tree Hut, 2025)	More expensive than competitors (Tree Hut, 2025)	Self-care movement (Lulu, 2024)	Saturated market (Statista, 2024)
Natural Ingredients (Tree Hut, 2025)		Generation Z appeal (Statista, 2024)	Realiance on trends (Lulu, 2024)
		Sustainability trends (Statista, 2021)	

Secondary Research

Competitors

- *Daise Beauty* - \$7.49 (Daise Beauty, 2025)
- *Dr. Teals* - \$5.89-8.99 (Walmart, 2025)
- *Ouai* - \$40 (Ouai, 2025)

Key Feature

Tree Hut's formula combines exfoliating sugar with deeply moisturizing certified organic shea butter and a blend of natural oils (Tree Hut, 2025). This delivers a spa-like experience that gets ride of dead skin and leaves it smooth and hydrated.

Main Consumers

- Gen Z and Millennial women (Othilpak, 2025)
- Consumers who are willing to spend money and time experimenting with their hygenic routines (Othilpak, 2025).

Shelf Space Comparison



Figure 1. Tree Hut display in *Target* located in Harrisonburg, VA (Kailey Garner, 2025)



Figure 2. Tree Hut display in *Target* located in Harrisonburg, VA (Kailey Garner, 2025)

- *Tree Hut* takes priority in its shelving displays whereas its competition focuses on highlighting other products. Its displays showcases its variety of color and its wide, square bases make the product easier to stack on shelves than its competitors (Kays, 2024).

Secondary Research

Essence Advertising's Personal Impressions

Naomi Coleman

I personally am a user of *Tree Hut* body scrubs and have loved the product for years. It has a lot of recognition as it is sold in big time stores like *Target*, *Ulta*, and *Walmart*. Its quality stays consistent throughout all the different scents *Tree Hut* offers. *Tree Hut* develops a big chunk of its fan base from social media platforms like *TikTok* where people post "get ready with me" and "night time routine" videos with the scrub. The only weakness is how some stores only carry certain scents so there is often a struggle to find a specific scent at local stores.

Julia Finkler

Tree Hut seems to be one of the leading brands in the body scrub category. Because of this, it already has a lot of notoriety and recognition for its scrubs as well as its quality. However, this can sometimes be limiting to just exist within one category. *Tree Hut* sells a wide range of skincare and shower products, but people only seem to think of its scrubs. Because it has such a strong hold on that aspect of skincare, the rest of its brand goes unnoticed. It is also cool how its scrubs are almost considered collectors items. People will go viral on *TikTok* for their insane *Tree Hut* collections.

Kailey Garner

I think *Tree Hut* is a leading brand in exfoliating products and has options for everyone. I think strengths of the product include its variety of scents, colorful packaging, affordability, and multiple retailers. While it is a popular brand and seems to have loyal product consumers, I cannot recall seeing advertising for the sugar scrubs or any *Tree Hut* products. Therefore, I think that the brand falls short in pulling in new customers because of the lack of widespread advertising and awareness of the product. Those who know the product and have used it for years will continue to do so, but as new scrubs appear on the market, *Tree Hut* may not be realized as an option to new consumers.

Francesca Mehegan

I have used *Tree Hut* products for a couple of years now, and so far I have loved it. Most of the attention goes to the sugar scrubs, but the *Tree Hut* body wash and shave oil are great products in my collection. *Tree Hut* has been a reliable and high-quality choice for me, but one of the downsides is the way it is advertised. It is hard to recommend the brand to friends and family when the product packaging is so feminine.

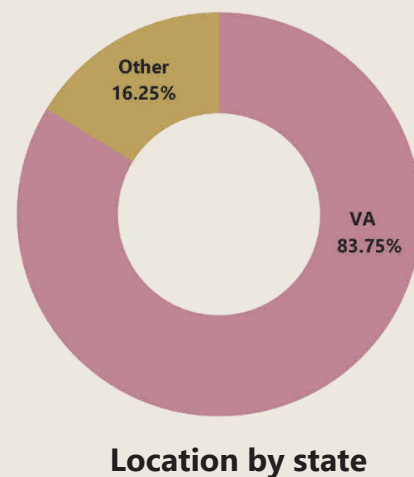
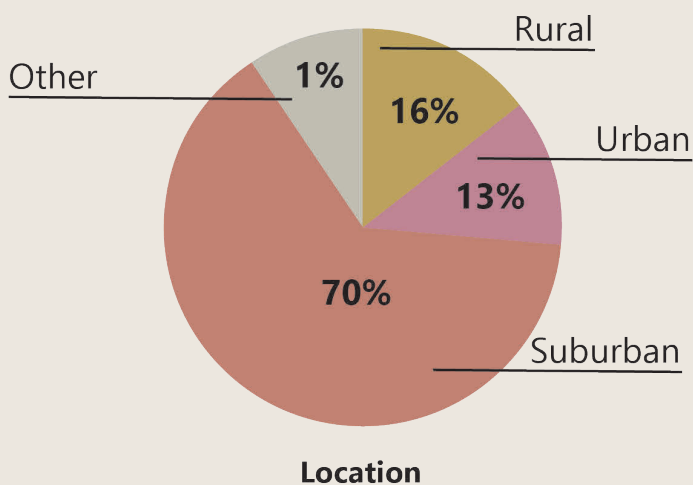
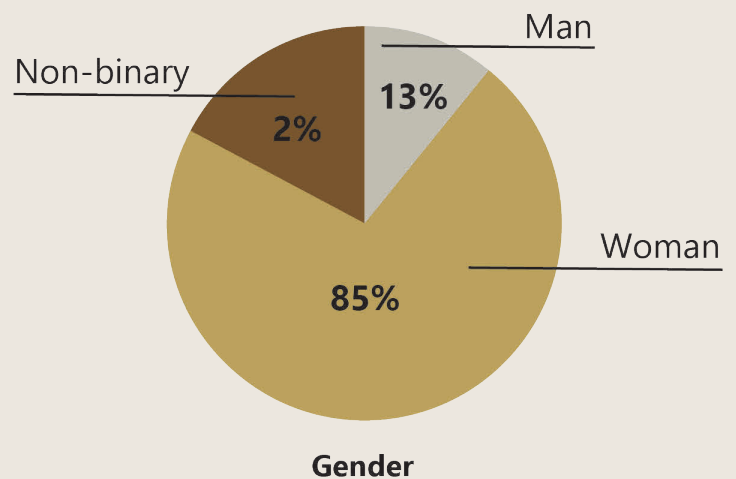
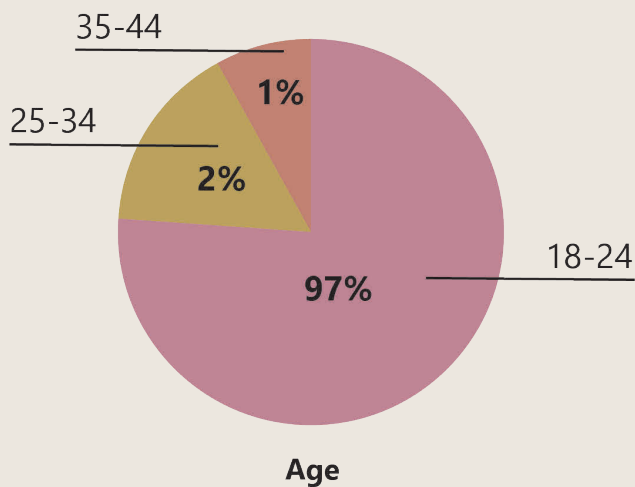
Adam Tabet

I think *Tree Hut* scrubs are great and are very pungent in a good way. The scrubs are great enough to be my favorite and only thing I "borrow" from my sister's array of shower products. I think the brand is ignoring a male population that would possibly love the product as well. If the scents and colors had an alternate, more gender neutral product line, I might be a regular customer.

Demographics

Survey Results

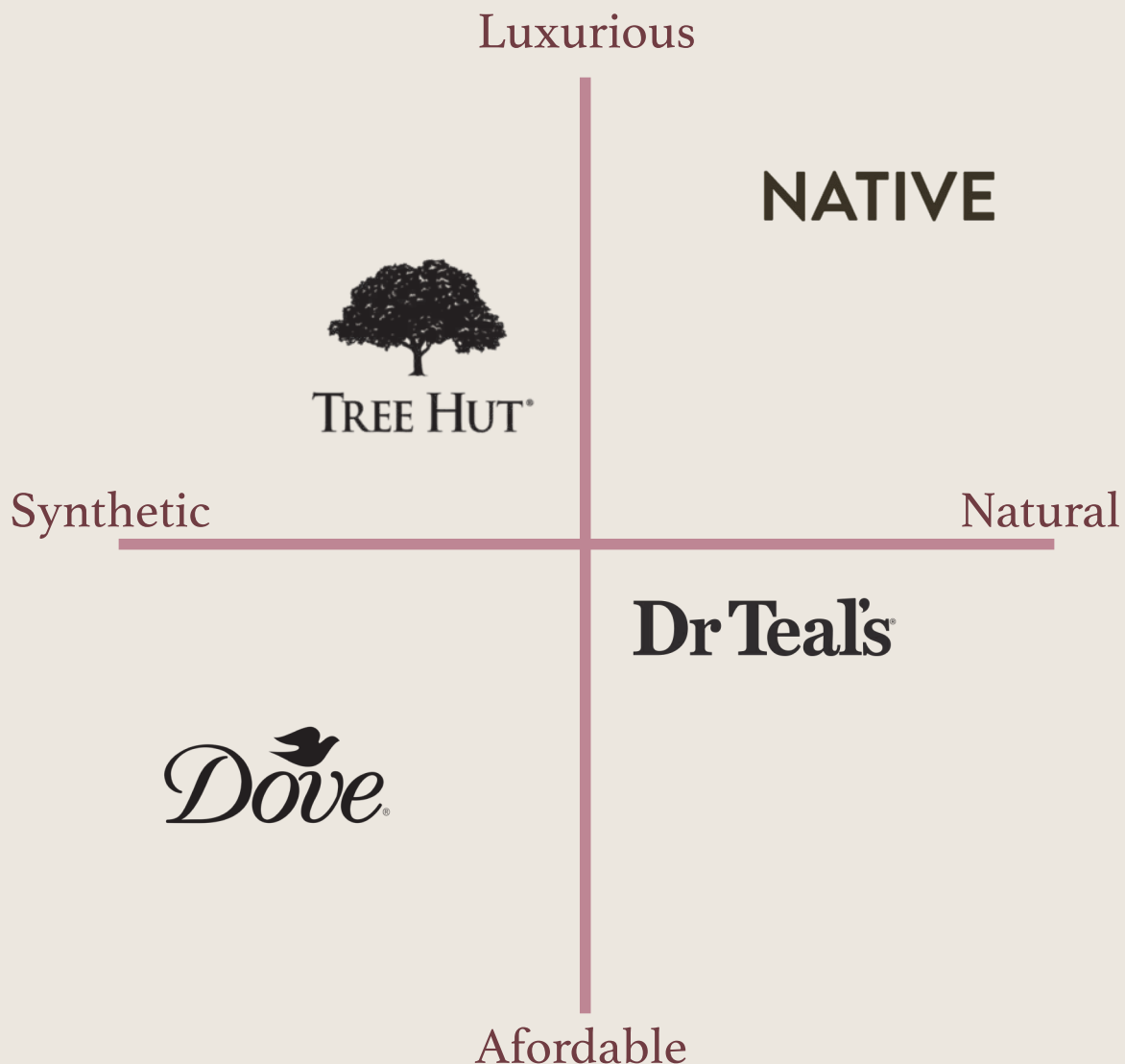
There were **525 respondents**. Demographics collected from participants included age, gender, and location, both in locales such as rural or urban and by state. 97 percent of respondents were ages 18-24, 85 percent were women, and 70 percent live in suburban areas. 83.75 percent of participants reside in Virginia.



Brand Perception

Matrix of Comparison

When comparing competing brands, participants associated the brand with being **artificial**. Based on the survey responses, *Tree Hut* was perceived to be more **expensive** compared to competing brands. When asked to think about *Tree Hut* on its own, the brand continued to be considered **synthetic and luxurious**.



"When you think of the *Tree Hut* brand, what comes to mind?"



Primary Research

Word Cloud

Core Product Association

"The exfoliating sugar scrubs"

"Hygiene/shower"

"Body care"

"Sugar scrub, body butters, lotion, body wash"

Scents & Fragrance

"The wide selection of scents that they offer." "Amazing scent selection."

"Really good smells", "Good scents."

"Very fragrant scents."

Aesthetic & Branding

"Girly audience. Popular. You're associated with being 'cool' or likable if you use this."

"The scents are cute and good packages, but it's more liquidy than a scrub."

"Sugar scrub that is preppy, luxurious, and smells very good."

"Bright colors, fruity or tropical scents, the square container.""

"The big display at *Target*."

"*TikTok* 12 year olds."

Positive perceptions

"Natural, good ingredients, made for sensitivity."

"Lots of scent options. Also good quality products."

"Nice shaving oil which is better than the cream."

"Relaxing."

"Cheap, but effective sugar scrubs and oils - a vital piece of a shaving routine."

Negative perceptions

"Unnecessary, indulgent, fragrance, will break me out."

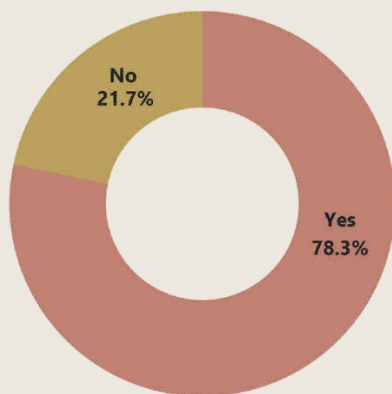
"Artificial and expensive."

"Expensive and not good for my skin."

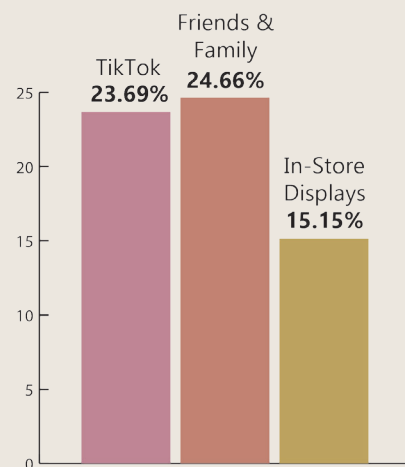
Discovery & Acquisition

Survey questions revealed consumer habits and behaviors around shower routines, product discovery, shopping locations, and factors considered when purchasing skincare products. 78.3 percent of respondents were aware of the *Tree Hut* brand and its sugar scrubs, and 26 percent of participants **use the brand regularly**.

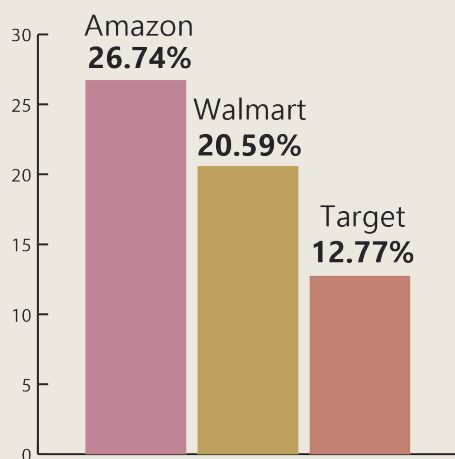
Though 23.69 percent of respondents use *TikTok* to discover new products, participants do not often utilize the platform to complete a purchase and instead **prefer to shop in-store**. This offers an interesting method to reach this audience and get consumers to the place of purchase.



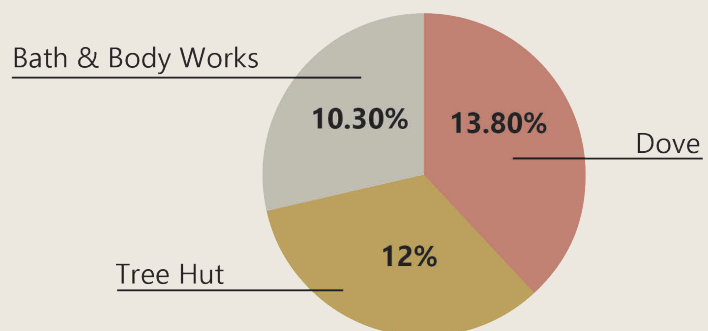
Brand Awareness



Product Discovery Sources



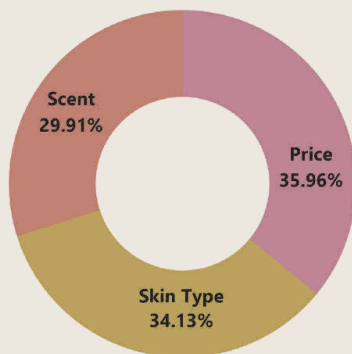
Where Products Are Bought



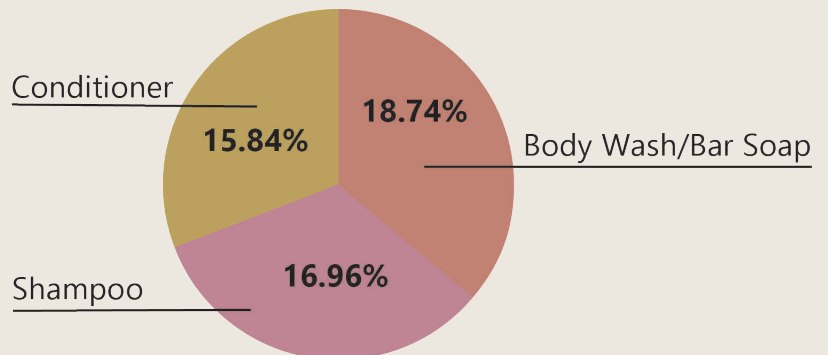
Most Used Shower Product Brands

Use and Consideration

Price is the consumers' top purchasing concern at 35.96 percent, followed by **skin type** at 34.13 percent, and **scent** at 29.91 percent. Respondents favor products high in **functionality and aromatics**.



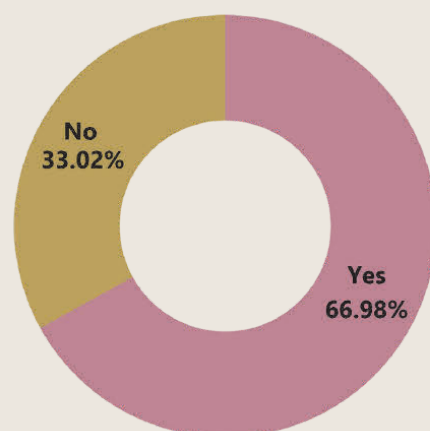
Factors When Purchasing



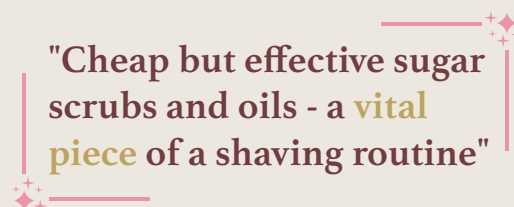
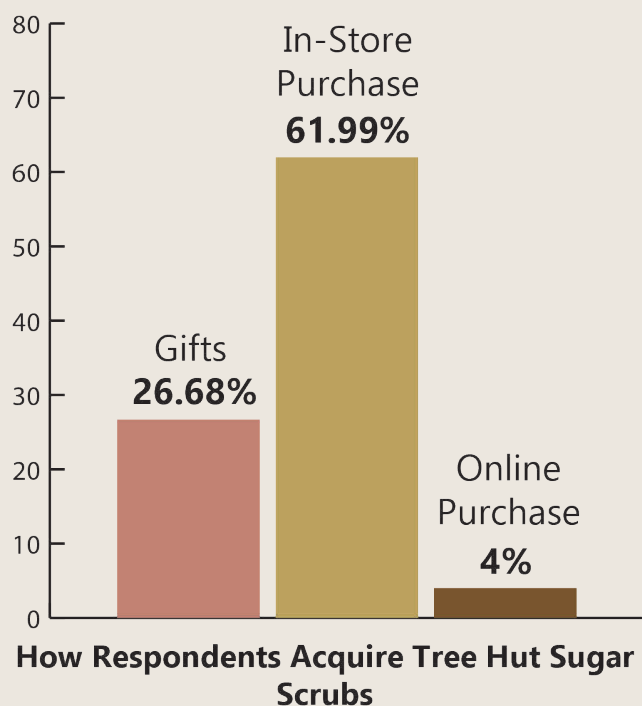
Shower Product Use

Word of Mouth Potential

61.99 percent of respondents acquire *Tree Hut* scrubs through **in-store purchases**, though 26.68 percent of participants also receive the products as **gifts**. Additionally, 66.98 percent of the respondents were **likely to recommend the brand to others**. This offers insight into the opportunity to target in-store shoppers and gift-givers.



Respondents Who Would Recommend Tree Hut Sugar Scrubs



Primary Research

Observational Analysis

Essence Advertising conducted observations of shopping behaviors of consumers in various stores in Harrisonburg, VA, carrying *Tree Hut* sugar scrubs. Stores visited included *Target*, *Walmart*, *Ulta Beauty*, and *Banner's Hallmark*. *Target*, *Walmart*, and *Ulta Beauty* were the highest ranking locations for acquiring *Tree Hut* products according to the survey respondents. *Banner's Hallmark* was chosen to observe shopping behavior in lesser known retailers that carry the product. The agency observed each retailer's stock of *Tree Hut* and competing products, as well as the shelf layout. Demographics such as race, age, and gender of those in the store were also observed. Most shoppers were between ages 8-16, female, and white.

Target

Store location:

Target is located in a suburban area of Harrisonburg, VA. It sits next to the *Valley Mall* which has *Gap*, *Old Navy* and other retailers inside.

Store Shopping Behavior:

The store gets a lot of traffic since it is the only *Target* located within Harrisonburg, VA. From college students to families the foot traffic is heavy. The busiest time is during the beginning of the school year and the end when the holiday season comes around.

Tree Hut Visual Display:

The store has a large selection of *Tree Hut* products which are located to the right when walking in the main entrance of the store in the bath, body and beauty section. The **color coordination** is aesthetically pleasing to the eye and makes it easy for consumers to find the specific scents. Products on the **surrounding shelves** closest to *Tree Hut* included bubble bath, soaks, loofahs, and shave products. *Tree Hut* took up the middle shelving of the aisle and on each side next to it was some of its **competitors** like *Dr. Teals*, *Dr. Bronner's*, *Ecotools*, and *Up&Up*. *Target* carried a variety of *Tree Hut* **scrub scents** including Santal Haze, Palm Grove, Blue Musk, Lotus Water, Jelly Bear, Lychee Kiss, Enchanted Jasmine, Dragon Fruit, and Moonlight Glow. There was an **abundance** of Lychee Kiss and Enchanted Jasmine which also all happened to have accompanying shave oils in stock.

Tree Hut Shopping Behavior:

Tree Hut is placed in a visible, high-foot-traffic location, and most customers in the store **walked into the section**. Young adults between the ages of 18-22 years old picked up the product and smelled it. Most of this demographic knows what *Tree Hut* is and has bought it before.



Figure 3. *Tree Hut* display in *Target* (Coleman, 2025)

Primary Research

Observational Analysis

Walmart

Store location:

Walmart Supercenter #1726 is located on Burgess Road in Harrisonburg, VA. This supercenter serves a variety of consumers from local families to visiting college students from local universities. The store is located in the Harrisonburg Crossing shopping center alongside *Home Depot*, *Petco*, and *Best Buy*. It is the **only Supercenter** in the Harrisonburg area.

Store Shopping Behavior:

The *Walmart Supercenter* carries a large breadth of products including groceries, hygiene, hardware, and electronics. Due to the large variety of products, the store attracts an age range of customers from 18 to 80. Traffic picks up around 4 P.M. to 8 P.M. on weekdays. Weekends tend to be busier early in the day and throughout the afternoon.

Tree Hut Visual Display:

Tree Hut was found in the hygiene and shower section of the store to the left of the pharmacy entrance. Additional products on surrounding shelves closest to *Tree Hut* included shampoo, conditioner, body wash, and shave products. *Tree Hut* took up two shelves of one shelving unit and was directly next to *Dr. Teal's*, *Equate*, and *Bodycology*. *Walmart* carried Tangerine, Passion Fruit, Tropic Glow, Coco Colada, Bikini Reef, Lotus Water, and Palm Grove. There was an abundance of Tangerine and Palm Grove whereas other scents were more **picked through and disheveled**.

Tree Hut Shopping Behavior:

Tree Hut scrubs were placed at eye level with the other products on the shelf above. Observed consumers interacted with a variety of the products, often turning the bottle to read the name or **interact with the scent**. Scent interactions included Blue Lotus, Coca Colada, and Tropic Glow. One guest searched for a "Vanilla" scrub which was not there. She spent time deliberating with her parents about a pairing of gel wash and scrub. She chose the Tropic Glow sugar scrub which her **parents then paid for**.



Figure 4. *Tree Hut* display in *Walmart* (Finkler, 2025)

Primary Research

Observational Analysis

Ulta Beauty

Store location:

Observation of *Tree Hut* products sold at *Ulta Beauty* took place at a mall in a suburban area of Harrisonburg, VA.

Store Shopping Behavior:

Ulta Beauty often has several customers throughout the day, especially on **weekends** as it is the **only store location** in Harrisonburg, VA. The busiest time is during the beginning of August and in the springtime.

Tree Hut Visual Display:

Tree Hut sugar scrub products were located in the "Bath Essentials" section of the store in the middle section of the shelving unit. The scrubs occupied two shelves in the section. Scents such as Tropic Glow, Ocean Glow, and Moroccan Rose had the most stock with three scrubs per scent. Vanilla had two and Pink Hibiscus and Watermelon had one on the shelf, **indicating recent product purchases**. The scrubs were disheveled on this display area, alluding that customers had recently looked at the products. Additional sugar scrub products were on standalone displays in the main walkways of the store nearby the "Bath Essentials" section and had **holiday scrubs** such as Sweet Pumpkin, Scare Glow, and Mistletoe Magic, of which there were several stocked. There was also a selection of scrubs from a **newly released collaboration with *Peanuts*** featuring the characters *Snoopy* and *Woodstock*, only sold at *Ulta Beauty*. Shoppers did not interact with *Tree Hut* scrubs or other products, but did browse other products nearby the scrubs.

Tree Hut Shopping Behavior:

Two young preteen girls looked at different skincare products beside the display and made comments about the **price of the products**. The two girls briefly looked at the scrubs but ultimately **ignored the brand**. One girl's mother then came to the display and asked the girls about the product of interest, noting the color of a lip gloss and that the lip product was "cute," and asked the girl which gloss she liked better. The girl picked the blue one and the **mother paid** for it.



Figure 5. *Tree Hut* display in *Ulta Beauty* (Garner, 2025)

Primary Research

Observational Analysis

Banner's Hallmark

Store location:

Banner's Hallmark store #60 is located in the Valley Mall of Harrisonburg, VA. The diverse, multicultural suburban city has shoppers from several demographics. Families and college students occupy it as the city hosts two campuses (*James Madison University* and *Eastern Mennonite University*).

Store Shopping Behavior:

While other Banner's Hallmark stores are standalone, store #60 is in a shopping mall, bringing in customers that are unfamiliar with the store. Carrying greeting cards and gifts, the store is **busiest during holidays** (Christmas, Mother's Day, and Valentine's Day), making \$5,000-\$15,000 a day. Between holidays, traffic is slower, with sales of \$1,000-\$3,000 a day. Shoppers mainly come from Harrisonburg, Waynesboro, Broadway, and Charlottesville. Shopper age ranges, but most customers of Banner's Hallmark are **middle-aged to older women, ages 40-85**.

Tree Hut Visual Display:

Tree Hut products were located towards the front of the store, next to the cash register, and were **displayed on an endcap**. This location only had select sugar scrub scents in stock, including: Watermelon, Coco Colada, Moroccan Rose, Bikini Reef, Pineapple, Raspberry Fizz, Aurora Nights, Sunkissed Poppy, and Vitamin C. The scents, Watermelon, Coco Colada, and Moroccan Rose also had matching shave oils, body washes, and body butter. The other sides of the shelves carried self-care brands including *Lemon Lavender* and *Michel Design Works*.

Tree Hut Shopping Behavior:

Tree Hut is placed in a visible, high-foot-traffic location, but most customers in the store **walked past the display**. Younger females between the ages of **8-16 years old** noticed and picked up the product, then **put it back on the shelf**. This demographic would also look at *Touchland*, *Squishmallows*, and *Simply Southern* products. When conducting the study, no males or adults were seen interacting with *Tree Hut*.



Figure 6. Tree Hut display in Banner's Hallmark (Mehegan, 2025)

Creative Brief



Company
Tree Hut

Brand
Tree Hut

Product Category
Skincare

Vivian Santorini

Target

Demographics

Age: 65 - 75

Gender: Women

Average Income: \$52,936

Education: College Educated

Other Considerations: Retired

Geographics

Location: Fort Meyers, Florida

Psychographics

Activities:

- Shopping sprees
- Relaxing by the pool
- Hosting gatherings
- Cooking

Interests:

- Vivian is interested in self-care, physical health, and leisure.
- She is also interested in social activities and gatherings, she loves any excuse to host or hangout with her ladies.

Opinions:

- Feels younger than actual age
- Age is just a number
- Retirement means more time to relax
- She should be taking care of her mind and body

Behavioral

With all of her newfound free time that comes with retirement, Vivian is interested in trying new products until she finds her signature pieces. She often takes recommendations from her daughters and grandchildren to see what younger people are using.

VALS

Thinkers & Believers

Thinkers:

Value: Value historical perspectives and research

Attitudes: "Ought" and "should" attitudes toward societal norms, uninfluenced by trends, not loyal customers to brands, and rational decision-making consumers

Lifestyles: comfortable, conventional, work/life balance to support quality of life, high incomes but become practical consumers and enjoy durability, functionality, and value in products. Vivian's recreational activities center around the home.

Believers:

Values: Conservative and traditional

Attitudes: Brand loyal, more social in nature, and hence also believe other consumers, the best class of word of mouth consumers

Lifestyles: Heavy TV viewers, live on a fixed income, follow established routines organized by the family, social, and religious organizations

Creative Brief

Behavioral

Vivian is particularly vulnerable to depression due to loss of loved ones, loneliness, and loss of mobility. Her frustrations stem from the aging process and the changes it brings. Due to her retirement, she also struggles with becoming susceptible to boredom.

Motivations

Vivian is motivated to be productive and enjoy herself. Most of her hobbies and interests are leisurely and prioritize her physical and mental health. She does not want to lose her sense of youth and energy.

Social Media Activities

Facebook and YouTube

Vivian spends about one hour throughout the day on *Facebook* to keep up with family and friends from multiple periods of her life. She likes to engage with what they are posting through reactions and thoughtful comments. Vivian uses *YouTube* for entertainment. Most of the content she is subscribed to has to do with beauty and self-care. She is always willing to try out a new tutorial.

Current Mindset

Vivian does not feel like *Tree Hut* is “for her” because it focuses its bright colors, Gen Z representation, college pop-up events, and social media marketing (*Instagram* and *TikTok*).

Desired Mindset

Vivian views *Tree Hut* as a way to treat and pamper her skin while also giving it proper care. Skin exfoliation is recommended for senior citizens, so *Tree Hut* advertises to this age group. (Gabbara, 2023). She sees herself as a valued customer and demographic appreciated by *Tree Hut*.

Competitors

Dove, Dr. Teal's, Olay

Vivian resonates with *Dove* because of its appeals to natural beauty and body positivity in its advertising, as well as its evidence-based communication. She also values *Dr. Teal's* Epsom salt products for muscle pain relief and stress-relief. *Olay's* products use regenerative ingredients that women in the demographic reported reduced wrinkles and gave the touch of softer skin.

Message Objectives

Resolve social disruption: promoting age positivity, embracing natural beauty.

Affect association: Ads promote a sense of nostalgia and feelings of representation and support.

Define the brand image: The campaign imagery depicts the epitome of luxury, leisure, and relaxation using 1950s-1960s aesthetics to directly appeal to older consumers.

Big Idea: Women's skin is in its prime with *Tree Hut* sugar scrubs.

Evidence

- Survey results show that 23 percent of *Tree Hut* users received *Tree Hut* from a friend or family member.
- The target's close proximity to *Tree Hut's* current primary audience (Gen Z/Millennial women) supports their likelihood of trying *Tree Hut*.
- Survey results revealed that body scrubs are not viewed as an essential part of participants shower routines.
- Retired women have the time and resources to indulge in and experiment with skincare.

Tone

- Uplifting
- Confident
- Sophisticated
- Elegant

Print



Headlines

1. Let your skin relax
2. Love the skin that carried you this far
3. Nourish your skin. Honor your journey.
4. Glow doesn't retire
5. A little sugar. A lot of self love
6. Glowing never goes out of style
7. Your glow only gets better in time
8. Softness that never ages
9. Glow proudly through every chapter
10. Care for your most radiant years
11. Timeless beauty. / Timeless glow.
12. Age beautifully
13. Beauty restored
14. This is your prime
15. Luxury shouldn't retire just because you did
16. This is your prime
17. Because confidence is always in style
18. **Glowing skin has no age limit**
19. Reclaim Relaxation
20. Polish to Perfection
21. **More than a scrub, this is your sanctuary**
22. Reclaim Your Relaxation
23. Renew Your Radiance
24. Sweet Scents, Serious Softness
25. Because selfcare is timeless
26. Bring paradise to the shower
27. Shower yourself in luxury
28. **Your skin's just hitting its prime**
29. Smooth skin is always in
30. Luxurious skin. Drugstore price.

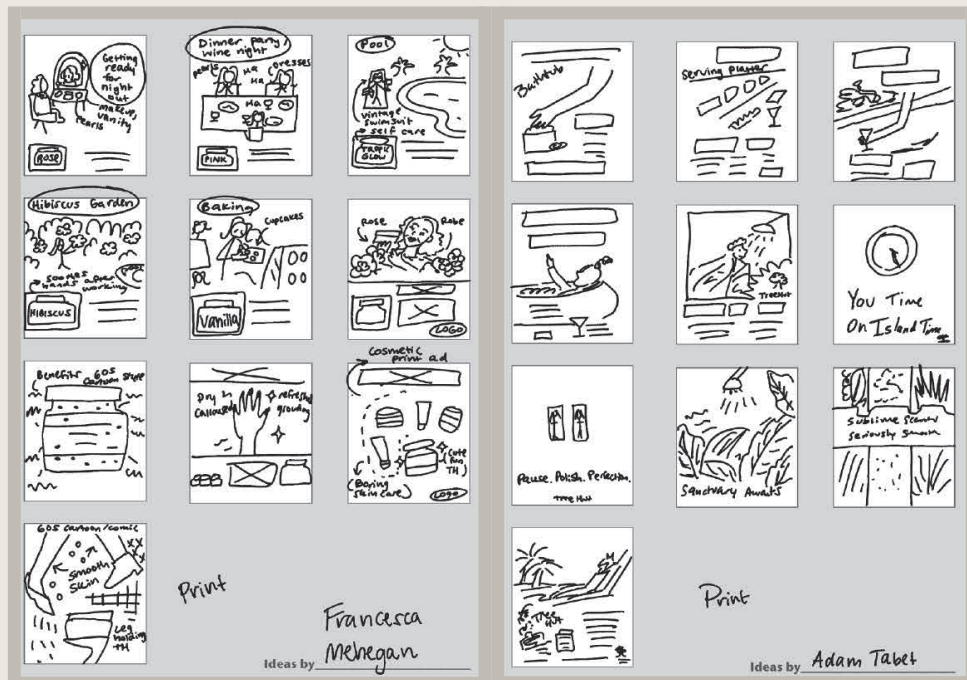
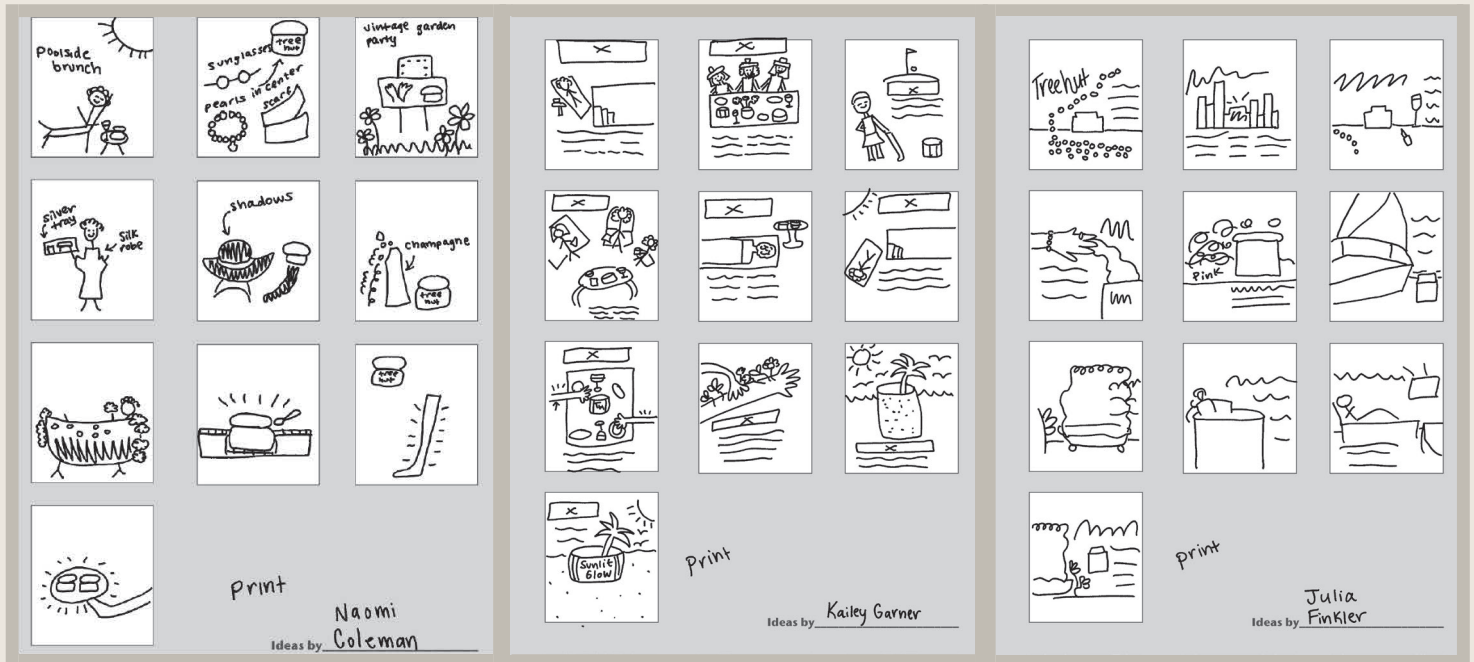


Taglines

1. Never outgrow your prime
2. Glow inside and out
3. Young skin, wise mind
4. Soft skin with wisdom, love, and memories
5. Your skin is a masterpiece
6. Retired skin deserves luxury
7. Give your skin the same care you give to everyone else
8. Exfoliate and embrace
9. **Glow through your Golden years**
10. Soft skin is always in style
11. Radiance never goes out of style
12. Your skins never looked so good
13. Your glow never fades
14. Unlock Comfort. Unlock Calm. Unlock You.
15. The Luxury You Deserve for the Softness You Share
16. Keep your prime polished
17. Let your inner glow shine
18. Your skin deserves a vacation
19. A sweet escape for your skin
20. Radiate with age
21. Radiate through your routine
22. Smooth skin is always in
23. Step into your prime
24. Still got it? You never lost it
25. Glow at every age
26. Age is just a number, soft skin is forever
27. Shine in every chapter
28. Prime isn't a phase, it's a feeling
29. Glowing skin never retires
30. The best years come with the



Thumbnails



Your skin's just hitting its prime



Tonight's dinner party may be candlelit, but the real radiance comes from you. With Tree Hut's ***Pink Champagne*** sugar scrub **real sugar, lush shea butter**, and **natural oils** sweep away dullness and reveal your most luminous self. Infused with decadent notes of **pomegranate, vanilla**, and **rosewood**, our exfoliating scrub will leave you with a lively glow and luxurious experience. Indulge in the glow you deserve. Find Pink Champagne only at Target today.

Glow through your Golden years.



*More than a scrub, this is your
sanctuary*



After years of caring for others, it's time to indulge in yourself. Sink into the serenity of your bath and elevate the experience with Tree Hut's luxurious **Moroccan Rose** sugar scrub crafted for women who appreciate life's finer moments. Formulated with **natural sugar**, rich **shea butter**, and warm notes of **tea rose** and **amber**, our exfoliating scrub leaves you with soft, rejuvenated skin. Treat yourself to the ultimate bath indulgence. Add **Moroccan Rose** to your next bath experience. Get your scrub at your local retailer.

Glow through your golden years.

*Glowing skin
has no age limit*

Escape to a moment of pure indulgence right in your home with Tree Hut **Enchanted Jasmine** sugar scrub. Crafted with **natural sugar**, nourishing **shea butter**, and the captivating essence of **violet** and **cashmere**, our exfoliating scrub reveals soft, radiant skin. Getting ready starts with smooth skin, and with Tree Hut, it begins with an experience that whispers of opulence and renewal. Embrace the beauty of a truly luxurious start to your day. Discover Tree Hut **Enchanted Jasmine** sugar scrub only at Target.

Glow through your golden years.



Print Mockups



Print Mockups



Print Mockups



Print Rationale

Essence Advertising created three print magazine advertisements highlighting a luxury lifestyle with *Tree Hut*. The varying headlines emphasize the confidence and leisure that can be experienced with the brand's scrubs. Each advertisement reinforces the message to the target audience with the tagline "Glow through your Golden years." The advertisements show images of a luxury dinner party with four *Tree Hut* sugar scrubs on a serving tray, an older woman getting ready with the "Enchanted Jasmine" *Tree Hut* scrub in the focal point, and the same woman holding out the "Moroccan Rose" scrub while in a lavish bath with a glass of wine nearby. Each image is meant to highlight the luxury and leisure experience, both in the subjects portrayed and the warm, rich lighting used throughout the advertisements.

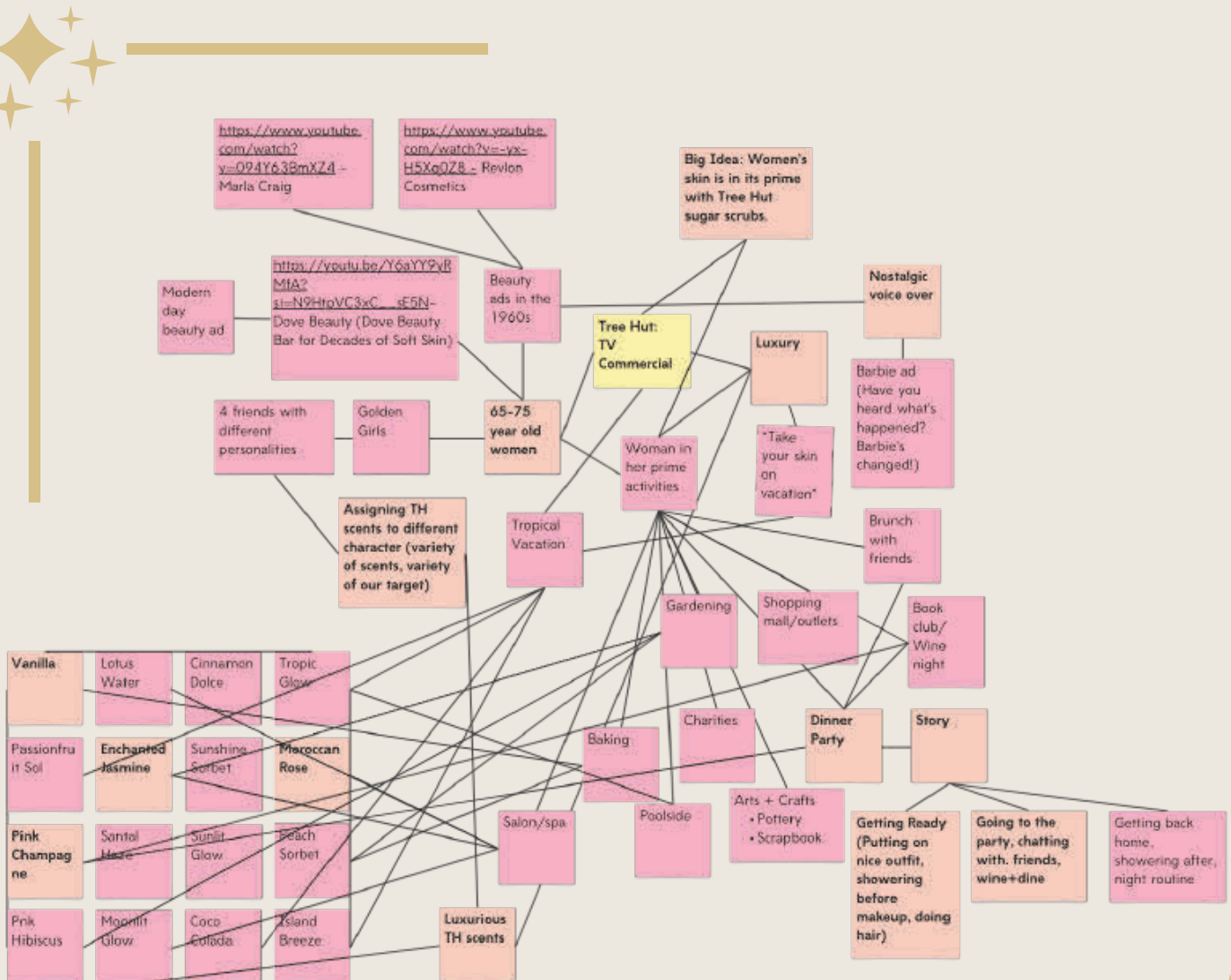
Print **Rationale**

Each advertisement utilizes the same visual layout with the headline near the top of the image, and the copy and product at the bottom of the image, creating a visually consistent series of advertisements within the campaign. The ad copy has a semi-transparent section that is color matched to the advertised scrub on each advertisement, tying the product into the overall image and reinforcing the product branding. Key product features and benefits are bolded within the copy to stand out easily and communicate the main points of the product quickly to readers. Each scene throughout the print advertisements is also seen in other mediums of the campaign, maintaining a consistent look across the advertisements for the brand.

Television



Brainstorming



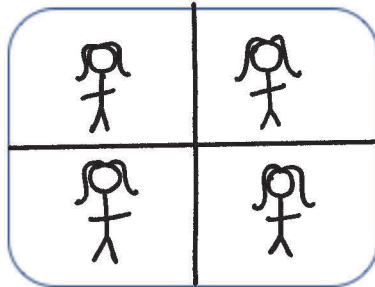
Storyboards

Brand Tree Hut

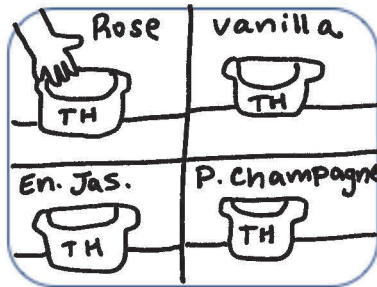
Title "Glow through your Golden Years"

30 **Sec.**

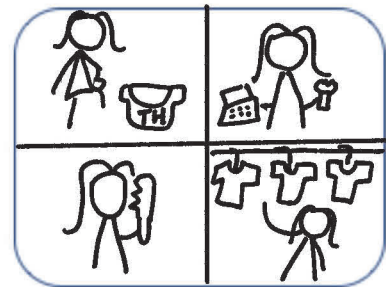
Page 1 **of** 1



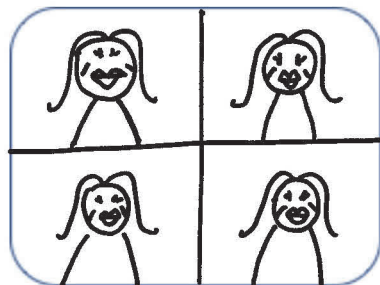
Woman wearing bathrobe. Another woman appears on teh screen. Then two more. (Split screen)



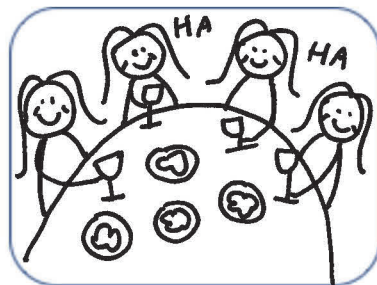
Tree Hut jars on bathroom sink/tub. Hand starts scooping product.



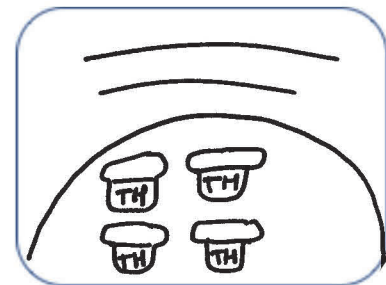
Women are getting ready. One woman is scooping the product (has her in the shot). Another is doing her makeup. Another is brushing her hair.



All women are now looking in the mirror (camera) and adjusting hair/clothes for finishing touches



Women are now together at a luxurious dinner party. They're all laughing, smiling, drinking wine. They all feel confident. And they're having a good



The women are replaced with their corresponding Tree Hut scrubs on the table.

TV Script

Tree Hut

:30TV

"Glow Through Your Golden Years"

November 19, 2025

Page 1 of 2

VIDEO

AUDIO

1: (MS) WOMAN WEARING BATHROBE. (MS) ANOTHER WOMAN APPEARS ON THE SCREEN, THEN TWO MORE. (SPLIT SCREEN) (3 SECONDS).
CUT.

SFX: *PRETTY LITTLE BABY* BY CONNIE FRANCIS (30 SECONDS)

SFX: SONG STARTS WITH SOFT INSTRUMENTAL INTRO, VOCAL LINE STARTS QUIETLY IN BACKGROUND, "PRETTY LITTLE BABY" (0:00-0:10)

ANNCR: (VO) They say your prime was in your twenties...

2: (CU) TREE HUT JARS ON BATHROOM SINK/TUB. HAND STARTS SCOOPING PRODUCT (5 SECONDS).
CUT.

ANNCR: (VO) ...but your twenties never knew *this* kind of confidence.

3: (MS/CU) TREE HUT IS BEING USED IN DIFFERENT WAYS, AND WOMEN ARE GETTING READY. ONE WOMAN IS SCOOPING THE PRODUCT (HAS HER IN THE SHOT). ANOTHER IS DOING HER MAKEUP. ANOTHER IS BRUSHING HER HAIR. ANOTHER IS PUTTING THE SCRUB ON HER ARM (7 SECONDS).
CUT.

SFX: "YOU CAN ASK THE FLOWERS. I SIT FOR HOURS. TELLIN' ALL THE BLUEBIRDS, THE BILL AND COO BIRDS. (0:33-0:39)

ANNCR: (VO) With Tree Hut sugar scrubs, luxury isn't a memory; it's a daily ritual. Indulgent textures that feel as rich as the life you've lived...and as smooth as the moments you've yet to enjoy.

4: (CU) ALL WOMEN ARE NOW LOOKING IN THE MIRROR (CAMERA) AND ADJUSTING HAIR/CLOTHES FOR FINISHING TOUCHES (3 SECONDS).
CUT.

SFX: INSTRUMENTAL, "PRETTY LITTLE BABY, I'M SO IN LOVE WITH YOU (AH-AH)" (1:11-1:18)

ANNCR: (VO) Because luxury...shouldn't retire when you do.

-more-

TV Script

Page 2 of 2

5: (WS) WOMEN ARE NOW TOGETHER AT A LUXURIOUS DINNER PARTY. THEY'RE ALL LAUGHING, SMILING, DRINKING WINE. THEY ALL FEEL CONFIDENT, AND THEY'RE HAVING A GOOD TIME (7 SECONDS).
FADE.

6: (CU) THE WOMEN ARE REPLACED WITH THEIR CORRESPONDING TREE HUT SCRUBS ON THE TABLE (5 SECONDS)
FADE TO BLACK.

SFX: INSTRUMENTAL CONTINUES,(1:18-1:34)

SFX: INSTRUMENTAL FADES. "PRETTY LITTLE BABY, I'M SO IN LOVE WITH YOU" (1:58-2:06)

ANNCR: (VO) Tree Hut Sugar Scrubs. Glow through your golden years.

#



Casting

Casting Breakdown

Glow Through Your Golden Years

Essence Advertising, dir. and prod.

Shoots Wednesday, November 19th from 1 P.M. to 9 P.M.

Glow Through Your Golden Years is a *Tree Hut* TV commercial that follows four beautiful older women as they get ready for and attend a dinner party with *Tree Hut* sugar scrubs. The women do their makeup and hair, exfoliate, and get dressed up through a luxurious routine. They admire themselves in the mirror before joining as a group at an elegant dinner party. Together, they share laughs and enjoy their friendship and radiant confidence. Their skin is in their prime with *Tree Hut* sugar scrubs.

Roles:

- VANILLA: played by Naomi Coleman. 65-75 year old woman, lead. Represents the *Tree Hut* scent, "Vanilla". Sprays perfume bottle, goes through clothes in a closet.
- CHAMPAGNE: played by Kailey Garner. 65-75 year old woman, lead. Represents the *Tree Hut* scent, "Pink Champagne" Applies *Tree Hut* sugar scrub in a bathroom, showing the product.
- ROSE: played by Adam Tabet. 65-75 year old woman, lead. Represents the *Tree Hut* scent, "Moroccan Rose". Brushes her hair in a bathroom.
- JASMINE: played by Julia Finkler. 65-75 year old woman, lead. Represents the *Tree Hut* scent, "Enchanted Jasmine". Does her makeup at a vanity.
- ANNOUNCER: played by, Julia Finkler. Female voice over, 40-50 years old. Nostalgic, 1960's commercial, inspired voice. Uplifting, energetic, and welcome tone.



Location Specs

Tree Hut

:30TV

"Glow Through Your Golden Years"

November 19, 2025

Page 1 of 1

FRAME/TIME	DESCRIPTION	LOCATION
Frame #1 - :00 to :	A woman wearing a bathrobe. Another woman appears on the screen, then two more (split screen).	Francesca's house in Harrisonburg. As each woman appears on screen, she is in a different room, representing separate homes: a closet, bathroom 1, bathroom 2, and a bedroom vanity.
Frame #2 - :00 to :	Product shot on Tree Hut sugar scrub jars. Hands scoop the product.	Francesca's house. Bathroom 1 shower.
Frame #3 - :00 to :	Tree Hut is being used in different ways, and women are getting ready. One is putting on perfume. One woman is using the product. Another is brushing her hair. Another is doing her makeup. Then, all women are now looking in the mirror (camera) and adjusting their hair, clothes, and makeup for finishing touches.	Francesca's house. Closet, bathroom 1, bathroom 2, bedroom vanity.
Frame #4 - :00 to :	Women are now together at a luxurious dinner party. They're all laughing, smiling, and drinking wine. They all feel confident, and they're having a good time. Then, the women are replaced with their corresponding Tree Hut scrubs on the table.	Francesca's house, dining table in the kitchen. Represents one of the women's dining rooms for a dinner party.

Keyframe & Rationale



Scan Me



Rationale

Glow through your Golden Years with *Tree Hut* sugar scrubs.

Through this ad campaign, *Tree Hut* expanded upon its preexisting branding by targeting retired women ages 65 - 75. Throughout the commercial, a variety of this demographic is featured representing and using *Tree Hut* scents. The agency chose the frame of all the women coming together as the keyframe to represent the range of women with different styles, preferences, and routines who hold the same value for luxury that *Tree Hut* provides. The commercial shows how with *Tree Hut* sugar scrubs, women can feel confident in their age and skin making moments more enjoyable. Furthermore, this keyframe symbolizes that *Tree Hut* has a scent for every woman to enjoy and make her signature.

Social Media



Thumbnails

Facebook Story
Luxury your skin deserves

FB regular post
affordable luxury for an agless glow

FB Sponsored Ad
Indulge your glow

FB Multi-photo post
transform your skin

FB reel
Luxury is ageless

Nextdoor Sponsored Ad
bringing you to your home

ND Sponsored Ad
Indulge luxury - everyday glow

ND Sponsored Ad
your skin here

ND Video Ad
Indulge in your prime

ND video Ad
my skin has never felt so luxurious

Social Media
Ideas by Naomi Coleman

FACEBOOK

We have your signature scent for any ideal evening.

Relax. Refresh. Radiate!! glow through your golden years

Relax. Refresh. Radiate.

Story

Post

Sponsored ad

Indulgent features to help you glow through your golden years

Multi-Photo Post

Reel

Sponsored Ad

New Scent on the street!

Don't skip out on self care.

We have a scent for everyone. What's yours?

Sponsored Ad

Sponsored Ad

Sponsored Ad

from boot club to girls night

Video Ad

Social Media
Ideas by Julia Finkler

Facebook

O Tree Hut

O Tree Hut

O Tree Hut Sponsored

Story

Post

Sponsored ad

O Tree Hut

O Tree Hut

O Tree Hut

Multi-Photo Post

Reel

Sponsored Ad

O Tree Hut

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O Tree Hut

Sponsored by Ad

Sponsored by Ad

Sponsored Ad

O Tree Hut

Sponsored by Ad

Sponsored by Ad

Video Ad

Social Media
Ideas by Katley Garner

FACEBOOK:

1. STORY

2. REGULAR POST

3. SPONSORED AD

4. MULTIPLE PHOTO POST

5. REEL

6. SPONSORED AD

7. SPONSORED AD

8. VIDEO AD

9. VIDEO AD

10. 10 sec. clip of FB reel (15s)

Social Media
Ideas by Francesca Mehegan

Next Door

1. SPONSORED AD

2. SPONSORED AD

3. SPONSORED AD

4. SPONSORED AD

5. SPONSORED AD

6. SPONSORED AD

7. SPONSORED AD

8. SPONSORED AD

9. SPONSORED AD

10. SPONSORED AD

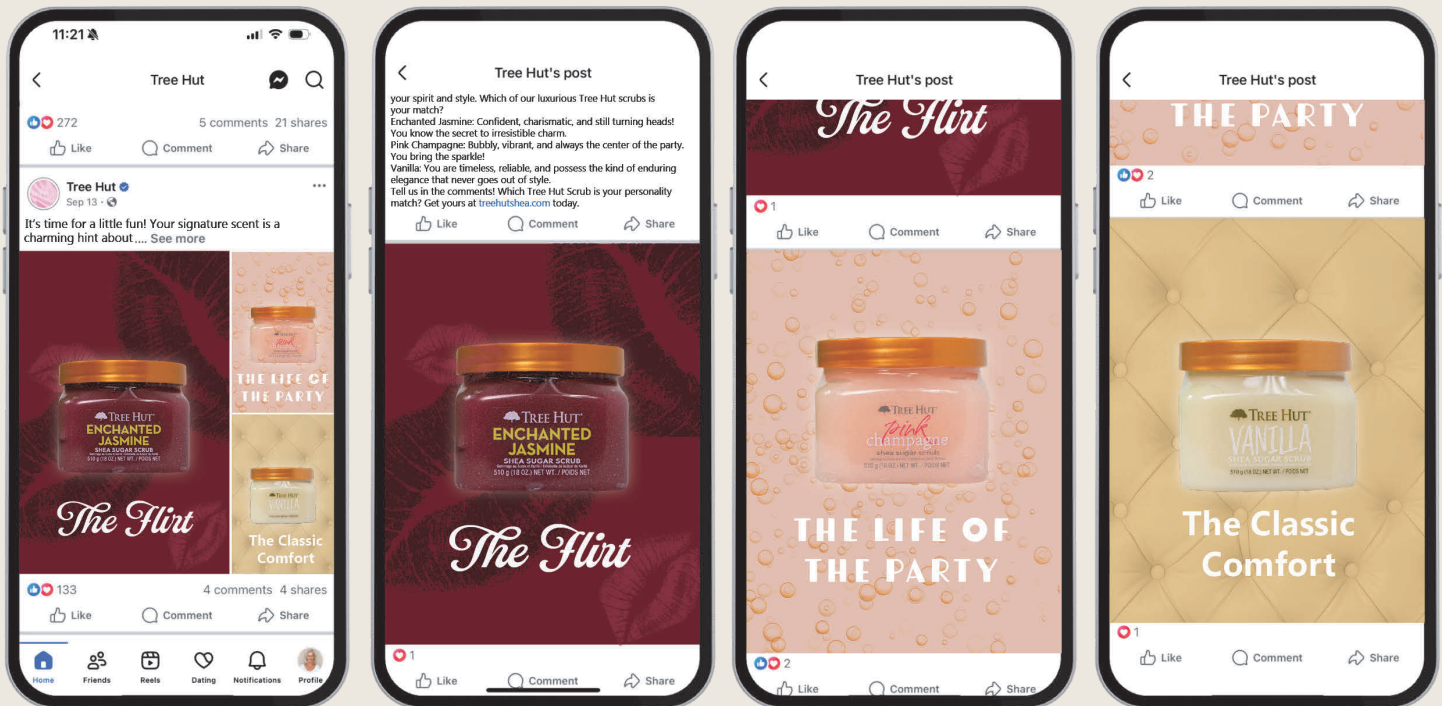
Social Media
Ideas by Adam Tabert



Social Media

Facebook

Personality Test



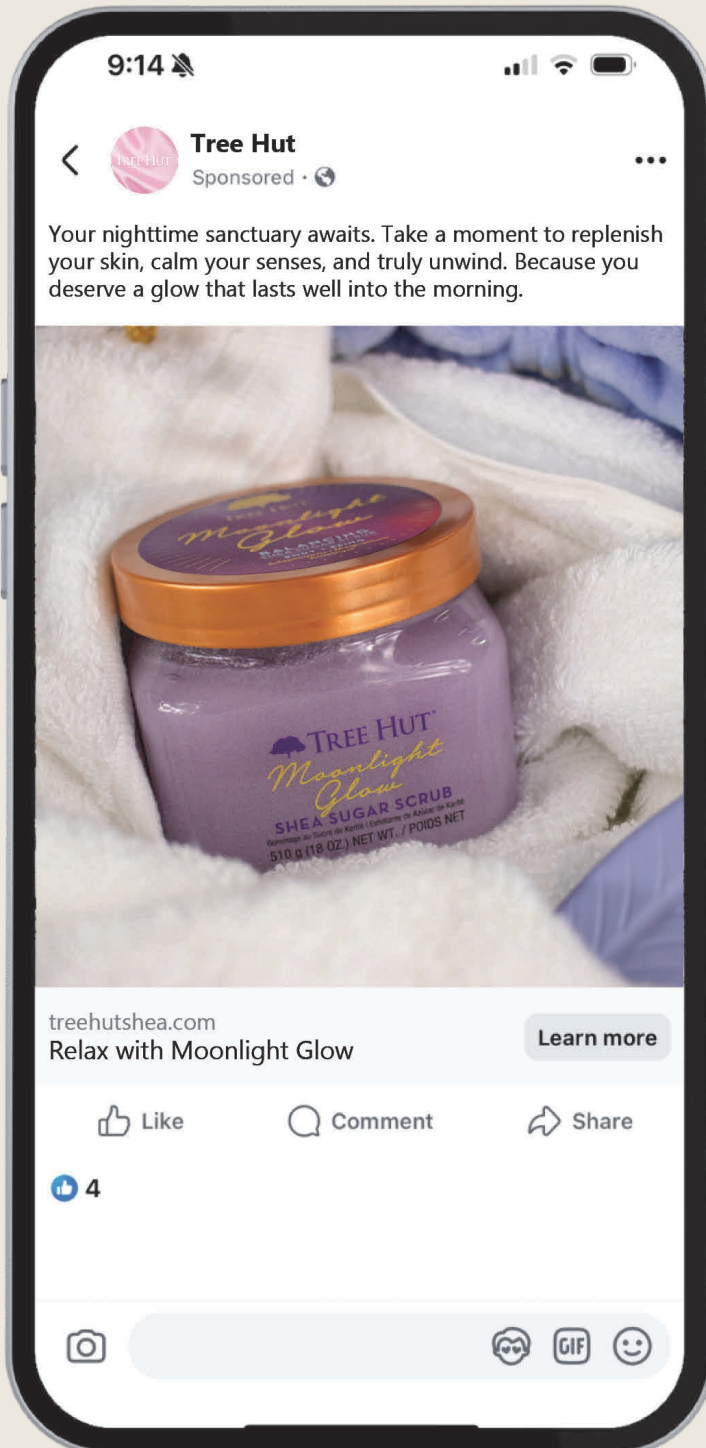
Multi-Photo Personality Test

Each *Tree Hut* sugar scrub has an accompanying personality that resonates with members of the target audience. The design keeps the warm, luxurious color palette while also highlighting the essence of each sugar scrub and the accompanying personality through the kiss stamps, champagne bubbles, and cushion. The caption provides more insight into each personality with the paired scrub for viewers to better understand which scrub aligns with their personality and encourages more conversation by telling viewers to share their scrub personality in the comments. This multi-photo post provides a balance between being interactive and quick enough to maintain a viewer's attention. Specific phrases such as "still turning heads" create a subtle targeted message to the desired market of the campaign while not making the post about the target's age. The post and caption pushes luxury living and encourages confidence, encapsulating the big idea of *Essence Advertising's* campaign.

Social Media

Facebook

Sponsored Ad



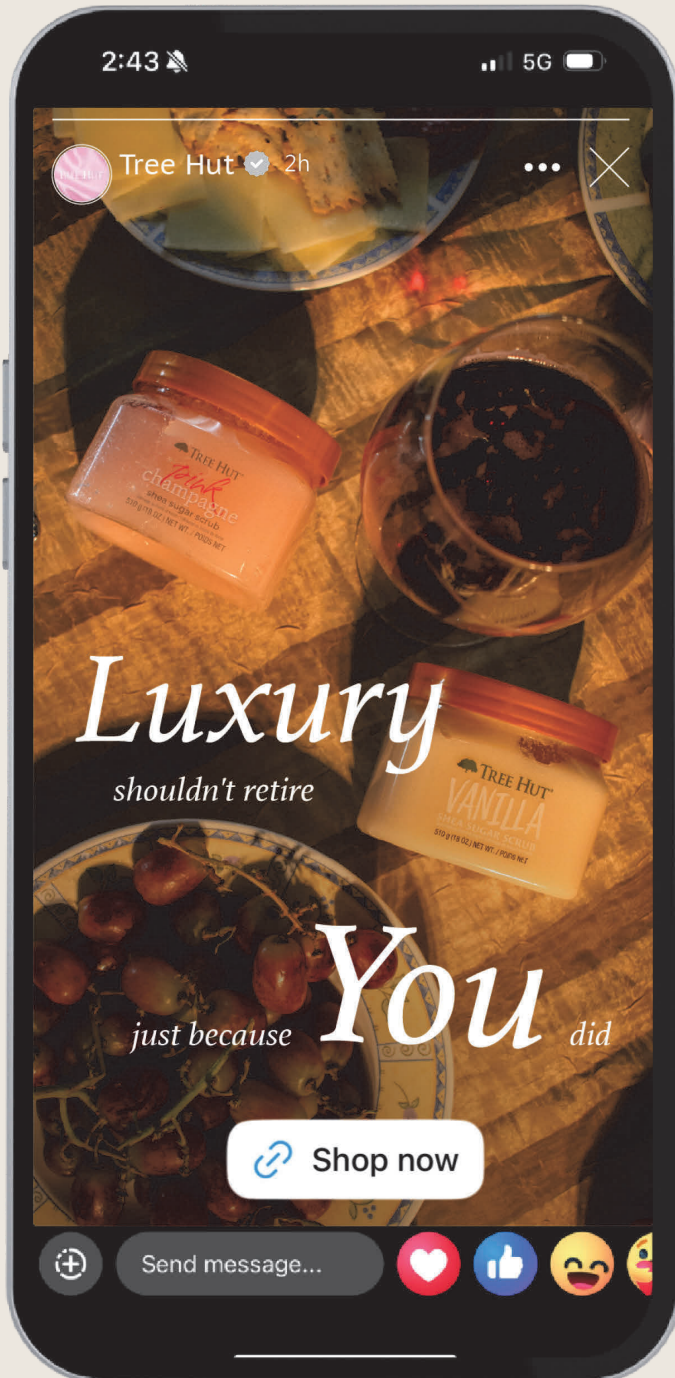
Sponsored Post

The sponsored *Tree Hut* post highlights the “Moonlight Glow” sugar scrub and its calming properties. The image uses a calm, warm tone with the sugar scrub nestled into a soft white towel, emphasizing the relaxation experienced with the product. The caption also shows that *Tree Hut* is a long-lasting exfoliant that will leave consumers’ skin feeling soft and rejuvenated. The post creates a message of luxury and relaxation in a simple sponsored advertisement that will catch viewers’ eyes while scrolling through their feed and includes a linked call to action taking them directly to the *Tree Hut* website to purchase the sugar scrub.

Social Media

Facebook

Story Post



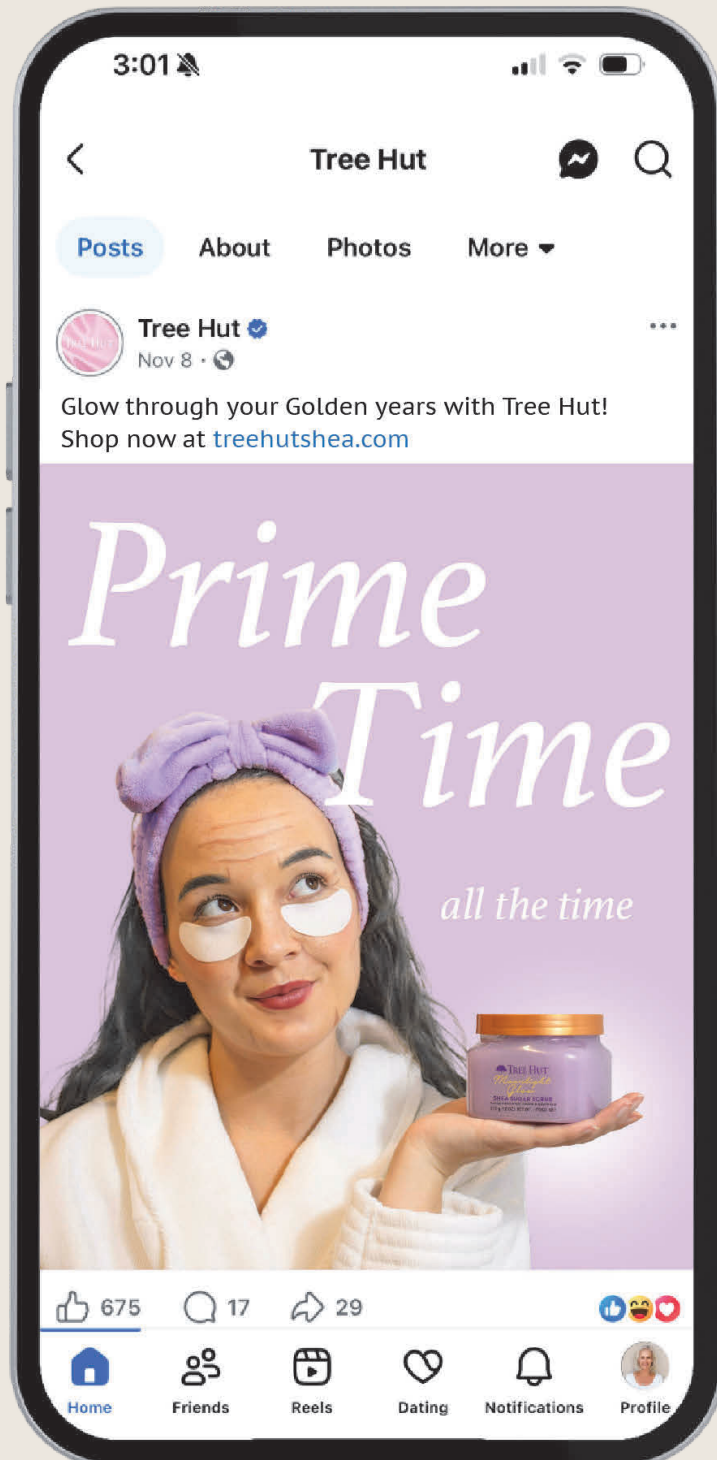
Story

The *Facebook* story post highlights the dinner party scene with two sugar scrubs, “Pink Champagne” and “Vanilla,” facing upright, surrounded by a cheese plate, red grapes, and wine in a glass. The image uses a rich, warm tone highlighting the luxury of the sugar scrubs and the scene. The copy leads the eye down to the image to the call-to-action button with a link to the *Tree Hut* website. The copy communicates the message to the target through direct words such as “retire.”

Social Media

Facebook

Standard Post



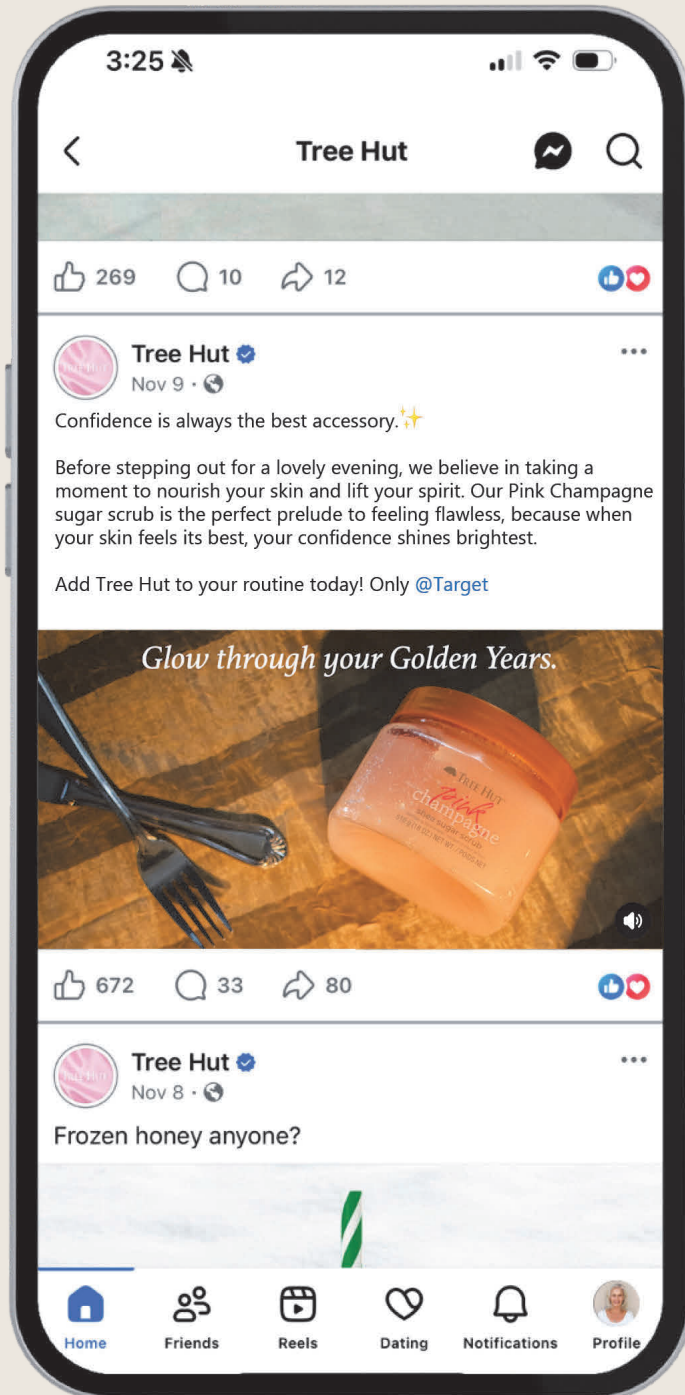
Standard Post

The standard *Facebook* post uses an image of a woman in the target age holding up the “Moonlight Glow” sugar scrub in a luxurious white robe and under eye patches, creating a spa look. The woman is cut out against a purple background that matches the sugar scrub in her hand, making a cohesive design. The woman is positioned in a way that she looks directly at the copy on the post as well, drawing the viewer’s eye to the text. The simple caption reinforces the tagline and message used throughout the campaign with a direct call to action to shop on the *Tree Hut* website.

Social Media

Facebook

Reel



Facebook Reel

The Reel gives consumers a quick snapshot of the use of a *Tree Hut* scrub and the luxury lifestyle experienced with it. The video features a close up of the product, a woman in the targeted market age rubbing the scrub on her leg, and then her applying finishing touches to her makeup after getting ready for an evening dinner party. The ending shot, also the key frame, shows a table with a rich, warm evening glow with an overlapping fork and knife and a “Pink Champagne” sugar scrub off centered to the right lying on the table face up. The light shines onto the scrub, leading the eye to the scrub and its name, which cleverly fits with the dinner party scene.

The video and caption emphasize women feeling confident in their skin with *Tree Hut*. The call to action includes a tag to the *Target Facebook* page, both highlighting the partnership between the brands and encouraging in-store purchases, which *Essence Advertising* found to be a common method to acquire the product from its research. The tagline reinforces the message of confidence against the luxurious background, and the song choice “Pretty Little Baby” by Connie Francis adds a nostalgic touch that resonates with the target audience.

Social Media

Nextdoor

Sponsored Ad: Slide Through



Sponsored Ad

This first slide-through post is similar to the “Commercial Get Ready with Me Video Ad”, using 3 photos. The photos show a woman getting ready with *Tree Hut* for her dinner party. The first photo features the “Moroccan Rose” scent with the woman taking a bath. The second photo features the “Enchanted Jasmine” scent and shows the woman doing her makeup. The last photo features multiple scrub scents, including the first two and the addition of “Pink Champagne, and “Vanilla”. In the photo, the woman’s arm clinks her wine glass with another woman’s at the dinner party. The caption highlights the benefits of each scrub scent and includes a “Buy now” button to shop for the scrub. This interactive ad format lets the user see the story of the campaign commercial, as well as learn more about the sugar scrubs. The caption, “With *Tree Hut* sugar scrubs, luxury isn’t a memory - it’s a daily ritual.” assures the user that luxury is accessible with the brand’s product.

Social Media

Nextdoor

Sponsored Ad: Slide through



Sponsored Ad

This second slide-through post uses product shots of each scrub. The caption, “Your signature scent is waiting for you! Find your perfect match today.” tells the user to scroll through the various scents *Tree Hut* offers. With short descriptions of the scents, “Moonlight Glow”, “Pink Champagne”, and “Vanilla”, the user gets a better idea of what each offers. It is similar to the *Facebook* personality test post, which assigns the user to a specific scent. This ad uses close-up shots of the scrubs to let users see and learn more without the context of the campaign’s dinner party commercial, which makes the advertisement better integrated into the natural content of the platform. The ad maintains the warm tone however, ensuring consistency across the campaign.

Social Media

Nextdoor

Sponsored Ad



Sponsored Ad

The regular post for this sponsored ad features the *Tree Hut* scrub scents, "Pink Champagne", and "Vanilla" on the dinner party table. This image, combined with the post caption, "Let Tree Hut set the tone for an unforgettable dinner party!" captures the TV commercial in one photo. Adding the *Tree Hut* logo in the bottom right corner makes the brand clear.

Social Media

Nextdoor

Commercial Keyframe Video Ad



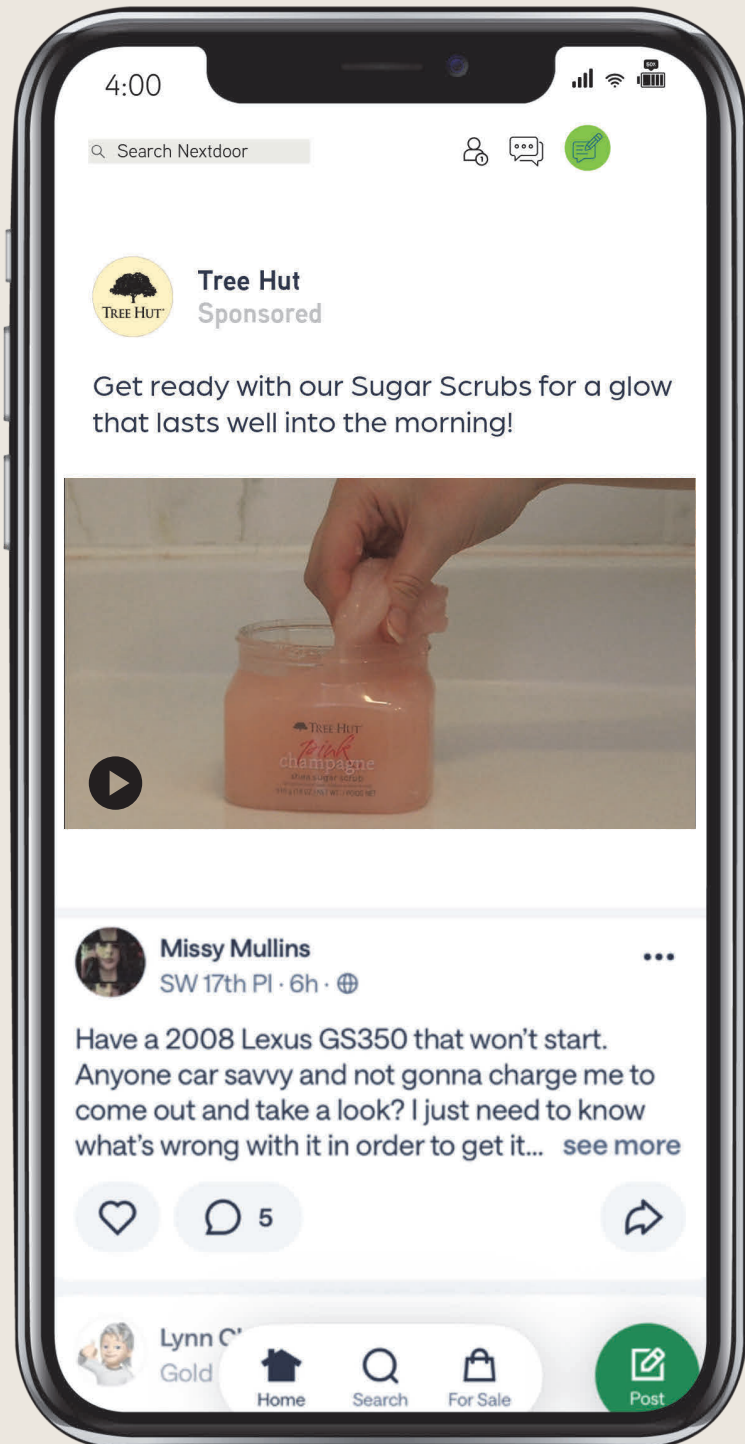
Commercial Keyframe Video Ad

This ad shows the last 7 seconds of the “Glow through your Golden Years” TV commercial. The group of friends cheers their wine at the dinner party. Then there is a closing shot of the *Tree Hut* scrubs they used to get ready with on the dinner table with the campaign tagline, “Glow through your Golden Years.” By posting the commercial’s keyframe, the *Nextdoor* user gets multiple impressions of the campaign commercial, making it easier to remember. This is the most important shot of the commercial. In only 7 seconds, the user figures out that the target audience is older women, that the product is *Tree Hut* sugar scrubs, and that the scrubs help the target audience feel more confident.

Social Media

Nextdoor

GRWM Video Ad



"Get Ready with Me" Video Ad

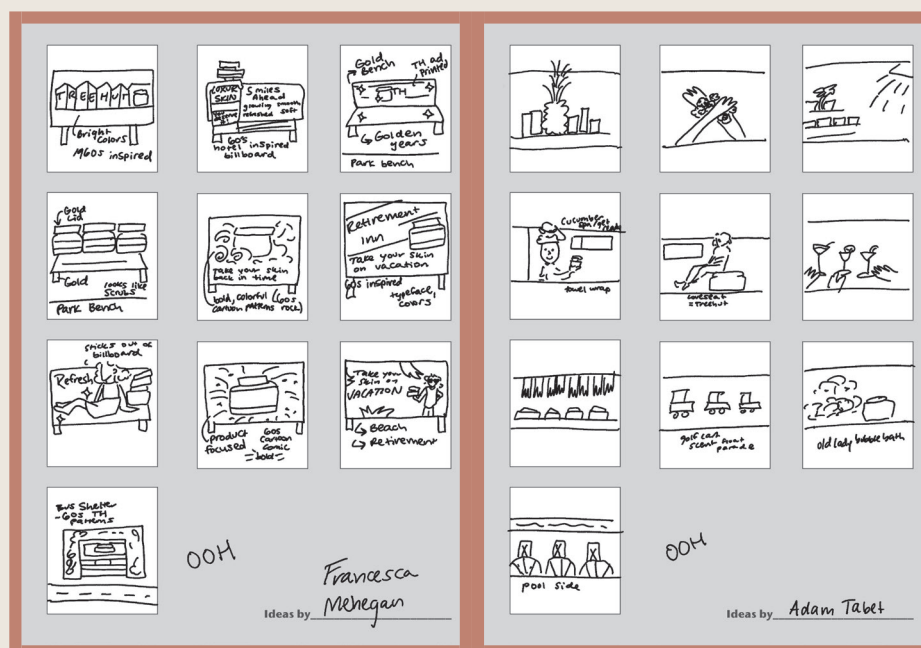
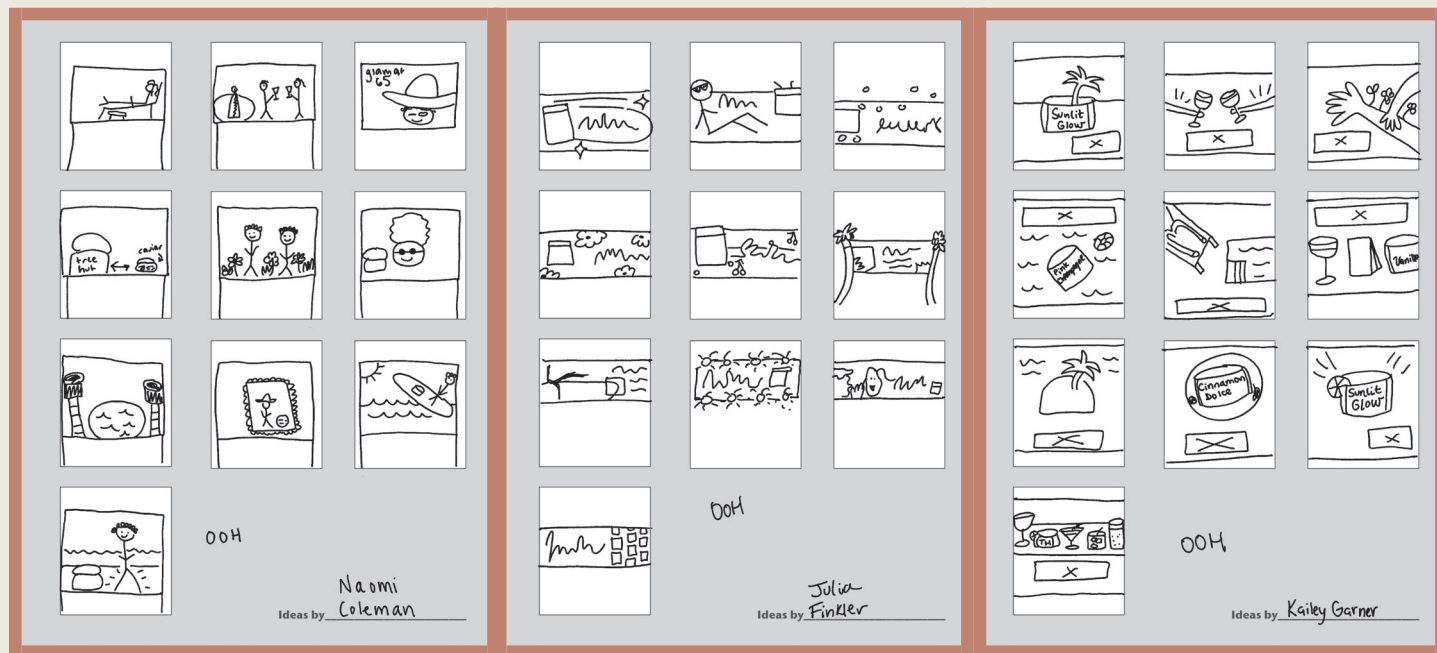
Similar to the Keyframe video ad, this 12-second clip reaffirms the TV commercial. It shows one woman's getting-ready routine with *Tree Hut*, rather than the 4 women in the commercial. This video ad shows a close-up of the sugar scrub and a shot of it in use. It provides more context about *Tree Hut* and what the *Nextdoor* user missed from just the commercial keyframe video ad. The post caption, "Get ready with our sugar scrubs for a glow that lasts well into the morning!" sets the tone and summarizes the video ad.



Out-of-Home



Thumbnails



OOH Ads



Retired skin
deserves a
spa day!

Glow through your Golden years.

TREE HUT

**Retired skin
deserves a
spa day!**

Glow through your Golden years.

TREE HUT
VANILLA
BODY CREAM

TREE HUT

OOH Ads

Luxury
shouldn't retire
when you do.

Glow through your Golden years.



OOH Mockup



OOH Mockup



OOH Mockup



OOH *Rationale*

Transit

The transit ads focuses on how *Tree Hut* has the ability to transform an ordinary shower routine into a luxury experience while directly calling out the target as seen through the headline “Retired skin deserves a spa day.” Surrounding the copy is a variety of botanicals and bubbles to emulate a spa experience as well as a woman wearing a robe, under-eye patches, and towel holding a tub of “Vanilla” *Tree Hut*. She looks clean and put together as well as happy and relaxed. This speaks directly to the target visually as well as verbally by using a model who is in the same demographic as the target audience in direct contact with the product. By including this representation alongside *Tree Hut*, the agency aligns the brand with this audience that has been previously underrepresented by the client. By employing unconventional, guerrilla-esque qualities, this ad takes its message a step further by physically transforming the mundane space it inhabits into that of luxury as alluded to in the copy. Bus shelters running this advertisement will feature nice, out-of-place furniture as well as golden covers with pink accents. Because this ad prioritizes an immersive experience, elements of the guerrilla marketing, such as the vending machine, can be used as well connecting the two advertisements. This shows consumers that elevates the ordinary and can transform their everyday routine to that of a spa, whether it's on their commute or in their bathroom.

Billboard

The billboard incorporates an indirect approach to reaching the target audience demographic. Rather than calling out their status in the copy, this ad uses an appeal to nostalgia by creating a modern take on vintage billboards. The billboard features a woman representing our target wearing silk pajamas and holding a glass of wine. She is sitting on a love seat which is actually a tub of *Tree Hut* in the scent "Enchanted Jasmine". Surrounding her are bubbles and the headline, "Luxury shouldn't retire when you do." Her expression and posture conveys relaxation, happiness, and ease. To reference 60's style billboards, the agency employed corresponding colors, fonts, and motifs, most notably being the cut-out feature where the base of the *Tree Hut* and the woman's head and glass are outside of the billboard frame. However, as this is a modern take, the agency made the decision to use photos rather than illustration. Without making it the focus, the billboard displays the target and uses nostalgic aesthetics to show that their generation is golden.

Viral Video



Viral Video Keyframe



Scan Me



Night routine as a 65 year old
ft. Tree Hut ✨

Viral Video Rationale

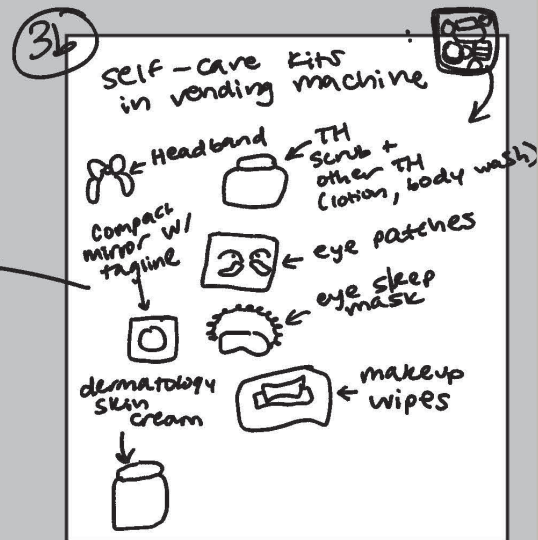
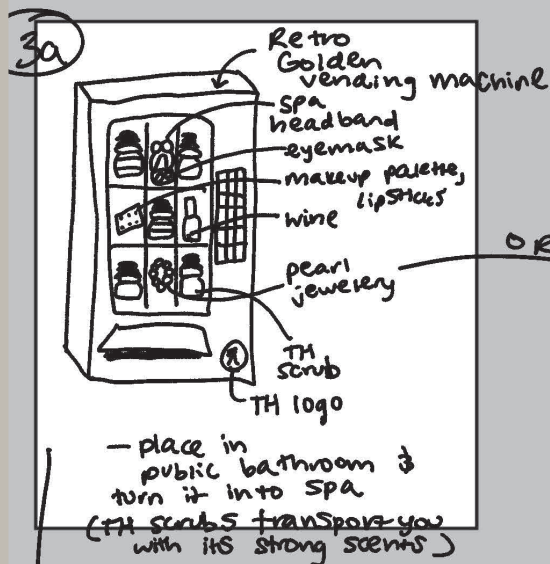
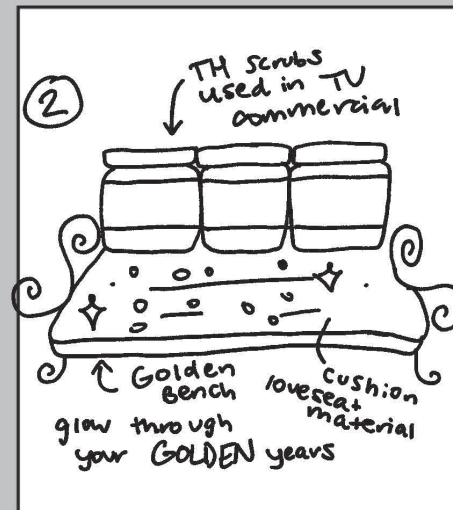
Senior's *Tree Hut* Night Routine

Through the eyes of a 65 year old women's night routine, *Essence Advertising* did a take on a popular trend. The video starts by the women turning on a *Keurig* to make nighttime tea, and as it progresses there is a scene with the bathtub water running and her hand scooping the *Tree Hut* sugar scrub. The video highlights typical activities a 65 year old would partake in like taking a bath, burning a candle, *Sudoku*, and watching *Netflix*. The song "There is something on your mind" by Jay McNeely plays in the background which transcends the audience into a nostalgic feeling.

Guerrilla Marketing



Guerrilla Sketches



- place in
- Target/Walmart/ulta
 - beauty/pharmacy section
 - next to the bench (2) in parks
 - public restrooms
 - next to other vending machines
 - next to OOH bus shelter

GUERRILLA MARKETING

Guerrilla Mockup



Guerrilla Mockup

Product



Guerrilla Rationale

The agency wanted to create an immersive *Tree Hut* experience outside of the bathroom. Through a car wash, the target demographic can provide the same luxury and care to their car, a generally expensive and well maintained object, to that of the care of their skin. When approaching the car wash, consumers are able to pick from a menu of different washes represented by various *Tree Hut* scents. The selected wash then uses elements from the scrub such as color and smell to emulate a *Tree Hut* luxury care experience from beginning to end.

The Immersive Soap Projection

This execution transforms a routine maintenance chore into a powerful metaphor for the "Golden years" campaign strategy. Just as the car is being restored to its prime shine, the customer is reminded that her skin deserves to glow too. Because this is a drive-through car wash where the customer remains inside the vehicle, the audience is captive with undivided attention on the windshield. By projecting the *Tree Hut* logo onto the "soap stage," it creates an unavoidable visual that links the concept of hydration and polishing the car to the exfoliating and moisturizing benefits of the scrub. This is a low-friction, high-reward tactic; the digital file requires no physical installation, making it inexpensive to produce, yet creates a "larger than life" moment. It effectively disrupts the mundane wash cycle, reinforcing the message that maintenance, whether for their vehicle or their skin, is the key to staying in their prime.

The Scent-Based Air Freshener

While the projection provides the visual connection to "glowing," the *Tree Hut* air freshener drives the sensory experience and closes the loop on the path to purchase. Shaped like the iconic shea sugar scrub jar, this air freshener serves as an inexpensive, tangible "take-home" gift, offering immediate value to a demographic that appreciates practical perks. Strategically, this placement is crucial for conversion. As the customer drives out of the wash with the fresh scent of *Tree Hut* filling the car, they are immediately met with the sight of a nearby *Target* or *Ulta*, which was selected specifically for this activation. This combination of an olfactory and visual experience creates a powerful psychological trigger, encouraging an immediate impulse stop to purchase the product. It turns the car interior into an ad, keeping *Tree Hut* at eye level and top-of-mind every time the customer checks her mirror.

Tree Hut Mini Travel Machine

Vending machines will dispense mini *Tree Hut* jars at the entrance and exit of the car wash. Consumers are encouraged to take home the scents that inspired their car wash experience and find their new signature scent. The 5.5 oz *Tree Hut* jars are sold for about five dollars on average making this inexpensive to both the agency and brand as well as the consumer. The particular type of vending machine uses the same design for some beverage vending machines which are sold for around 3 to 4 thousand dollars. Since the agency used the design of preexisting beverage machines, the agency does not need to pay the additional expenditures that come with a specialty vending machine. Additionally, the vending machine pulls heavy inspiration from vintage beverage vending machine styles to continue appealing to the consumer. The vending machine only takes cash to be recognizable and provide a more user-friendly experience with the target in mind.





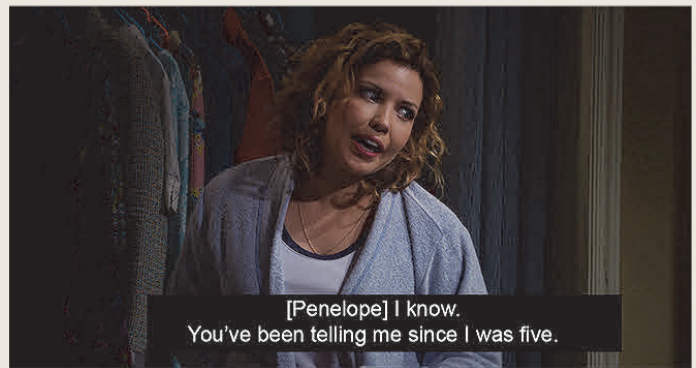
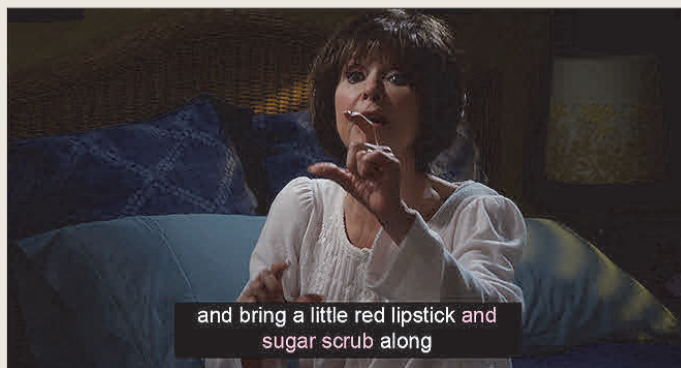
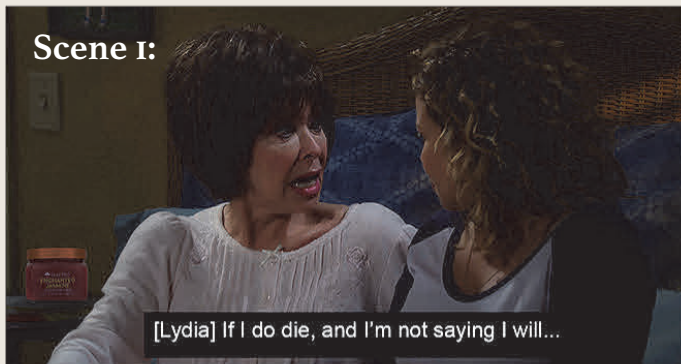
Branded Product Placement

Branded Product Placement

One Day at a Time (2017)

A modern reimagining of the 1975-1984 sitcom, *One Day at a Time*, follows Penelope Alvarez, a newly single Cuban-American mother, and her family living in Los Angeles. The sitcom explores cultural identity, generational differences, and mental health. The *Netflix* show was popular, with 1.63 million viewers during the weekend its third season premiered. Even though it was canceled, the show was picked up by a new production company for its fourth season (White et al., 2019).

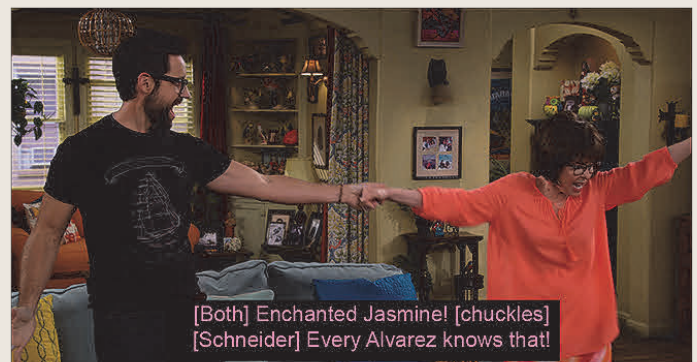
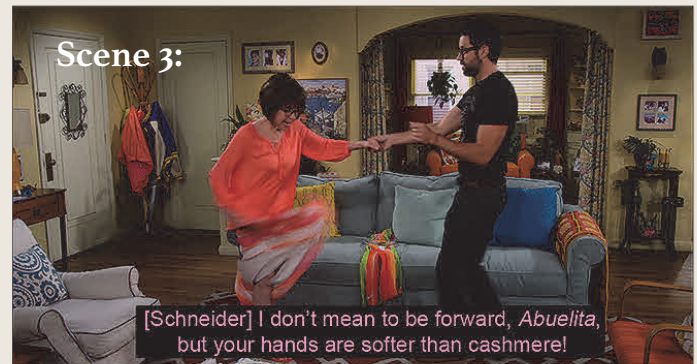
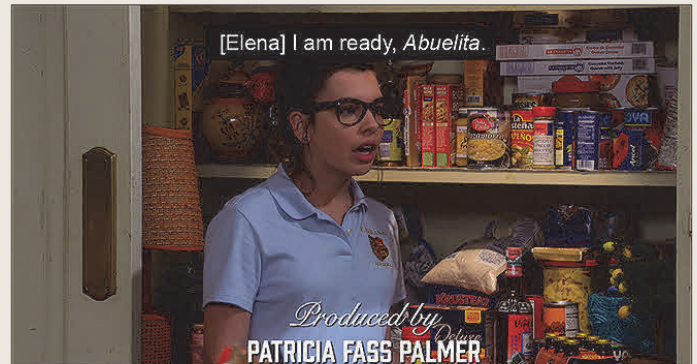
Season 1, Episode 2: "Bobos and Mamitas"



Scene 1: Verbal & Visual

Penelope realizes that her mother, Lydia is wearing a full face of makeup even though they just woke up. Lydia explains that she needs to be glamorous at all times, and Penelope reassures her that she already knows Lydia's signature lipstick shade and *Tree Hut* sugar scrub scent in case of any emergency. Lydia picks up the sugar scrub tub on the dresser and exits the scene to shower with it before starting the day.

Branded Product Placement



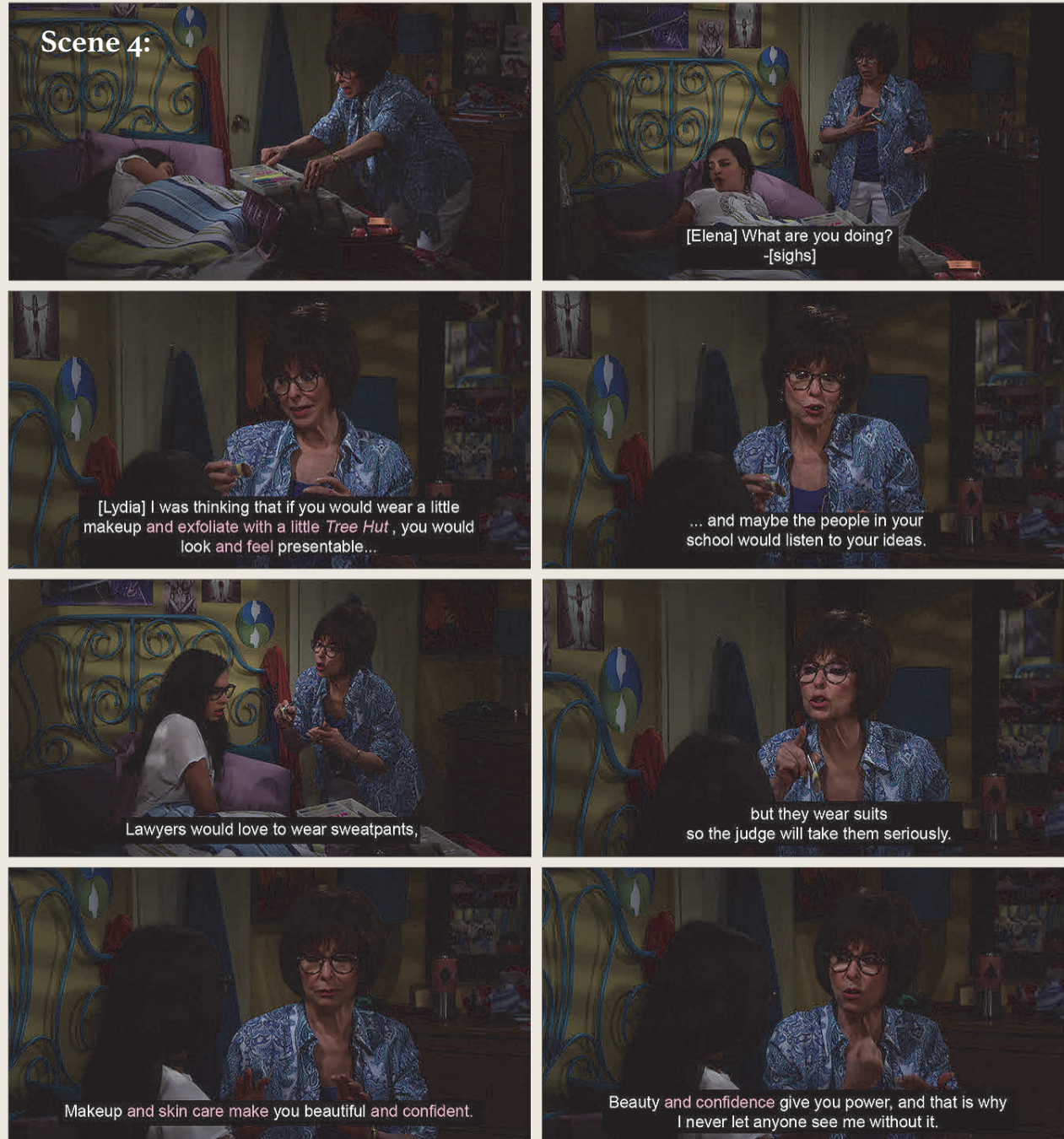
Scene 2: Verbal

When Lydia sees her granddaughter, Elena, she assumes that she has not showered and gotten ready for school yet. Elena doesn't wear makeup or pay much attention to her hair, so Elena tells her that she is ready for school. This disappoints Lydia, and tells Elena that she needs some *Tree Hut* to elevate her appearance.

Scene 3: Verbal

Lydia is teaching the apartment landlord and honorary family member, Schneider, how to salsa. Schneider's character talks about how he came from a rich family, but did not have the best relationship with them. This makes him attach to The Alvarez family, even calling Lydia, "*Abuelita*". When dancing, he compliments Lydia's soft hands, and Lydia reminds Schneider that credit goes to her signature scent, "*Enchanted Jasmine*".

Branded Product Placement



Scene 4: Verbal & Visual

Lydia sneaks into Elena's room to give her a makeover when she is asleep. She carries a tacklebox of all of her beauty products, including *Tree Hut*. Elena catches her, but Lydia convinces Elena to try the makeup and skincare. Lydia explains it will bring beauty and confidence, making her schoolmates inclined to respect her protest for environmental change.

Branded Product Placement

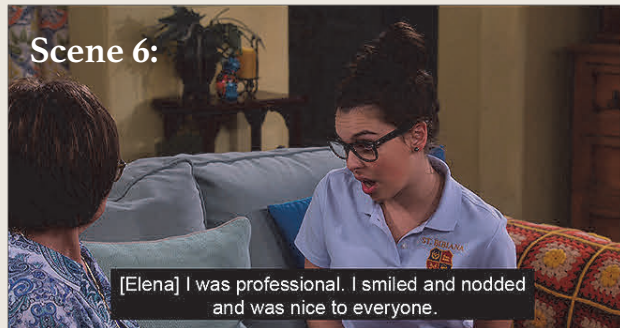


Scene 5: Verbal & Visual

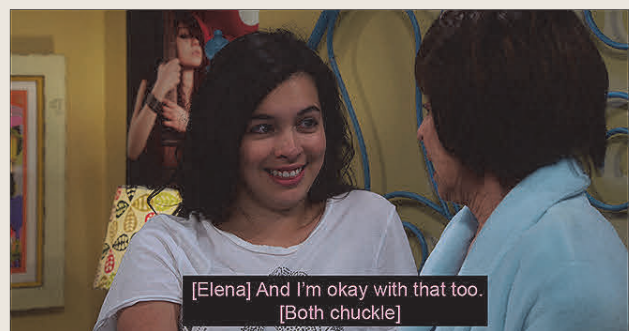
After finishing the final touches of Elena's makeover, the two come out of the bathroom and show the family Elena's new look. Penelope teases Elena for copying Lydia's glam, and goes to leave for work. Similar to Elena, she has to present ideas to her coworkers. Lydia gets her sugar scrub from the bathroom and gives it to Penelope for a last minute glow. Penelope touches up her and Lydia's blush, driving home the idea that Lydia thrives on constant luxury.

Branded Product Placement

Scene 6:



Scene 7:



Branded Product Placement

Scene 6: Verbal

When Elena gets home from school, she explains to Lydia that the makeup did not feel right on her, so she took it off. Even though it was not for her, she enjoyed that Lydia's sugar scrub gave her soft hands - even if she wanted to use them to hit the bullies at school.



Scene 7: Verbal

In the last scene of the episode, Lydia and Elena have a heart to heart. Lydia shows Elena what she looks like without makeup; a vulnerable moment she has never shared. They understand how makeup can make each other feel more or less comfortable. Lydia tells Elena that she does not have to wear makeup anymore, but she still has to practice skincare habits with *Tree Hut*. Elena agrees, and the two share a hug.

Show Rationale

Tree Hut partnered with *One Day at a Time* because Lydia Riera perfectly embodies the big idea for the campaign, "Women's skin is in its prime with *Tree Hut* sugar scrubs." Lydia (70 years old) proudly celebrates her age with confidence, glamour, and elegance, making her an icon for the target demographic, 65-75-year-old women.

Throughout the show, she amplifies her commitment to self-care and luxury to maintain her youthful glow. Integrating *Tree Hut's* "Enchanted Jasmine" sugar scrub into her routine is a seamless fit with her personality and beauty habits. The color and scent also align with her signature Scarlet Sunrise lipstick (mentioned in multiple episodes). Using Lydia's character to promote *Tree Hut* creates a natural placement rather than a promotional one.

One Day at a Time also reaches a multi-generational audience. Younger viewers connect with the reboot's modern themes, while older viewers connect with its generational commentary. The target also watches for the nostalgia of the original series and Rita Moreno's role in the show. Moreno is popular with the target demographic for her accomplishments in Hollywood, including roles in *West Side Story* (1961), *Singin' in the Rain* (1952), and *The King and I* (1956) (IMDB, 2025).

With the re-imagined and original show's popularity, Lydia's luxurious charm and age-positive personality, and Moreno's recognition, *One Day at a Time* is an ideal platform for *Tree Hut's* branded product placement.

Episode Rationale:

"Bobos and Mamitas" was chosen because it shows Lydia's luxurious charm throughout the entire episode. She talks about makeup and how it makes her feel beautiful and confident. She pushes it towards Penelope and Elena, so their peers respect them. Elena teaches Lydia that confidence through beauty is different for everyone. The agency found multiple opportunities to incorporate *Tree Hut* sugar scrubs, as the campaign is about feeling confident with its skincare. Using similar lines from the original script and new dialogue that fit the characters, the placement feels natural.

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Figure 4.

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Figure 2.

Garner, K. (2025). *Tree Hut scrubs at Target.* Photographer.



Figure 3.

Garner, K. (2025). *Tree Hut scrubs at Target.* Photographer.

Images



Figure 1.

Garner, K. (2025). *Tree Hut scrubs at Target*. Photographer.



Figure 5.

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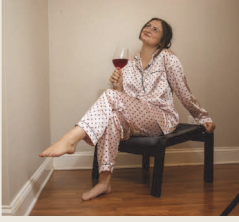


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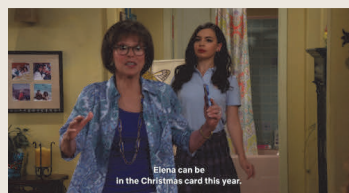
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