

rhode

01 / 12

5:00

THE 5PM GLAZE.

A SPECULATIVE CAMPAIGN
FOR RHODE



MAKE A SHADE A MOMENT.

The challenge: turn a fictional shade launch into a recognizable occasion—and keep the conversation going after the reveal.



THE OPPORTUNITY.

BRAND FIT

Product-led minimalism.
Tactile beauty imagery.
A coherent visual world.

LAUNCH TENSION

A reveal earns attention.
The next content needs a
reason to exist.

OUR TERRITORY

Own the day-to-evening
transition with a repeatable
5PM cue.

Strategic hypothesis for this concept.



WHAT SUCCESS LOOKS LIKE.

AWARENESS

Hero Reel reach + completion rate.

Instagram Insights.

PARTICIPATION

#MY5PM posts + Story replies / poll responses.

Insights + manual count.

CONVERSION

Product-page CTR + shade sales, first two weeks.

Proposed tools: Meta Ads + Shopify.
No results claimed.

OWN THE IN-BETWEEN.



THE INSIGHT

Morning → Afternoon

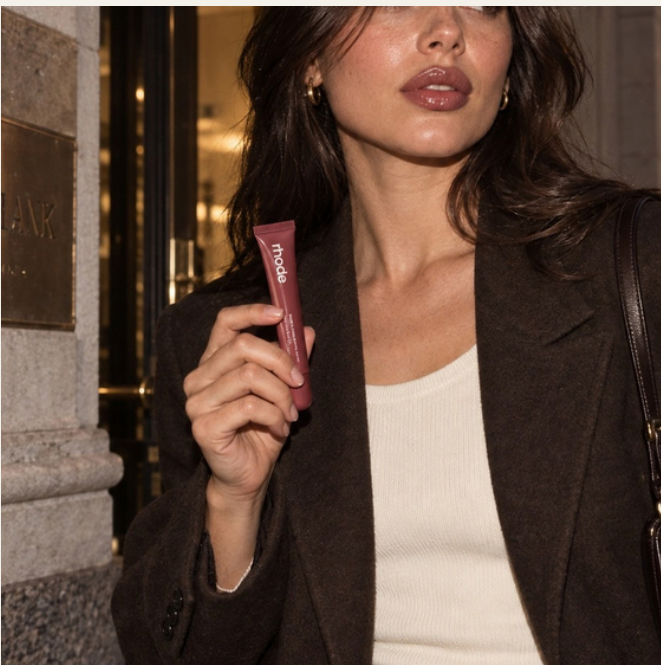
She doesn't need another reason to buy makeup. She needs to imagine where she'll wear it.



THE MOMENT

Afternoon → Evening

Show a quick refresh: desk → dinner, class → plans.



THE AUDIENCE

Beauty-minded, 18–28

Campaign audience: beauty-minded women aged 18–28, moving between work, study and social plans.

WHAT HAPPENS AFTER 5?

5PM: an imagined berry-brown Peptide Lip Tint.

One question powers teasers, Story prompts, creator briefs and #MY5PM.





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07 / 12

THE AFTER-FIVE PALETTE.

**CREAM. ESPRESSO.
BERRY. CHROME.**

Glossy textures. Warm light. Everyday transitions.

Cream #F4F0EA · Espresso #342A28
Berry #6E3B4A · Soft Pink #D8B9BC
Chrome accents.

Product first. One or two dominant props.
Macro lips, bags, mirrors and city movement.

01

FEED

3×3 grid: product, lifestyle and type.

02 REELS

4:59 → 5:00 hero + six-second cuts.

04 CREATORS

Show your transition. Tag #MY5PM. Repost with permission.

03 STORIES

Countdown → poll → product link → FAQ.

05 COMMUNITY

Short, helpful replies. Questions → insights → next posts.



4:59 → 5:00

HERO REEL

- 01 Laptop closes — 4:59.
- 02 Message: plans confirmed.
- 03 Hand reaches for 5PM.
- 04 Apply in elevator — 5:00.
- 05 Doors open onto the city.
- 06 Product close-up + title.



THE LAUNCH MIX.

40%

Content production

35%

Creators

20%

Retargeting

5%

PR seeding

Reusable content first.
PR kit: tint + chrome mirror + brief.

ILLUSTRATIVE ALLOCATION



THE LAUNCH TIMELINE.

ONE IDEA.
FOUR PHASES.

Week -2

Week -1

Day 0

Weeks +1/+2

TEASE

REVEAL

LAUNCH

SUSTAIN

4:57 PM countdown
content.

Video completion rate &
saves tracked.

Meet 5PM. Story replies
& reach measured.

Product-page CTR &
conversion rate. UGC
submissions begin.

Repost #MY5PM.

Track UGC volume,
saves and product
discovery.

WHAT I BUILT.

AMBAR PISANO GONZALEZ

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Digital Marketing

Portfolio · 2026

01 CONTENT

Platform-native strategy.

A coherent visual system that scales across formats.

02 CREATORS

A clear brief, shared campaign codes and permission-based UGC.

03 COMMUNITY

Listening → insights → next content.

A helpful, consistent brand voice.

04 MEASUREMENT

Measurable funnel roles.

No invented results.