

Hanna Yoshida
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Promotional Writing

Final Project

Client Profile

MoonBeam is a lifestyle brand that specializes in curated party kits designed for women in their early 20s to early 30s. Rooted in the idea that meaningful connection can happen outside of traditional party spaces, MoonBeam reimagines what it means to gather by offering cozy, nostalgic, and emotionally intelligent alternatives to going out. The brand's mission is to create thoughtfully curated experiences that make staying in feel just as magical as a night out, celebrating friendship, self-expression, and intentional living through themed kits that promote comfort and creativity.

At the heart of MoonBeam is a belief in the importance of mental wellness and emotional well-being. The kits are designed to foster self-care rituals, emotional support, and genuine interaction between friends or loved ones. Whether it's a night spent journaling with a friend, making friendship bracelets, or simply enjoying a warm drink while reminiscing over childhood memories, each product encourages its users to slow down and savor the present moment.

Client's New Product

MoonBeam will be launching a new product titled "Slumber Club," an adult sleepover kit that combines nostalgic elements of childhood sleepovers with grown-up sensibilities. Designed to offer a cozy and emotionally intelligent experience, Slumber Club creates a space for relaxation, creativity, and deeper connections, making it the perfect alternative to typical high-energy social events. The kit's contents are thoughtfully curated to encourage bonding and self-expression. Along with the cozy essentials, Slumber Club features warm drink kits (can

choose from DIY boba tea, hot cocoa, or herbal tea), creating the perfect atmosphere for a comforting night in. The activity kits allow users to engage in creative, hands-on projects like making friendship bracelets, creating vision boards, or writing with customizable stationery. A set of conversation cards and lighthearted games help facilitate meaningful dialogue, turning a simple gathering into an experience full of laughter and connection. For a touch of nostalgia, the kit includes retro-inspired snacks, temporary tattoos, and fun accessories like stickers, evoking childhood memories and simple pleasures.

Slumber Club was created as a response to the fast-paced, overstimulating nature of modern social life. It provides an opportunity to slow down and embrace a more intentional way of connecting with friends, celebrating milestones, or simply unwinding after a long week. The kit is ideal for anyone who values comfort, nostalgia, and the joy of meaningful, low-pressure socializing.

Audience Analysis

Slumber Club's core audience consists of consumers in their mid to late 20s and women and nonbinary individuals. They are individuals who identify with the growing trend of self-care and intentional living. This demographic is often looking for new ways to bond with friends and loved ones without the pressures of going out or engaging in loud, overstimulating parties. This primary target audience is often so busy with work and living their day-to-day life that they may feel the need for a space that fosters mental wellness and authentic interactions. They gravitate toward experiences that feel personal and reflective, such as quiet nights in with close friends or solo self-care evenings. They are also active on social media, looking for trendy topics, aesthetic experiences, and may have a strong feeling of FOMO (Fear of Missing Out).

A key group of stakeholders for Slumber Club are influencers and content creators in the wellness, lifestyle, and DIY spaces. These stakeholders will engage with the product through unboxing videos, reviews, and social media posts, helping to create buzz and sharing the product's key benefits. Additionally, through sponsored posts and collaborations, they can help reach a larger audience, ultimately increasing product visibility and driving interest among potential customers who value self-care, mental wellness, and creative activities.

Another key group of stakeholders will be the small businesses that will help compile the goodies for the box. These local or artisanal businesses will provide a unique, high-quality touch to the Slumber Club kit. Partnering with small businesses will not only support the community but also give the product an authentic, handcrafted feel that appeals to Slumber Club's audience, who value originality and ethical production. For example, local makers could provide the cozy socks, handmade candles, or artisanal snacks included in the kit, while independent designers could create the stationery or conversation cards. These small business partners are essential for delivering products that align with MoonBeam's commitment to quality and intentionality, while also creating a story behind every item. Their involvement also helps diversify the products, offering customers a curated, unique experience that stands out from mass-produced alternatives.

Big Idea

Slumber Club brings back the magic of childhood sleepovers, now for adults! With cozy essentials, creative DIY activities, and nostalgic treats, it's the ultimate way to unwind, reconnect, and make memories with friends - no party required.

USP

Slumber Club offers a curated, emotionally-intelligent sleepover experience that blends cozy nostalgia with intentional connection, something most adult party kits overlook. It's not just about cute items in a box; it's about creating a shared atmosphere that encourages bonding, creativity, and meaningful downtime with friends. With its mix of tactile activities, comforting essentials, and a strong sense of aesthetic and mood, Slumber Club turns an ordinary night-in into an unforgettable experience.

Campaign Pitch

“Dream Big, Sleep Tight” invites guests to rediscover the joy of staying in by transforming the classic childhood sleepover into a magical, memory-making event for grown-ups. In the city that never sleeps, this cozy pop-up offers a rare invitation to slow down, unwind, and connect. With nostalgic touches, calming corners, and interactive moments, the experience proves that even in the most fast-paced places, a night in can be just as exciting, share-worthy, and meaningful as a night out.

The campaign will run for six weeks, beginning with teaser content and influencer collaborations leading up to the Slumber Club pop-up in New York City. Key players will include the MoonBeam marketing team, temporary staff for the pop up event, content creators, and brand partners contributing to the experience. Influencers in the lifestyle and wellness space will help amplify awareness across social platforms, while curated content from the pop-up will be repurposed to support future product launches.

Success will be measured through a mix of quantitative and qualitative metrics: social engagement (shares, tags, UGC), event attendance rates, earned media impressions, and

post-event surveys gauging guest sentiment and brand connection. The ultimate goal is not just visibility, but creating an experience that builds community and sparks organic conversations around Slumber Club.

Campaign Strategy

To bring the magic of Slumber Club to life, MoonBeam will host an exclusive Slumber Club pop-up experience in New York City, designed to showcase the cozy, nostalgic essence of the adult sleepover kit. The event title will be “Dream Big, Sleep Tight.” Guests will be encouraged to come to the event dressed up in their favorite pajamas or loungewear. The venue will be transformed into a cozy sleepover haven, complete with plush bedding, fairy lights, soft pillows, and calming decor, creating the perfect atmosphere for relaxation and connection.

Guests will be invited to explore various activity zones, such as a memory jar station, where they can write down their favorite sleepover memories or fun quotes and add them to a collective “memory jar.” This will foster a sense of community and shared experiences. The event will also include a slumber party-themed photo booth, complete with sleepover props like sleep masks and bathrobes, encouraging attendees to snap fun, memorable photos to share on social media. In addition to these creative activities, the event will feature a snack bar, where attendees can customize their own sleepover treats, such as decorating cookies, mixing trail mix, or building their own s'mores. These hands-on experiences will allow participants to engage with the core elements of the Slumber Club concept in an interactive way while enjoying some light-hearted indulgence. The event will also include trivia, board games, karaoke, and icebreaker activities to foster social bonding.

Production Schedule

Note: This is the production schedule for after the event details are finalized.

No.	Task	Due Date	Owner	Notes
1	Secure location	D-60	Marketing Team + Finance Team	Location: Bathhouse Studios (East Village)
2	Secure logistics	D-60	Marketing Team + Finance Team	Logistics: trucks, signs, lighting, temp staff
3	Order needed items	D-55	Marketing Team + Finance Team	(full list available with marketing team) ex: totes, sleep masks, bath robes, blankets, board games
4	Secure vendors	D-50		Ex: DJ, photo booth, photographers
5	Send out guest list	D-50	Marketing Team + Influencer Team	Ex: Influencers, reporters, PR team
6	Secure food catering	D-40		Food: Urban Vegan Kitchen Drinks (non-alcoholic): Mocktail Magic
7	Create SOPs for event	D-30	Marketing Team	Needed for temp.staff, catering, marketing staff
8	Finish/Approve layout plan	D-25	Marketing Team	
9	Coordinate freebie distribution	D-20	Marketing Team	
10	Conduct staff training for event	D-7	Marketing Team	
11	Send out reminder to guest list	D-4	Marketing Team + Influencer Team	
12	Start building venue	D-2	Marketing Team + Temp. Staff	
13	Compile emergency supplies	D-2	Marketing Team	Ex: extension cords, tape, feminine supplies
14	Check venue and quality check of freebies	D-1	Marketing Team + Quality Team	Make sure the Quality Team is onsite to check for the final

				item (freebie) quality check!
15	Launch Event!	D-0	Marketing Team	
16	Post about event on official accounts	D+1	Marketing Team	
17	Send out “thank-you”s and external recap email	D+2	Marketing Team+ Influencer Team	
18	Event analysis	D+10	Marketing Team	Analyze event attendees, website access, brand engagement, etc.
19	Budget Reconciliation	D+20	Marketing Team+ Finance Team	
20	Compile inventory notes for future events	D+25	Marketing Team	

Sample Sponsored Content



Spotted: A sleepover experience so chic, even Blair Waldorf would ditch the penthouse for it.

Word on the street is that staying in is the new going out, and “*Dream Big, Sleep Tight*” is here to prove it. This immersive pop-up is giving major sleepover nostalgia with a glam twist.

Set in the city that never sleeps (we're looking at you, Upper East Siders), this one-night-in event is everything your inner teen could dream of. Details? Minimal. Vibes? Immaculate.

Expect the unexpected, dress cute, and bring your BFFs - you'll want someone to whisper secrets to when the night gets good. Trust us, this isn't your little sister's sleepover.

Spots are limited. But then again... aren't the best things always a little exclusive?

XOXO,

MoonBeam

Mood Board

