

a small idea I couldn't stop thinking about...

# The Breeze Balm *Milk Bar.*

A campaign concept that turns Breeze Balm's **70 years of Australian heritage** into the most photographed beauty moment of the year. **Equal parts nostalgia, girly fantasy, and shoppable theatre** — built to win the feed Rhode can't reach.

*The thing Rhode can't copy isn't aesthetics. It's nostalgia they don't have. Breeze Balm does — let's use it.*

PREPARED FOR  
**BREEZE BALM**

## THE BIG IDEA

# An Aussie milk bar, *reimagined in pink.*

A pop-up activation built like a **1970s/80s Australian milk bar** — black-and-white checkered floor, vintage retro fridge, hand-painted signage, lamingtons and spiders on the counter — but reinterpreted entirely in **Breeze Balm's signature pink universe**. Lip balms displayed like lollies in glass jars, organised by flavour. A soft-serve / slushie bar that mirrors every balm flavour (a Watermelon Crush slushie while you shop the Watermelon Crush balm). The hero photo moment: a retro fridge lined entirely with balms, glowing pink under a neon sign.



"The Breeze Milk Bar" — the hero entrance moment ♦

## Why this idea wins

Beauty pop-ups are everywhere right now. To **break through**, you can't just be pretty — you have to be **unmistakably ownable**. The Milk Bar concept is unmistakably **Aussie**, unmistakably **Breeze Balm pink**, and unmistakably **impossible for competitors to copy**. Glossier, Rhode, Summer Fridays — none of them have the cultural heritage to pull this off authentically.

## Why now

Nostalgia-led aesthetics (Y2K, retro diners, 70s revival) are dominating the feed in 2026. Beauty audiences are **tired of clinical minimalism** and craving warmth, joy, and a sense of place. A milk bar — distinctly Australian, deeply nostalgic for older millennials, brand-new and exotic for Gen Z — sits right at that intersection.

♦ It's not just a campaign. It's a brand world.

MOOD & VISUAL WORLD

# The feeling, *in pictures.*

A reference world that blends **retro Aussie diner**, **girly fantasy**, and **editorial polish**. Pink-on-pink palette with cream, soft coral, and pastel accents. Checkered floors, glass jars, neon signage, vintage fridges — every surface designed to be photographed.



## Visual codes

- Checkered floors (black/white + pink/cream variations)
- Glass jars + vintage fridges as display fixtures
- Hand-painted signage, neon accents
- Pink-saturated everything — but warm, not Barbie-bright
- Real models, real moments — never overstyled

## Casting & styling

- **Diverse casting:** skin tones, body types, ages
- **Wardrobe:** vintage-inspired silhouettes (bows, corsetry, soft pinks)
- **Makeup:** glowy skin, balm-led lips, soft retro liner
- **Mood:** confident, playful, in-on-the-joke



## HOW IT COMES TO LIFE

# The execution, *step by step.*

A multi-layered activation designed to live across **physical, digital, and PR** channels — with each touchpoint built to drive social content and word-of-mouth.

**01****The Pop-Up: a real Milk Bar**

Built as a fully functional pop-up in Sydney + Melbourne (CBD or coastal — think Bondi, St Kilda). **Checkered floor**, vintage retro fridge stocked entirely with balms, glass jars displaying flavours, hand-painted "Breeze Milk Bar" signage, and a working **slushie/soft-serve bar** serving balm-matched flavours. Open free to the public for one week at each location.

**02****The Slushie Drop**

Every balm flavour gets its **edible twin**. Order a Watermelon Crush slushie + a Watermelon Crush balm together. It's an instant social trend — every visitor will photograph their matching pair. The slushie cups become walking ads on the streets of Sydney for the rest of the day.

**03****The Photo Moments (3 hero spots)**

**(1) The retro fridge** — entirely lined with balms, glowing pink. **(2) The neon sign** — "The Breeze Balm Milk Bar" in pink neon against tile. **(3) The slushie bar** — the moment of the matching pair. Each spot is positioned, lit, and signed so visitors don't have to think — they just shoot.

**04****The Creator Activation Day**

One day before public opening, invite **30-40 hand-picked creators** (see Hit-List) for a private "milk bar morning". Hosted by Brooke + the founders. Personalised glass jars with each creator's name + their favourite flavour. **No content brief** — just let them experience it. Authentic content drives the public buzz.

**05****The Limited-Edition Drop**

Each pop-up city gets **one exclusive flavour** available only there (e.g. "Bondi Salt", "Melbourne Lamington"). Drives travel, FOMO, and resale. Creates collectibility — Breeze Balm goes from "lip balm" to "cultural object".

## THE SLUSHIE X BALM PAIRINGS

# Order one. *Wear the other.*

Each Breeze Balm flavour gets a **matching edible twin** at the slushie bar. Visitors order both as a set. The pairing is the shareable moment — and the slushie cups become walking ads for the next 24 hours.



"Balms displayed like lollies — by flavour" ♦



### Watermelon Crush

Watermelon & mint  
slushie



### Strawberry Soda

Classic strawberry  
milkshake



### Honey Peach

Peach iced tea spider



### Grape Bubblegum

Purple grape slushie



### Coconut Breeze

Tropical coconut soft-  
serve

♦ Limited city drops: Bondi Salt, Melbourne Lamington, Gold Coast Mango

The pairing system is **repeatable**. New flavour drops = new slushie launches = new activation moments. The milk bar becomes a content engine, not a one-off campaign.

## Why pairings work

Beauty is sensory. Tasting a flavour while wearing it creates **multi-sensory brand memory** — way stickier than seeing a product on a shelf. It also gives every visitor a **built-in piece of content**: the matching pair shot is irresistible to post.

## The merch angle

Slushie cups, paper straws, lamington wrappers — every disposable is **branded Breeze Balm pink**. Visitors carry the activation home with them. The "Milk Bar" extends beyond the four walls of the pop-up for hours.

## WHAT I'D SHOOT &amp; PRODUCE

# The content I'd *capture & create.*

Here's what my contribution would look like in practice — the kind of content I'd bring to a Breeze Balm campaign like this one. **This is the actual work I'd be doing for you.**

## REELS · TIKTOK

**"A Day at the Milk Bar"**

POV walkthrough of the pop-up — soft-focus, retro filter, trending audio. The kind of content that gets reshared by visitors organically.

## INSTAGRAM

**"Order the Pair" Carousel**

Each slide = one flavour + slushie pairing. Carousels still outperform on saves — perfect for shoppable content.

## UGC ANGLE

**"What's your flavour?" prompt**

Drive visitors to post their pairing. Branded hashtag (#BreezeMilkBar). Featured reposts on the brand grid.

## BEHIND-THE-SCENES

**"How we built it"**

The retro fridge being stocked, the neon sign turning on, the first slushie being poured. Sells the world before launch.

## CREATOR CONTENT

**"The morning before"**

Activation Day footage — 30 creators experiencing the bar for the first time. Authentic reactions, no scripts.

## EDITORIAL / PRESS

**Hero campaign shots**

The 3 photo moments shot editorially with retro lighting + diverse models. For Vogue Australia, Russh, Pedestrian.

**My role:** capturing real moments on activation days, producing platform-native content for Reels & TikTok, coordinating creator content collection, and supporting the wider creative team with on-the-ground shooting. **This is what I'd bring every day.**

♦ I'd be on the ground, camera in hand, capturing it as it happens.

## THE STRATEGIC CASE

# Why Breeze Balm — *and only Breeze Balm* — can do this.

Beauty brands are racing to be "the next Rhode" — and most of them will lose. **Rhode wins on minimalism and Hailey.** You can't out-Hailey Hailey. But you can win a fight she can't enter — **the heritage fight.** Breeze Balm is one of the very few beauty brands in the world with **70 years of authentic Australian story.** Lean into that and Rhode can't follow.

*"Rhode can't copy nostalgia they don't have."*

Every beauty brand right now is fighting over the same aesthetic territory: clean, minimal, glossy, hyper-modern. Breeze Balm has something **none of them have:** real Australian heritage, real Aussie cultural memory. The Milk Bar is what happens when you treat that heritage as your **most expensive asset**, not a footnote.

**WHAT RHODE OWNS**

Minimalism. Celebrity halo. Polished editorial restraint. Hailey Bieber's face.

**WHAT ONLY YOU OWN**

70 years of family story. Aussie cultural memory. Warmth, kindness, place — things that take decades to build.

## The business case

**One pop-up = months of content.** One activation generates social content for Q3-Q4 across Reels, TikTok, carousels, UGC, and editorial. ROI doesn't end when the doors close — it lives in the feed for months.

## The cultural case

Beauty brands win when they become **cultural objects**, not just products. The Milk Bar makes Breeze Balm something people **visit, photograph, talk about.** That's brand equity that compounds.

*"Beauty brands that win in 2026 won't be the most polished.  
They'll be the most unmistakably themselves."*

Angie ✦

CONTENT · PARTNERSHIPS · CREATIVE THINKING

*This is a creative concept I built as part of my application — a sample of how I think, not a final strategy.  
With your audience data, brand history, and budget, this could become something even bigger.*