

THE GRAND FINALE - ALL STAR, ESSENTIAL OILS

TRINOVA PRESENTATION - MON, MAY 2, 2022



LAUREN ODOM



NHAN LA



EMILY HEER



NOVA

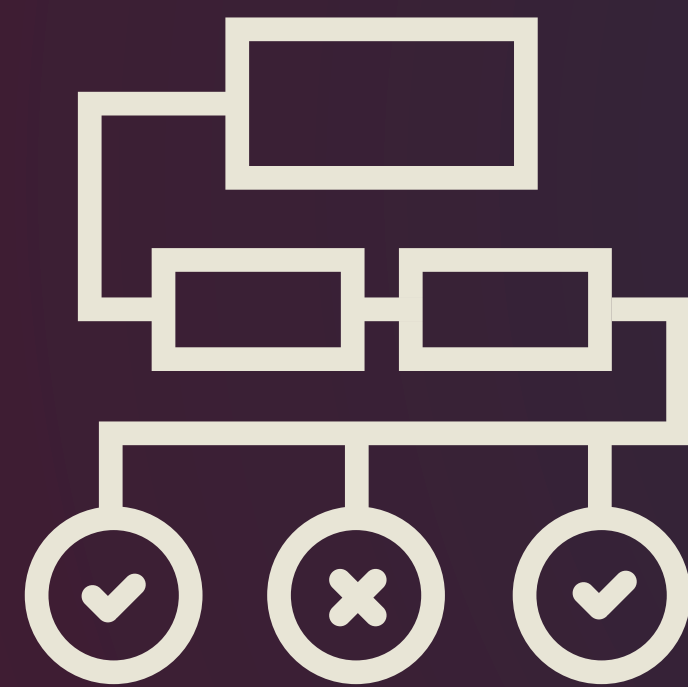
TRINOVA

MIKE PERCELLO

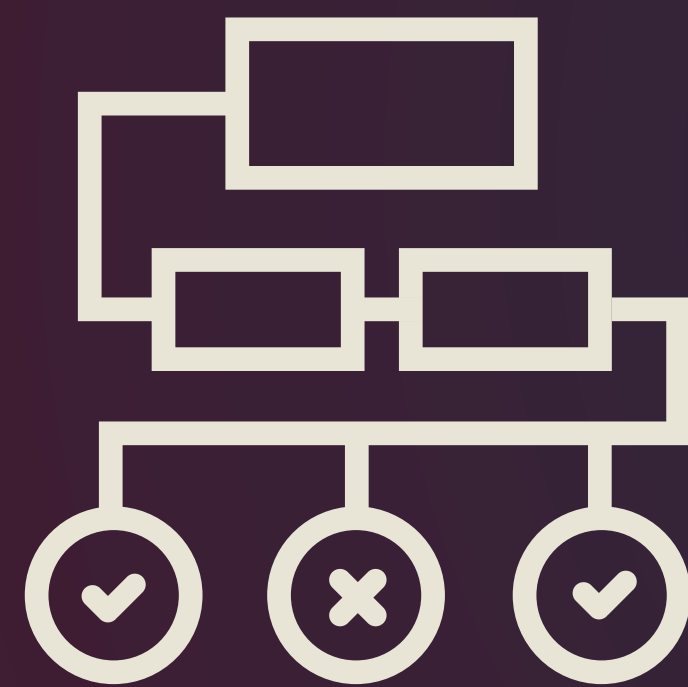


- Rising Sun Botanicals
- Essential oils, plant extracts, floral waxes & more!
- Founded in Maui, with their name taking inspiration from Haleakalā, a massive volcano that makes up 75% of the island
- Dedicated to helping people understand the fun of sustainably produced essential oils.

SURVEYS



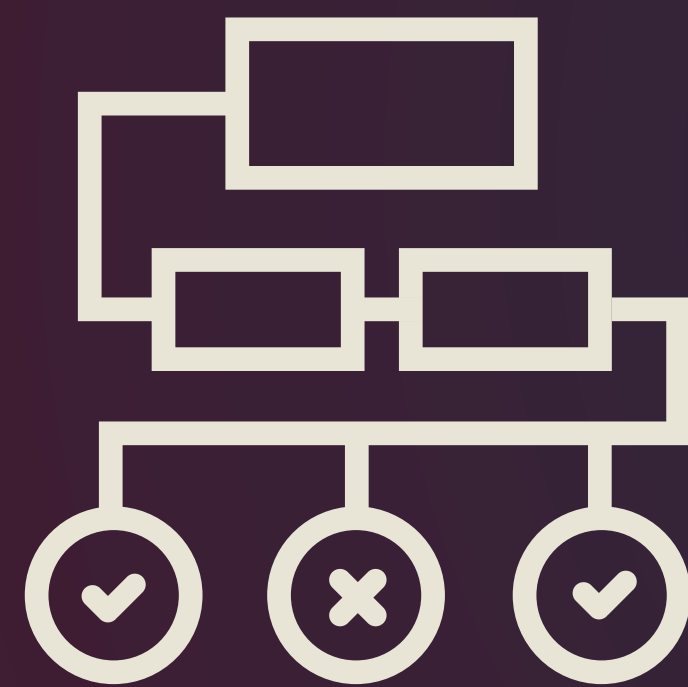
SURVEYS



RESEARCH



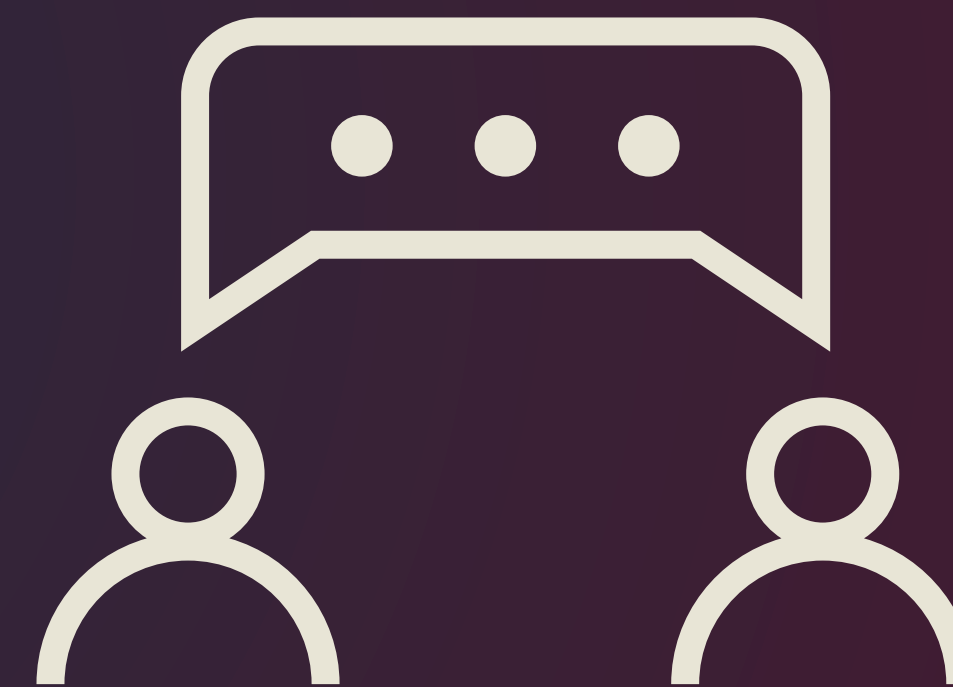
SURVEYS



RESEARCH



INTERVIEWS



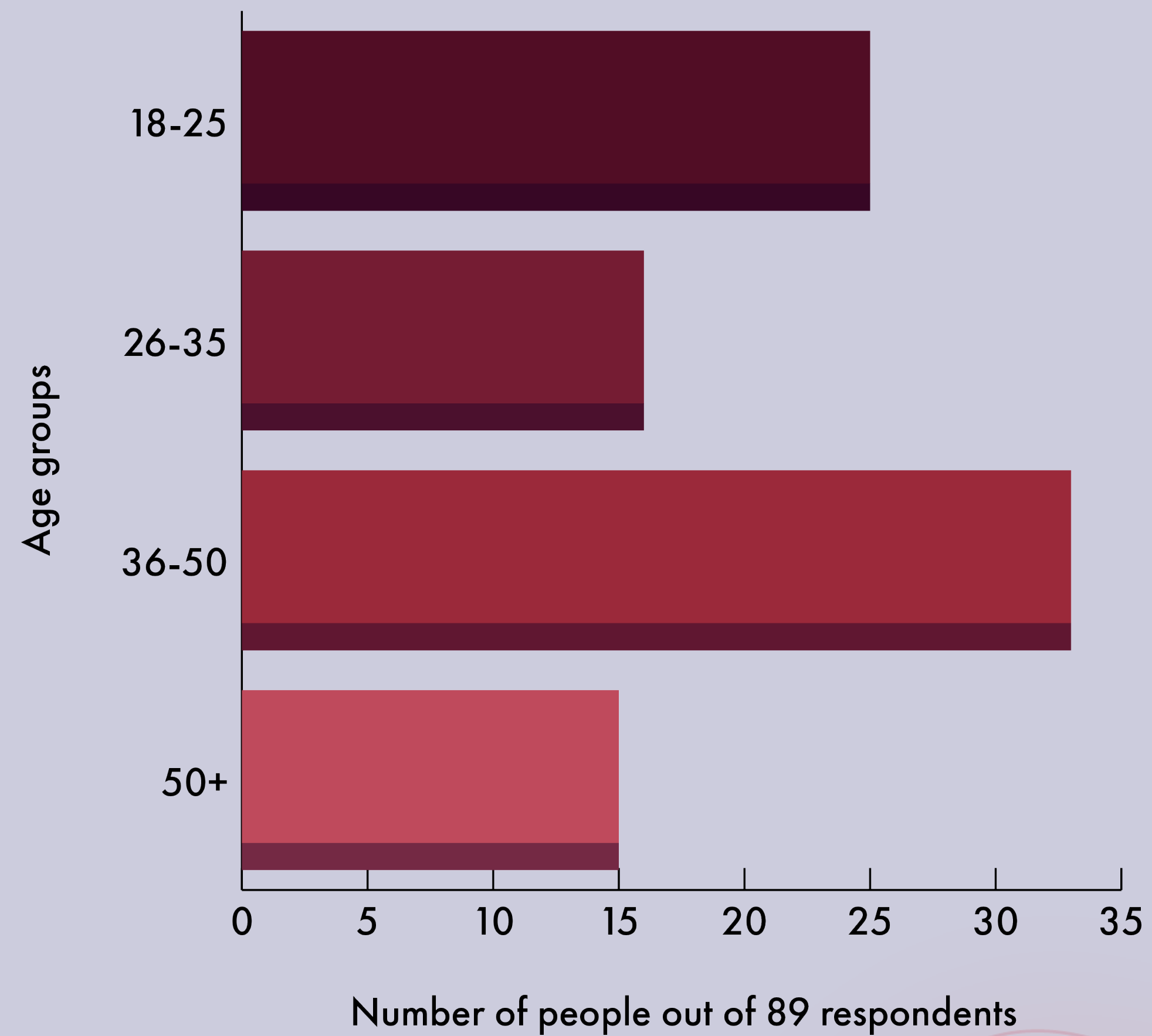




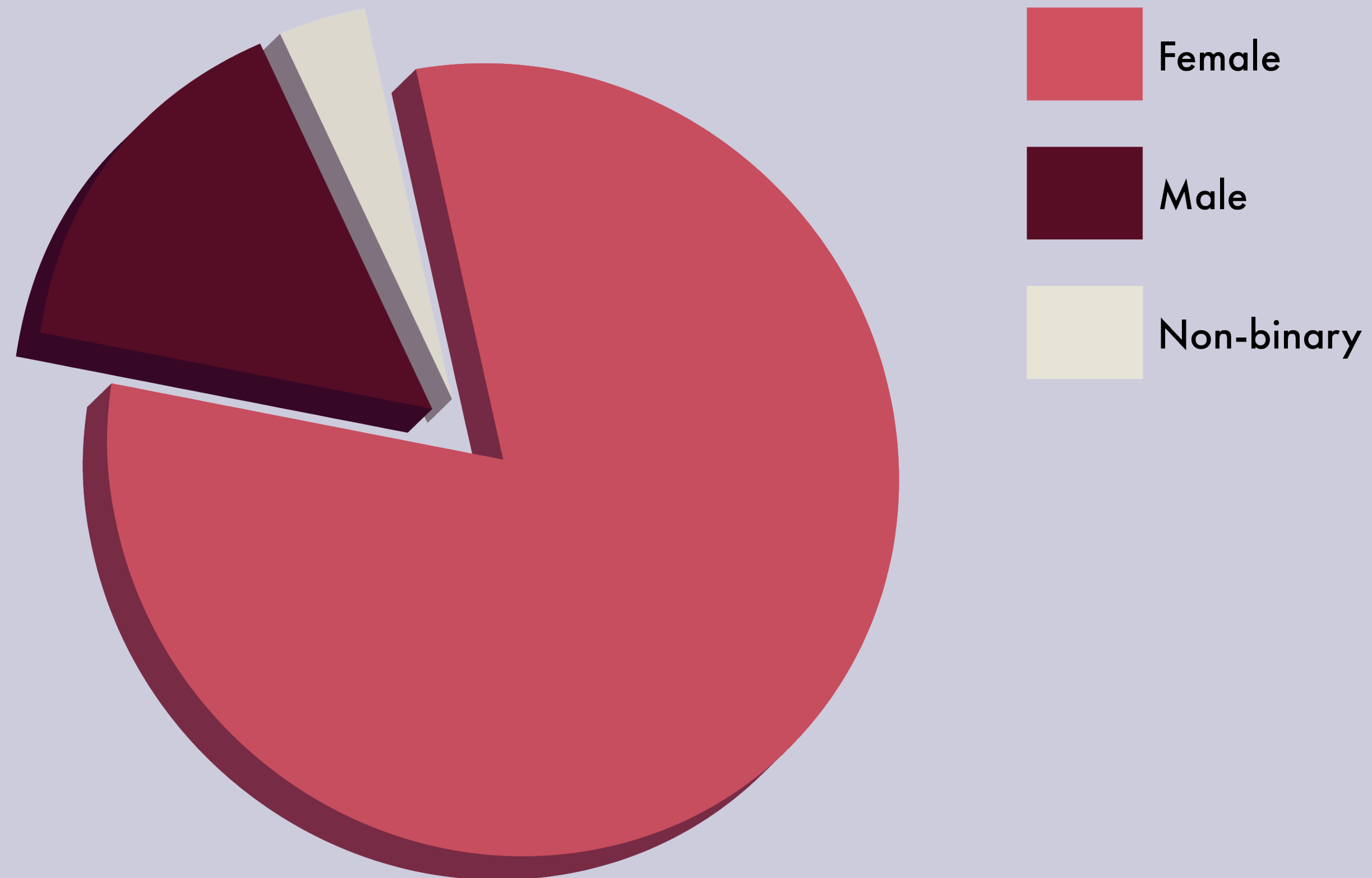


89 RESPONDENTS!

DEMOGRAPHICS - AGE



DEMOGRAPHICS - GENDER

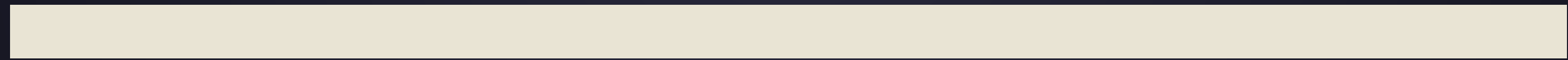


Overall Gender

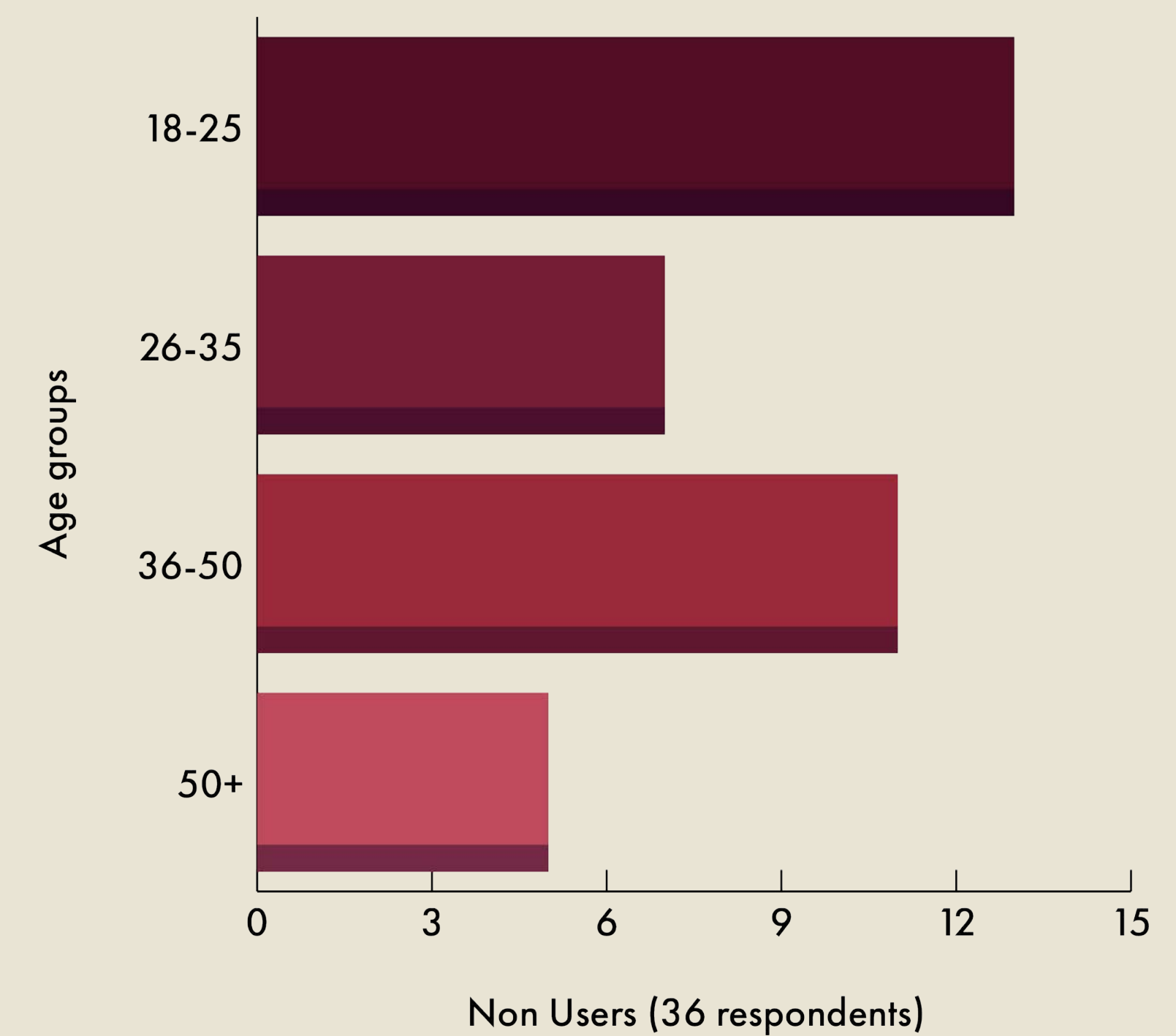
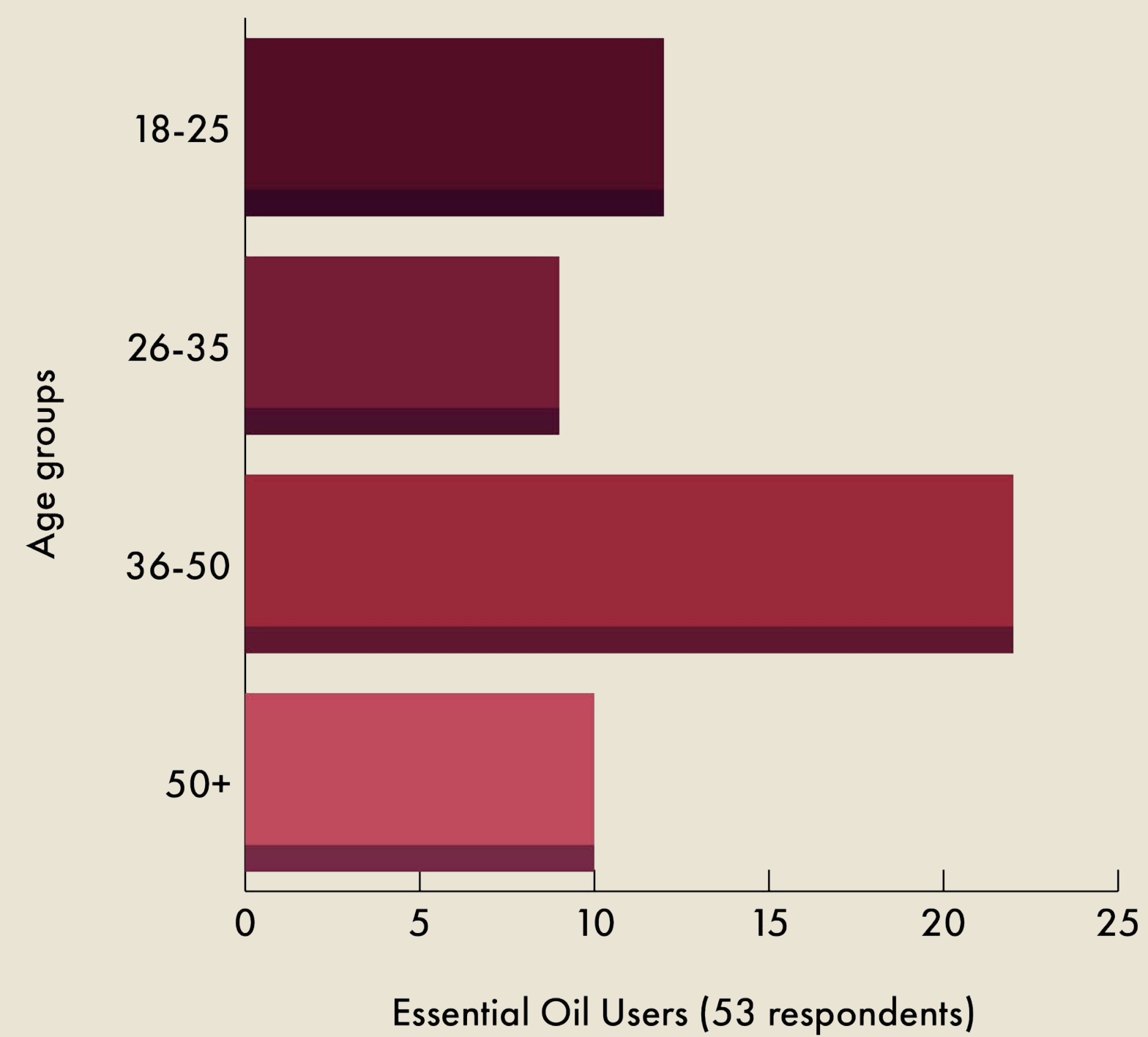
DEMOGRAPHICS - INCOME



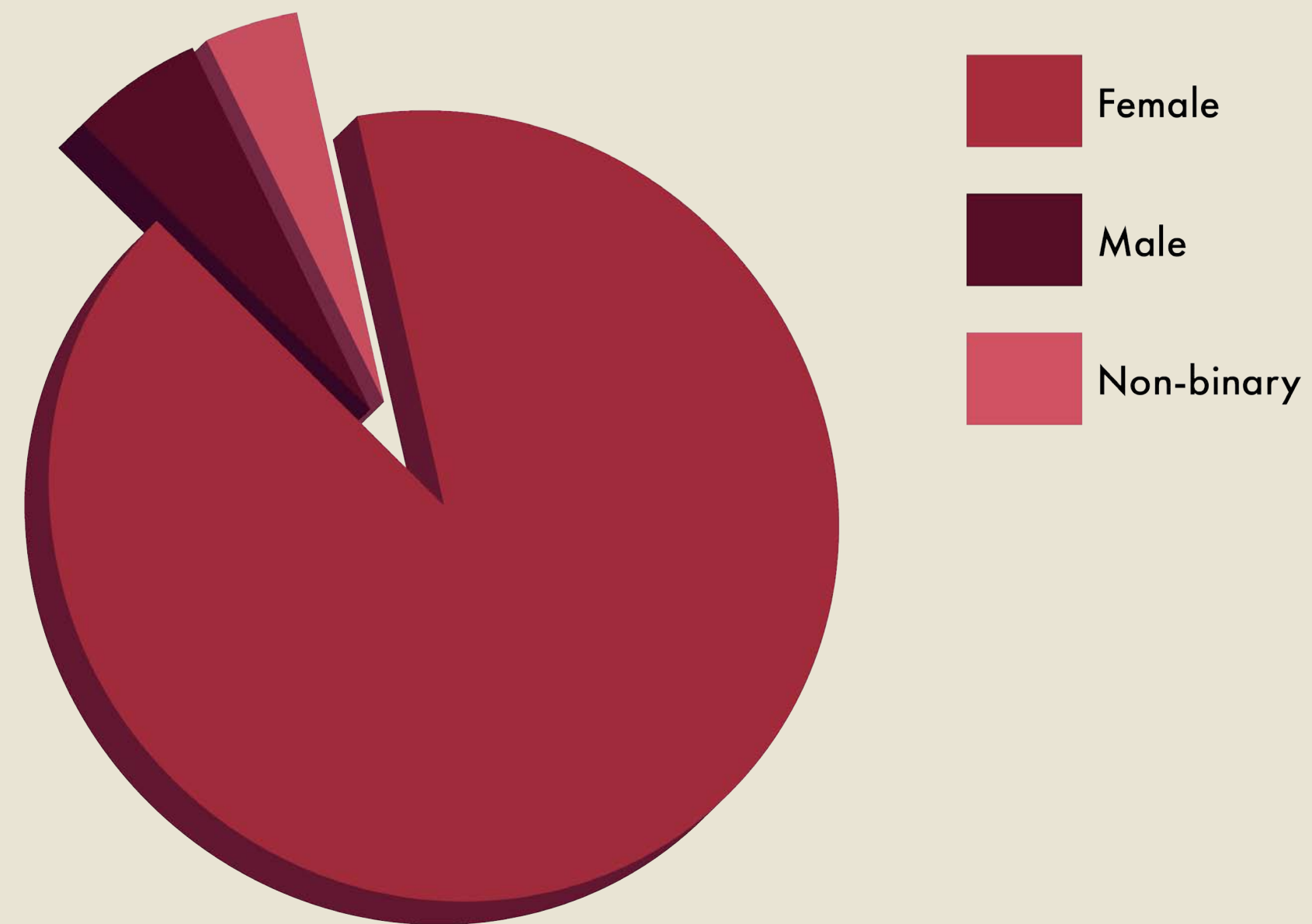
USERS VS NON USERS:

The background features decorative wavy lines in the top-left and bottom-right corners. The top-left corner has lines in a reddish-pink hue, while the bottom-right corner has lines in a darker, muted red or brownish tone. These lines create a sense of movement and depth against the dark blue background.

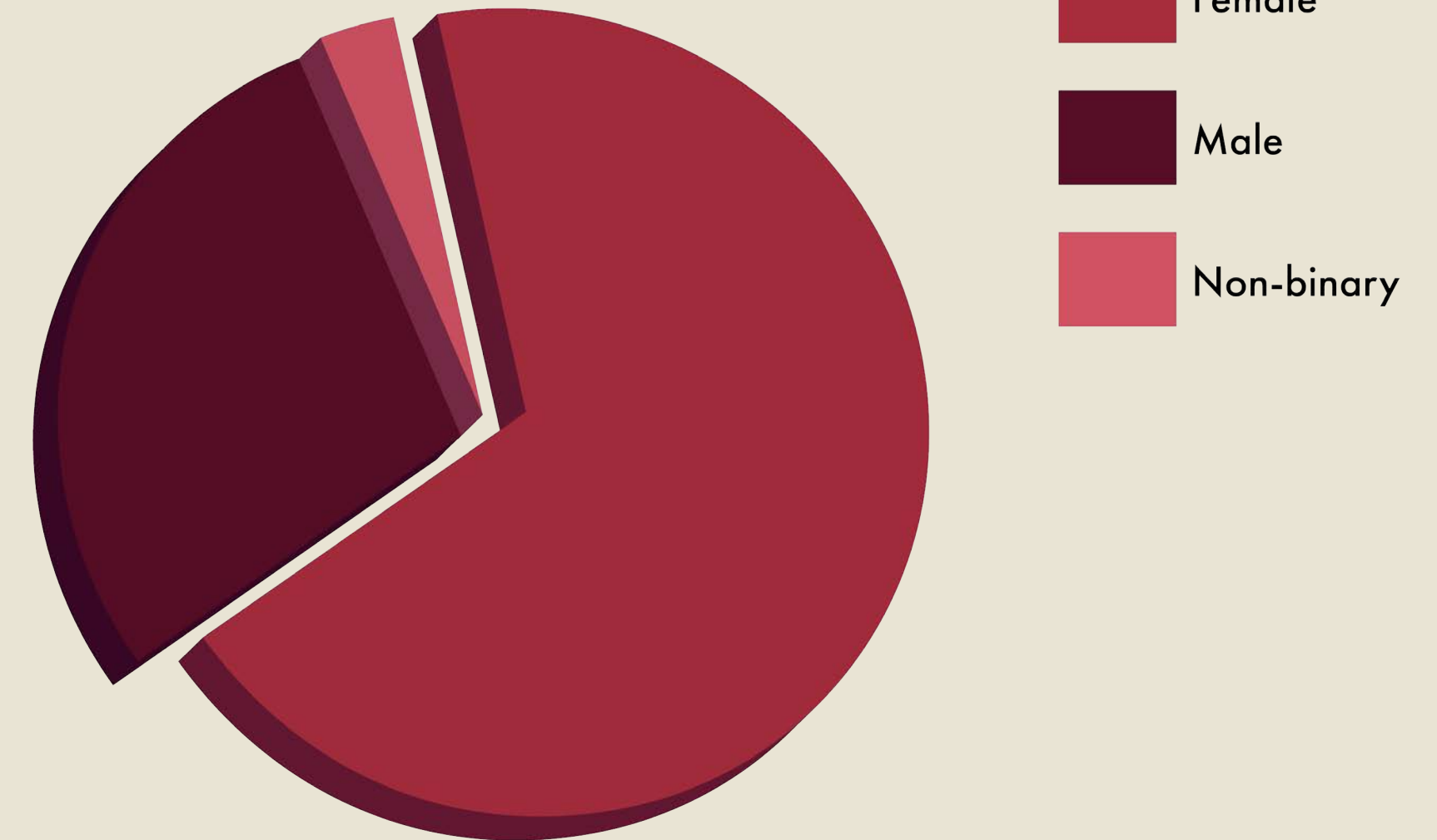
AGE:



GENDER:

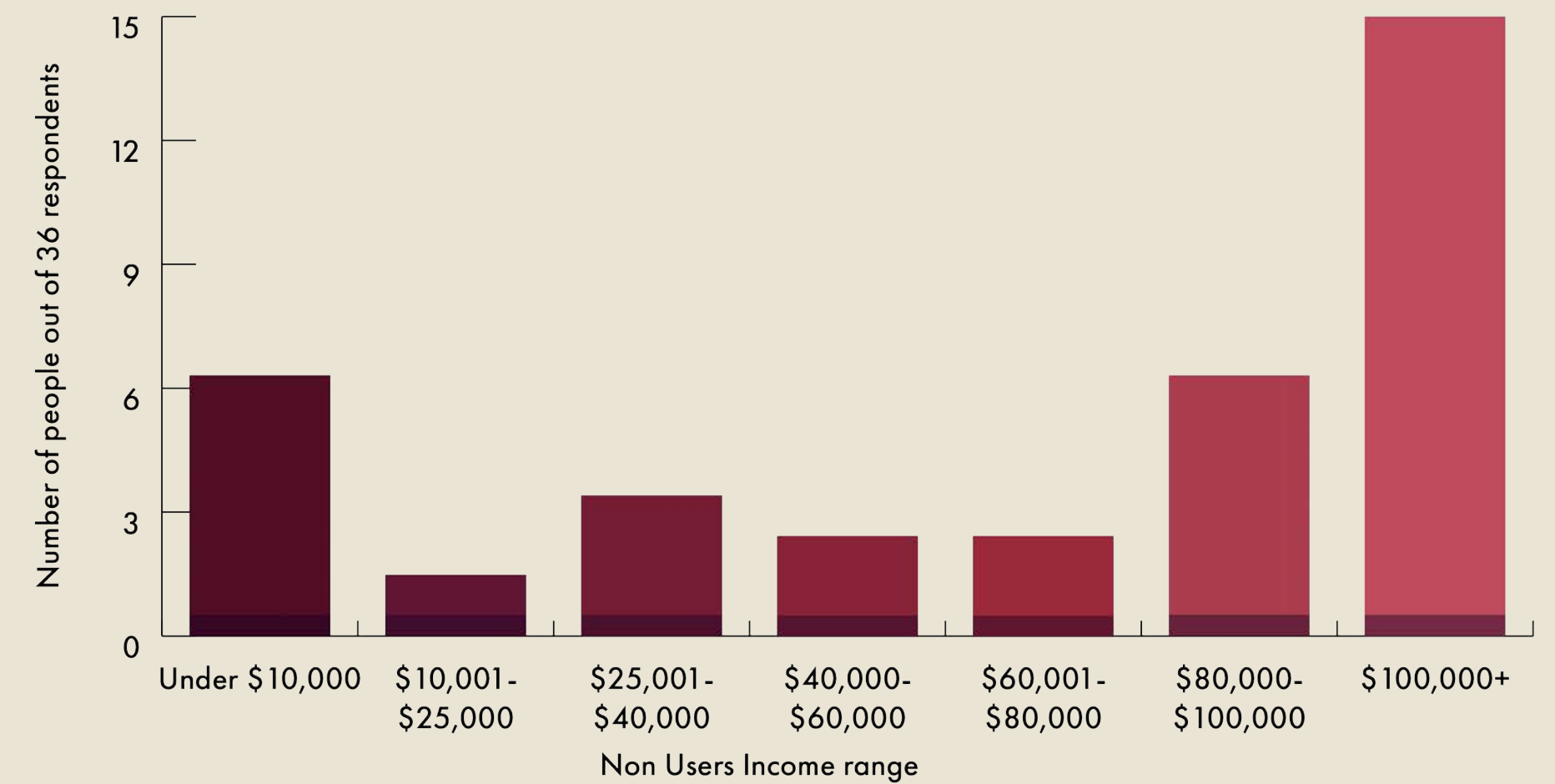
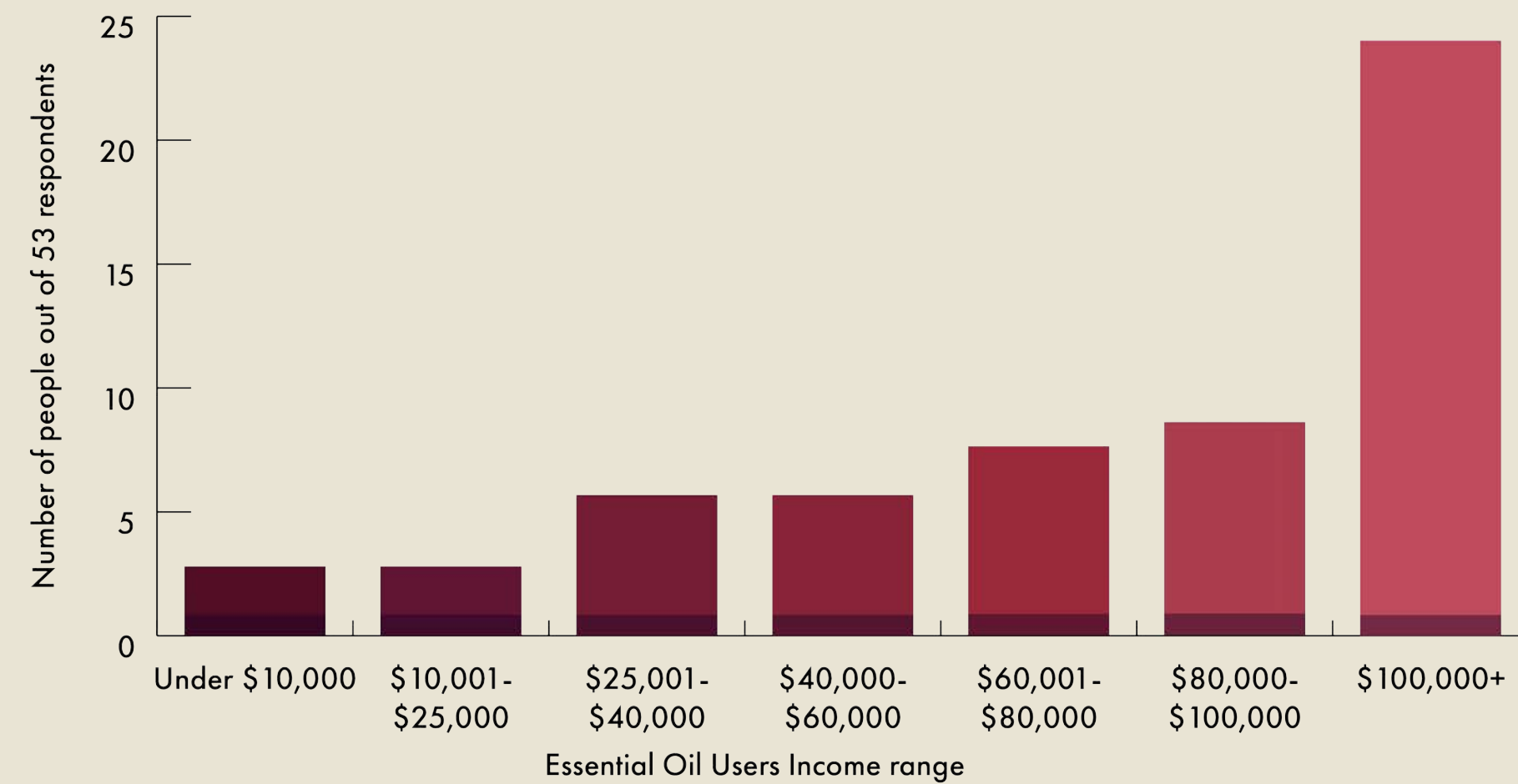


Essential oil users gender



Non Users gender

INCOME:

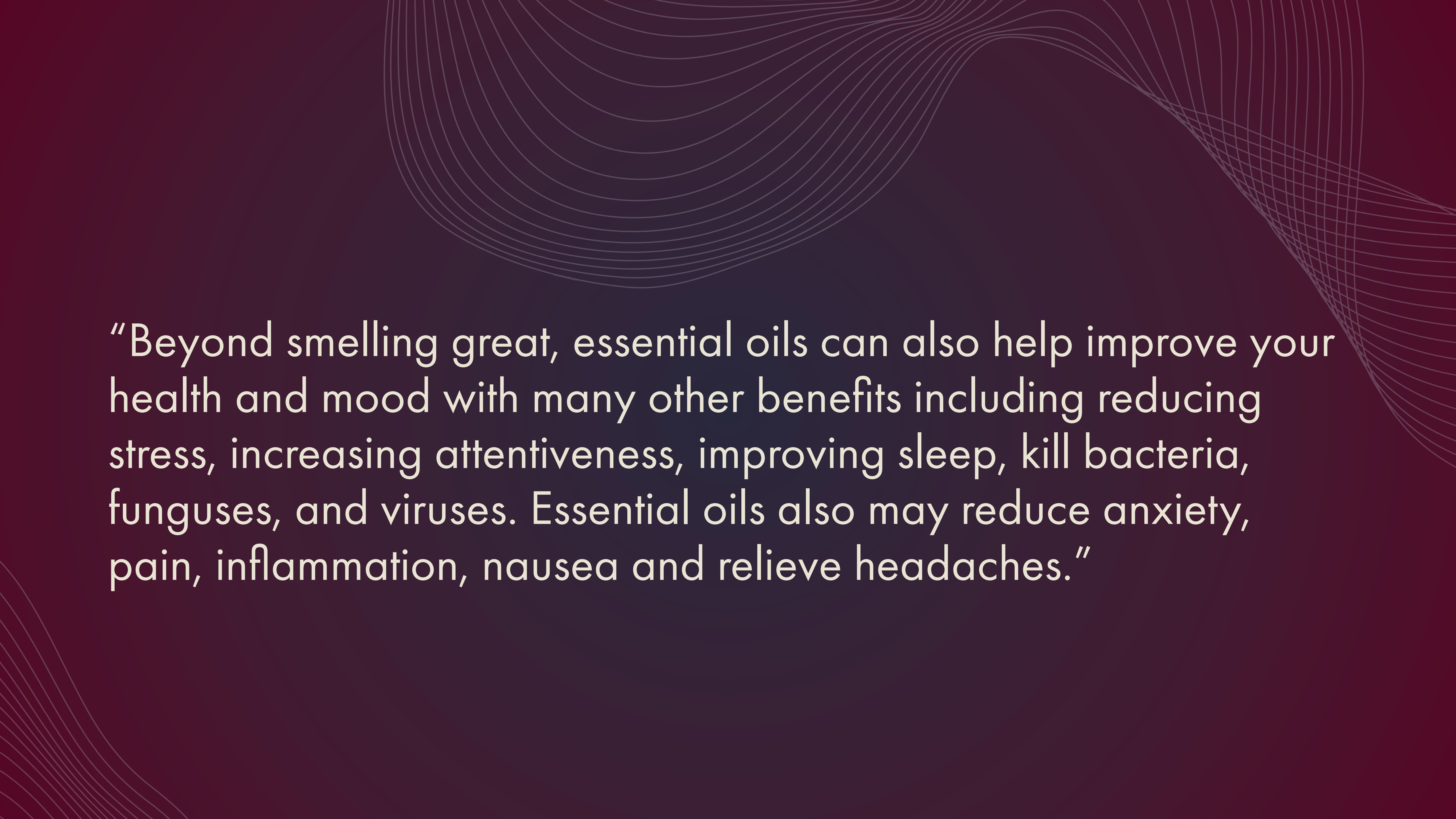




KEY FINDINGS:

The background is a solid dark purple color. It features several sets of thin, light purple wavy lines that flow across the frame. One set of lines is prominent in the upper right, curving from the top edge towards the center. Another set is in the lower left, curving from the bottom edge towards the center. These lines create a sense of movement and depth.

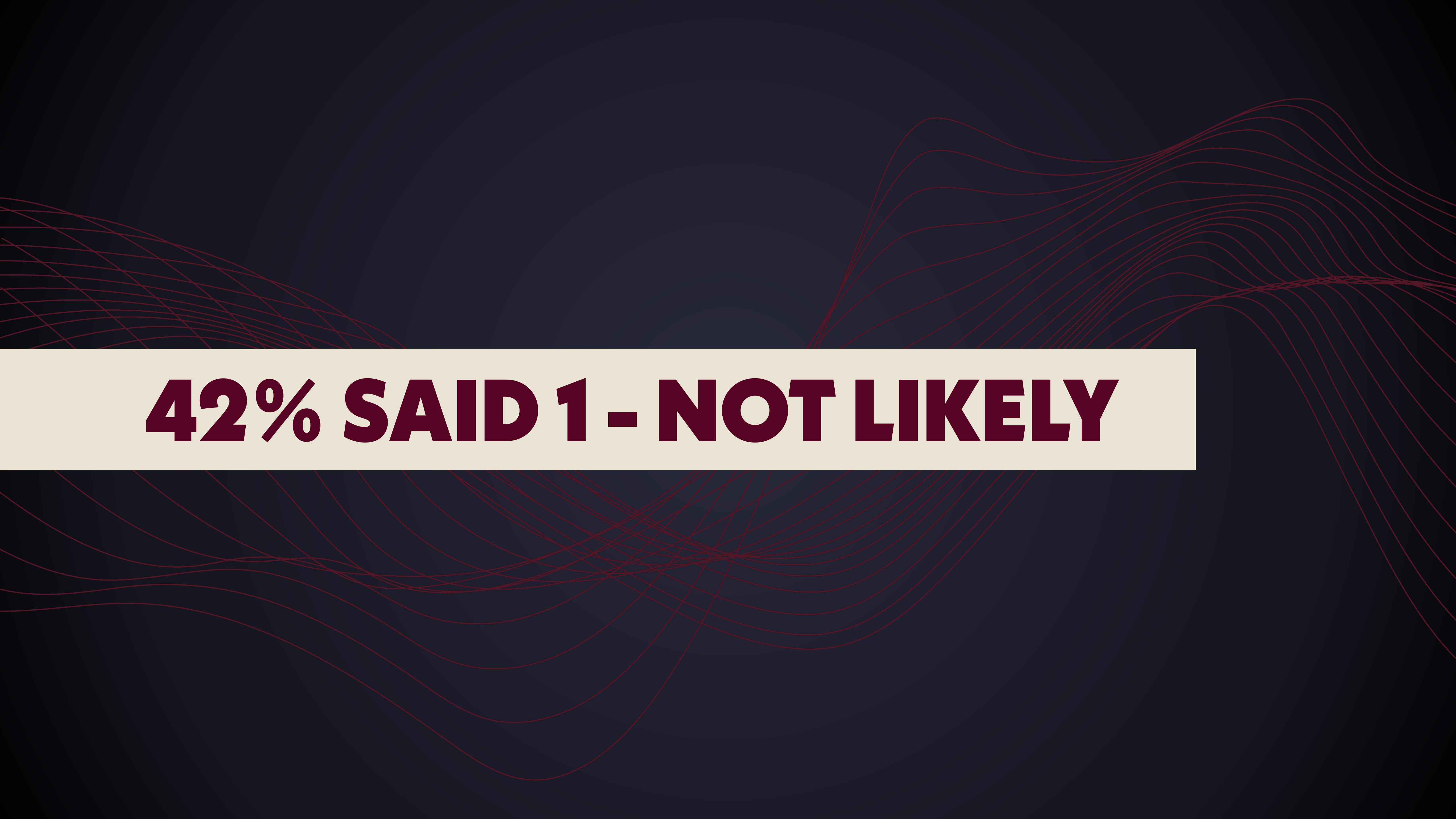
**#1: THOSE WHO DON'T USE,
DON'T BELIEVE.**

The background is a solid dark purple color. It features decorative white wavy lines that flow from the top right towards the bottom left, creating a sense of movement and depth.

“Beyond smelling great, essential oils can also help improve your health and mood with many other benefits including reducing stress, increasing attentiveness, improving sleep, kill bacteria, funguses, and viruses. Essential oils also may reduce anxiety, pain, inflammation, nausea and relieve headaches.”



LIKELIHOOD OF TRYING OR BUYING?



42% SAID 1 - NOT LIKELY



REASONS FOR NON-USE?



The infographic features a dark blue background with abstract, wavy, light blue lines. Two white squares are positioned side-by-side in the upper half. The left square contains the text '47%' in a large, bold, dark blue font. The right square contains the text '44%' in the same font. Below these squares, a horizontal white bar spans the width of the image, containing the labels 'PSEUDO-SCIENCE' and 'NO PROVEN BENEFITS' in a bold, dark blue font.

47%

PSEUDO-SCIENCE

44%

NO PROVEN BENEFITS

The background is a solid dark purple color. It features several sets of thin, light purple wavy lines that flow across the frame. One set of lines is in the upper right, another in the lower left, and a third set is in the upper left, all creating a sense of movement and depth.

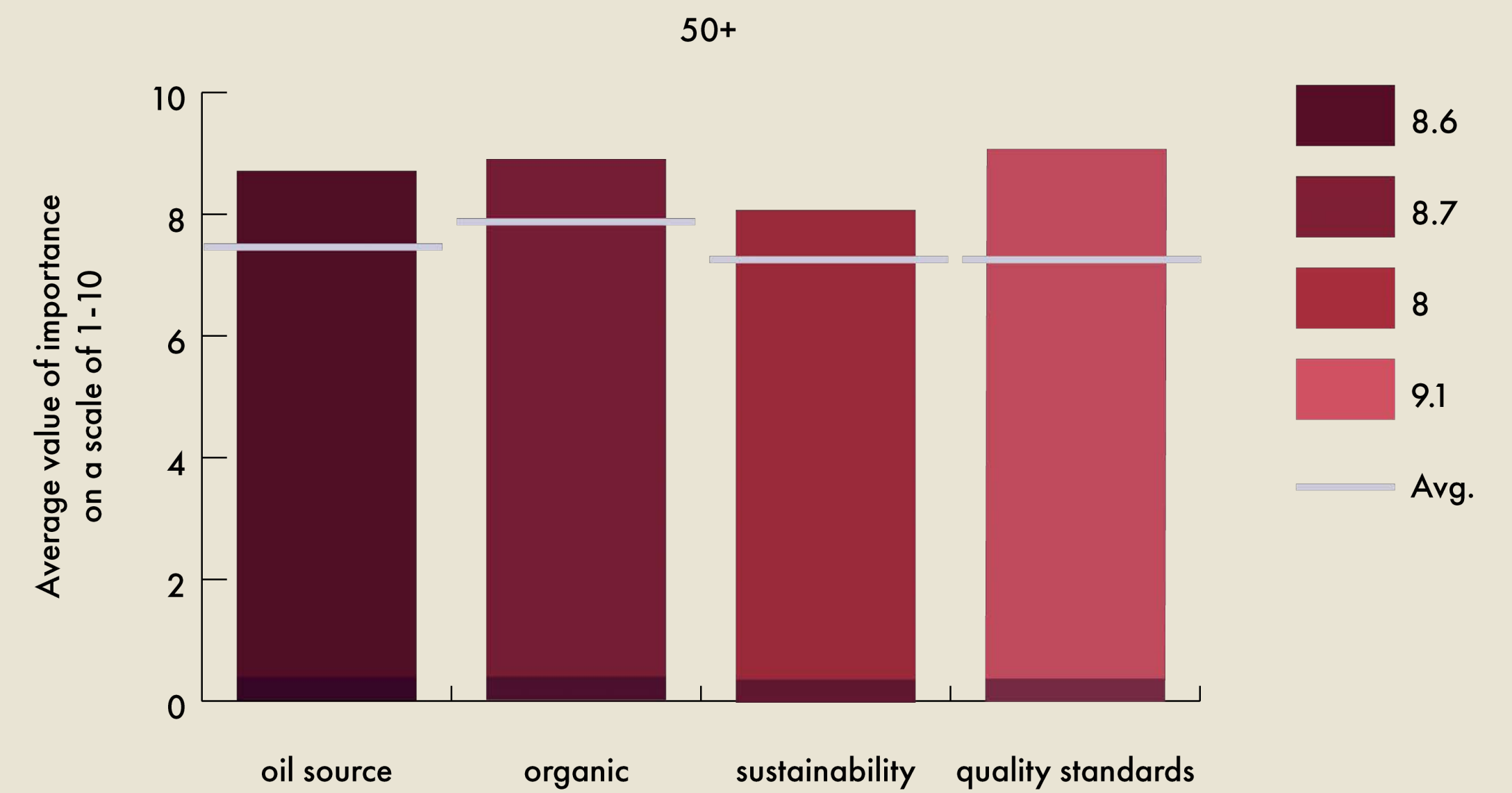
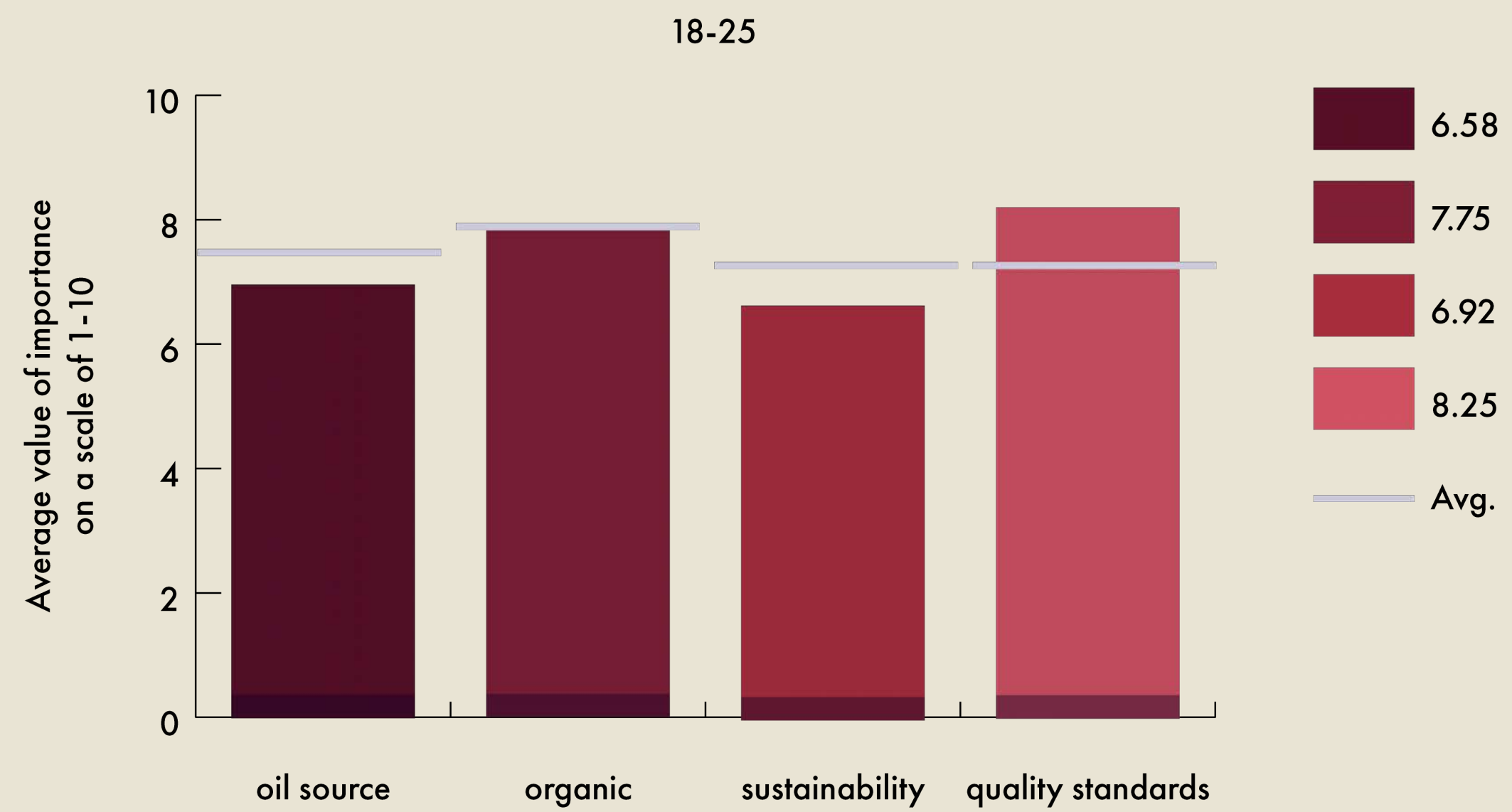
**#2: AGE AIN'T NOTHING
BUT A NUMBER.**

CLIMATE
CHANGE



CORONAVIRUS





#3: PEOPLE WHO USE, DIFFUSE



#1

DIFFUSER



#1

DIFFUSER

#2

TOPICAL (DIRECTLY ON THE SKIN)

#1

DIFFUSER

#2

TOPICAL (DIRECTLY ON THE SKIN)

#3

INHALE/SNIFF

CREATIVE BRIEF:



OBJECTIVE:



Position Rising Sun Botanicals as the one-stop shop
for essential oil, plant extracts, and floral waxes.



PROBLEM:

Rising Sun Botanicals online presence does not accurately reflect its value, it's more than just an online retailer it is a community.

TARGET AUDIENCE SUMMARY:

- Female essential oil users aged 30-50 who like to shop, are brand-indecisive with their oils, but want everything conveniently in one place.



INSIGHT:



People want the convenience of online, but the trust
of in-stores.



KEY MESSAGE:

The background features a dark blue gradient with numerous thin, flowing red lines that create a sense of movement and depth. These lines are concentrated in the lower half of the image, swirling and undulating around the central text.

Benevolence beyond the screen.

WHAT YOU ASKED OF US:

- Google Ads and Shopping Tab.
- Media Demonstrating Bottles and Oils in Use.
- Improve Conversions, Cart Abandonment and Product Reviews.
- Updated Website and Better SEO.
- Social Media Content and Delivery (Instagram).
- Bring Fresh Ideas to the Table.

CONCEPT:





MOM'S PERFUME



MOM'S PERFUME



CHILDHOOD HOME



MOM'S PERFUME



CHILDHOOD HOME



GMA'S PIE

SUSTAINABLE



SUSTAINABLE



ETHICALLY SOURCED



SUSTAINABLE



ETHICALLY SOURCED

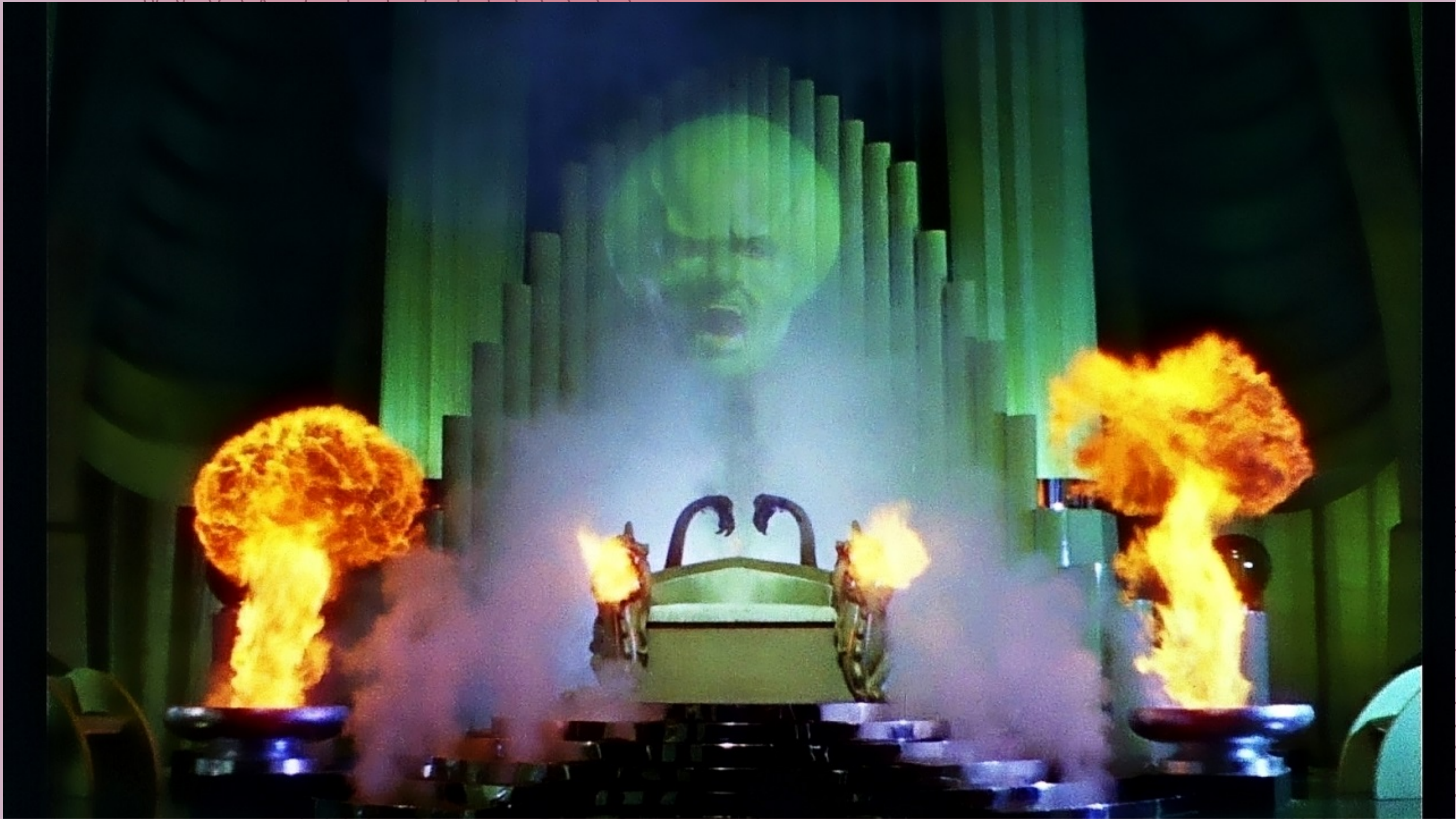


ORGANIC





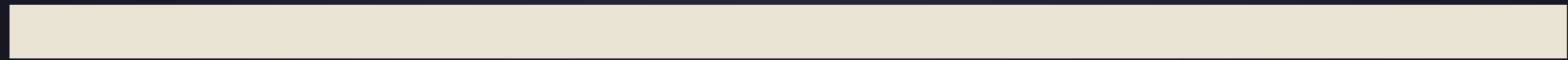
THERES NO PLACE LIKE HOME

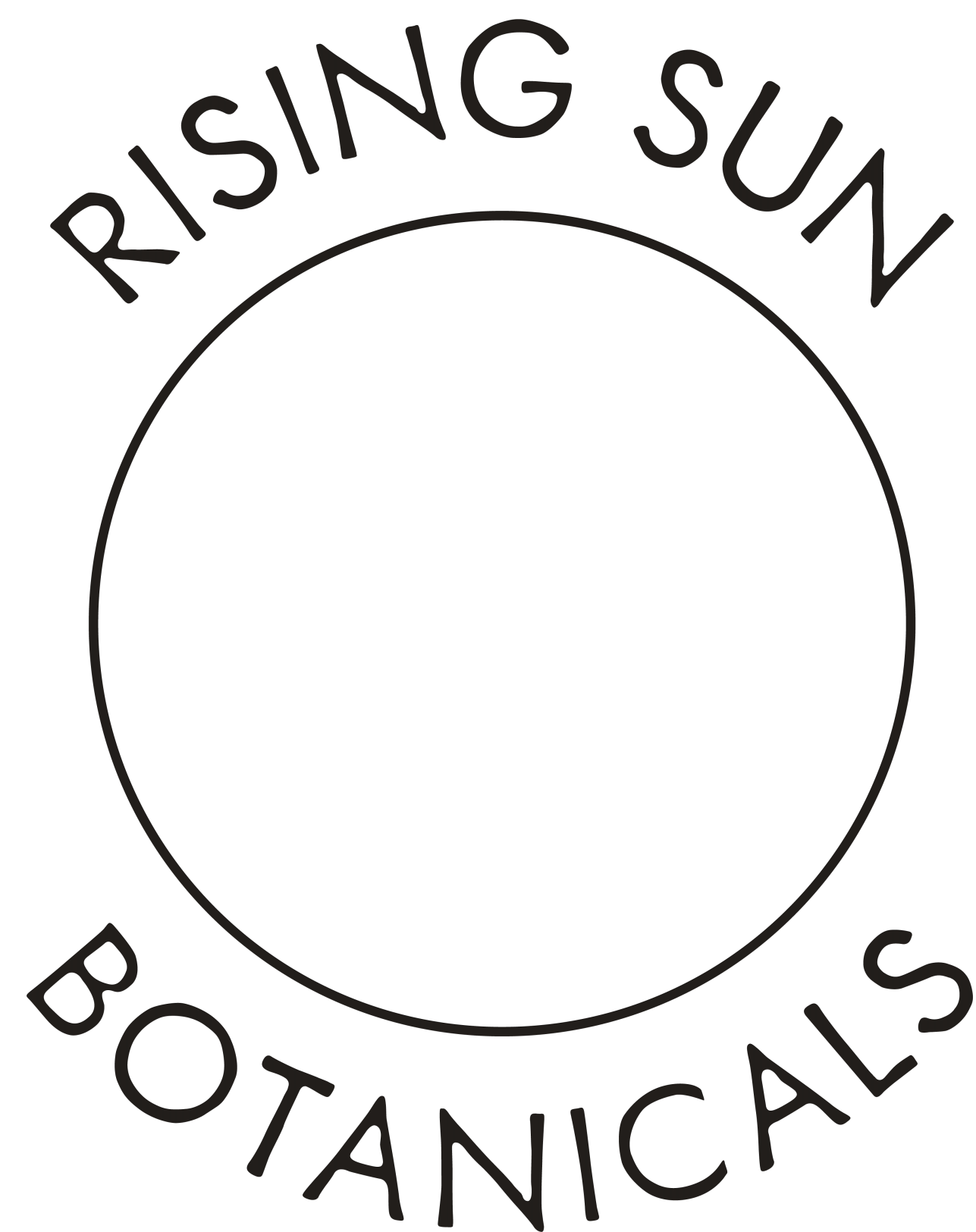






BRANDING:

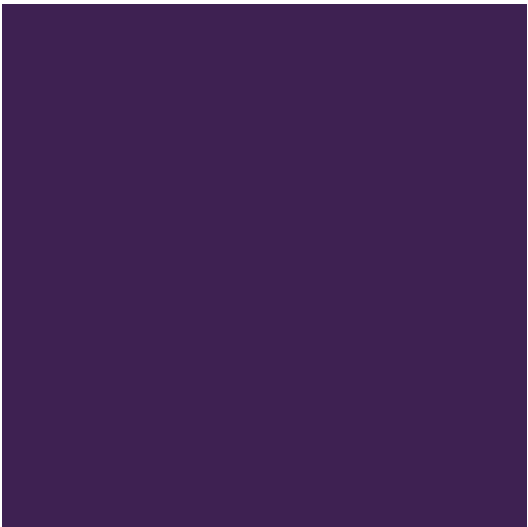




COLORS:



#221E1B
RGB: 34/30/37
CMYK: 68/66/68/76



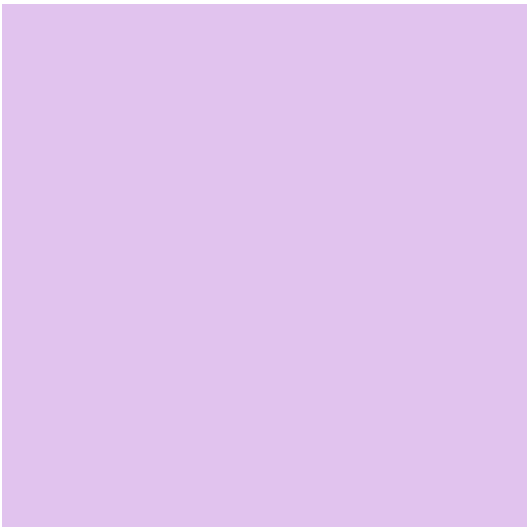
#3F2252
RGB: 63/36/81
CMYK: 82/95/37/33



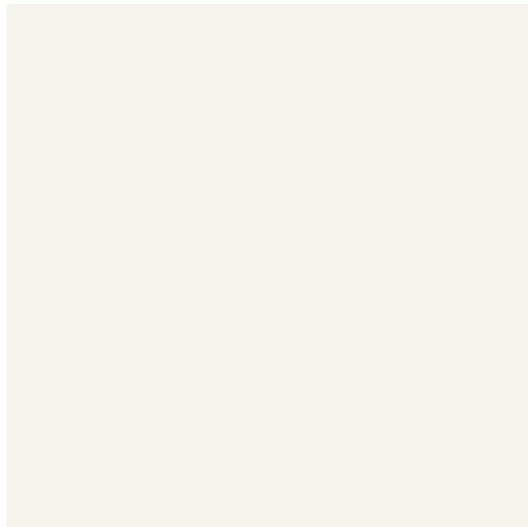
#5E301D
RGB: 93/48/31
CMYK: 40/76/86/52



Hex: #AB4900
RGB: 168/73/19
CMYK: 24/80/100/16



#E3C4F0
RGB: 225/196/238
CMYK: 11/25/0/0



#FBF5EC
RGB: 250/244/235
CMYK: 1/3/7/0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$(&?!%.,:;-)

Metallophile Sp8 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$(&?!%.,:;-)

Metallophile Sp8 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$(&?!%.,:;-)

Jost Regular



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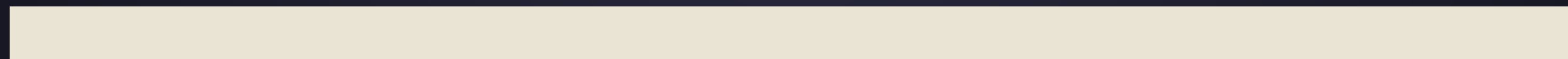
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SEO:



Gulhina Attar (*Santalum album*, *Lawsonia inermis*) Essential Oil

With origins in Ayurveda the aroma of Gulhina Attar is worn by both men and women. Henna flowers of paradise or Mehndi and rare wild Sandalwood infused together into a mesmerizing Attar. Luxurious and enchanting, incense-like with sweet notes of warm baking spice and chocolate like nuttiness. An essence known for soothing and calming properties. Gul hina Attar is a sacred Indian distillation of Sandalwood heartwood and fresh flowers of the Hina tree, the plant that is the source for Henna dye. 100% pure and natural essential oil perfectly hydrodistilled by expert perfumers in India we bring you this very rare and precious traditional perfume.

Utilized in aromatherapy, ceremony and as a base in formulating natural perfume and cologne. Incorporate this exotic ingredient in cosmetics, anointing oil, candles, crafting incense and more. An attar oil that is not commonly found. Formulate your own unique signature fragrance creations. Pair with Oud to create a transcendent aroma. Gulhina Attar will combine beautifully with many other oils. This Gul heena attar will only get more rich and lush with age!

Osmanthus (*Osmanthus fragrans*) Absolute

Magnificently rich and tenacious, Osmanthus is bursting with aromas of sweet ripe pear and luscious honeyed apricot. This long lasting fruity floral is irresistibly fantastic. It can shine on its own as a standout perfume! Used in natural perfumery for its delectable fruit floral bouquet and elegant undertones of precious woods. Osmanthus is an absolute joy!

A note on absolutes: Absolutes are highly concentrated aromatic materials. Their aroma is best observed in alcohol or carrier oil. Try diluting into one of our premium carrier oils or into alcohol at 5%, 10% or 20% and see how the scent will subtly change.

Botanical Latin Name: *Osmanthus fragrans*

Extraction method: Absolute

Plant Part: Flower blossoms

Country of origin: Eastern Asia

Cultivation method: Organic

Blends with: Jasmine, Lavender, Lemon, Bergamot, Blood Orange, Rose Otto, Tuberose, Vanilla, Vetiver, Ylang Ylang



PRODUCT SHOTS:





PACKAGING:



DIE CUT VINYL LABEL



DIE CUT VINYL LABEL







CHRISTMAS

Fir, Balsam
Frankincense
Cinnamon
Patchouli

GRADUATION

Bergamot FCF
Clary Sage
Myrrh
Vetiver Ruh Khus

GIVE A BOUQUET

Rose
Lavender
Jasmine
Chamomile

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PRODUCT SHOT WORKSHOP



The scent of grandma's hugs and kisses on Christmas Morning.



The scent of having a food baby, but there's always room for dessert.



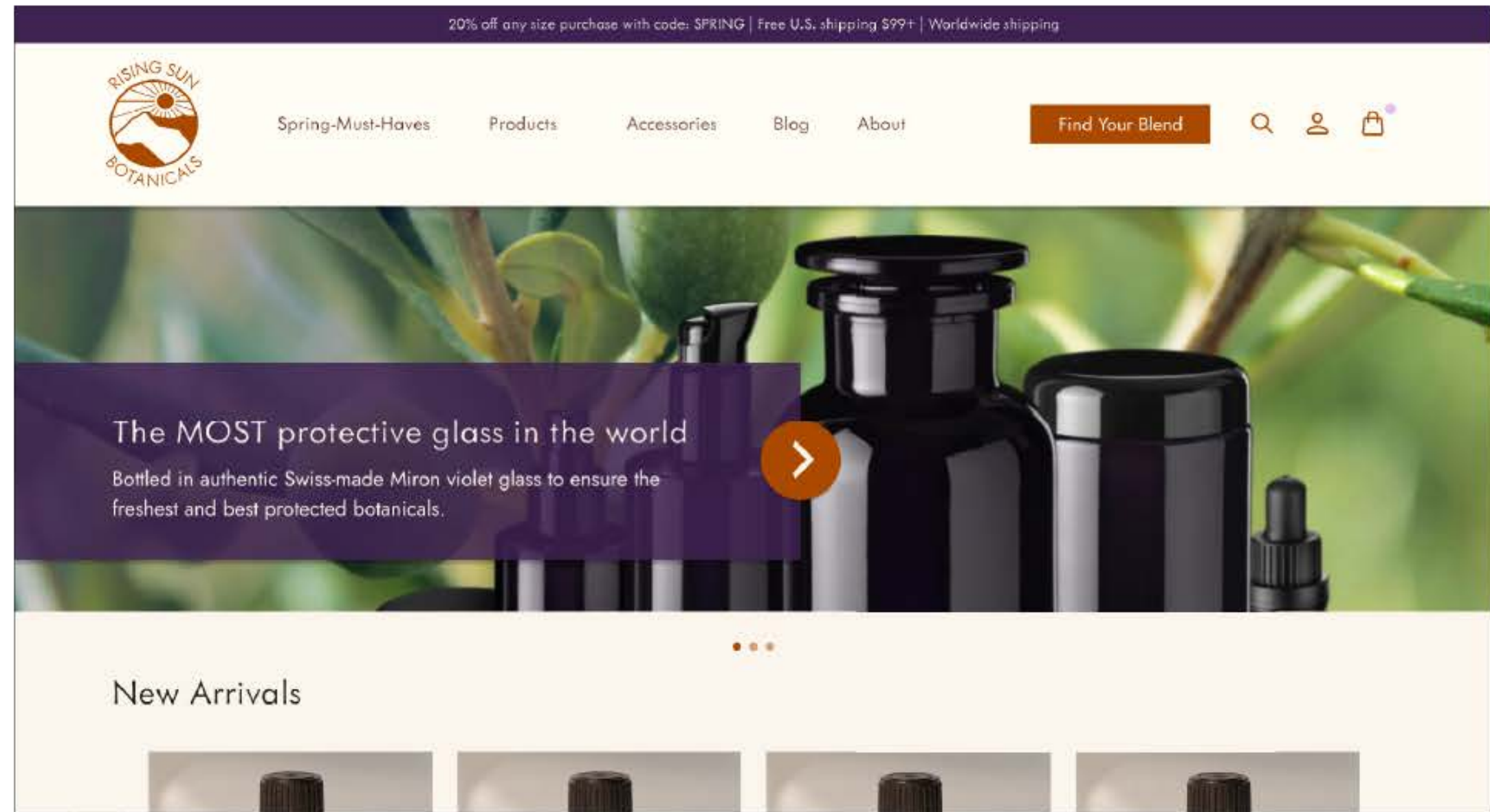
The scent of your mom wiping your sweat after a day of egg hunting.

ESSENTIALS

Item	Price
Instagram Ads	\$5 - \$500
Google Ads	\$18
Ecofriendly Bubble Mailers (50)	\$119
Customer Care Cards (100)	\$22
TOTAL	\$164 - \$659

ADDITIONAL

Item	Price
Cricut	\$169
Vinyl	\$7
Custom Gift Set Boxes (100)	\$99
Canon Rebel XSi	\$222
At Home Studio Equipment	\$50 - \$100
TOTAL	\$547 - \$597



The background features a dark blue gradient with intricate, flowing lines in red, white, and light blue. These lines create a sense of movement and depth, resembling stylized waves or abstract patterns. The text "THANK YOU!" is centered in a bold, white, sans-serif font.

THANK YOU!