Two ideas for the *For You* page

Vaseline · product-led

Simple · trend-led

Plus a wildcard

Marcelle Adrianna

CREATIVE DIRECTION · GENERATIVE AI DESIGN · DECK DESIGN

Speculative concepts prepared for interview. Concepted, art-directed and built with a generative AI workflow; storyboard imagery is an AI animatic, not final production.

Brands *overthink* content.

A strong product

Shot beautifully. The product does more of the work than any concept.

The right person

Someone culturally relevant right now, who already loves it.

A native format

GRWM, bathroom routines, trends done well and on time. Nothing invented.

Normal content, the *right people*



E.L.F.

Talent on the cultural moment

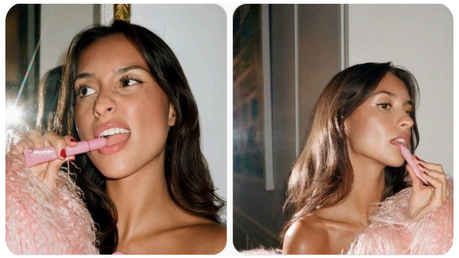
“The e.l.f.ing Magical Sisters” for spooky season stars Priah Ferguson from Stranger Things. e.l.f. reports 50% of the Cream Blush & Bronzer Sticks’ buyers are new to the brand.



E.L.F. × NELLA ROSE

A GRWM, not a concept

Nella Rose getting festival-ready on the go for All Points East, with Pinterest UK and e.l.f. Cosmetics UK. Posted 1 Sept: 45.4K likes, 1,117 saves.



RHODE

A real fan, relevant beyond beauty

The Alexandra Leclerc pocket collection: F1 world, long-time fan, product built around her life. Plus 16.4K creators doing everyday routines.

EULAH

The product is the content

Rochelle Humes’ skincare launch: opening the cabinet, applying gloss, aesthetic close-ups. No big concept needed.

Sources: e.l.f. Beauty, Sept 2026 · Pedestrian and Who What Wear on Rhode x Leclerc · Modash Rhode breakdown · Nella Rose on TikTok

The feed is tired of *chasing new*

KINDA CHIC

Treating ordinary habits as stylish instead of chasing the next thing.

Vaseline: the most ordinary icon, shot like it's aspirational.

INTERNET CHARACTERS

Instantly recognisable personas like Jean Phil, with the comments asking "is it AI?"

Vaseline: the wildcard, with a real person on top of the format.

HOLDING IT DOWN

#ProjectPan and "Someone Has to Hold It Down": the practical choice wins.

Simple: the no-fuss moisturiser in a 12-step world.

Sources: Pepper Agency, SocialBee and Nelly Rodi trend reports, September–October 2026

15 seconds, *built to loop*

0–1.5s	1.5–3s	3–5s	5–8s	8–11s	11–13s	13–15s
Cold open, mid-action	Reaction, second hook	Reveal	Escalation	Human beat	Twist	Payoff that loops

8–10+ shots. Cuts every 0.5–2 seconds.

Wide action alternates with extreme close-ups.

Reaction by second 2, biggest one near the end.

Never: a title-card opening, a wasted establishing shot, or a slow build.

“Clap If You’re *Against…*”

A live callout format. It fits this cycle’s dominant pattern: format-first comedy, a short repeatable premise with a hard punchline.

1

The audio sets it up

“Clap if you’re against…”

2

On-screen text names it

A pet peeve or hyper-specific annoyance.

3

The creator claps

Enthusiastically, in full agreement.

Sources: SocialBee and SocialPilot, September 2026 TikTok trend roundups

The escalation *is the content*

01
One person clapping

02
A horrified colleague joins

03
Someone walks in just to clap

04
The entire office

05
Product lands. Silence.

06
"Anyway."

07
One clap, for the product. Loop.

ON-SCREEN TEXT, SMALLEST TO BIGGEST

'sensitive skin' products full of PERFUME

12 skincare steps before bed

moisturiser that smells like a candle shop

Open on the *most insane clap*

0–1s

Already clapping hard. Text: "'sensitive skin' products full of PERFUME"

1–2s

Close-up: a colleague, horrified, joins in.

2–3.5s

New cut. Text: "12 skincare steps before bed"

3.5–5s

Someone walks into frame JUST to clap.

5–6.5s

"moisturiser that smells like a candle shop". The whole room claps.

6.5–8s

Extreme close-up: one employee losing it.

8–9.5s

Simple moisturiser placed on the desk. Everyone stops.

9.5–11s

Silence. She looks at the product, then at camera.

11–12s

"Anyway."

12–13.5s

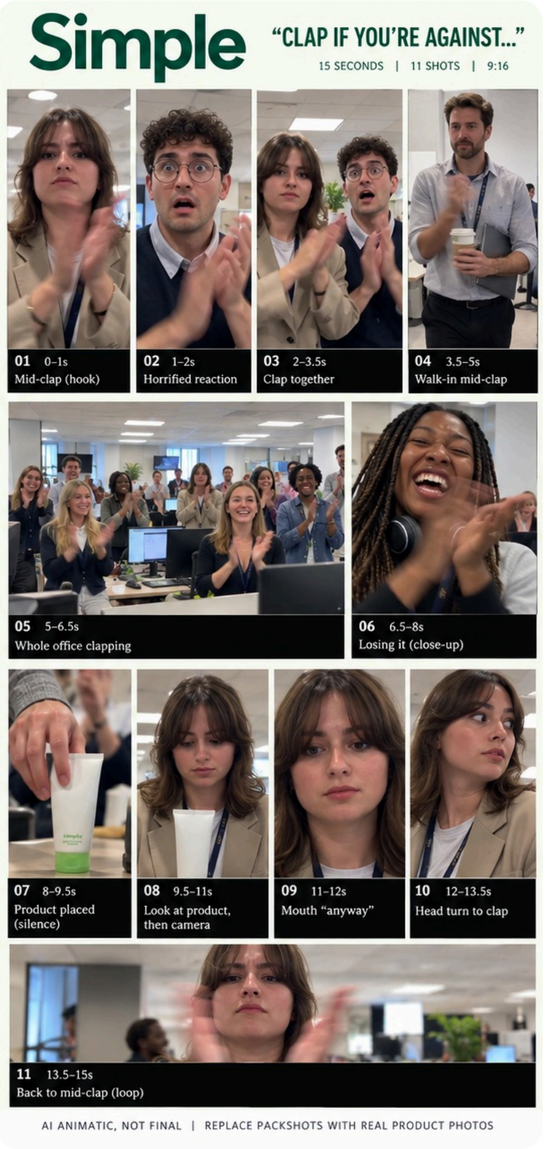
One slow clap. She looks over: the Placer, clapping at the product.

13.5–15s

Cut to the exact opening clap.

LOOP

Back to 0s, mid-clap.



Right: AI animatic of the same 15 seconds. Not final production.

The brand doesn't bend *to fit the joke*

Native to TikTok

The format is used exactly as people use it: native sound, text overlay, punchline. The reply-video sequel is how trends spread.

True to Simple

The trend is about being against things, and Simple is defined by what it leaves out: no added perfume, no colour, nothing harsh.

PINNED COMMENT "What should we clap at next?" The best replies become the next videos.

Shoot it beautifully. *Put it in the right hands.*

Vaseline is a product everyone already uses. It doesn’t need a concept. It needs aesthetic, product-first content and a culturally relevant person who already reaches for it. Kinda Chic says ordinary is the new aspirational; Vaseline is the most ordinary icon there is.

The casting *is the idea*

THE LEAD

A UK name Gen Z love

Relevant beyond beauty right now, and already posts Vaseline unprompted.

THE FORMAT

Her GRWM

Her bathroom, her routine, shot beautifully. Lips, cuticles, cheekbones, the tin in her bag.

THE WAVE

Many small creators

Rhode-style scale: everyday routines from creators the comments clearly love.

Flip the *Jean Phil trick*

Jean Phil is an AI character laid over trending videos: over 35M views on six posts, from 220K followers. Vaseline flips it: a real woman with a striking look, deadpan in beautiful places, silently applying Vaseline. The comments ask “is she AI?” She’s real, and so is her skin.

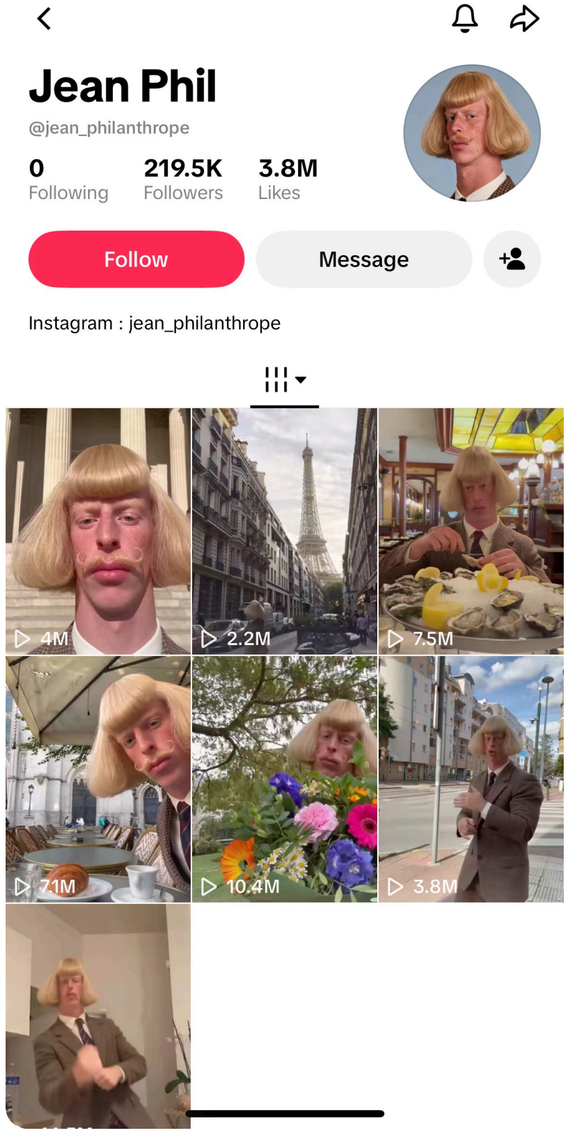
WHY FIRST MATTERS

A fashion house like Jacquemus would jump on this. Get there first and the product sits at the centre of the conversation.

GUARDRAIL

His account is linked to a crypto meme coin, so we adapt the format and never reference him.

Process: spot the wave, run brand-safety checks, adapt the format not the person, post within 48 hours. Sources: Know Your Meme, Dexerto, The Tab, TikTok



The Vaseline *version*

Same format. A real woman. The product in every frame.



THE CHARACTER

An unforgettable silhouette, deadpan and close to camera, in classic Paris settings: cafés, the Seine, a bouquet and a baguette.



THE PRODUCT, IN EVERY FRAME

Jelly on lips, brows and cheekbones, the Lip Therapy tin at the Eiffel Tower, the tub at breakfast, both in her handbag. The glossiness is the hook.



OPTIONAL TWIST: THE CAMEO

A real woman in front, an AI Jean Phil quietly in the background of every shot. Only with brand-safety sign-off, given his crypto link.

Made with *generative AI*

Directed by a designer.

RESEARCH

AI-assisted trend research

Trend reports, brand cases and creator numbers gathered with AI, then checked against the original sources.

CONCEPTING

Campaign concepts, developed with AI

Ideas pressure-tested and rewritten in conversation with AI. The point of view and the final calls are mine.

VISUALS

AI image generation

Key visuals, the character mood board and the storyboard animatic were generated with AI image tools and art-directed frame by frame.

DECK

Deck design and build

I structured, designed and built this deck: the story order, the layouts and a look for each brand, using an AI workflow.

Deck design · Pitch presentation · Generative AI design · AI art direction · AI image generation · Key visuals · AI animatic · Campaign concepting · Content production · Image and video workflows · Creative direction

AI produced the options. Design and art-direction judgement chose, refined and rejected them.