



BURT'S BEES®

“Because We Care”

Speculative Campaign for Burt's Bees Lip Balm

Created by Christian Torrado

Background & Strategy

Background

Since Burt's Bees was founded, the company has always made it their objective to use only natural ingredients in all of their products. This has stayed true as the company expanded from candles to lip balm and then to skin care, makeup, and more. It's this aspect that separates Burt's Bees from their competitors and was the central idea when creating this campaign.

Strategy

The "Because We Care" campaign emphasizes the 100% natural ingredients in all of Burt's Bees Lip Balm. The idea originated when I was brainstorming why people (myself included) bought Burt's Bees instead of other brands. "Because they care" I thought, and the "Because We Care" campaign and tagline were born. Through all executions, the message is consistent; that Burt's Bees products are high-quality because the ingredients are entirely natural. The campaign also highlights the brands history and commitment to the environment and nature.

BURT'S BEES®

BECAUSE WE CARE

Print & Digital Advertisements

Print Ad

**No beating around the bush,
Burt's Bees is 100% natural.**



Because all of our ingredients are taken from nature, we've made it our top priority at Burt's Bees to protect and preserve it.

Since our founding it's been our mission to provide both natural and revitalizing products for our customers; a mission that still stands true today. Every single one of our lip balms is 100% made from nature - no artificial ingredients at all. To further our mission, we also have made it our policy to never test on animals, to be landfill-free, and to donate regularly to a number of non-profit wildlife and biodiversity organizations. Why? Because we care.

BURT'S BEES
BECAUSE WE CARE

Digital Ads Large Rectangle

As nourishing as
it is natural.



As sweet as
it is sustainable.



As revitalizing as
it is real.



Print and digital ads follow the same caring and genuine tone that is consistent with Burt's Bees current and previous creative material. The print ad is the most descriptive of all the executions while the digital ads associate the qualities of the products to the responsibly sourced ingredients.

Out-of-Home Ad

The billboard delivers the message of the campaign in the most straight forward way. The illustration incorporates the brand and tagline inside the packaging so it will be understood what the product is and make the packaging identifiable on store shelves.

