



2019//

NATURAL STRENGTH IR

V.1 | 08.02





Concept 1

BOTH SIDES

Who you are Thursday morning isn't who you are on Friday night. Likewise, what you want in a natural deodorant doesn't always match what you expect from a traditional one. New Tom's of Maine® Natural Strength uses a botanical blend that lasts 48 hours without the use of aluminum, phthalates or parabans, so you can roll on and roll out knowing both sides of you are covered.

Inspiration:

[Mexican Transplant Association: Live Twice](#)

[Combo Photo Instagram](#)



STRONG
enough to keep
BOTH SIDES
COVERED

PHOTOGRAPHY FPO//we would shoot our own





Concept 2

INNER STRENGTH

You are a mosaic of your decisions. From our hardest struggles to our most delicate moments, it's in our nature to grow stronger with every challenge life throws our way. With a proprietary natural blend that lasts 48 hours, New Tom's of Maine® Natural Strength will stay with you through all the little moments — because your natural strength is worth celebrating.



STRONGER

in *nature*





Concept 3

PERSONAL SPACE

Your deodorant stick shouldn't have to tag along wherever you go. And it certainly shouldn't trigger separation anxiety when you're apart. That's why new Tom's of Maine® Natural Strength deodorant offers 48 hours of odor protection that's actually *good* for your skin. You'll love it so much you'll leave it behind — and free up some space in your bag while you're at it.



YOU'LL *love*
it ENOUGH TO
LEAVE it
BEHIND





Concept 4

FORCE OF NATURE

Sweat is strong, but nature is stronger. Like new Tom's of Maine® Natural Strength, the first all natural deodorant to offer 48-hour odor protection. It's made with no aluminum or artificial fragrances, and best of all, its special botanical blend is actually good for your skin. So it can keep up with a true force of nature — you.

WORKS

as HARD as

nature DOES



PHOTOGRAPHY FPO//we would shoot our own




Concept 5

2 DAYS IN THE LIFE

Need a reason to finally switch to a natural deodorant? New Tom's of Maine® Natural Strength gives you 48 of them. So what can you accomplish? A new skill? A cleaner planet? Show us how you strengthen yourself, your family, or the world around you in the next 48 hours, and we'll send you a stick of Tom's Natural Strength. Wherever life takes you, be good to your skin, and let nature do the heavy lifting.

Instagram

JamesBrown Sponsored



46 likes

JamesBrown @Toms_of_Maine Best. family reunion. ever. LOVE YOU GUYS! #BrownVacay2018 #48stronger

Instagram

kyliebear Sponsored




109 likes

kyliebear It wasn't an easy study session, but little Allie aced it! So proud! #48stronger proudmom

Instagram

@sofie Sponsored



24 likes

@sofie I finally completed a reverse sun salutation! #48stronger #namaste



Thank You





CONCEPT

2019 EQUITY



Engagement parties. Dance recitals. Bat mitzvahs. Graduations. And weddings. These are the days where memories are made. So when they do roll around, you need to focus on the moment of the day, not your deodorant. Enter Tom's of Maine® NEW Natural Strength deodorant. With 48 hours of good-to-your-skin protection, you can pose, toast, and dance with your hands in the air like you just do not care. And even though it's gentle enough for every day, **natural deodorant just got promoted to your big days.**



DON'T SWEAT THE
BIG STUFF EITHER

TOM'S OF MAINE



We promise to honor and protect you for 48 hours





Strong enough to make it through the chicken dance





HEADLINES

- For big days and every days
- Discover the strength you need to get through life's biggest days
- The strength you need to get through life's important moments
- Remember the moment – not your deodorant
- Don't sweat the big stuff either
- The only thing you should remember is your day
- Express yourself. We'll protect yourself.
- Protection for life's biggest parties





WEDDING ALTS - HUMOR

The only thing getting ripe will be the fruit bouquet

The only one getting funky on the dance floor will be your uncle Howard.





BAR MITZVAH

Just because you're becoming a man doesn't mean you have to smell like one





THE BIG GAME

The only thing foul
should be the play

Safe at any base

