

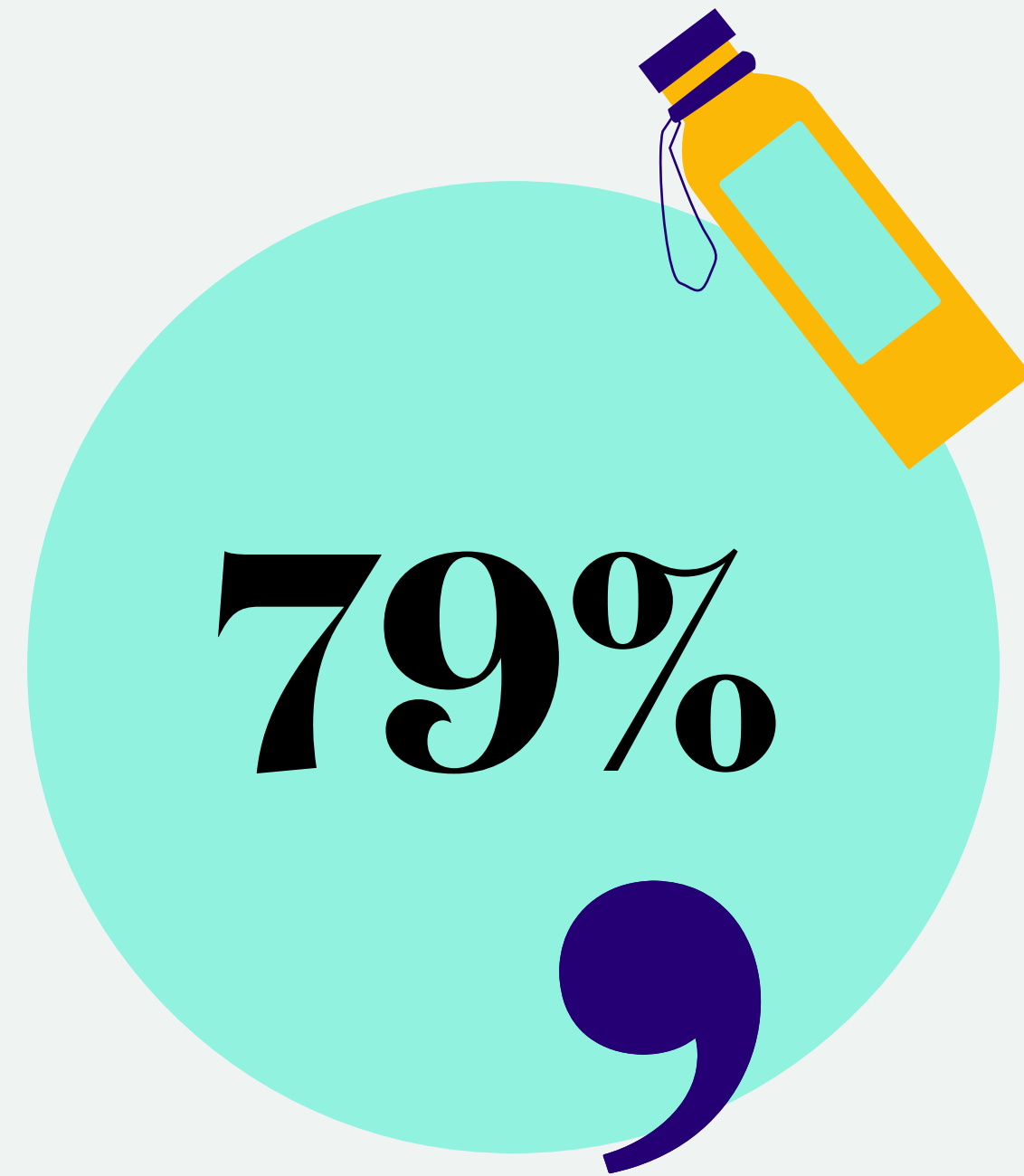
theSkimm'

the one *tiny* change challenge

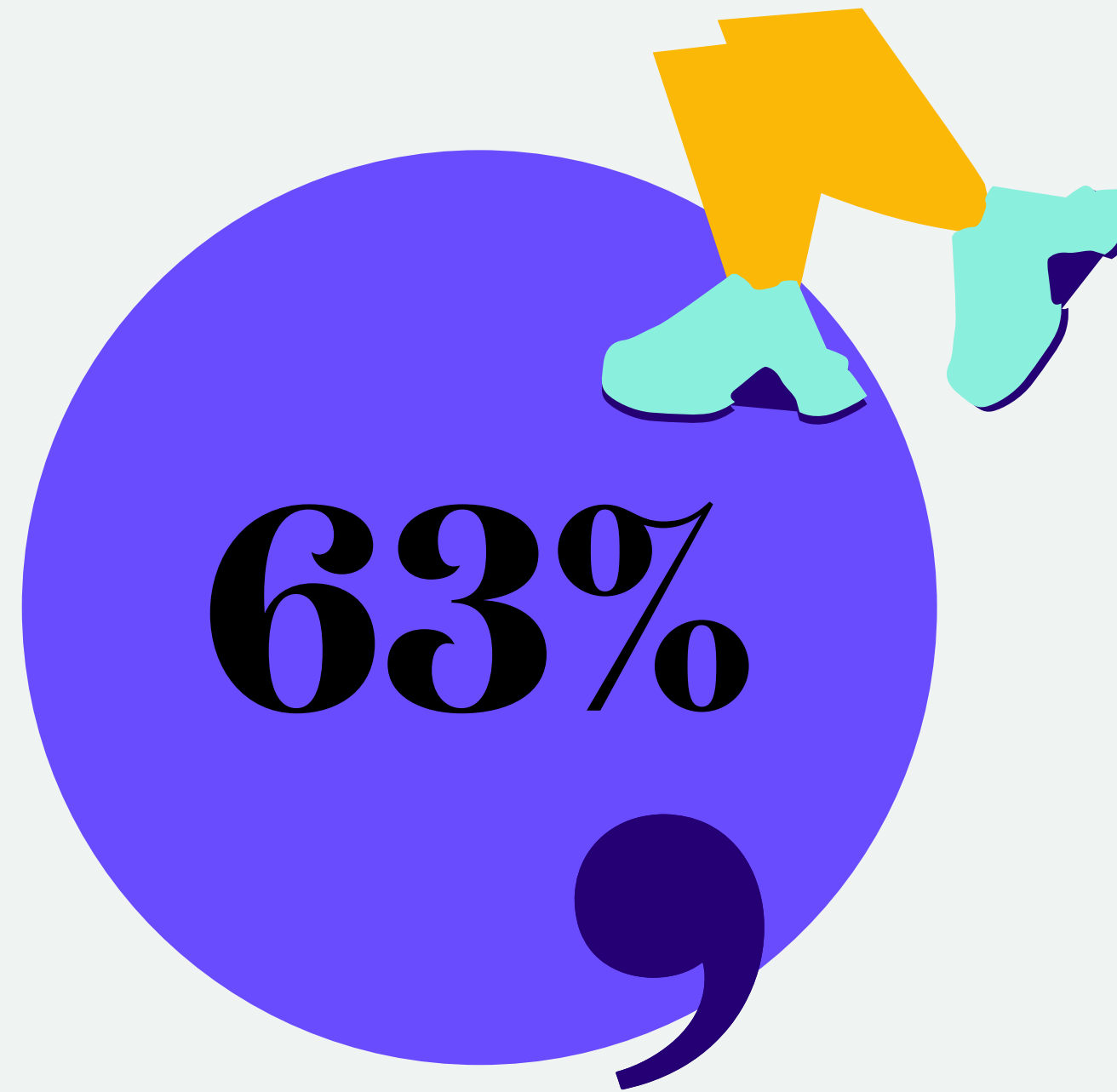
Introducing the smarter way to cleanse
your health: one goal at a time.



Skimm'r Statistics



of women do not
drink enough
water daily

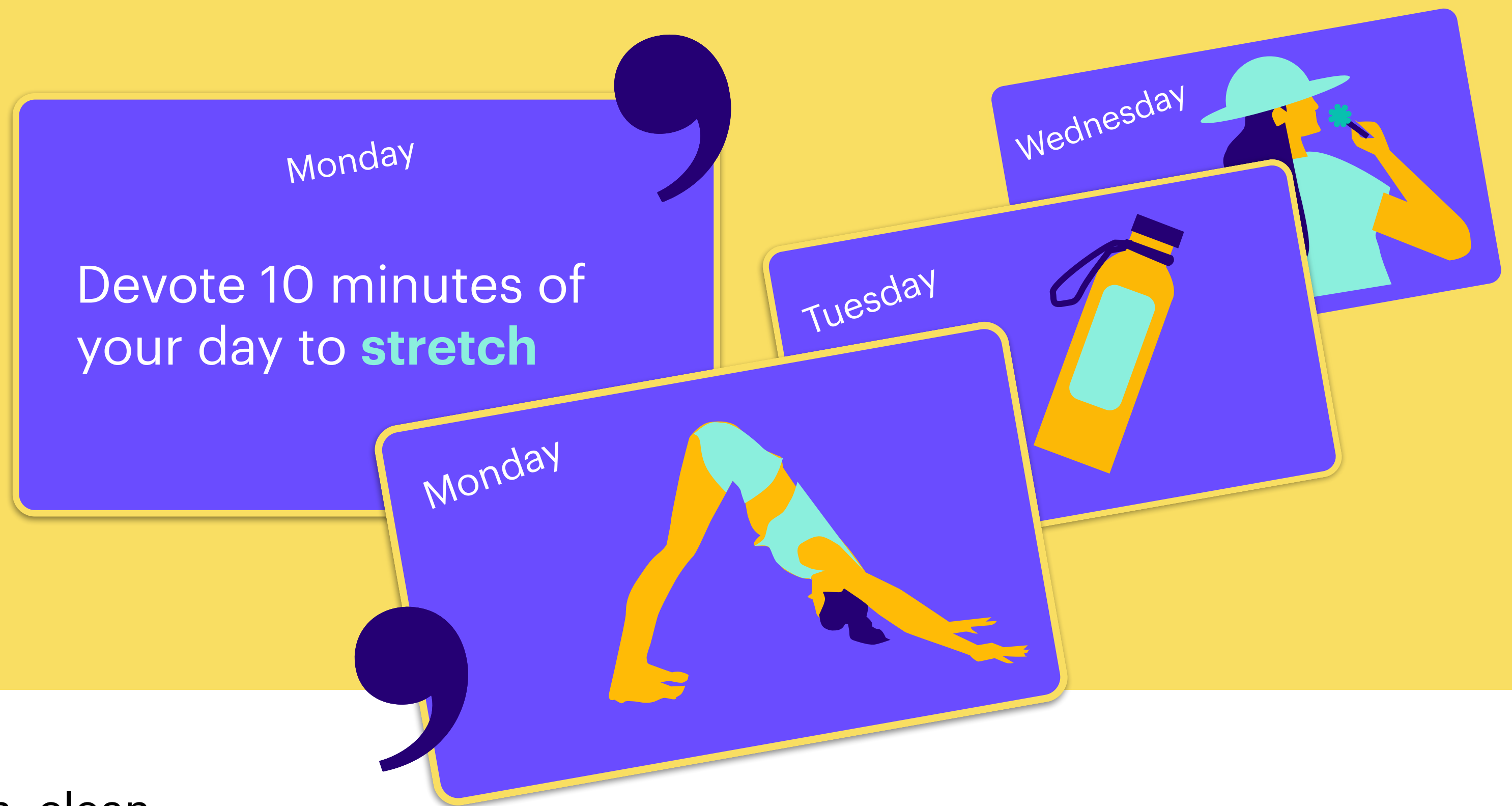


of women do not
get more than
6,000 steps daily



of women have never
written out their goals

Campaign Overview



April showers bring pressure to clean, clean, clean.

Spring marks a time to hit reset. Not just by dusting off your bookshelves, but by taking a look at the other parts of your life that need a brush up. The problem? **Science says taking on too many big changes at a time doesn't work.**

That's where we come in. At theSkimm, we make it easier to live smarter every day. So together with YOUR BRAND, we're introducing a smarter way to Spring clean your life: by focusing on **one tiny change at a time.**

Every week, we'll challenge Skimm'rs to one easy, attainable goal in different areas of their lives. Think: their wallets, their homes, their careers. We'll arm them with the tools and info they need to achieve the goal, explaining why this particular challenge will contribute to a smarter life.

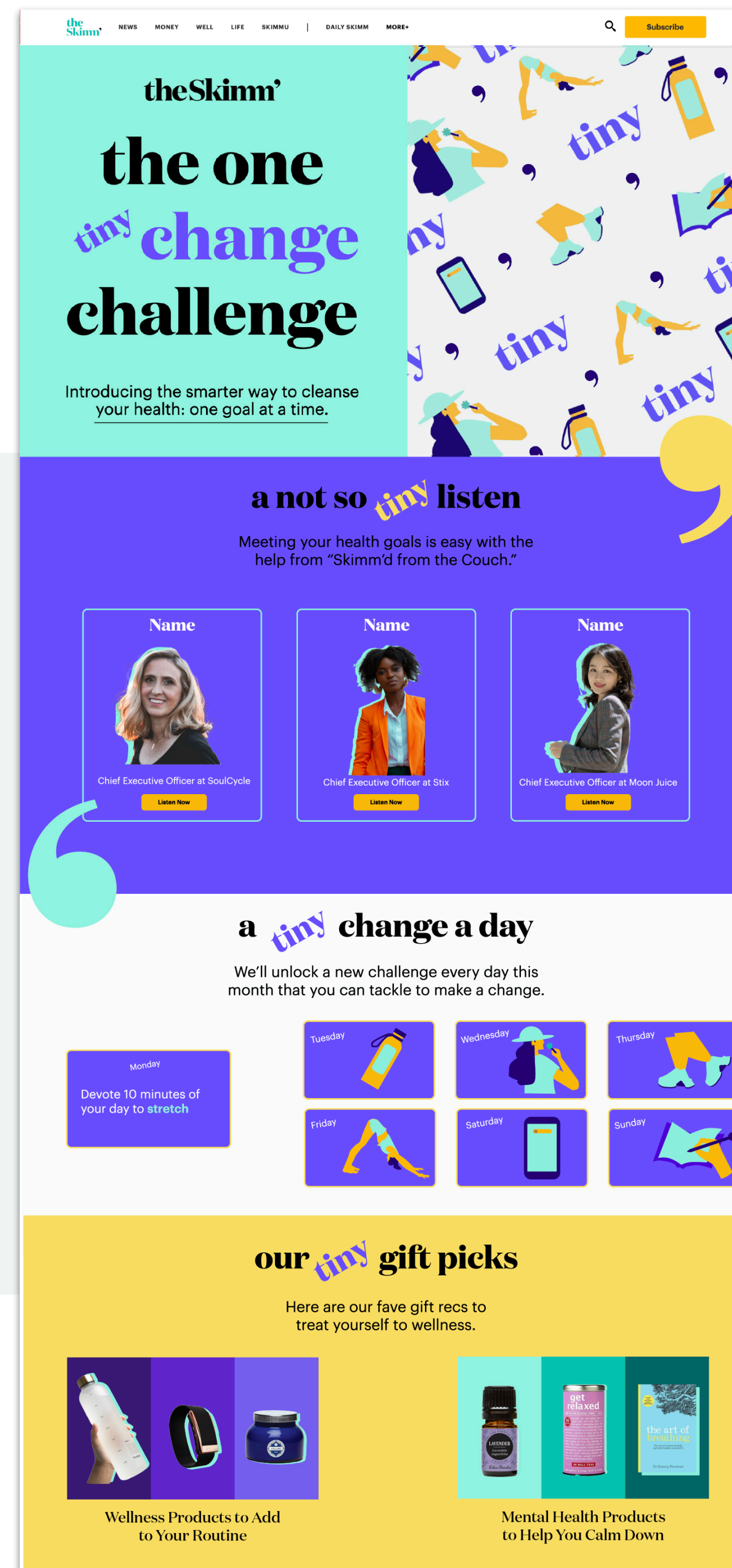
By the end of Spring, all the tiny changes put together mean Skimm'rs will feel totally refreshed. Hello, good weather.

Hello, smarter you.

Web Destination

This interactive web destination will act as a hub for all the content we’re creating for Skimm’rs throughout the month—from the podcast episodes to articles that introduces the challenge. It will break down the science behind setting only 1 goal (and why it works).

Each week, a new guide will be published that gives more context to each specific goal, and why it’s important. For example: How to clean up your resume, or Why drinking more water each day is actually important.



Header

Special Skimm'd from the Couch Podcast 3 Episodes

Weekly Challenge Guides

Finance, Career, Health, Skin, Space, and Tech

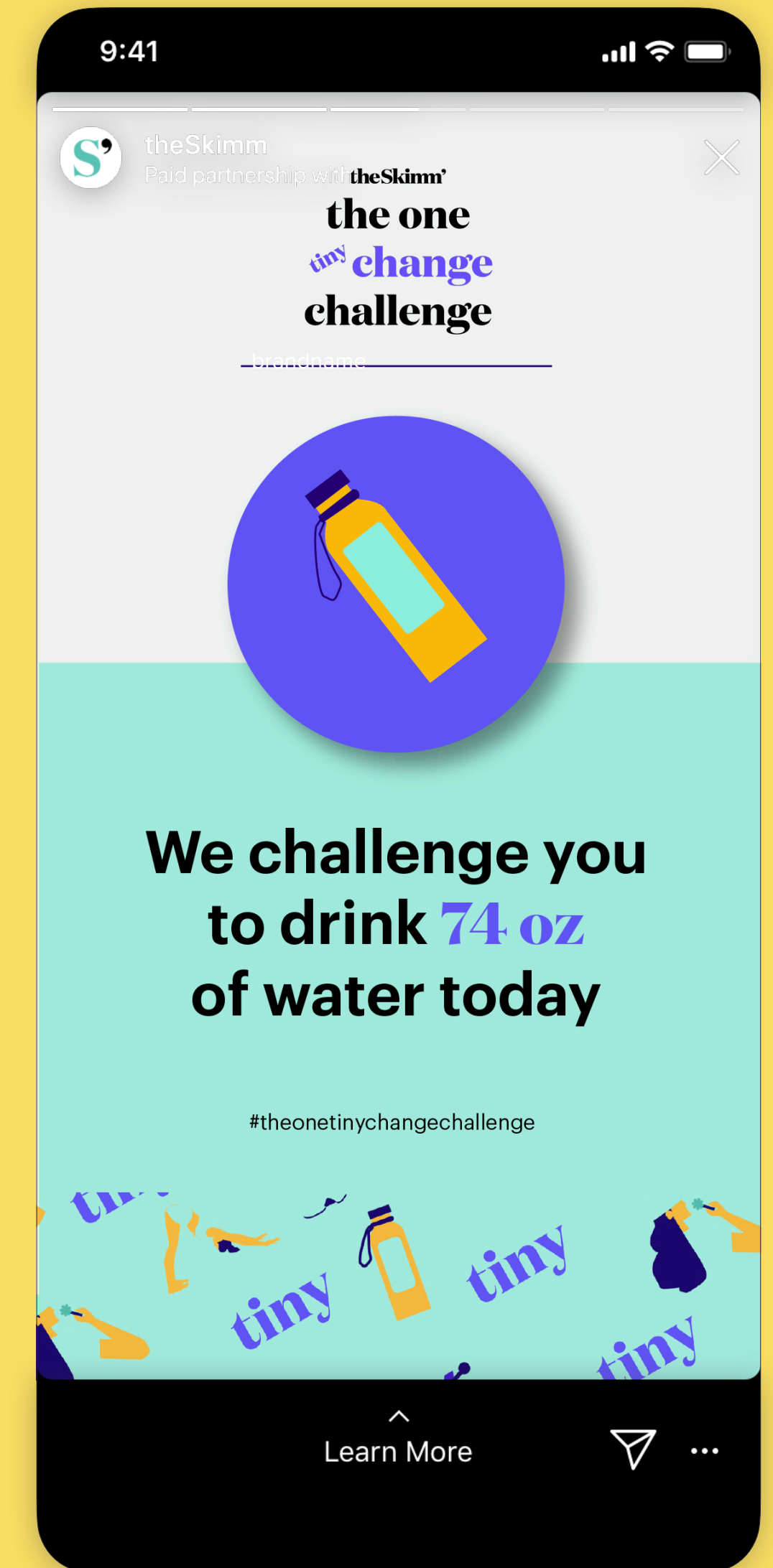
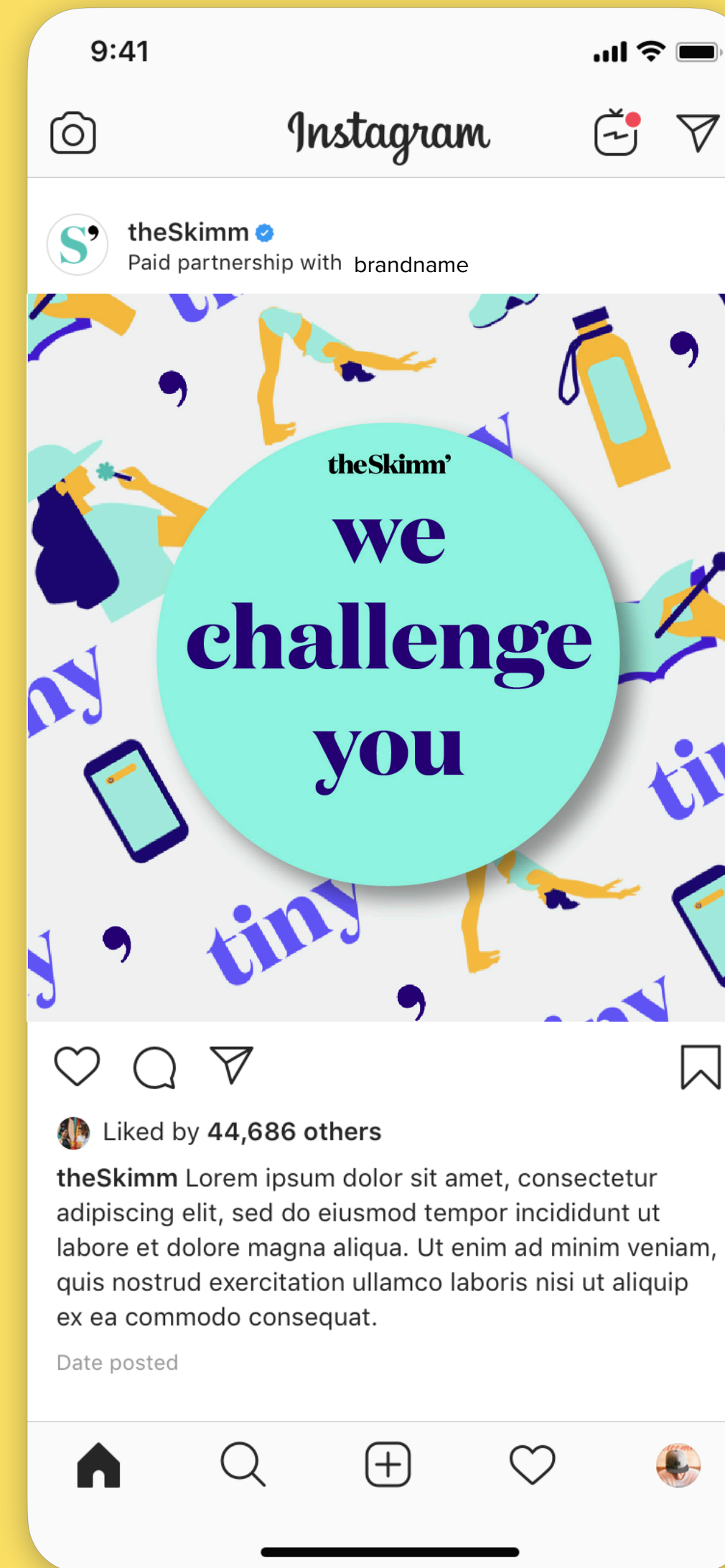
Commerce

The One Tiny Change Social

On social, we'll kick off the One Tiny Change Challenge and encourage Skimm'rs to tag one friend who should also participate. Each week, we'll reveal the goal in an Instagram feed and stories post, and include tips to achieve it. Towards the end of the week, we'll ask Skimm'rs to DM us with updates on their progress, and we'll share back helpful tidbits. At the end, we'll ask Skimm'rs to comment on a post telling us one thing they've learned about themselves from completing the challenge. One winner will be selected at random to receive a Skimm Present sponsored by your brand.

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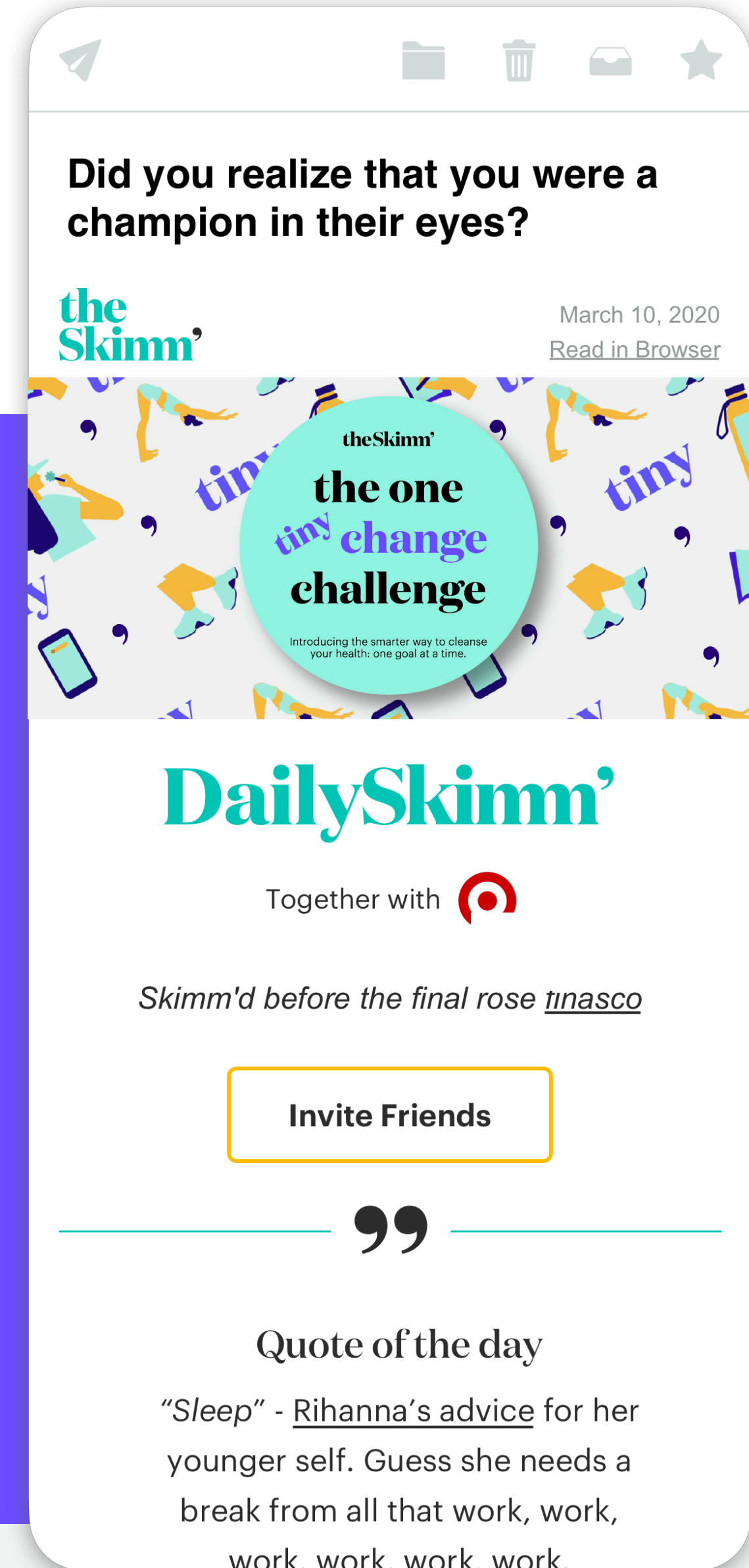


Newsletter Featured Sponsorship

Daily Skimm custom header to promote the One Tiny Change Challenge Tentpole. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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theSkimm'

Thank you

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