



LB Brief : Love Island Edition

July 2025



Why this Brief Exists

This is the first of many briefs designed to help us turn culture into content with purpose.

Instead of reacting to trends randomly, these briefs give us structure to:

- Align on what we're saying and why
- Keep the tone and visuals consistent
- Connect content to product without losing authenticity

Going forward, we'll use briefs to shape everything from seasonal card launches to trending memes to ensures every post ladders back to Love, Bekah's brand and purpose.



love island



Love,
Beulah

Why Love Island?

It's become the cultural moodboard for Summer 2025.

- #2 most-streamed original series in the U.S. the week of June 9 (Deadline).
- 54M social interactions across Instagram, Facebook, X, and YouTube.
- #Lovelsland has over 1.6M posts on TikTok.
- 30% mobile viewership — signals a young, highly engaged digital audience.
- Viewers create memes, reactions, POV edits that spill into real-life convo.
- Popular phrases: “I’ve got a text,” or “Can I pull you for chat,” = everyday slang



Love Island x Love, Bekah = 🤝

- Love Island is a mirror for modern romance: chaotic, cheeky, emotional.
- It reflects the same themes our cards tap into: ghosting, glow-ups, and self-love.
- Viewers are not just watching; they're processing their own love lives through it.

“Pull You for a Chat?” Carousel

Card deck as convos you wish you could have:

- Slide 1: “Can I pull you for a chat?”
- Slide 2: “You were never asking for too much – you were asking the wrong person.”
- Users may send these to each other through DM



I've Got a Card!

Format: Reels/TikToks, POV style

- Dramatic zoom-in or “ding” text sound
- Open a Love, Bekah card like it's a Love Island text
- Voiceover or onscreen text reveals the message

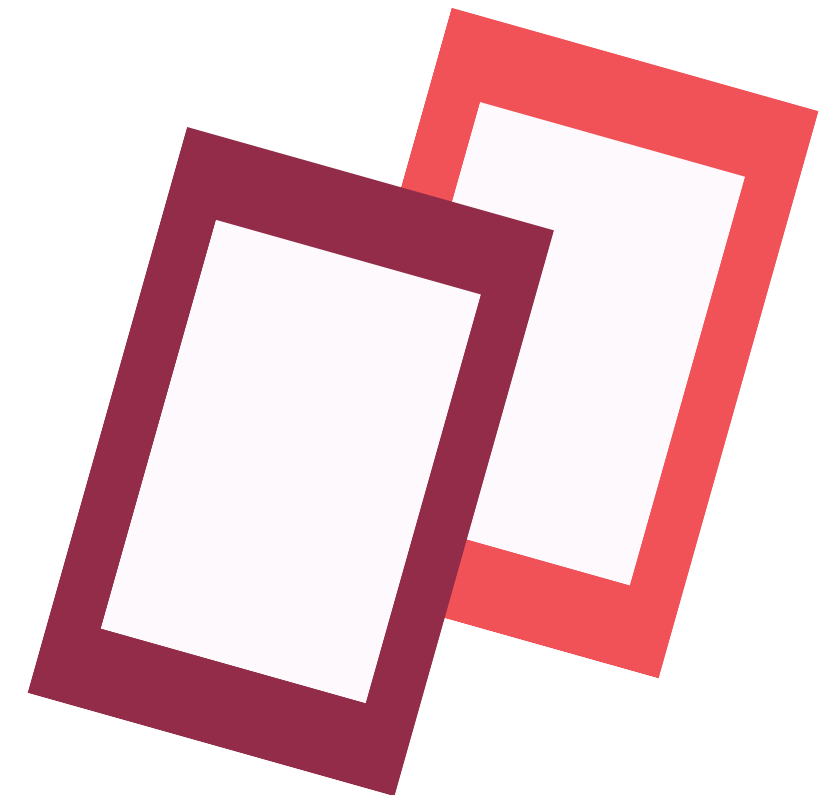
Example Copy:

🎵 Love Island tension music

“I've got a card.”

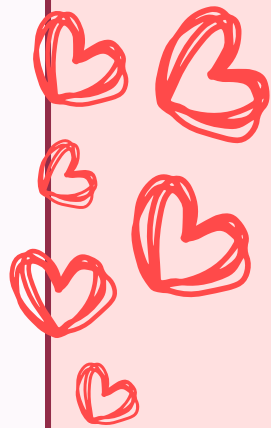
(cut to card message: “You're not my type anymore — and that's personal growth.”)

Caption: “This one's for the girlies who upgraded their standards this summer.”



Love,
Bekah

Feature Post: QOTW



Post Type: Instagram Post + TikTok

Title: Words of Affirmation from Amaya Papaya 📧❤️

*“I never said I was perfect. I never said I didn’t have any flaws.
But at least I’m pretty. And a little funny. And at least I’m my
own best friend.”*

Love,
Bekah



Hot Girl Healing Toolkit

💌 Love, Bekah card

For the closure she gave *herself* — or the love letter she's writing to her bestie

💄 Lip gloss or balm

Healing, but make it glossy — because we take care of ourselves inside *and* out

📖 Mini journal or sticky notes

For morning thoughts, mantras, or brain dumps — emotional hygiene, but cuter

🎵 Playlist screenshot

Show her “soft reset” summer playlist (RAYE, Sabrina Carpenter, Cleo Sol, etc.)

🛁 Body oil or perfume

Because healing smells like vanilla, coconut, or whatever her main character scent is

💍 A ring or crystal

Optional, but adds personality/aesthetic — something symbolic she “carries” with her

📷 Polaroid or photobooth strip

Bonus: include a pic of her and a friend, or solo joy moment

Love,
Bekah

Bekah Island Instagram Polls

Choose your villa confession vibe:

- “I don’t chase, I archive”
- “He ghosted, I glowed”

Most iconic “pull you for a chat” move?

- Pulling myself for a chat in the notes app
- Pulling them aside to read them the quote I saw on Pinterest

Choose your LB villian arc

- Posting a card that they know is about them
- Healing so hard you forget their last name





Finale is Sunday, July 9PM EST

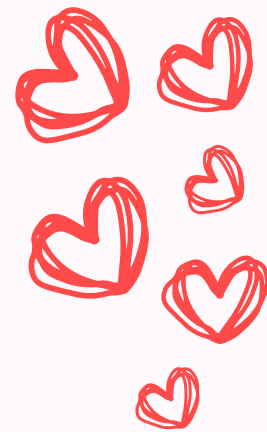
Each LB member shares their favorite contestant !

Instagram Stories - similar vibe to Song of the Week posts, but here is another template to use

Love,
Bekah



Timeline



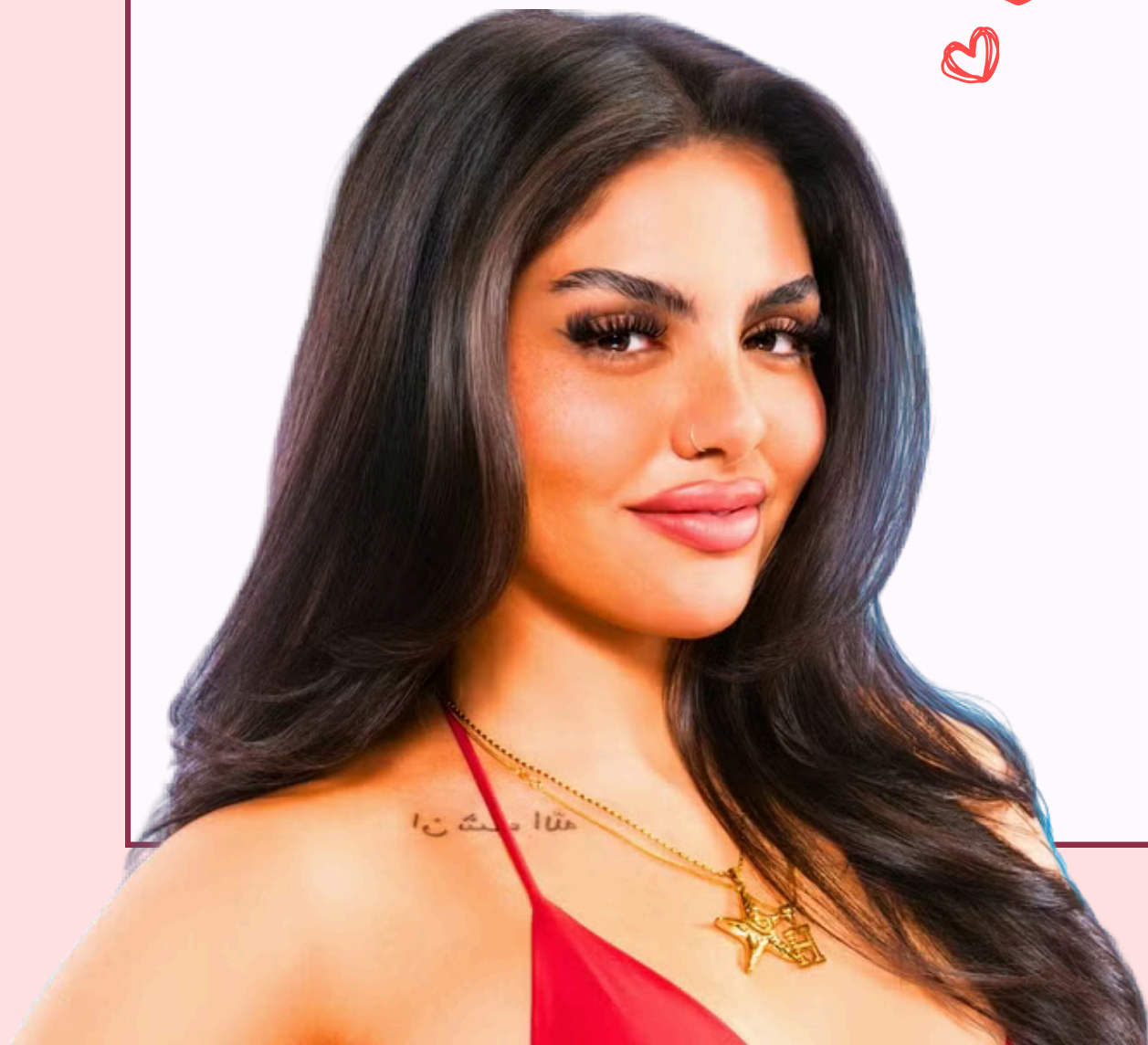
Post (1): Card Deck as Convo's You Wish You Could Have

Post (2): Reels/TikTok — POV Card Moments

Post (3): Words of Affirmation from Amaya Papaya 📧

Post (4): Instagram Polls — Love Island Villa Confessions

Post (5): Hot Girl Healing Toolkit



Love,
Beulah

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