



BREATHE RIGHT

Q4 SOCIAL

2025

PAID ADS

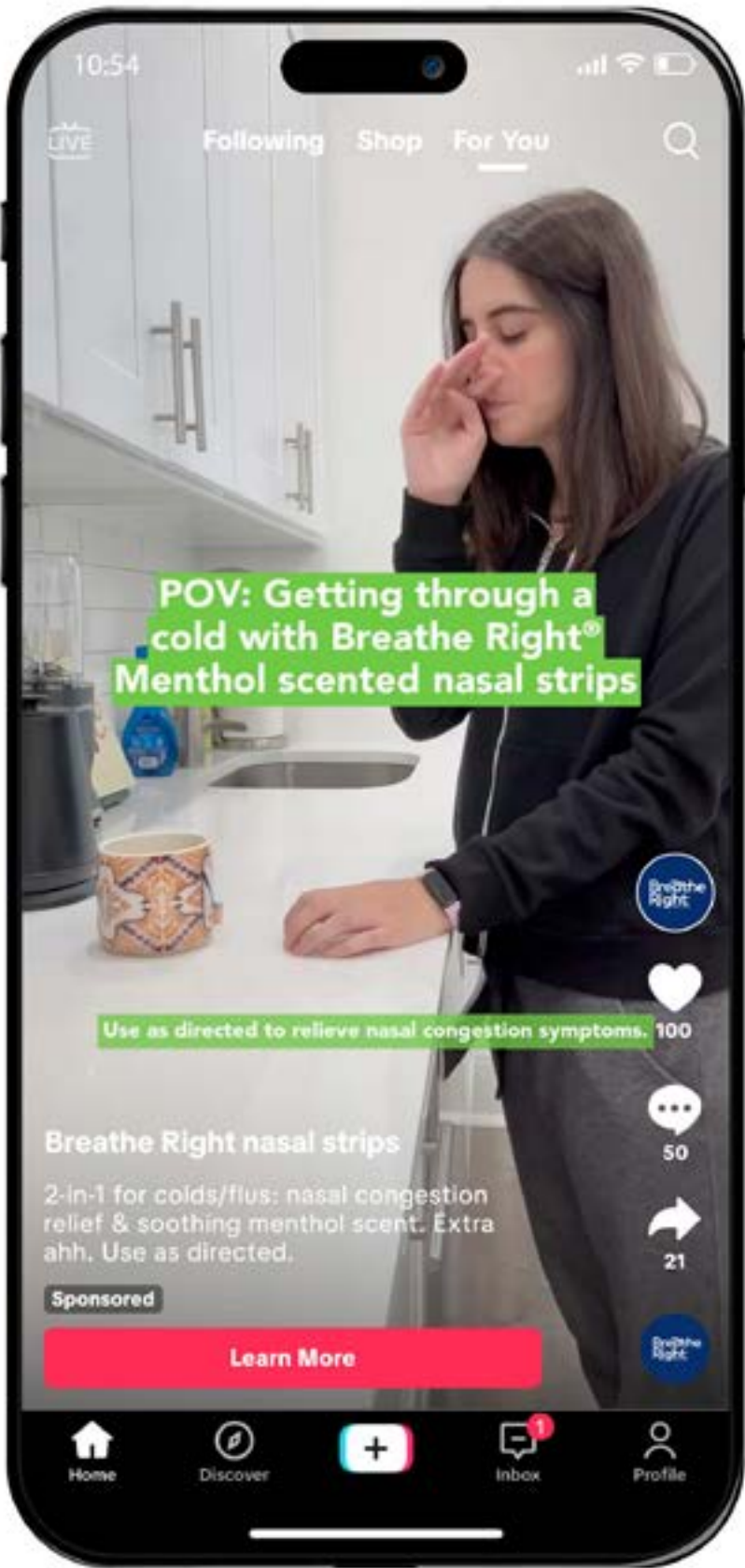
VIMEO LINK FOR ALL VIDEOS

Vimeo: <https://vimeo.com/user/15089960/folder/25840480>

Password: Breatheright

Sort by: Title, A to Z

REACH ADS



PAID | AD #2: COLD & FLU (MENTHOL FOCUSED) (9X16 VIDEO)

ART COPY

POV: Getting through a cold with Breathe Right® Menthol scented nasal strips
Instant nasal congestion + soothing menthol scent
= one happy nose
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 100 Characters

2-in-1 for colds/flu: nasal congestion relief & soothing menthol scent. Extra ahh. Use as directed.

META (PAID)

HEADLINE | 24 Characters

Breathe Right Menthol 🌿

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 109 Characters

2-in-1 for sick days: instant nasal congestion relief plus the soothing scent of menthol. 🌿 Use as directed.

CTA

Learn more (Amazon Menthol PDP)

ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #3: HOW IT WORKS (9X16 VIDEO)

ART COPY

How does Breathe Right® work?
Flexible, spring-like bands physically open your nose
For an instant ahhh-mazing feeling
No complex formula... just SIMPLE PHYSICS!
Use as directed to relieve nasal congestion symptoms.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 84 Characters

Simple physics in action for instant nasal congestion relief. Ahhhh! Use as directed.

META (PAID)

HEADLINE | 27 Characters

Let's nerd out for a sec 🤓

DESCRIPTION | 26 Characters

How Breathe Right works 📌

CAPTION | 125 Characters

No magic...just simple physics! Flexible, spring-like bands gently open your nose for nasal congestion relief. Use as directed.

CTA

Learn more (<https://www.breatheright.com/>)

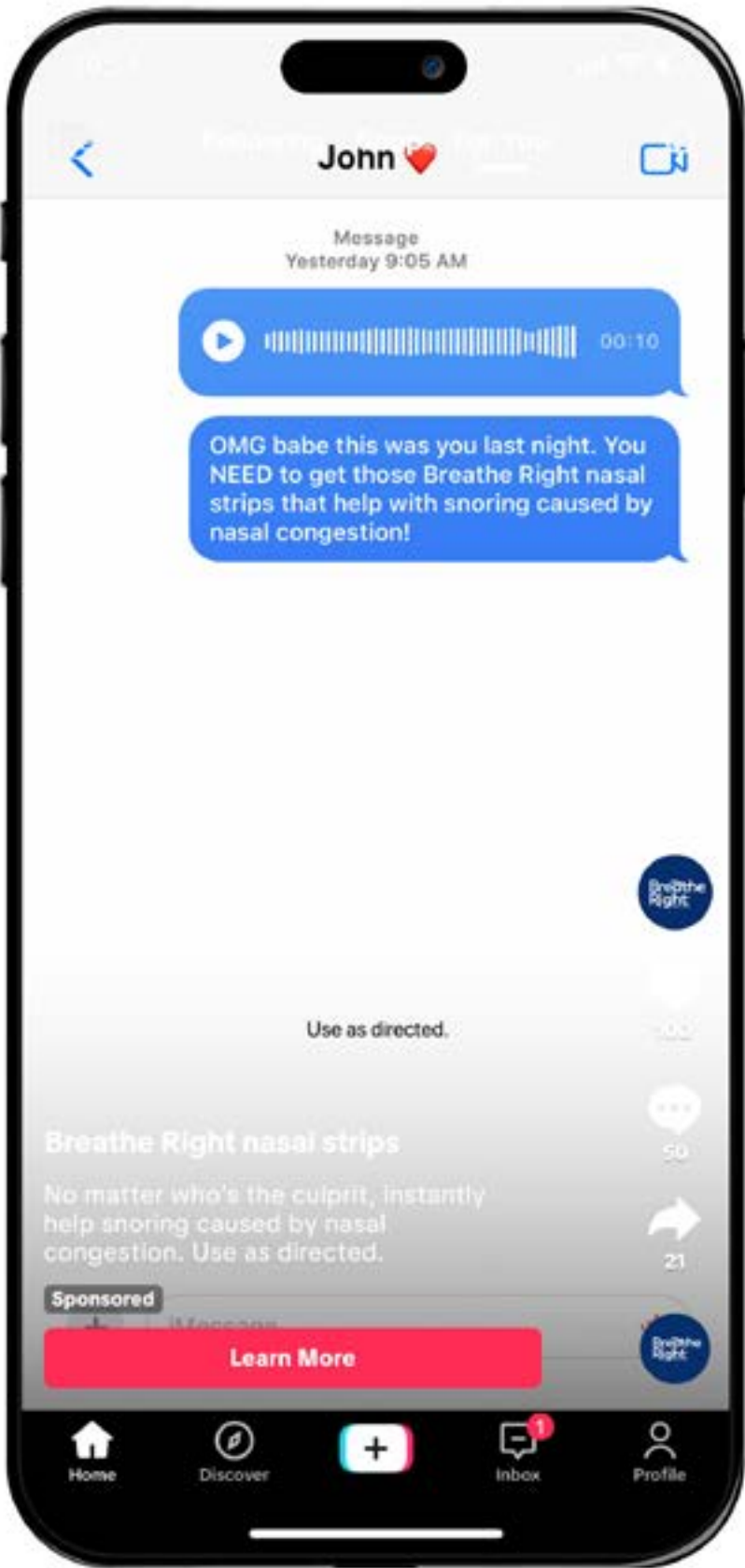
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #4: SLEEP/SNORE (9X16 VIDEO)

ART COPY

Yesterday 9:05 AM

Person 1: [audio note of someone snoring]

Person 1: OMG babe this was you last night. You NEED to get those Breathe Right nasal strips that help with snoring caused by nasal congestion!

Person 2: So you want me to strip for you? 🍆

Person 1: 🙄 Only if it helps with your snoring!

Person 2: Breathe Right it is!

Today 10:35 AM

Person 1: OMG babe. Less snoring last night with your new nasal strips! I even slept in and I feel so refreshed!

Person 2: Heck yeah!! Me too!

Person 1: No more middle of the night fights 🤝

Use as directed.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 95 Characters

No matter who's the culprit, help relieve snoring caused by nasal congestion. Use as directed.

META (PAID)

HEADLINE | 22 Characters

Calling all snorers 🙄

DESCRIPTION | 18 Characters

Wake up refreshed

CAPTION | 111 Characters

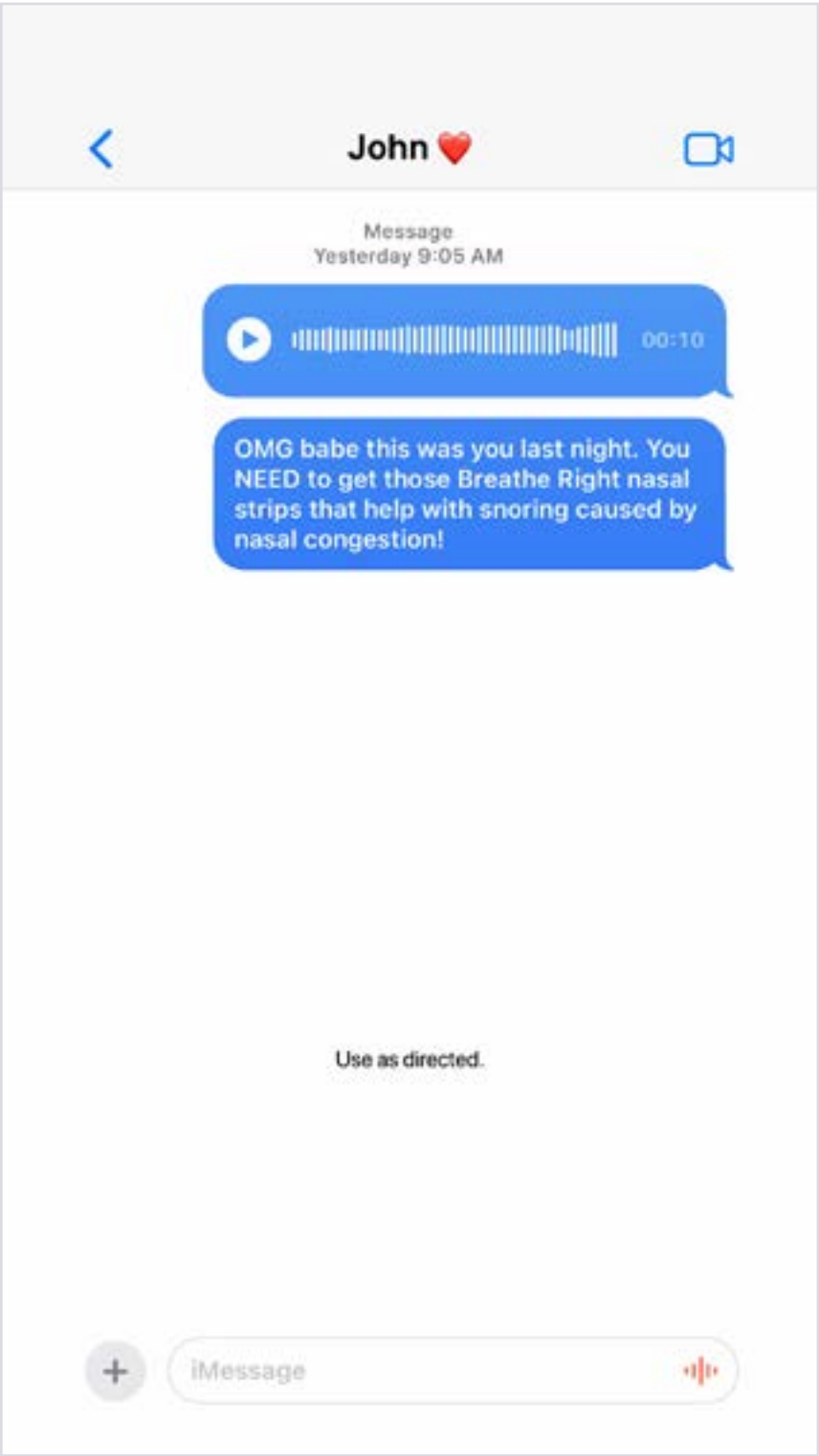
People snore! 🙄 It's normal! Relieve snoring caused by nasal congestion with Breathe Right®. Use as directed.

CTA

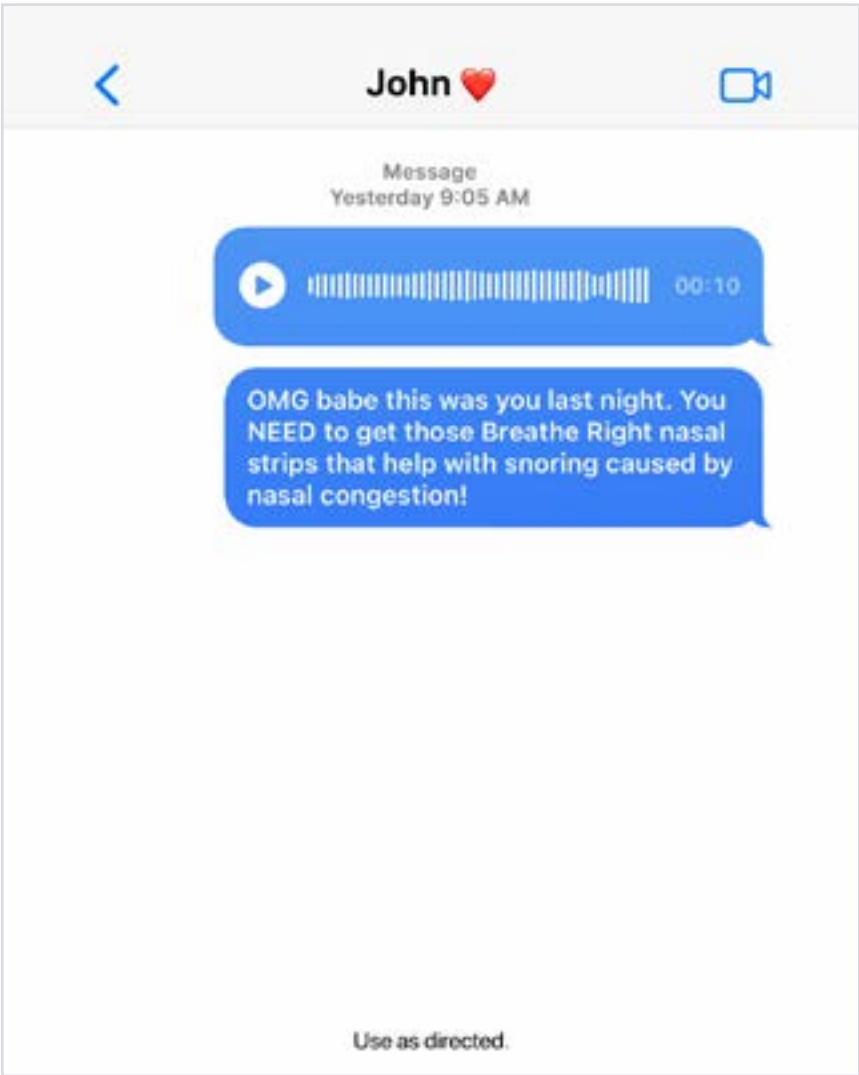
Learn more (<https://www.breatheright.com/>)

ALL SIZES

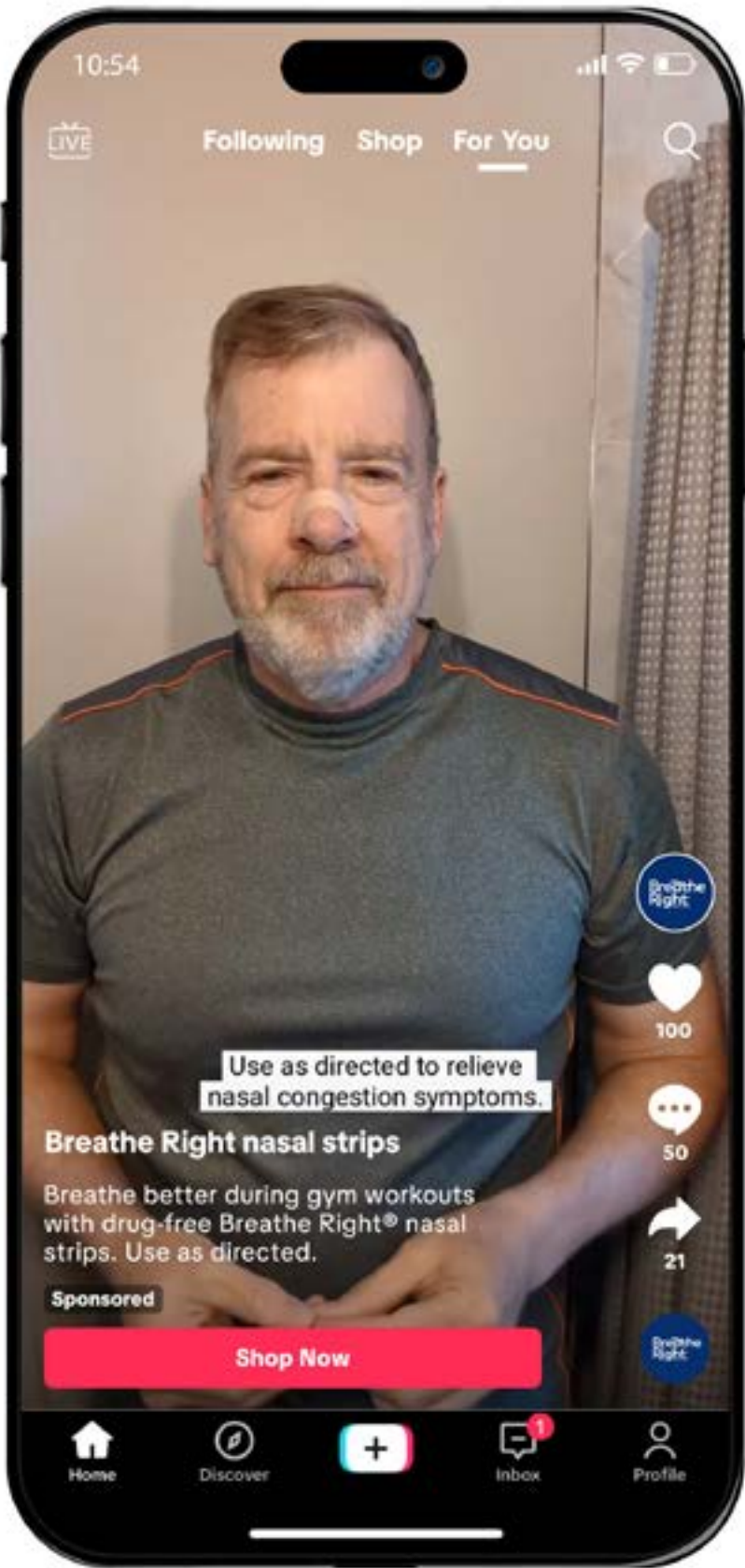
PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)



TRAFFIC ADS



PAID | AD #5: GYM FITNESS (9X16 VIDEO)

ART COPY

GRWM for the gym
Gotta have my Breathe Right nasal strip
Here we go!
Thanks, Breathe Right!
Use as directed to relieve nasal congestion symptoms.

VO

Get ready with me to workout at the gym! First things first, I've got to apply my gym sidekick—my Breathe Right nasal strips. They help me relieve nasal congestion and breathe better while I workout and they're drug-free so there's no side effects! Alright, It's cold outside so I've got to bundle up for my quick walk to the gym. And we're here! Time to climb! Thanks, Breathe Right!

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 96 Characters

Breathe better during gym workouts with drug-free Breathe Right® nasal strips. Use as directed.

META (PAID)

HEADLINE | 26 Characters

Your workout sidekick 🙌💪

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 124 Characters

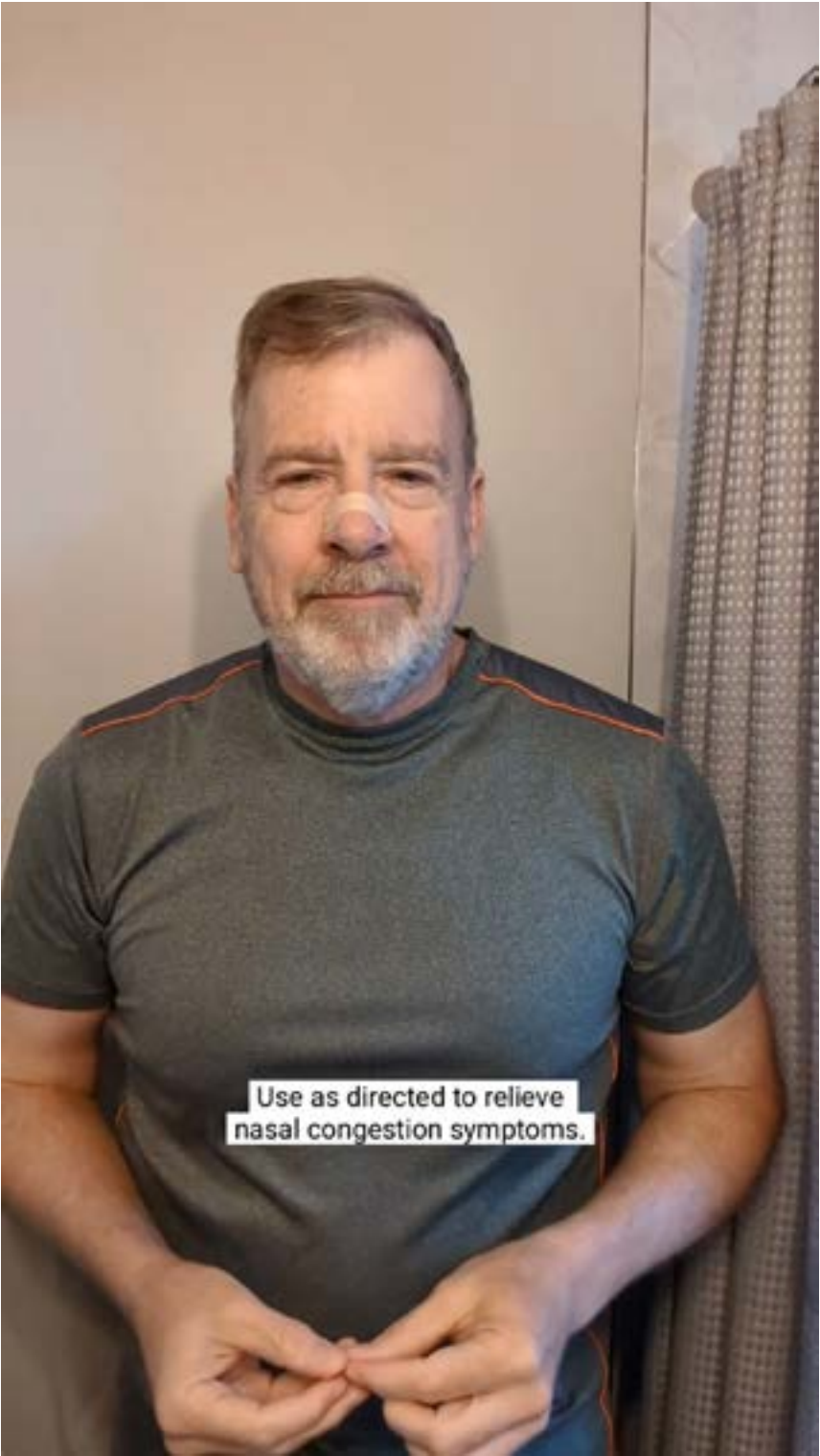
Breathe Right 🧡 the Gym. Get ready to level up your breathing with instant nasal congestion relief! 🙌💪
Use as directed.

CTA

Shop now (ES Tan Amazon PDP)

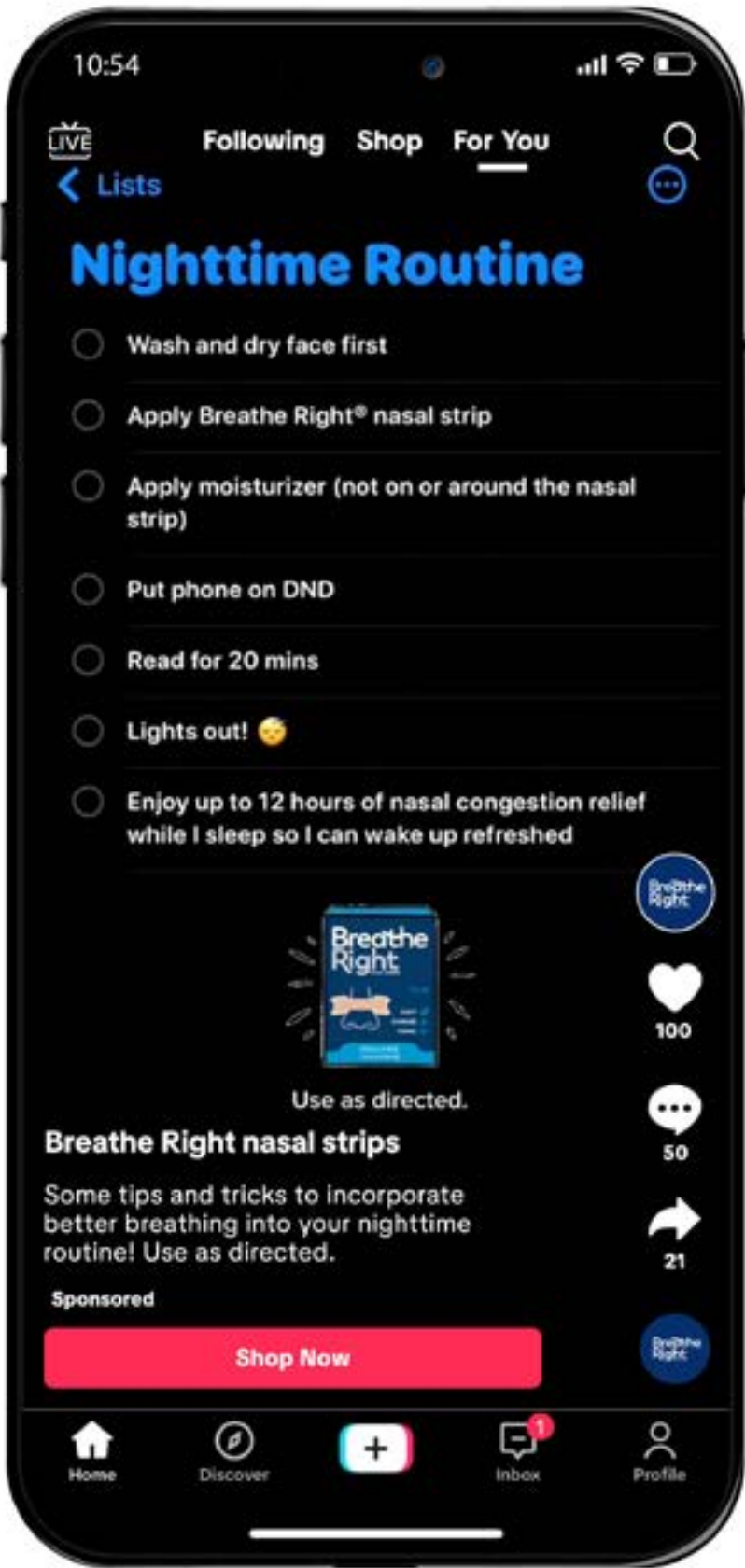
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





TikTok Trending song: Late October by Plant. Jr

PAID | AD #6: TIPS FOR ADDING BR TO YOUR ROUTINE (9X16 VIDEO)

ART COPY

Nighttime Routine

- Wash and dry face first
- Apply Breathe Right® nasal strip
- Apply moisturizer (not on or around the nasal strip!)
- Put phone on DND
- Read for 20 mins
- Lights out! 😴
- Enjoy up to 12 hours of nasal congestion relief while I sleep so I can wake up refreshed

Use as directed.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 99 Characters

Some tips and tricks to incorporate better breathing into your nighttime routine! Use as directed.

META (PAID)

HEADLINE | 25 Characters

Sleep and wake up ahhh 😊

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 125 Characters

Level up your nighttime routine with instant relief from nasal congestion. Breathe better, sleep better. 😴

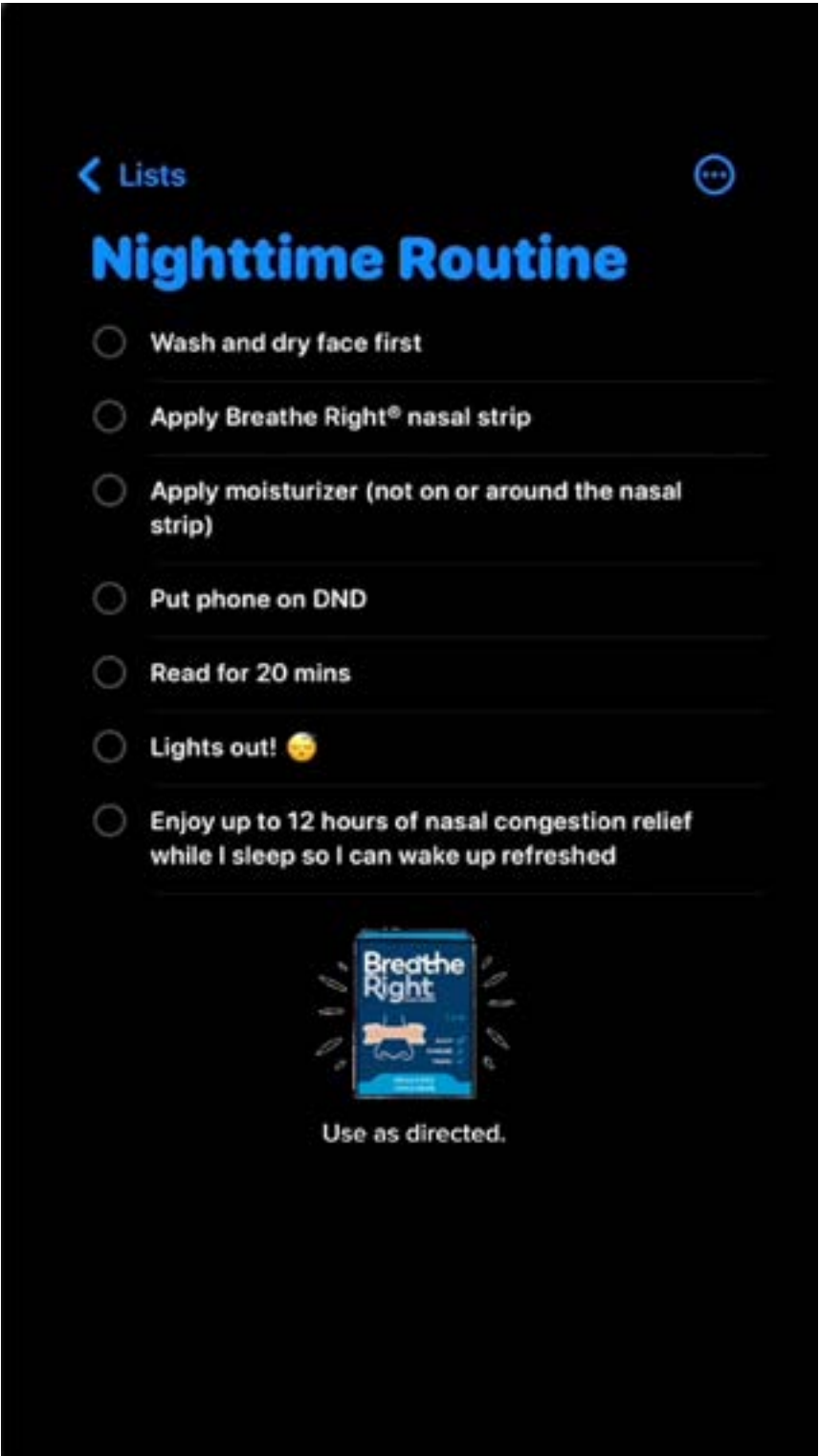
Use as directed.

CTA

Shop now (<https://www.breatheright.com/find-a-store/>)

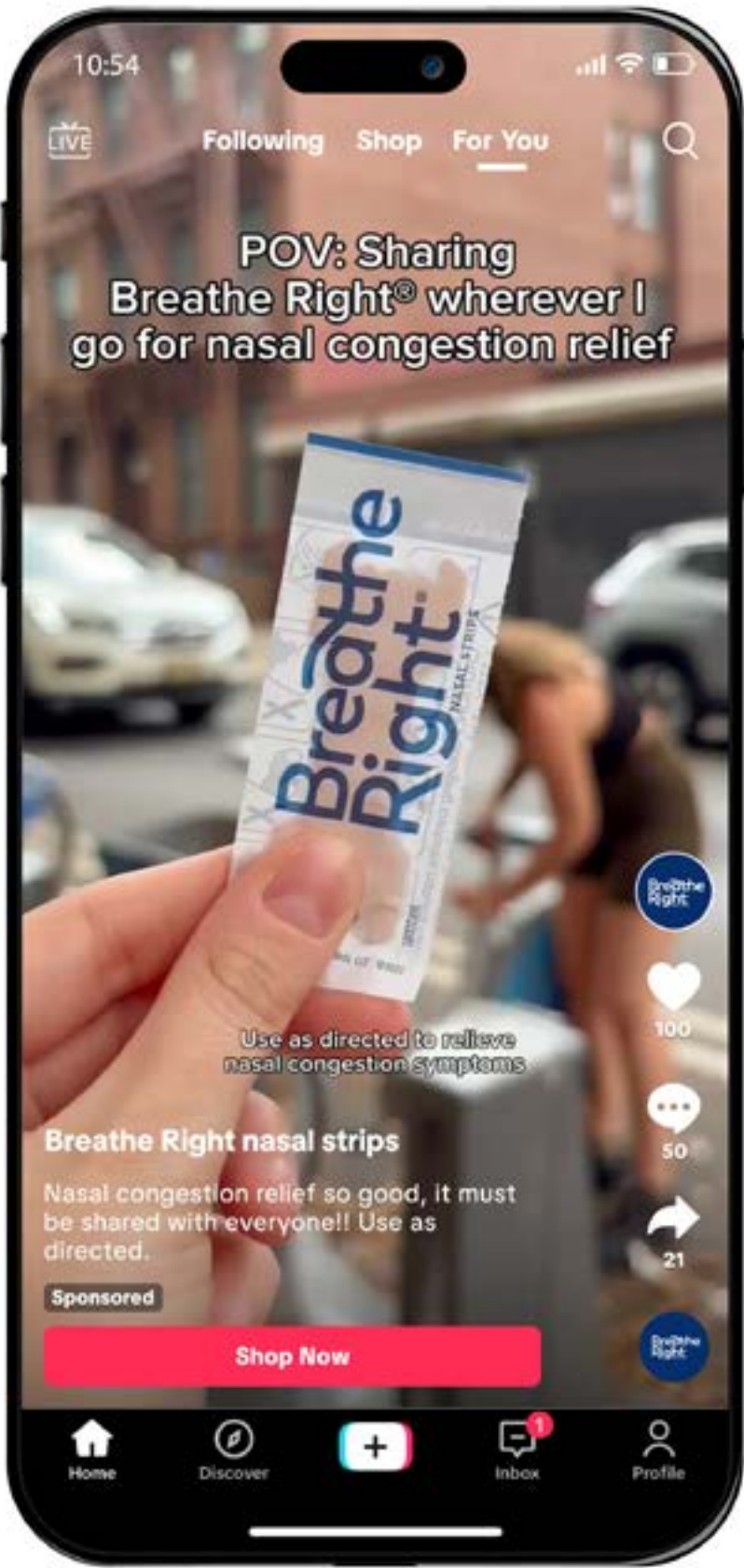
ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #7: SHARE WITH A FRIEND (9X16 VIDEO)

ART COPY

POV: Sharing Breathe Right® wherever I go for nasal congestion relief

ALT: Simple nasal congestion relief hacks—wherever I go!

Use as directed to relieve nasal congestion symptoms

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 84 Characters

Nasal congestion relief so good, it must be shared with everyone!! Use as directed.

META (PAID)

HEADLINE | 22 Characters

Share more air 🐾🐾🔔

DESCRIPTION | 25 Characters

Nasal congestion relief ✅

CAPTION | 122 Characters

You get a nasal strip—and you! Gotta share my fave nasal congestion relief hack, one strip at a time. 💙 Use as directed.

CTA

Shop now (Amazon brand page)

ALL SIZES

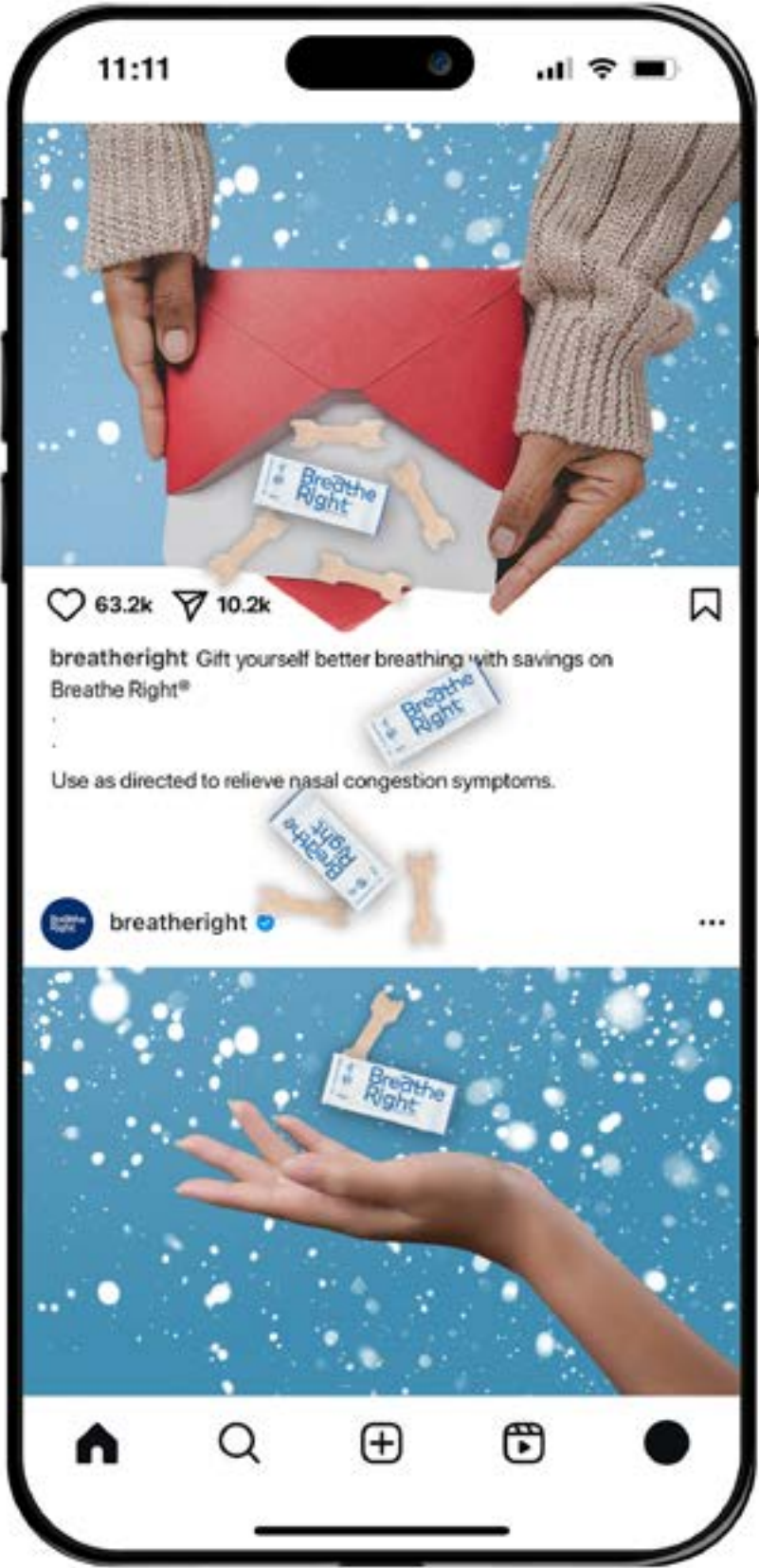
PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)



REDEMPTION ADS



PAID | AD #8: UMO (9X16 VIDEO)

ART COPY

Gift yourself better breathing with savings on Breathe Right®
Use as directed to relieve nasal congestion symptoms.

META (PAID)

HEADLINE | 25 Characters

For your nose, from us 🎁

DESCRIPTION | 24 Characters

Save on Breathe Right 💰

CAPTION | 112 Characters

Holiday coupon time! ✨ Reward your nose with instant nasal congestion relief from Breathe Right. Use as directed.

CTA

Redeem now (UMO link)

META (ORGANIC)

CAPTION

Is your NOSE on your gift list?! 📌🎁 Grab your coupon and start breathing better with instant nasal congestion relief. Use as directed.

LINK IN BIO

Redeem now (UMO link)

ALL SIZES

PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)





PAID | AD #9: NEW CRM AUDIENCE (9X16 VIDEO)

ART COPY

'Tis the season to save & share!
Use as directed to relieve nasal congestion.

TIKTOK

BRAND NAME | 26 Characters

Breathe Right nasal strips

CAPTION | 85 Characters

Get nasal congestion relief AND save on Breathe Right® this season! Use as directed.

META (PAID)

HEADLINE | 26 Characters

Save & share Breathe Right

DESCRIPTION | 25 Characters

Relieves nasal congestion

CAPTION | 111 Characters

Save, share, and spread the nasal congestion relief of Breathe Right® 💙💫 'Tis the season! 🌲 Use as directed.

CTA

Redeem now (Amazon coupon link)

ALL SIZES

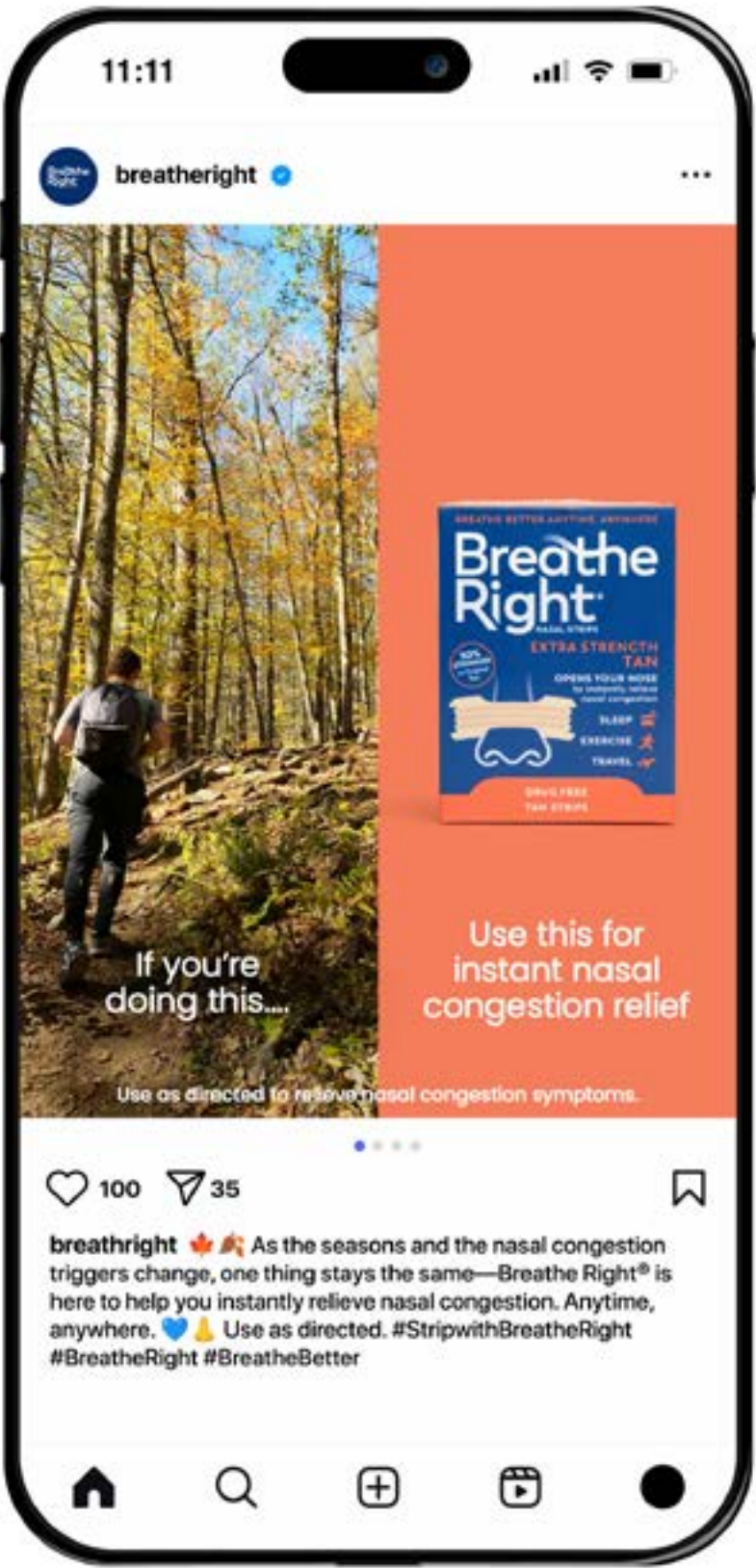
PAID: 9x16
(TikTok & Meta)



PAID: 4x5
(Meta)



ORGANIC ASSETS



ORGANIC | ASSET #10 CHANGING SEASONS (COLD & FLU) (4X5 META STATIC CAROUSEL)

ART COPY

If you're doing this....
Use this for instant nasal congestion relief
Use as directed to relieve nasal congestion symptoms

META (ORGANIC)

CAPTION

🍁🍂 As the seasons and the nasal congestion triggers change, one thing stays the same—Breathe Right® is here to help you instantly relieve nasal congestion. Anytime, anywhere. 💙👉 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

Amazon PDP

Static Frame 1



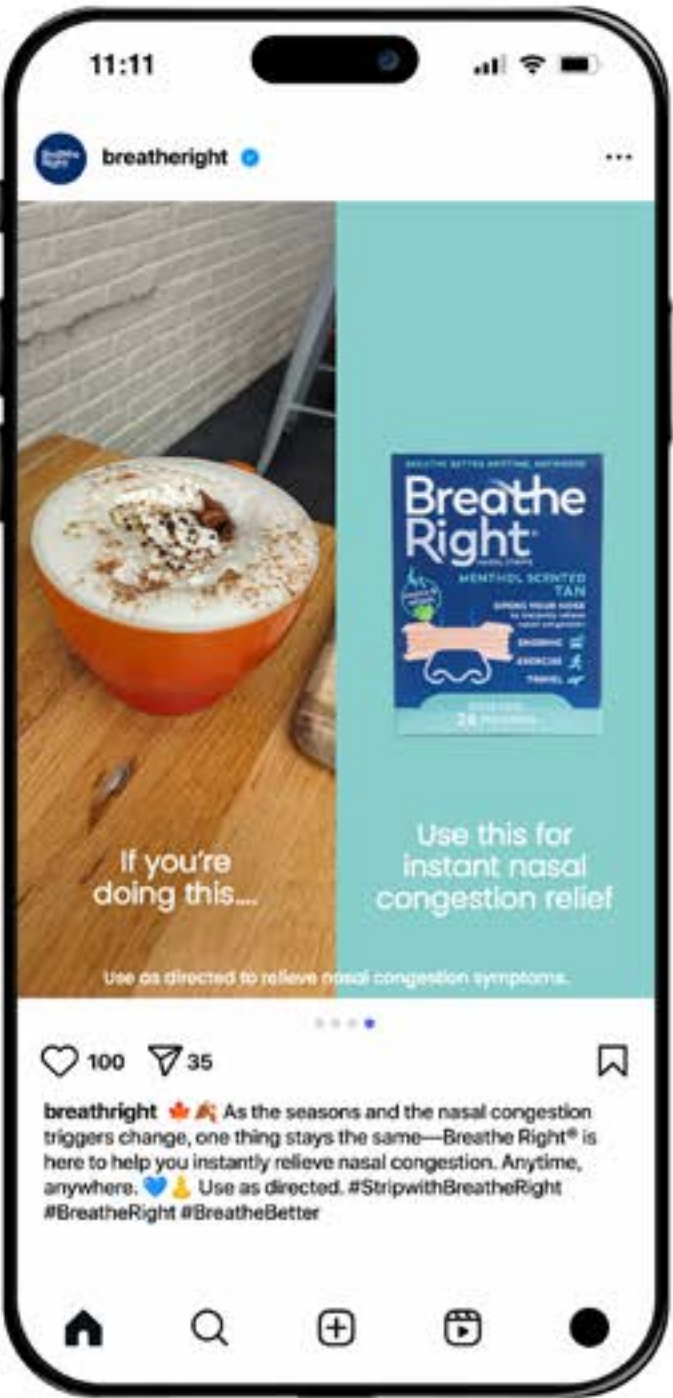
Static Frame 2

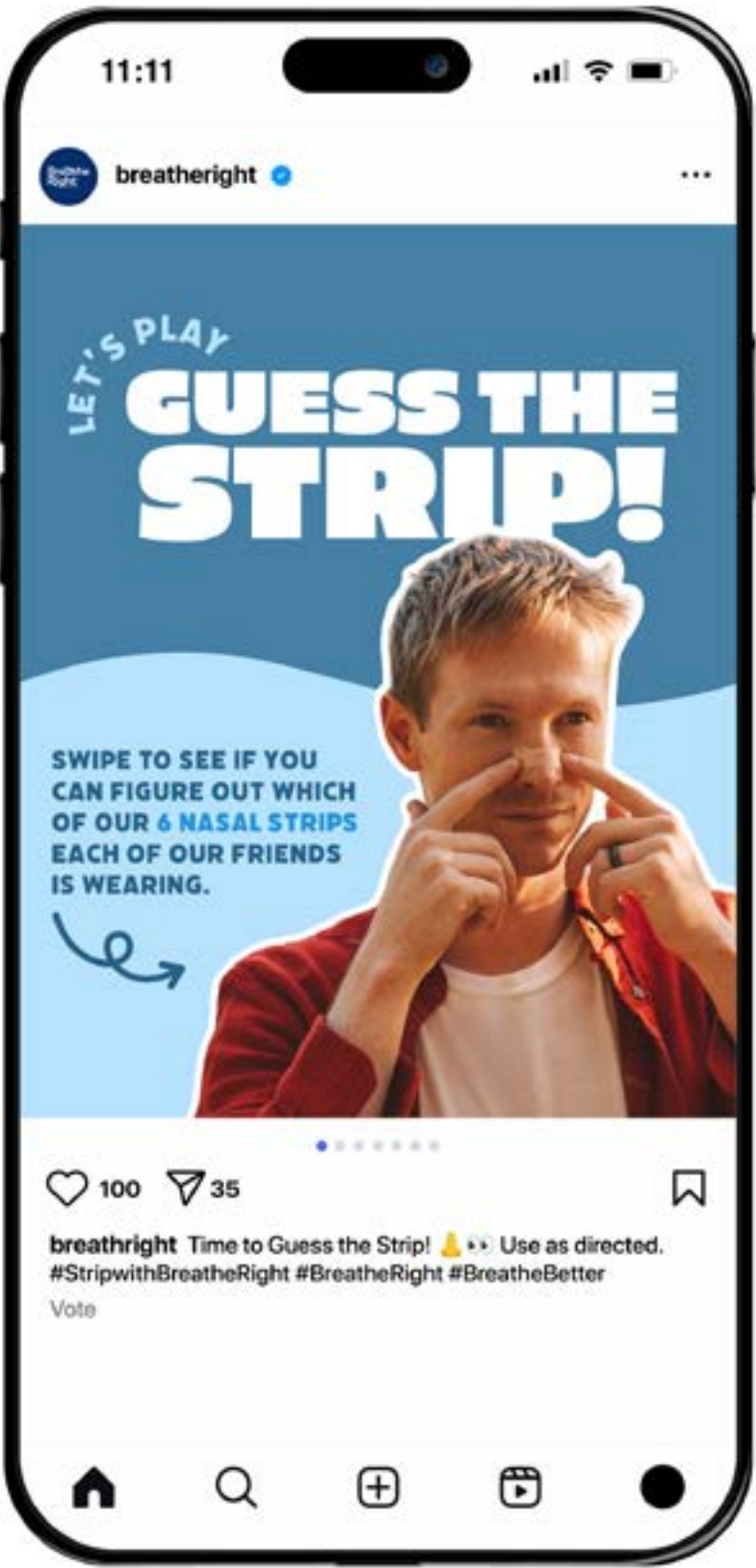


Static Frame 3



Static Frame 4





ORGANIC | ASSET #11 GUESS THE STRIP (4X5 META STATIC CAROUSEL)

ART COPY

- Frame 1: Let's play Guess the Strip! Swipe to see if you can figure out which of our 6 nasal strips each of our friends is wearing.
- Frame 2: Which strip is this?
- Frame 3: EXTRA STRENGTH TAN, Added band for 50% more strength, instant nasal congestion relief, tan color, stays put during exercise or sleep!
- Frame 4: Which strip is this?
- Frame 5: ORIGINAL CLEAR, instant nasal congestion relief, clear bands, hypoallergenic, good for sensitive skin
- Frame 6: Which strip is this?
- Frame 7: EXTRA STRENGTH MENTHOL SCENTED, Added band for 50% more strength, scratch and sniff scent, instant nasal congestion relief, soothing menthol scent
- Use as directed to relieve nasal congestion symptoms

META (ORGANIC)

CAPTION

Time to Guess the Strip! 📌👁️ Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

Poll:

Did you guess correctly?

Yes, I'm a pro! 💪

No, I'm new here! 😊

LINK IN BIO

<https://www.breatheright.com/products/>

Static Frame 1



Static Frame 2



Static Frame 3



Static Frame 4



Static Frame 5

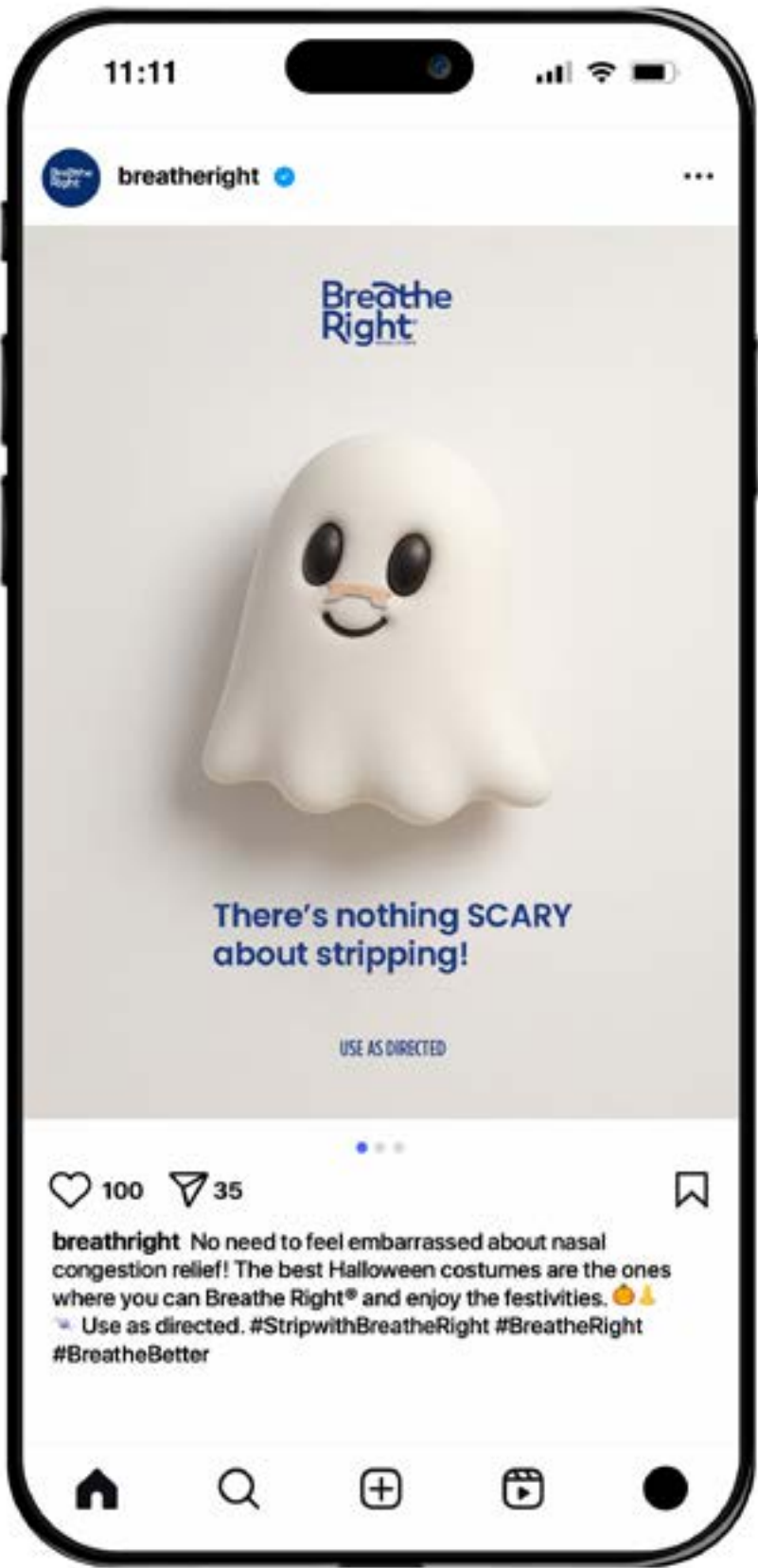


Static Frame 6



Static Frame 7





ORGANIC | ASSET #12 BR HALLOWEEN (4X5 META STATIC CAROUSEL)

ART COPY

There's nothing SCARY about stripping!
Use as directed.

META (ORGANIC)

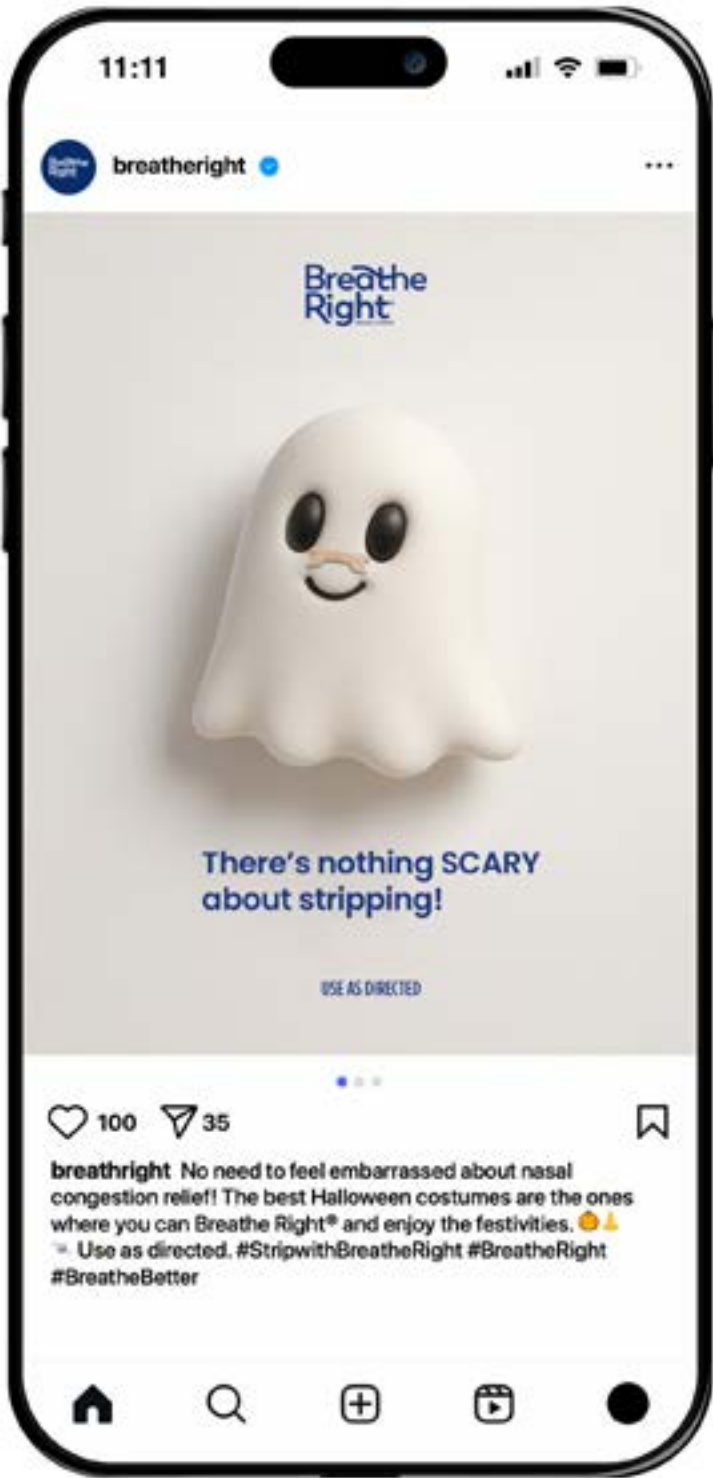
CAPTION

No need to feel embarrassed about nasal congestion relief! The best Halloween costumes are the ones where you can Breathe Right® and enjoy the festivities. 🍂👻 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

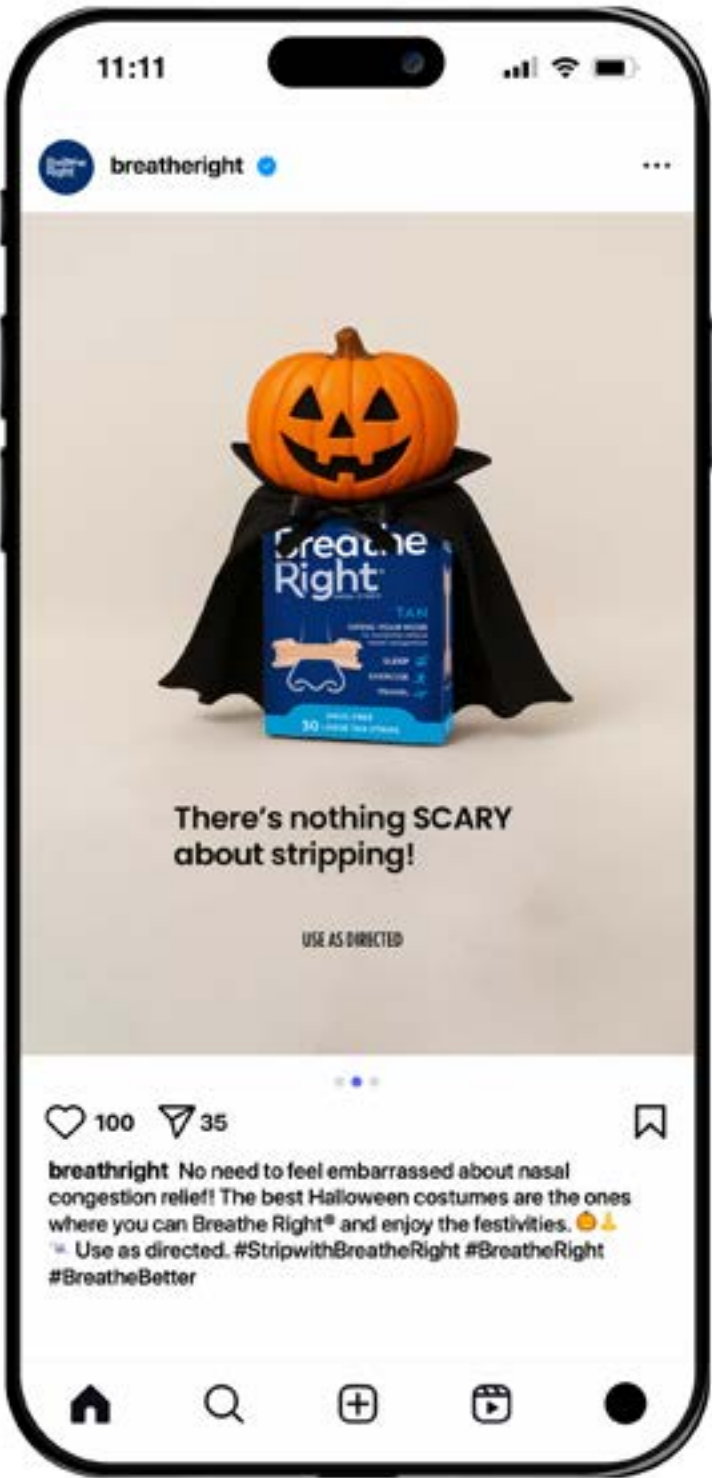
LINK IN BIO

Amazon PDP

Static Frame 1

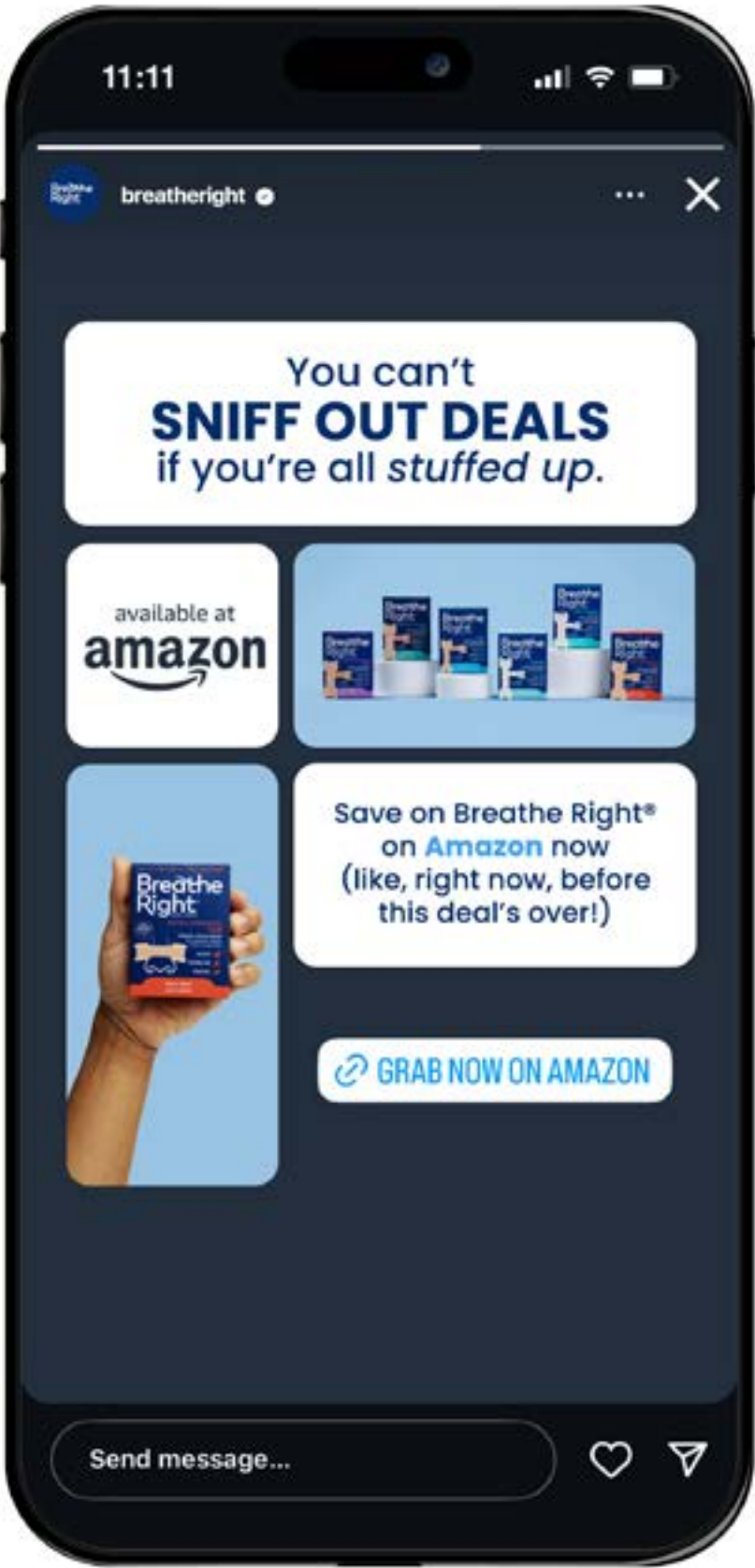


Static Frame 2



Static Frame 3





ORGANIC | ASSET #13 BLACK FRIDAY/CYBER MONDAY (9X16 META STORY)

ART COPY

You can't sniff out deals if you're all stuffed up.
Save on Breathe Right® on Amazon now (like, right now, before this deal's over!)

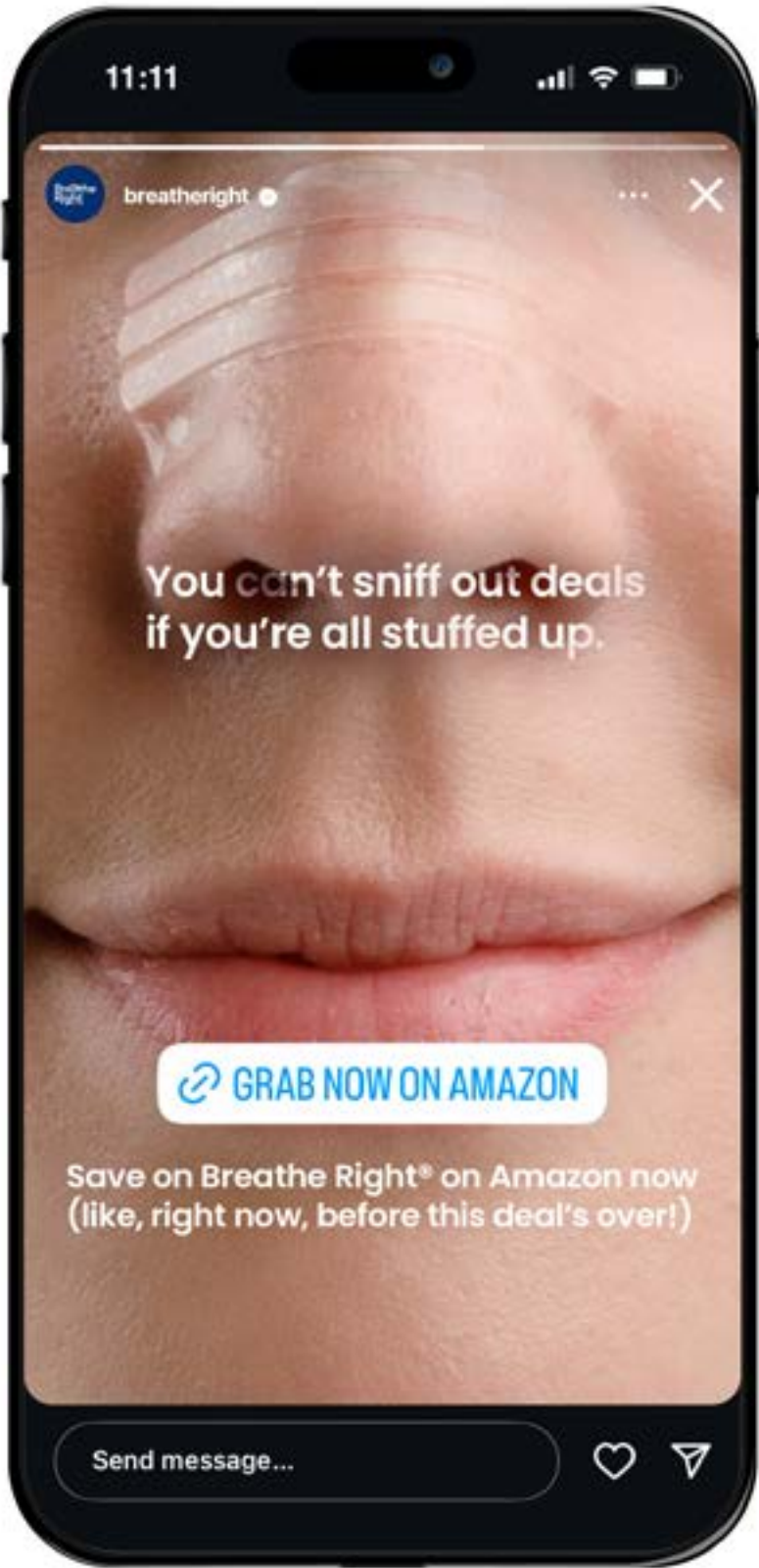
LINK STICKER

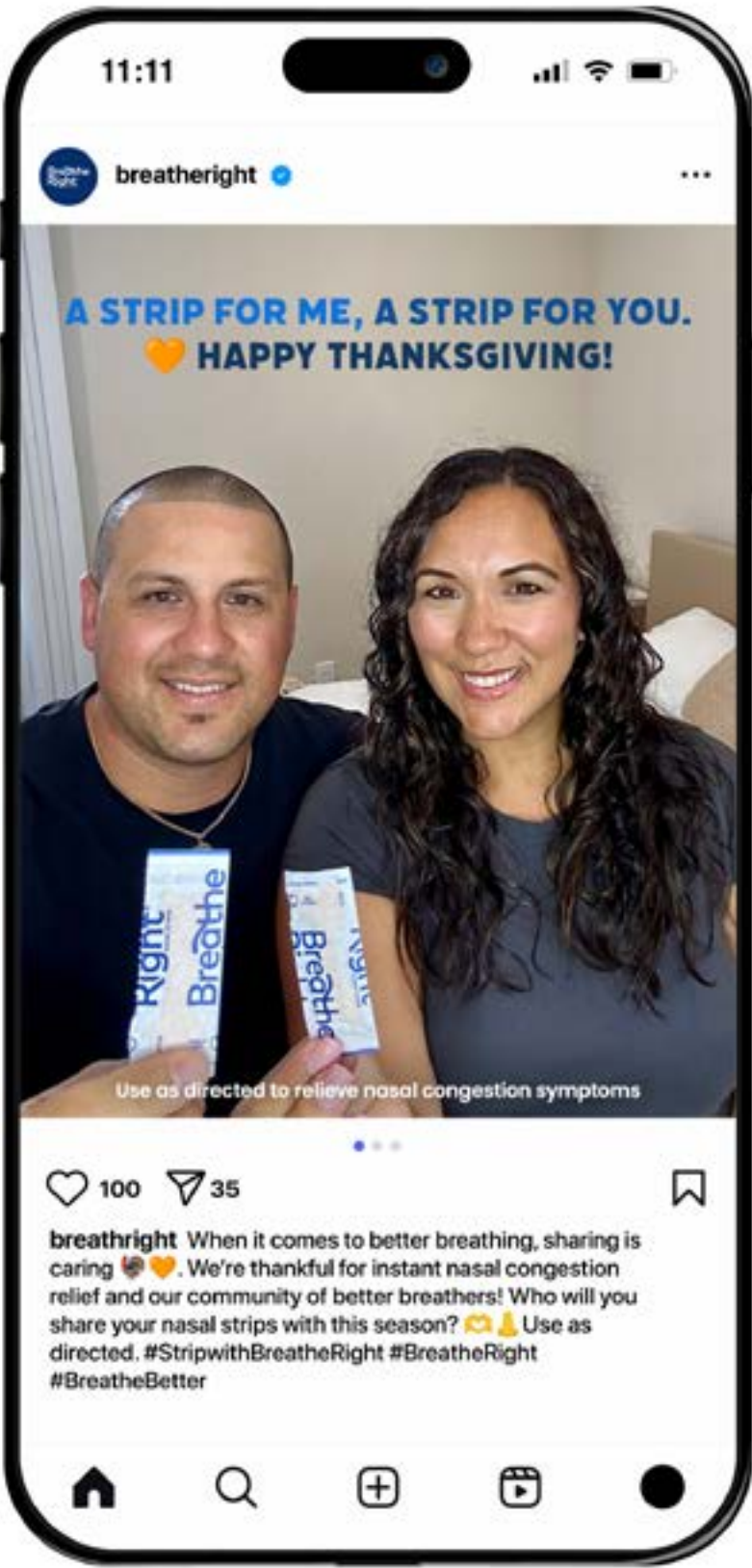
Grab now on Amazon
(BR Amazon link)

Option 1



Option 2





ORGANIC | ASSET #14 THANKSGIVING (4X5 META STATIC CAROUSEL)

ART COPY

A strip for me, a strip for you. 🧡 Happy Thanksgiving!
Use as directed to relieve nasal congestion symptoms

META (ORGANIC)

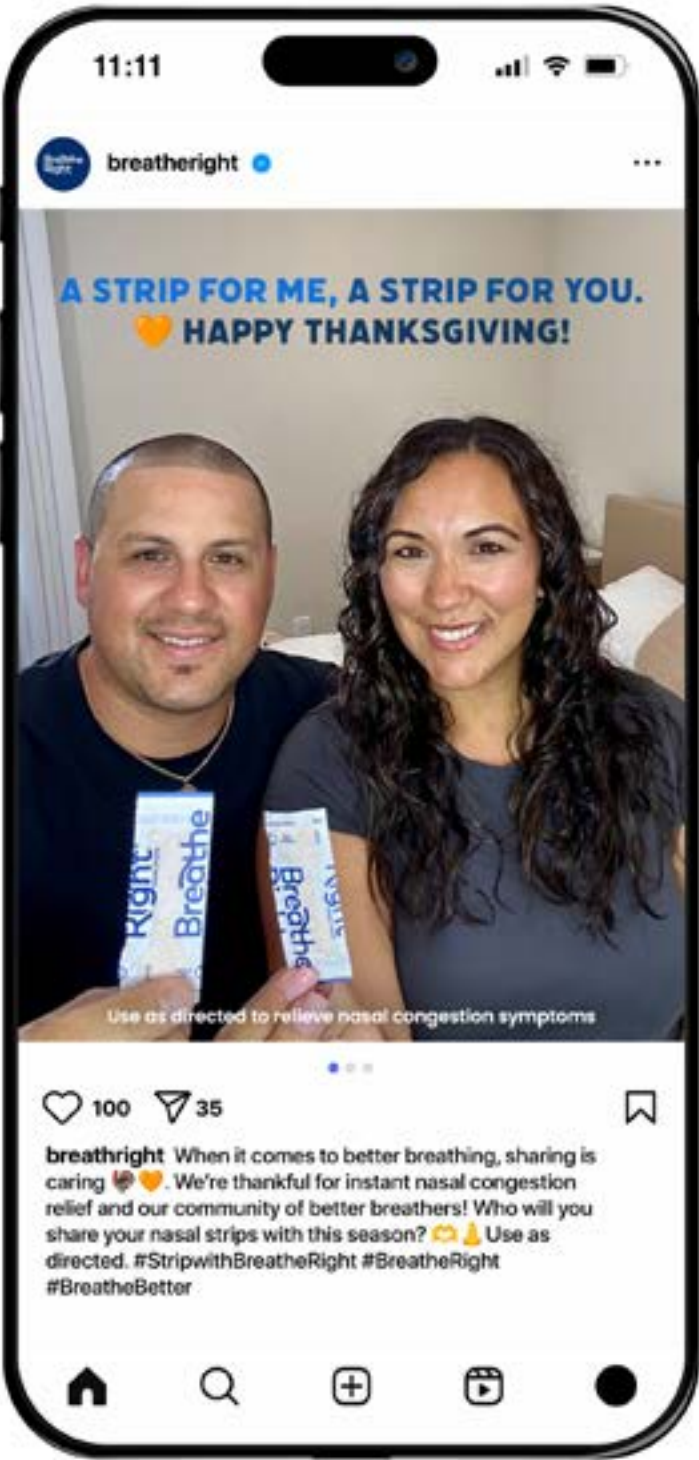
CAPTION

When it comes to better breathing, sharing is caring 🧡. We're thankful for instant nasal congestion relief and our community of better breathers! Who will you share your nasal strips with this season? 🧡 Use as directed.
#StripwithBreatheRight #BreatheRight #BreatheBetter

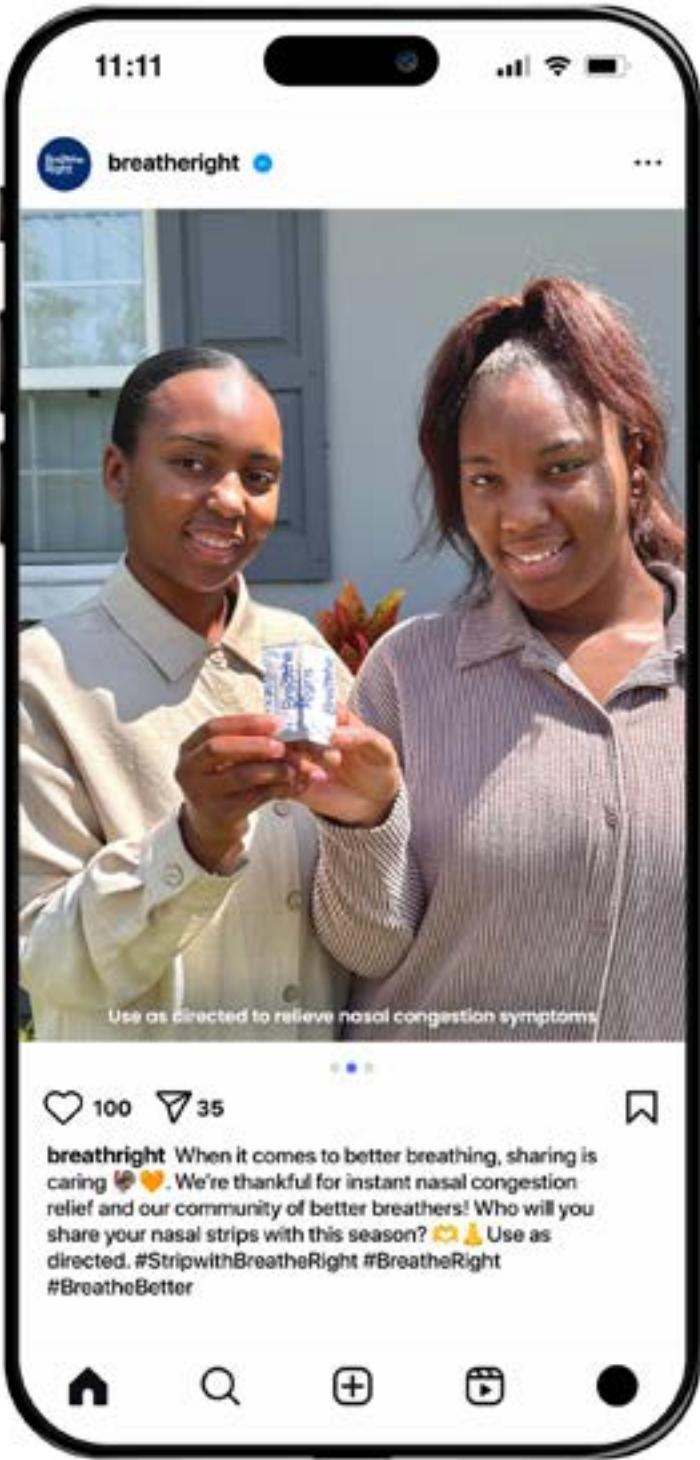
LINK IN BIO

<https://www.breatheright.com/find-a-store/>

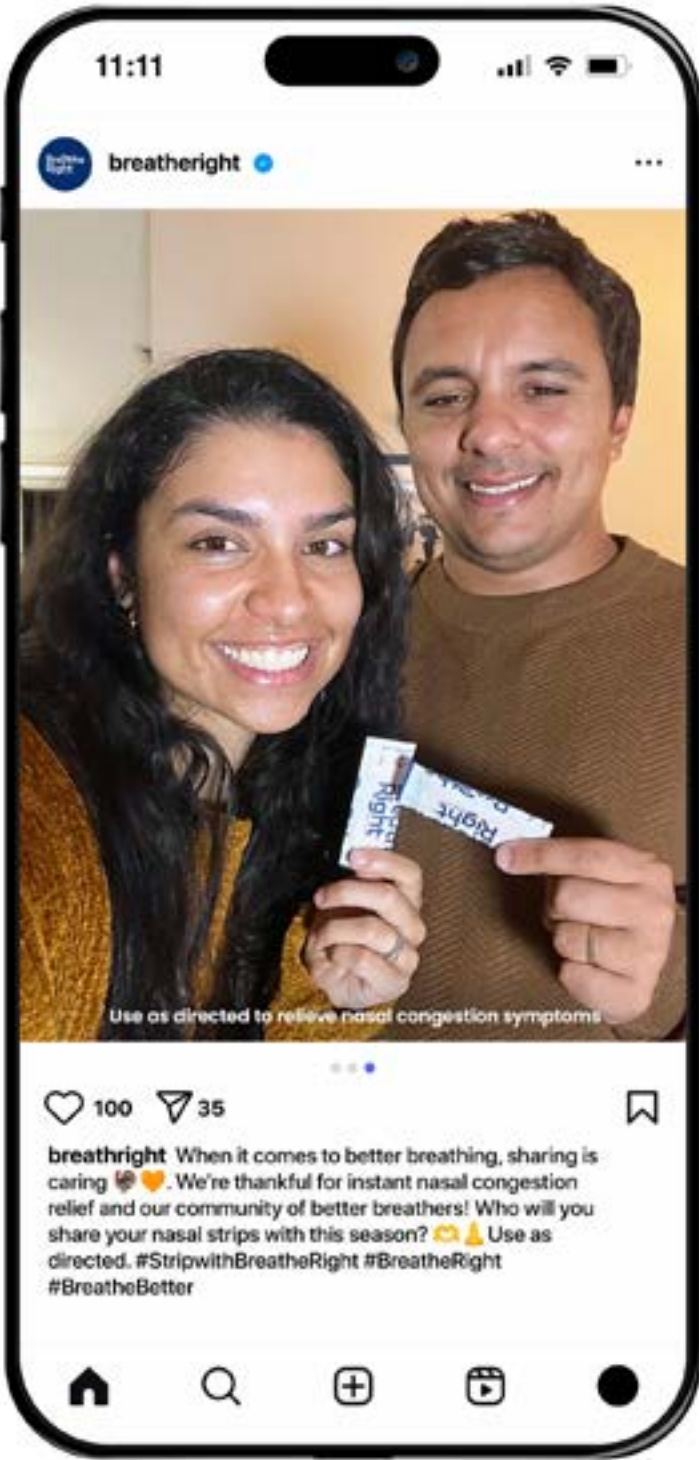
Static Frame 1

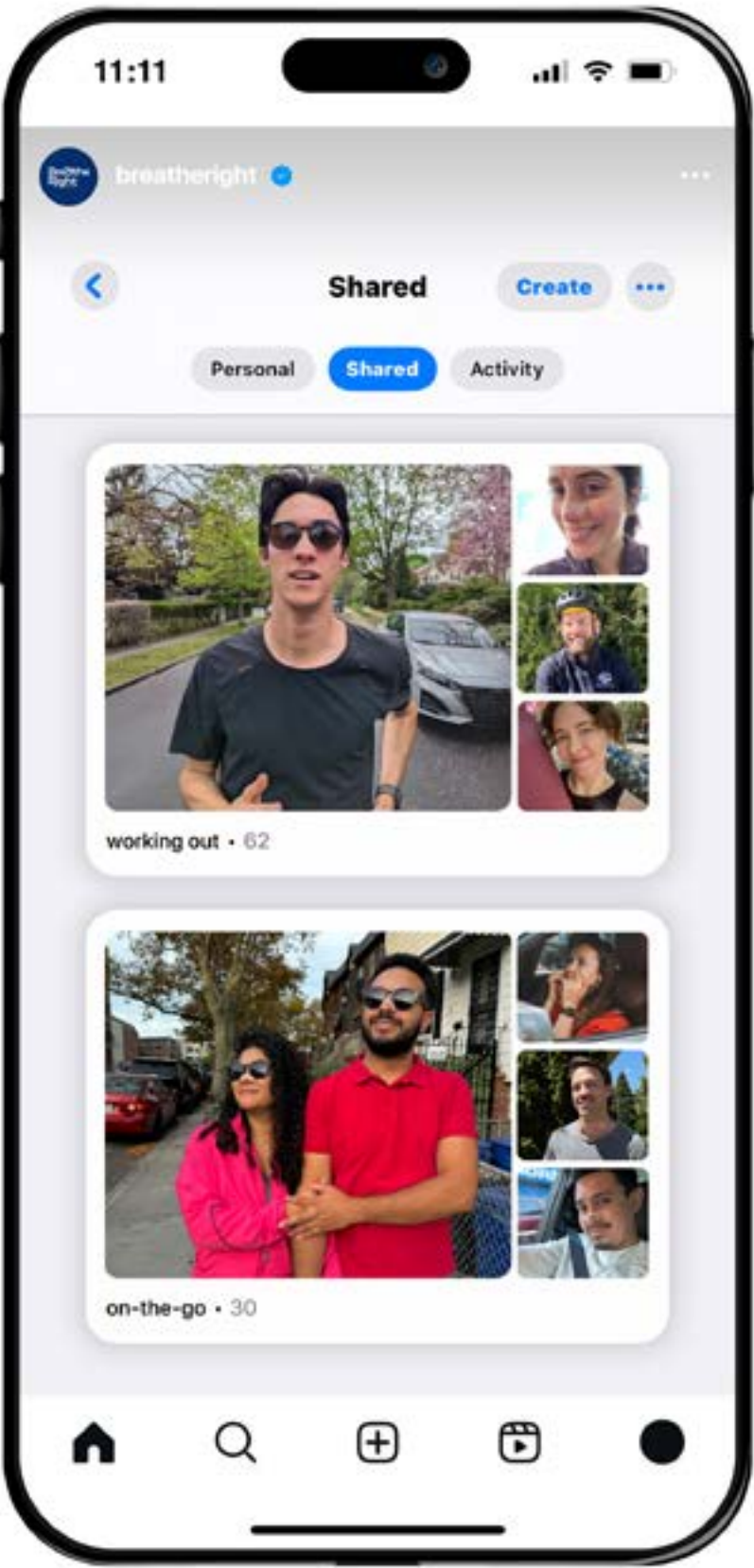


Static Frame 2



Static Frame 3





ORGANIC | ASSET #15 ENCOURAGING UGC TAGS (9X16 IN-FEED)

ART COPY

Tag us in your Breathe Right selfies!
Use as directed to relieve nasal congestion symptoms

META (ORGANIC)

CAPTION

‘Tis the season for stripping and nasal congestion relief! 💙📌 And we wanna know where YOU are wearing your Breathe Right® nasal strips! Tag us so we can see you breathing better this winter ❄️! Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/>



ORGANIC | ASSET #16 SALINE SPRAY (9X16 IN-FEED)

ART COPY

POV: My nasal congestion hacks
Instantly clears the nose of mucus & irritants
Opens the nose for relief you can feel right away
Both are drug-free & non-habit forming
Use as directed.

VO

Welcome to my two-step nighttime routine for nasal congestion relief. First up, I use my Sparkling Saline nasal rinse spray! Carbonated with millions of microbubbles, it gently flushes away mucus, pollen and allergens in the nose for nasal congestion relief I can feel right away. Now that I've cleared my nose from the inside, I'm applying my handy Breathe Right nasal strips to help me breathe better from the outside! The bands of the strips help lift open my nostrils, opening my nose for instant nasal congestion relief that lasts up to 12 hours.

META (ORGANIC)

CAPTION

A two step routine that relieves nasal congestion from the inside AND the outside! 🙌💪 Talk about better breathing! 😊💙 Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

https://www.amazon.com/Breathe-Right-Isotonic-Sparkling-Drug-Free/dp/B0D7J5M85D?ref_=ast_sto_dp&th=1&psc=1



ORGANIC | ASSET #17 BR HOLIDAY GIFTS (9X16 IN-FEED)

ART COPY

[Question]
Best stocking stuffer for a stuffed-up special someone

[Answer]
Did you mean: “Where to buy Breathe Right Nasal Strips?”

META (ORGANIC)

CAPTION

This holiday season, skip the shopping mall congestion and tackle seasonal nasal congestion instead with the perfect holiday gift: instant relief, from Breathe Right®. Use as directed. #StripwithBreatheRight #BreatheRight #BreatheBetter

LINK IN BIO

<https://www.breatheright.com/find-a-store/>

RECAP

PAID ADS RECAP (8 ADS)



Ad #2: Cold & Flu (Menthol Focused)



Ad #3: How it works



Ad #4: Sleep/Snore



Ad #5: Gym Fitness



Ad #6: Tips for adding BR to your routine



Ad #7: Share with a friend



Ad #8: UMO



Ad #9: New CRM audience

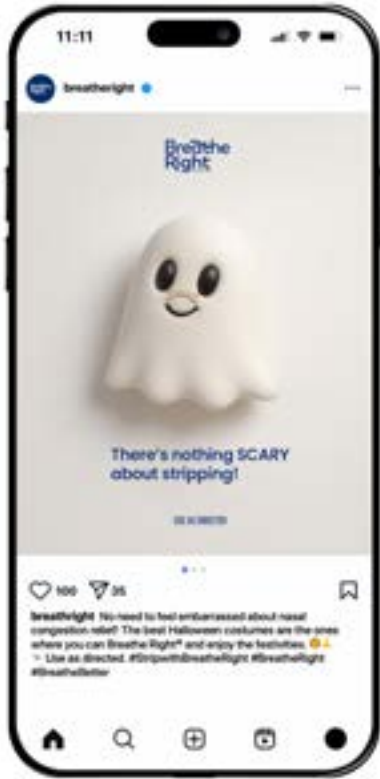
ORGANIC ASSETS RECAP (9 ASSETS)



Asset #10:
Changing seasons Cold/Flu
Meta In-Feed (4x5 static carousel)



Asset #11: Guess the strip
Meta In-Feed (4x5 static carousel)



Asset #12: BR Halloween
Meta In-Feed (4x5 static carousel)



Asset #13: Black Friday/Cyber Monday
Meta Story (9x16)



Asset #14: Thanksgiving
Meta In-Feed (4x5 static carousel)



Asset #15: Encouraging UGC
Meta In-Feed (9x16)



Asset #16: Saline
Meta In-Feed (9x16)



Asset #17: Holiday Gifts
Meta In-Feed (9x16)



Asset #18: (ad 8 Repurposed for Organic)
Meta In-Feed (9x16)