

# TO CONNECT, DISCONNECT.

A creative realisation for SERENARA  
personalised wellness for Gen Z.



SERENARA

JULIA PINEDA SALVA



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Introduces Serenara, a curated digital platform designed to guide users towards deeper emotional and physical alignment. Rooted in the growing need for meaning and self-awareness, Serenara helps individuals identify what their mind and body are lacking, offering tailored pathways through retreats, workshops and daily practices. Alongside this, the app provides short, accessible meditations that encourage moments of pause within fast-paced routines. The project explores the paradox of connection in a hyper-digital world, suggesting that true connection begins with intentional disconnection, creating space to feel, reflect and realign with oneself.



# | BRAND IDENTITY

# SERENARA

CORMORANT  
GARAMON  
REGULAR

## SERENARASERENARA

## *SERENARASERENARA*

COURIER NEW  
REGULAR  
*ITALIC*

Serenara, Serenara, Serenara, Serenara, Serenara,  
Serenara, Serenara, Serenara, Serenara, Serenara,  
Serenara, Serenara, Serenara, Serenara, Serenara,  
Serenara, Serenara, Serenara, Serenara, Serenara,

Montserrat  
Regular

Pure Cream  
#F7F3ED

Warm Sand  
#B5B19B

Soft Clay Nude  
#CFA899

Muted Resewood  
#A86A6A

Deep Ritual Red  
#7A1315



## LOGO

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36 px		36 px
		
54 px		54 px
	SERENARA	
36 px		36 px

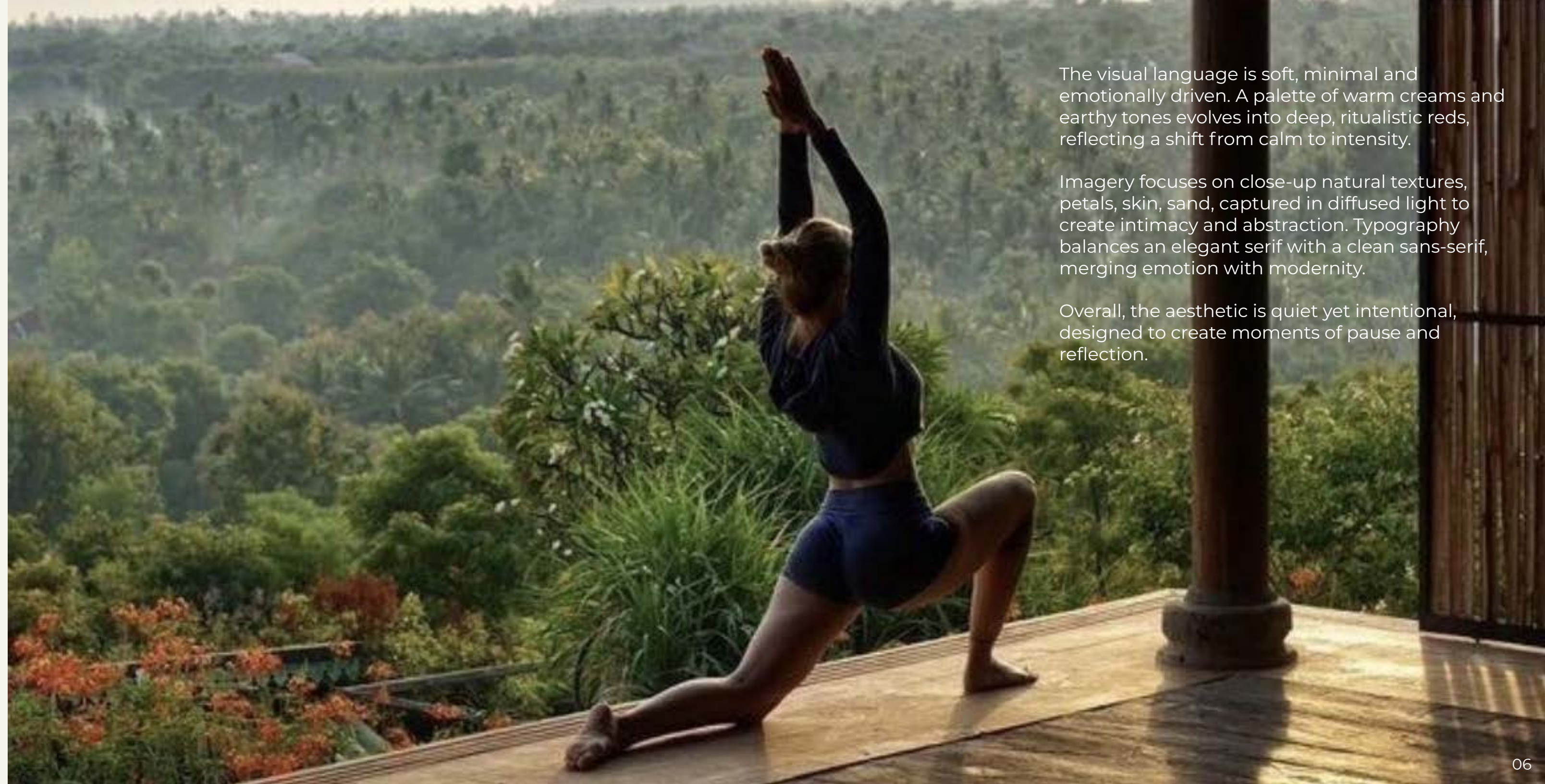


# BRAND VALUES

The brand is rooted in the quiet search for meaning within a world defined by noise. It recognises a generation navigating uncertainty, where identity is fluid and belonging is continuously redefined. At its core, the brand values emotional awareness over perfection, offering space for reflection rather than instruction. It does not claim to provide answers, but instead embraces ambiguity as part of the human experience.

Grounded in mindfulness, the brand encourages a slower, more intentional way of engaging with both the self and the world. It draws from nature as a source of calm and authenticity, translating organic textures, tones and rhythms into a contemporary context. At the same time, it acknowledges the role of digital environments as modern spaces of connection, where communities are built and identities are expressed.

Honesty and subtlety shape its communication. Rather than overwhelming, it speaks softly, creating moments of pause within fast-moving digital landscapes. The brand exists between intuition and technology, emotion and structure, offering a balance that reflects the contradictions of its audience. Ultimately, it is guided by a desire to create connection, not through spectacle, but through shared feeling.



The visual language is soft, minimal and emotionally driven. A palette of warm creams and earthy tones evolves into deep, ritualistic reds, reflecting a shift from calm to intensity.

Imagery focuses on close-up natural textures, petals, skin, sand, captured in diffused light to create intimacy and abstraction. Typography balances an elegant serif with a clean sans-serif, merging emotion with modernity.

Overall, the aesthetic is quiet yet intentional, designed to create moments of pause and reflection.

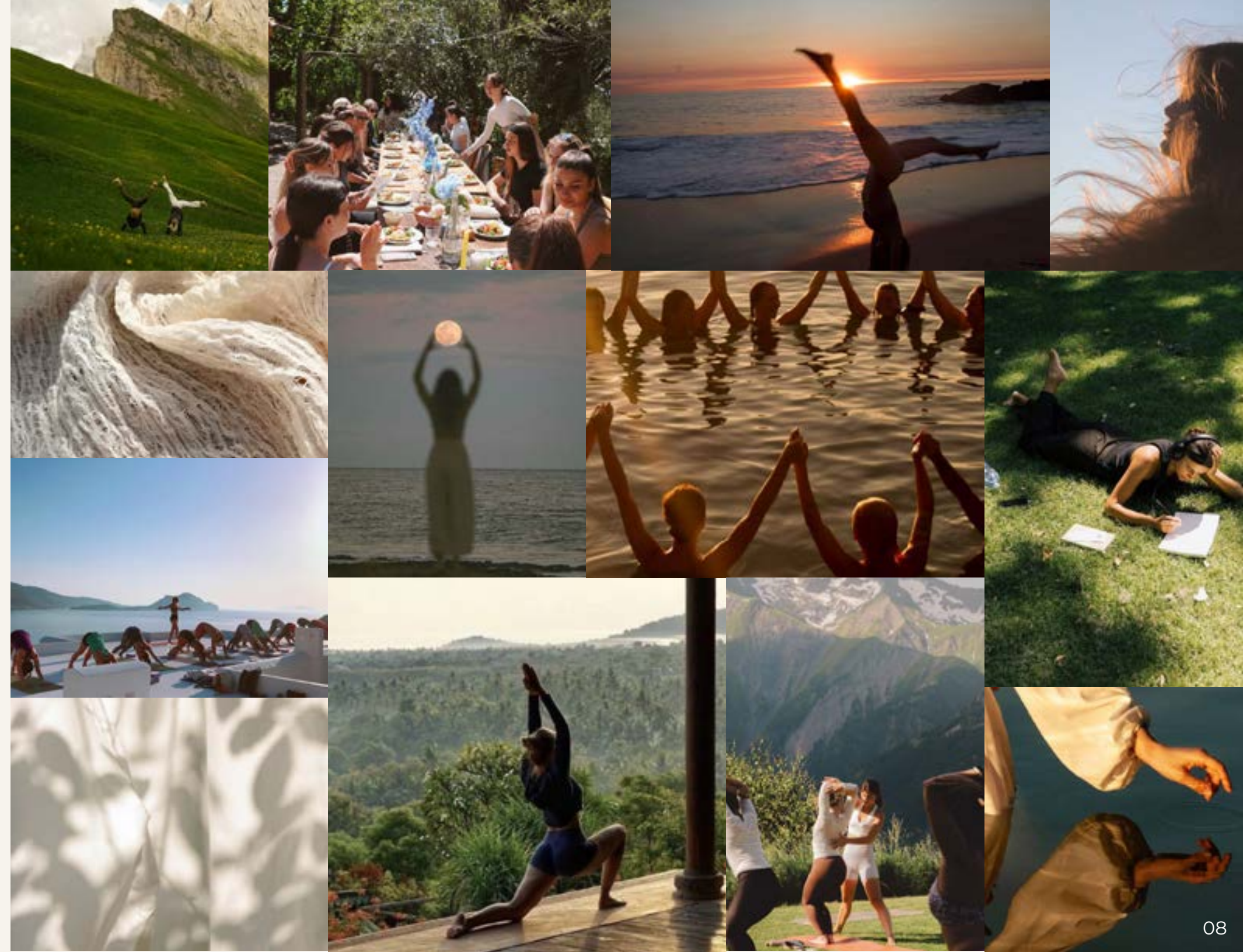
# TO CONNECT, DISCONNECT.

*"Connection begins where noise ends"*

In a hyperconnected world, connection has become constant, but not always meaningful.

The campaign explores the idea that true connection does not come from more input, but from absence.

It reframes disconnection not as loss, but as a necessary pause, a space where identity, emotion and meaning can re-emerge.



## CAMPAIGN VISUALS

The To Connect, Disconnect campaign is expressed across three hero visuals, each translating the concept differently.

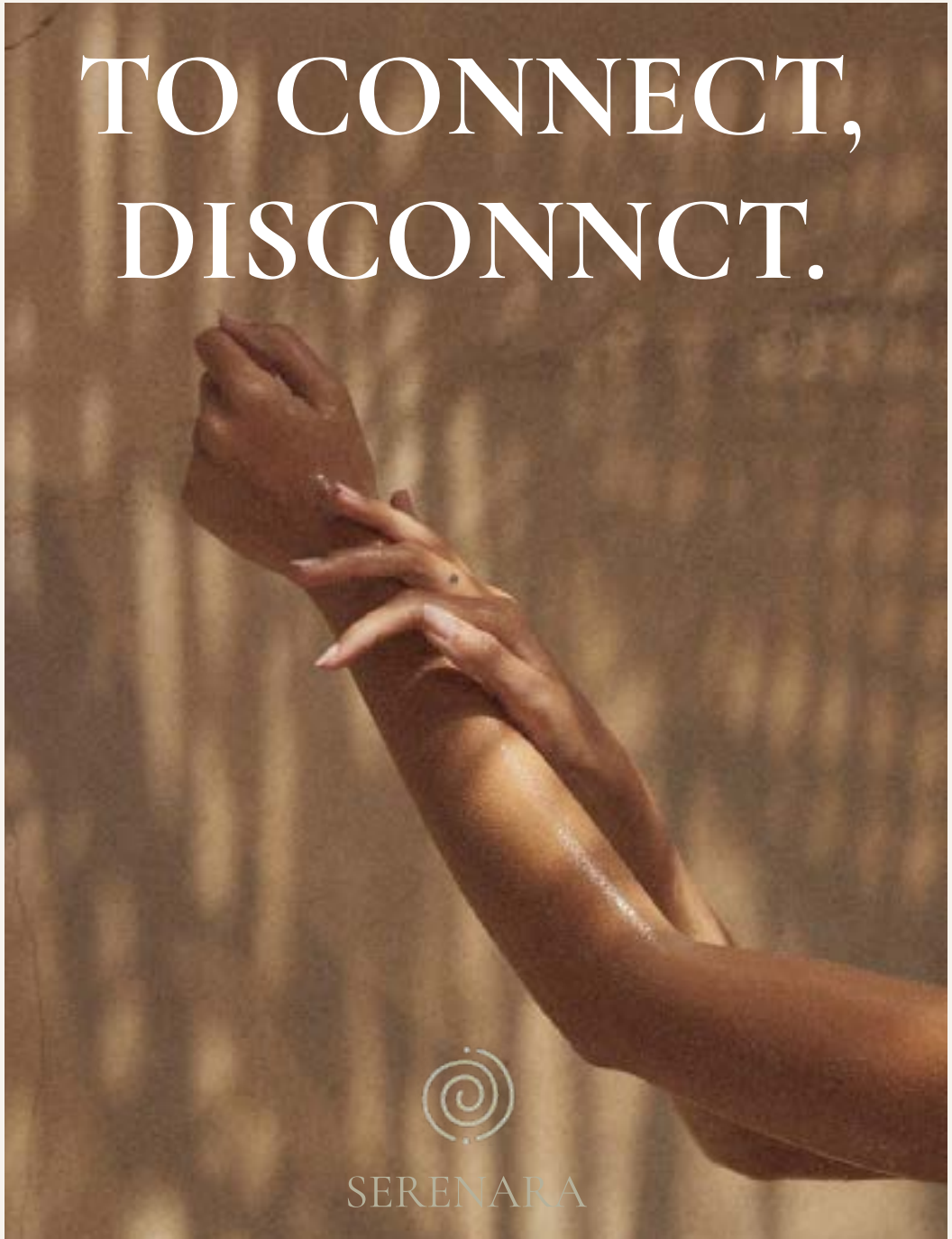
The first splits the same subject across two worlds, digital overwhelm on one side, natural stillness on the other. Notifications, screen time data, and app icons overlay one half; open sky and meditative calm occupy the other. The campaign line sits exactly at the divide.

The second is close skin, dappled shadow. The campaign line large and unhurried. No digital world in sight, just the feeling of what exists

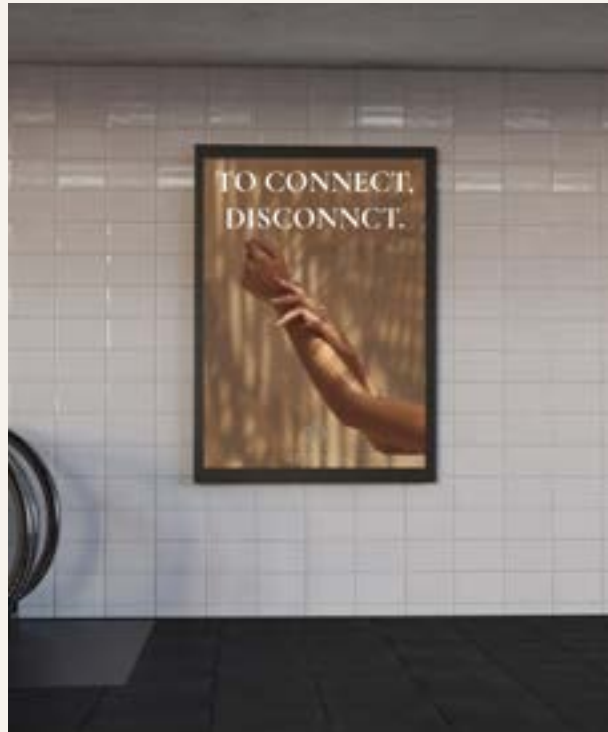
The third works from the perspective of a grupo that supports you. This is truly what SERENARA is all about finding yourself, but always surendered by people with the same feelings and needs.

Together the three visuals move through the full emotional arc of the campaign, recognition, desire, invitation, without a word of explanation.





## MOCK UP ADDS



## KEY MESSAGE

Find what you're missing. To connect, disconnect.  
Every piece of SERENARA's campaign communication returns to this. It does not tell the audience they are broken or that wellness will fix them. It simply names what they already feel, the exhaustion of being constantly connected to everything except themselves, and offers a way through it (Pineda, 2025).  
The call to action is the same across every channel, every format, every phase: Take the free assessment. Find your pathway.

## INTRODUCTION VIDEO

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Format: 90-second hero campaign film  
Aspect ratio: 9:16 (vertical, TikTok and Instagram Reels primary) / 16:9 (YouTube and website)  
Audio: No music in Part 1 — diegetic sound only throughout chaos section

### Part 1 — Chaos (0:00–0:40)

Fast cuts of modern digital overwhelm. Aggressive typing, phone notifications, rapid TikTok scrolling, busy streets, crossing signals, coffee machines, overlapping voices, bar noise, people checking phones mid-conversation, rushing transport. No music — only real recorded sound. Editing is rapid, 1–2 seconds per clip, building to a peak of sensory overload. The feeling is repetitive, slightly uncomfortable, and entirely recognisable.

### Part 2 — The Break (0:40–0:44)

Sound builds to its loudest point then cuts completely on a single click. Black screen. Total silence. Two seconds. Nothing.

### Part 3 — Calm (0:44–1:20)

Slow, intentional clips of presence and grounding. Someone closing their eyes and breathing. A meditation circle. Reading in a park. Sunlight filtering through trees. Friends talking without phones. Natural laughter. Slow walking. Ocean or open landscape. Hands touching grass or water. Audio is soft ambient — wind, birds, subtle underscore. Editing is unhurried, 3–5 seconds per clip, soft transitions. The energy is the direct opposite of Part 1 — deliberate, still, present.

### Part 4 — Ending (1:20–1:30)

Clean, minimal. Calm background — beige or natural. Soft voiceover:  
Find what you are missing.  
To connect, disconnect.  
SERENARA logo appears. No further copy. Let it sit.



## Concept

The photoshoot and film sit at the heart of the To Connect, Disconnect campaign. Rather than illustrating the concept from the outside, the imagery places the viewer inside the emotional experience, the weight of digital noise, the moment of choice, the stillness that follows. The shoot produces two distinct bodies of work: a still photography series for campaign and social use, and the 90-second hero film described in Section 2. Both are shot in the same visual language, on the same day, in the same location, ensuring complete creative coherence across all campaign outputs.

The central subject throughout is a single woman, present, unhurried, and entirely unperformative. She is not a wellness influencer. She is not doing yoga perfectly on a cliff. She is someone in the middle of something real.

## Styling Direction

The clothing is neutral, tactile, and body-led, nothing that reads as activewear, nothing that signals a wellness aesthetic the audience has already seen a thousand times. Tones stay within the brand palette: warm cream, soft olive, deep terracotta, natural linen. Fabrics are organic and unstructured. Hair is natural and unstyled. No visible jewellery, no makeup that reads as makeup.

The digital world sequences, shot for the chaos section of the film and the split-image campaign visual, use the same clothing but in cooler, more desaturated light.



## Location

Two locations are used across the shoot, corresponding to the campaign's two worlds. Urban interior. A spare, domestic space, a bedroom or minimal living room, for the digital chaos sequences. Blue-toned natural light from a single window. The space is deliberately unremarkable. The point is recognition, not aesthetics.

Outdoor natural setting. An open coastal or parkland location for the grounded sequences. The priority is light, warm, directional, golden hour where possible, and natural texture: grass, water, stone, soil. The location does not need to be remote or spectacular. It needs to feel genuinely accessible, reinforcing SERENARA's positioning that real grounding is not a luxury retreat away but a choice available to anyone.



## VIDEO STRUCTURE

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SERENARA logo appears. No further copy. Let it sit.



The SERENARA website is the central owned media asset of the brand, the place where every campaign, social channel, and influencer touchpoint ultimately points. Built as a fully functional six-page platform, it translates the marketing strategy directly into a digital experience: personalised, emotionally intelligent, and designed specifically for a Gen Z audience that has grown tired of wellness platforms that look beautiful but deliver nothing real.

The site was built with SERENARA's brand palette, earthy olive greens, warm terracotta, soft cream, and deep forest tones, paired with Cormorant Garamond for display typography and DM Sans for body text. Every page is populated with original photography from the campaign shoot, grounding the digital experience in the same visual language as the physical creative assets.

“Not a product page. A pathway. Every element of the site is designed to move the user from awareness to action, gently, intentionally, and on their own terms.”

Six pages.  
One journey.

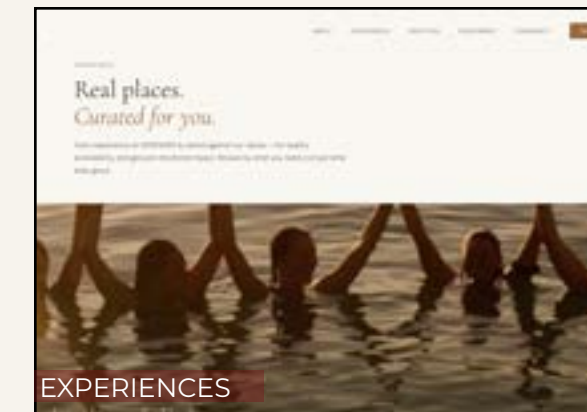
<p><b>01 Home</b></p> <p>Campaign hero, programme overview, user testimonials</p>	<p><b>02 About</b></p> <p>Brand story, how SERENARA helps, brand values</p>	<p><b>03 Experiences</b></p> <p>Filterable retreat and class directory</p>
<p><b>04 Practices</b></p> <p>Five paid daily practice programmes with pricing</p>	<p><b>05 Assessment</b></p> <p>Free + two paid assessment types</p>	<p><b>06 Community</b></p> <p>Social channels and WhatsApp groups</p>



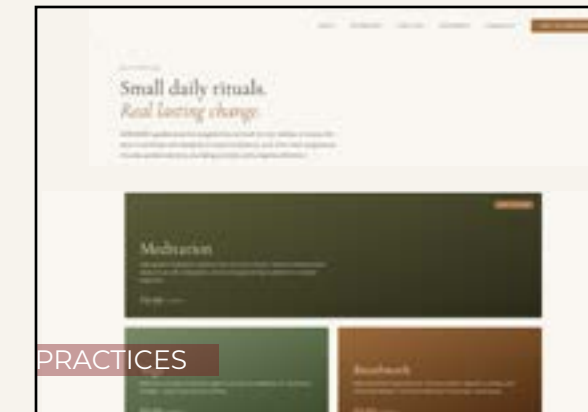
HOME PAGE



ABOUT



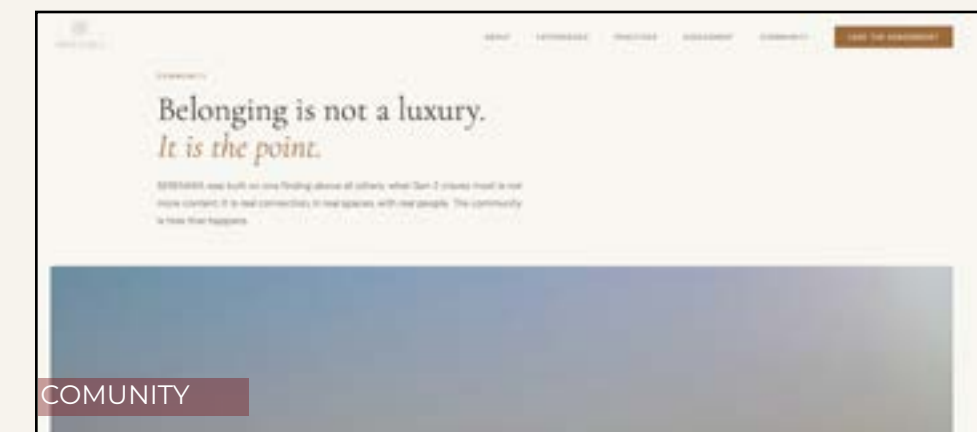
EXPERIENCES



PRACTICES



ASSESSMENT



COMUNITY

## VISIT THE LIVE WEBSITE

### Scan to explore

SERENARA.

The full SERENARA website is live and accessible via the QR code. Scan with your phone to experience the complete platform, including the free wellness assessment, the experience directory, daily practice programmes, and the community pages.

[SERENARAWELLNES.COM](https://SERENARAWELLNES.COM)



## DIGITAL PRESENCE SOCIAL MEDIA

### INSTAGRAM

Editorial world-building  
Campaign visuals, community stories, the Grounded editorial series, and experience recaps. SERENARA's most curated and aspirational space.

### TIKTOK

Discovery and awareness  
Short-form wellness content, breathwork explainers, real retreat stories, and the campaign film. Where new audiences find SERENARA first.



## FOUR PILLARRS

Every piece of SERENARA content lives within one of four pillars, ensuring the channel stays primarily valuable and community-oriented rather than promotional.

01 Educate	02 Engage	03 Inspire	04 Convert
THE PROBLEM SOLVER	THE COMMUNITY BUILDER	THE RELATABLE HUMAN	THE PATHWAY DRIVER
Breathwork guides · Sound healing explainers · Somatic movement intros · Wellness modality breakdowns	Emotional state polls · Practitioner Q&As · Wellbeing challenges · Community check-ins	Retreat films · User stories · Campaign visuals · Atmospheric content · Golden hour imagery	Testimonials · Experience showcases · Assessment CTAs · Partner retreats · Subscription offers
30%	25%	25%	20%

## PUBLISHING CADENCE

Consistent.  
Intentional.  
Never rushed.

### INSTAGRAM • LAUNCH

4× per week

Feed posts, Reels and Stories. Mix of campaign and community content.

### TIKTOK • LAUNCH

3× per week

Short-form video, 15–60 seconds. Education and Inspire pillars lead.

### INSTAGRAM • MONTH 4+

5–6× per week

Scale with UGC. Community-generated content amplified.

### TIKTOK • MONTH 4+

5× per week

Increase Engage and Convert content as community grows.

## INSTAGRAM

is SERENARA's most curated space, where the campaign visual language lives in its purest form. The feed is warm, unhurried, and intentionally imperfect. No pristine studio shots. No women doing perfect yoga. Just real moments, real light, real stillness.

Stories are used for community interaction, polls, Q&As, and behind-the-scenes moments from partner experiences. Reels carry the Educate and Inspire pillars, optimised for discovery.

### FEED • REELS

Campaign visuals  
Hero imagery from the shoot. The visual world of To Connect, Disconnect.

### FEED • CAROUSEL

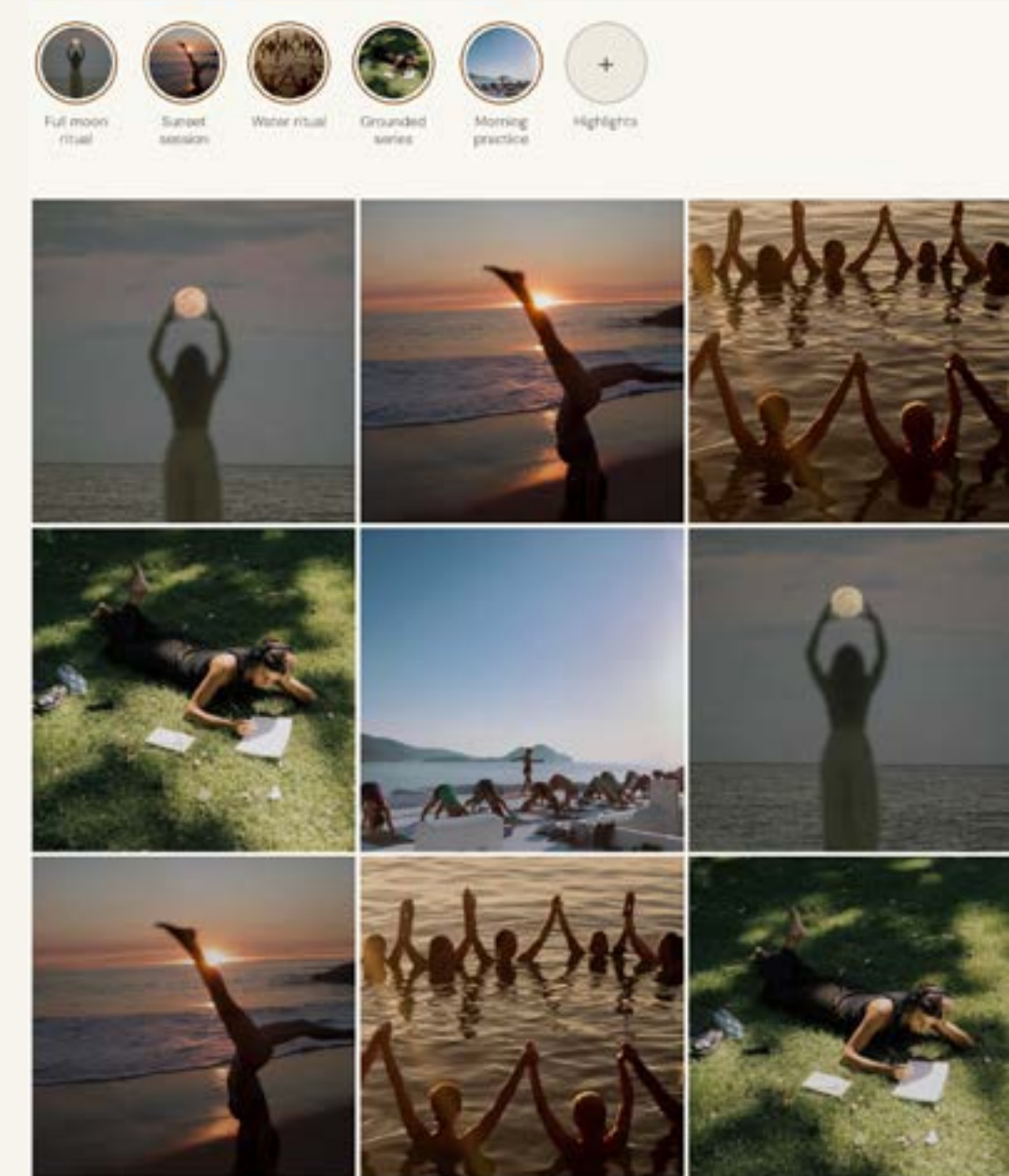
Grounded series  
Real user stories from the SERENARA community. Their words, their experiences.

### STORIES • POLLS

Community moments  
Polls, Q&As, emotional check-ins. Where the audience talks back.



@SERENARA.WORLD



## TIKTOK

### STRATEGY

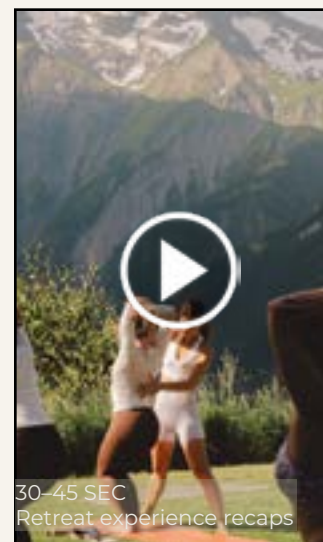
- No polished production, authentic, handheld EGC (Employee Generated Content) outperforms studio quality on TikTok every time

- EGC strategy, the SERENARA team creates content from behind the scenes: retreats attended, practices tried, real reactions and honest moments

- Lead with emotion, not explanation, the first 2 seconds must feel recognisable to the target audience before the brand is introduced

- 55% of Gen Z consume wellness content on TikTok, this is where SERENARA reaches new audiences organically first

- Hook-led storytelling, every video opens with the emotional experience, not the brand name or logo



### KEY METRICS

- Target engagement rate 6%, higher than Instagram benchmark for wellness brands

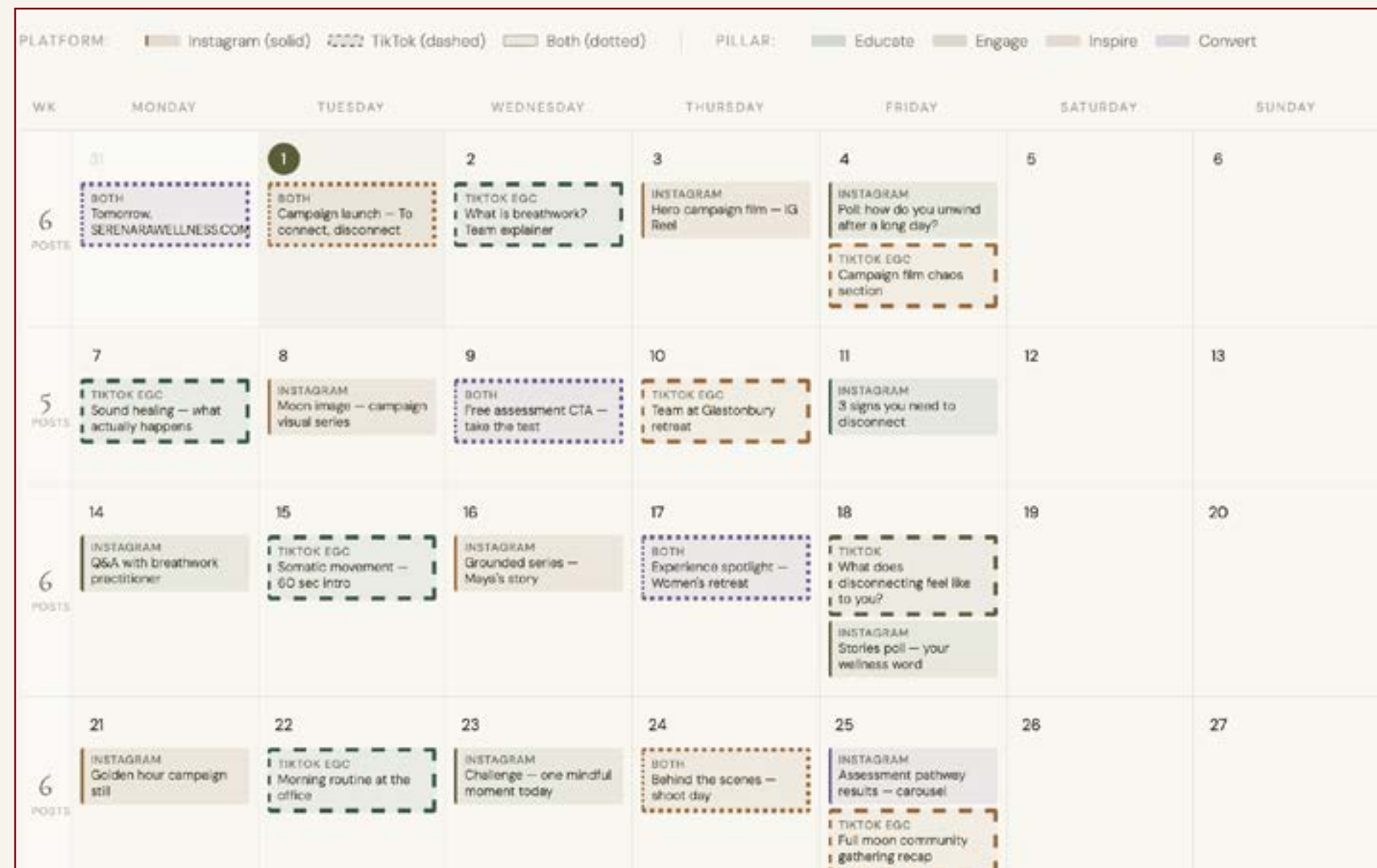
- Watch time completion rate, content must hold attention to 80%+ to drive algorithm reach

- Profile visits from video, conversion from viewer to follower is the primary TikTok KPI

- Link in bio clicks, assessment completions tracked from TikTok traffic source in GA4

## CONTENT CALENDAR

Launch month. Every post is intentional, building awareness before asking for anything. The ratio follows the four content pillars: 30% Educate · 25% Engage · 25% Inspire · 20% Convert.





## INFLUENCER PARTNERSHIPS

SERENARA does not buy endorsements. It builds genuine partnerships with creators whose audiences already feel the gap the platform was built to fill.

### The right people. Not the biggest ones.

Each partner was selected because their audience already experiences the emotional gap SERENARA addresses. Authentic alignment over follower count every time.



Dr Julie Smith  
@drjuliesmith · TikTok + IG

4.5M TIKTOK  
1.2M INSTAGRAM  
6.2%ENG. RATE

UK clinical psychologist. Bite-sized mental health education on TikTok. Author of Why Has Nobody Told Me This Before? Trusted by Gen Z for accessible, science-backed emotional tools.

The most credible mental health voice on UK TikTok. Her audience is SERENARA's audience, seeking direction, not diagnosis.



Tam Kaur  
@tam\_kaur · YouTube + TikTok

1M+ YOUTUBE  
450k TIKTOK  
5.8% ENG. RATE

UK-based. Manifestation, confidence, intentional living. Author of Buy Yourself the Damn Flowers. Resonates deeply with young women navigating life's uncertainty.

Her core message, choosing yourself, maps perfectly onto SERENARA's positioning. Her audience is already emotionally invested in self-discovery.



Issey Yoga  
@isseyyoga · TikTok + IG

85k TIKTOK  
42k INSTAGRAM  
7.4% ENG. RATE

UK-based yoga instructor. Blends dance background with Vinyasa and Yin yoga. Focuses on mindfulness, flexibility, and holistic wellness. Calming, accessible, visually beautiful content.

Highest engagement rate in the cohort. Her aesthetic world aligns precisely with SERENARA's visual language.

## PARTNERSHIP PHASES — YEAR 1

### MONTHS 1-2 · PRE-LAUNCH

Seeding  
Micro and selected mid-tier partners receive early platform access. No content yet, this phase is about genuine experience and relationship building. Waitlist teasers only.

### MONTH 3 · LAUNCH

Activation  
All partners publish within the same 72-hour launch window. Coordinated but not scripted. Each voice stays authentic. Mid-tier partners amplify the launch moment.

### MONTHS 4-12 · GROWTH

Sustained presence  
Ongoing content from micro-partners. Community events documented. New partners added as SERENARA expands into new cities.

## THE PARTNERSHIP BRIEF

The brief we send every partner.

Take the free assessment and receive your personal wellness pathway before creating any content

Share what the experience genuinely felt like, not what the platform does, but what it moved in you

No mandatory hashtags, no product mentions in the opening line, no discount codes

One piece of content minimum, format and platform at your discretion, consistent with your voice

Stories poll optional but encouraged, asking your audience what they are missing is the most powerful tool we have

#ad or #partner clearly disclosed, always, we never ask creators to hide a partnership

No content approval required, we trust the people we choose

## TARGET PUBLICATIONS

SHEER LUXE

UK's number one online lifestyle destination. 6M+ combined audience, 560k newsletter subscribers, 60% email open rate. LuxeGen — their dedicated Gen Z vertical — grew Instagram impressions by 728% in two years.

Pitch: "The UK wellness platform built from Gen Z research — and why your audience already feels the gap it fills."

i-D

Trusted voice in Gen Z culture, fashion and identity. Consistently covers the intersection of wellness, mental health, and youth culture from an editorial perspective.

Pitch: "The Gen Z wellness backlash, why the most anxious generation is logging off to feel better."

GLAMOUR

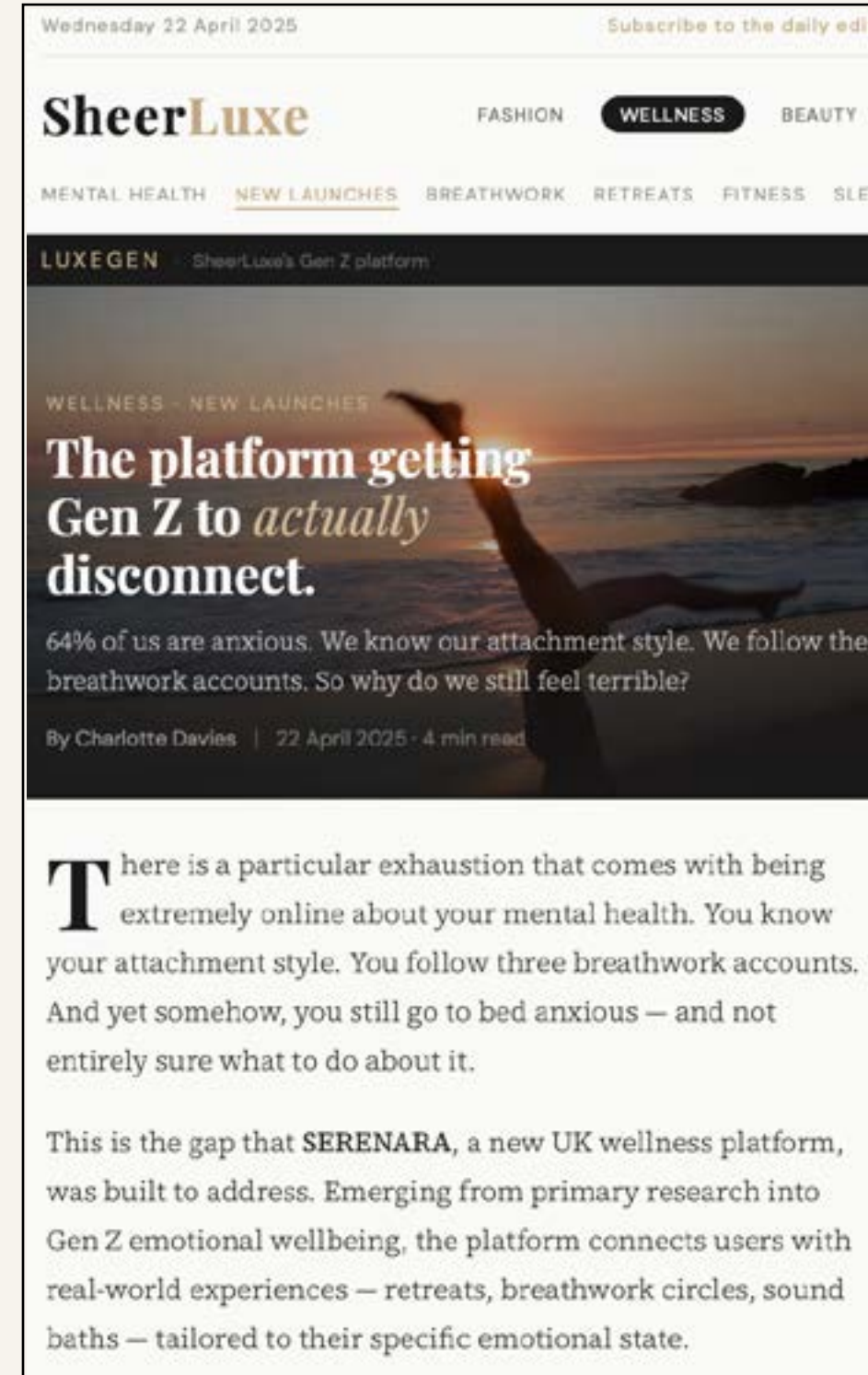
High-reach UK women's publication with significant Gen Z readership. Mental health and wellness verticals consistently among the most-read editorial sections.

Pitch: "We interviewed 19 Gen Z women about their anxiety, and what they actually need."

PSYCHOLOGIES

The UK's most credible wellbeing publication. Covers mental health, self-development and emotional intelligence. Ideal for the data-led SERENARA research story.

Pitch: "New research shows 64% of Gen Z experience chronic anxiety — this platform was built to close the gap."



Wednesday 22 April 2025 Subscribe to the daily edit

**SheerLuxe** FASHION WELLNESS BEAUTY

MENTAL HEALTH NEW LAUNCHES BREATHWORK RETREATS FITNESS SLEEP

LUXE GEN SheerLuxe's Gen Z platform

WELLNESS - NEW LAUNCHES

### The platform getting Gen Z to *actually* disconnect.

64% of us are anxious. We know our attachment style. We follow the breathwork accounts. So why do we still feel terrible?

By Charlotte Davies | 22 April 2025 · 4 min read

**T**here is a particular exhaustion that comes with being extremely online about your mental health. You know your attachment style. You follow three breathwork accounts. And yet somehow, you still go to bed anxious — and not entirely sure what to do about it.

This is the gap that **SERENARA**, a new UK wellness platform, was built to address. Emerging from primary research into Gen Z emotional wellbeing, the platform connects users with real-world experiences — retreats, breathwork circles, sound baths — tailored to their specific emotional state.

*"Not astrology. Not therapy. Something meaningfully in between."*

It starts with a free five-minute assessment. Not a quiz about your personality type — a check-in about what you are currently missing. The result: a curated wellness pathway matched to you, right now.



*The assessment takes five minutes. The pathway lasts as long as you need it to. Photography: SERENARA.*

For those wanting to go deeper, two paid assessments explore emotional root patterns and full-spectrum wellbeing — each delivering a personalised roadmap rather than a generic result. The community layer — WhatsApp groups, in-person events, real meetups — is where SERENARA quietly becomes something rarer: a platform that builds actual human connection.

TRY SERENARA FREE

*"Find what you're missing. The assessment takes five minutes."*

TAKE THE FREE ASSESSMENT →

WELLNESS GEN Z MENTAL HEALTH LAUNCHES RETREATS

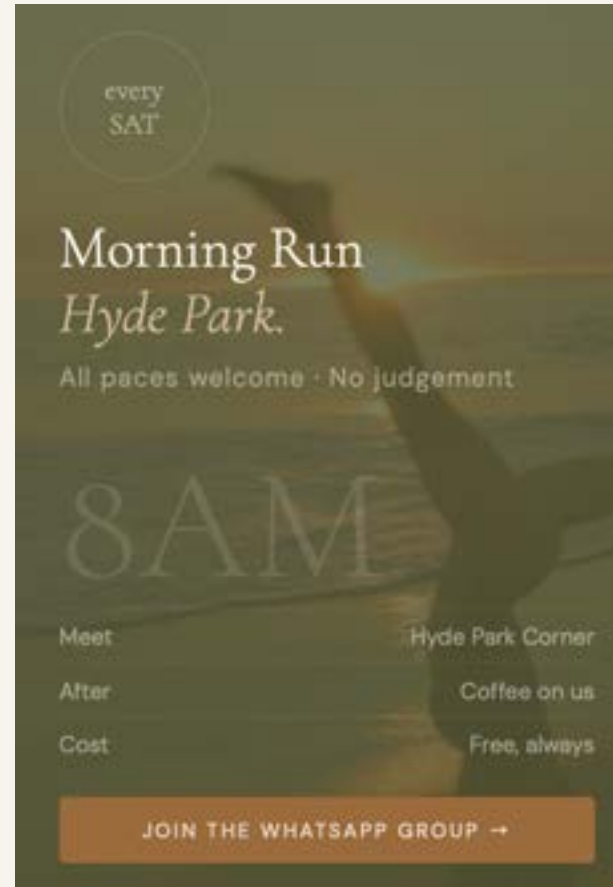
## EVENTS & COLLABORATIONS



The Disconnection Evening is SERENARA's signature launch event, an intimate 90-minute experience for 30–40 guests who surrender their phones at the door and move through breathwork, sound healing, and guided journaling. No speeches. No branding. Just the experience itself. It ends with the SERENARA free assessment, so every guest leaves with a personalised wellness pathway.

COMMUNITY · FREE · FIRST EVENT

1 April  
Shoreditch · London · Online



Every Saturday at 8am, SERENARA meets at Hyde Park Corner for a group run through the park, followed by coffee. All paces welcome. No pressure, no performance. Just movement, fresh air, and the kind of easy conversation that happens when people are side by side rather than face to face. The Morning Run is free, always. It is SERENARA's most consistent weekly community touchpoint, and consistently the event where new members first feel they belong.

COMMUNITY · FREE

Weekly gatherings  
Hyde Park



An open-air rooftop space in Shoreditch, the venue for The Disconnection Evening and SERENARA's quarterly signature events. Panoramic views, natural light, and a silence that feels earned. The kind of space that makes people put their phones away without being asked. Private hire, max 40 guests, fully facilitated by the SERENARA team.



A two-day coastal retreat in Cornwall, sea swims, breathwork at dawn, and evening circles around a fire. SERENARA's most immersive offering. Curated with partner retreat centres and capped at 16 guests. For those ready to go further than a single evening can take them.



Once a month, on or around the full moon, SERENARA gathers a small group for an evening of journaling, intention-setting, and community ritual. Held at Shoreditch Arts Club with an online option. Part ceremony, part conversation, always grounding.

Every SERENARA venue is chosen for the same reason every experience is chosen, because the space itself creates the conditions for something real to happen. We do not use conference rooms. We do not host in hotel lobbies. We find places that feel alive.



A three-hour facilitated journaling workshop at Frame London's studio space in Shoreditch. Exploring emotional patterns, identity and intention-setting through structured writing. Intimate, quiet, and surprisingly transformative. Held quarterly. Max 12 guests.

## FIRSTS POP-UPS

The concept.  
Come as you are.

A walk-in wellness space open to anyone. Visitors take the free SERENARA assessment on arrival and drop into breathwork, sound bath, or journaling sessions. No booking. No experience required.

Free walk-in assessment station, pathway in 5 minutes  
Morning breathwork · 8AM · Free drop-in · 30 max  
Afternoon sound bath · 2PM · 20 max · ticketed  
Evening journaling circle · 6PM · Free, facilitated  
Papier x SERENARA journal, gifted to first 50 visitors daily



LOCATION	DURATION	ENTRY	CAPACITY
Shoreditch E1	3 days	Free	100/day

### Activation timeline

**2 WEEKS BEFORE**  
Teaser  
Influencers post cryptic countdown. Location revealed 48hrs before opening.

**DAY 1 · FRIDAY**  
Press evening  
Media and influencer preview. Eden Harvey leads the opening breathwork session live.

**DAY 2 · SATURDAY**  
Community day  
Open to the public. Erin Monaghan and Alise Murray attend, fashion audience meets SERENARA.

**DAY 3 · SUNDAY**  
Slow Sunday  
Sound bath and journaling workshop. Issey Yoga leads the morning flow. Community brunch to close.



LOCATION	DURATION	FORMAT	ENTRY
Ibiza Town	5 days	Beach + venue	Book ticket

### Activation timeline

**1 WEEK BEFORE**  
Teaser  
All partners post "going somewhere" content. Ibiza hinted, not confirmed. Anticipation builds.

**DAYS 1-2**  
Arrival  
First sunrise session on the beach documented. Assessment space opens. Edith introduces SERENARA to her travel audience.

**DAY 3 · FULL MOON**  
Peak moment  
Full moon ceremony at sunset. Tam Kaur leads the manifestation ritual. Most content created.

**DAYS 4-5**  
Close  
Final breathwork and sound bath. Partners post reflections. SERENARA link in all bios.

The concept.  
The other Ibiza.

Ibiza in July is full of people who came to escape. SERENARA meets them there not competing with the clubs, but offering the thing the clubs cannot: genuine stillness. Five days of sunrise breathwork on the beach, evening sound baths under the stars, and a pop-up assessment space open daily.

Sunrise breathwork on the beach · 7AM · Free · 30 max  
Assessment pop-up · 10AM-6PM · Beachfront location  
Sunset sound bath · 8PM · Ticketed · 40 guests · €25  
Full moon ceremony · Night 3 · Facilitated · 60 guests  
Content house all partners stay together for 5 days

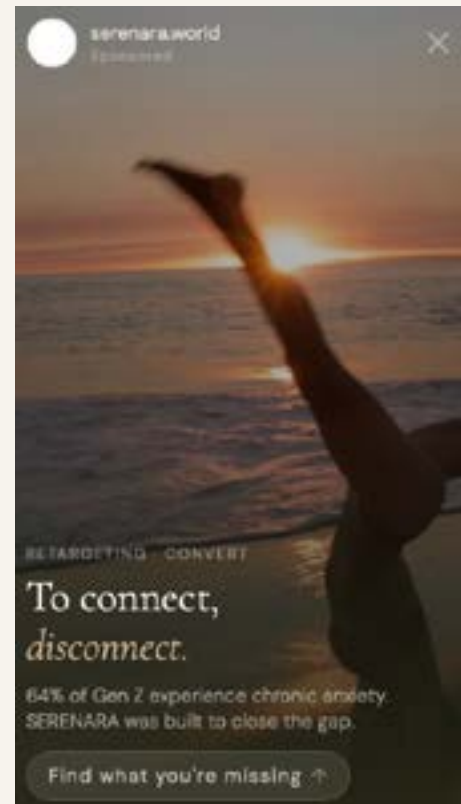
# DIGITAL ADVERTISING

SERENARA's paid digital strategy is deliberately restrained, fewer ads, higher quality. Every asset is built around one emotional truth rather than a product feature. The objective is always the same: get the right person to take the free assessment.

PRIMARY PLATFORMS	PRIMARY CTA	BUDGET SPLIT	MONTHLY BUDGET
TikTok · Instagram Where the target audience already is	Free assessment All ads drive to serenarawellness.com	60 / 40 TikTok 60% · Instagram 40%	£2,000 Launch phase · Months 1-6



STORY · 9:16  
Instagram · TikTok



STORY · 9:16  
TikTok In-Feed

## FUNNEL STRATEGY

Every paid ad sits within a three-phase funnel, awareness, consideration, conversion. The creative, platform, and targeting changes with each phase.



### PHASE 1 · MONTHS 1-2

**Awareness**  
Reach new audiences who have never heard of SERENARA. Lead with emotion and recognition, not the product. The goal is scroll-stopping resonance, not conversion.



### Consideration

Target warm audiences, people who have engaged with SERENARA content or the influencer cohort. Introduce the platform, the assessment, the pathway. Build intent before the ask.



### Conversion

Retarget people who visited the site or watched 75%+ of a video.  
  
Direct CTA to the free assessment. Test testimonial-led creative and assessment result previews.

## AUDIENCE TARGETING

### TIKTOK ADS

Interest targeting  
Mental health · Wellness · Meditation · Breathwork  
Age 18-26 · UK · Female skew (70/30)  
Lookalike audience from Dr Julie Smith + Eden Harvey followers  
Engaged with wellness hashtags in past 30 days

### INSTAGRAM ADS

Behavioural targeting  
Interests: yoga, retreats, self-help, anxiety, journaling  
Age 18-26 · UK · London · Manchester · Bristol priority  
Custom audience website visitors + assessment starters  
Retarget video viewers (75%+ watch time)  
Lookalike from email subscriber list



## A platform built from research. Not from trends.

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SERENARA exists because the research demanded it. 64% of Gen Z experience chronic anxiety. They consume more wellness content than any generation before them, and report feeling no better for it. The gap is not awareness. It is direction. SERENARA closes that gap with real-world experiences, personalised pathways, and genuine community.

### CREATIVE REALISATION

Real people.  
Real change.

SERENARA was built from nineteen conversations with real Gen Z women. What they told us became the brand. What the brand became is what you hold in your hands.

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A person wearing a white, long-sleeved shirt is shown from the chest down, with their hands held out over a body of water. The background is a clear blue sky. The person's hands are positioned as if they are about to drop something or are holding something very gently. The lighting is warm, suggesting a sunset or sunrise.

FIND WHAT  
YOU'RE MISSING.

To connect, disconnect.



SERENARA