

MΛDE / MΛN

Brand Strategy



Brand Strategy

Positioning Statement

MadeMan is the simplified solution for the man who seeks to take control of his life and his looks. It is the foundation for good habits, discipline, and self-confidence.

MADEMAN

For internal use only*



Brand Strategy

Mission Statement

Simplifying self-care for men who have arrived and
for those who are on their way.

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Brand Strategy

Vision Statement

MadeMan provides men with the tools they need for self-care and, more broadly, a fulfilled life, enabling them to realize their full potential.

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Brand Strategy

Brand Tenets

MADEMAN

We promote positive masculinity

We are simple, yet sophisticated

Our messaging and narrative have strong aspirational qualities

We draw inspiration from collected, confident, successful characters

Our brand and products are presented as high-end yet attainable

We highlight how MadeMan is different from competition
(Simple, Easy, Affordable)

We actively work to de-stigmatize male self-care and emphasize
positive masculinity

MadeMan represents discipline, good habits, and self-improvement

Brand Strategy

Tone of Voice

MADEMAN

MadeMan is the voice of positive and healthy masculinity. These terms both belong to MadeMan and are defined by MadeMan. Healthy masculinity is masculinity understood through the lens of self-care, ie. If you take care of yourself, you're able to take care of others. Positive masculinity is the belief that there are redeeming qualities that men have **as** men, and we should focus on promoting those instead of just telling men what they should NOT do or be.

In all ways, MadeMan encourages men of any age to take control of their lives and to aspire to be the best version of themselves through a simple habit that builds discipline. MadeMan is a role model and guide for all men to discover, through proper skincare, their own sex-appeal, self-confidence, and masculinity. MadeMan is a company that looks to the future—what can the customer start doing today that will make their life better going forward? MadeMan questions the status-quo because that is what brave men do.

MadeMan makes CEOs with a sense of humor, ex. Richard Branson. MadeMan can be cheeky, but in a predominantly flirty or sex-focused way, think James Bond or Hugh Hefner. MadeMan encourages men to question the status quo. By asking questions phrased in ways that suggest the answer, MadeMan encourages men to examine themselves and gives them the tools and confidence to reject views that are holding them back from a positive, successful mindset.

Associations:

Aspiration, simplicity, self-discipline, ambition, cleanliness, protection, confidence, freshness, luxury, utility, attainability, accessibility, good habits, mentorship, CEO, superiority, sex, success, self-reliance, magnanimity, refined, cycle-stopper, role model, reinvention, challenging toxic masculinity, tongue-in-cheek, self-improvement, impatience with the status-quo, healthy masculinity.

Copy Guidelines

Overall tone should be aspirational and encourage self-respect.

MadeMan as a company presents a space for men to find guidance and mentorship. Our posts should generally have a purpose, even the memes (this is most relevant on Instagram).

MadeMan has confidence in its products. This means we do not directly reference other companies, we do not want to dilute our brand by bringing up comparisons to others. However, nonspecific comparisons are allowed and encouraged.

MadeMan shows men a space of greatness (Tony Hawk, etc.) and extends an invitation to join that space. Be welcoming, encouraging, but remember that not every man can be a MadeMan, only those who are willing to take the opportunity we offer them.

Promote and uplift all positive aspects of masculinity. We provide an aspirational and educational space but we are not here to tell men what they are doing wrong. MadeMan helps men to be better by showing them what it is to be a great man, not by scolding them for being bad.

Discipline and self-respect are core tenets of positive masculinity and the MadeMan brand. Both are presented in simple ways, consequently it's important not to complicate the language we use. Focus on short, impactful sentences, things that sound like advice. People respond well to confident simplicity.

Focus on phrases like 'self-care', 'protection', 'enhancement', 'good habits', etc. Do not use words or phrases like 'healing', 'holistic', 'gentle', 'beauty', etc.

Sex and sex appeal are an important part of being a man, but we don't want to go in an 'Axe' direction. References to sex should be flirty, oblique, and most importantly, not adolescent. MadeMan assumes sex as a natural reward of being a great man, of becoming confident. You don't become a MadeMan just to have more sex. More sex appeal is a result of becoming a confident, disciplined, self-possessed MadeMan.

While the process of using MadeMan and the hero's journey aren't identical, it can be useful to think in those terms when thinking of your audience. Everyone wants to see themselves as the main character in a narrative, so where in that narrative are you meeting them? Where in that narrative can you take them to? If everyone wants to be the next Elon Musk or Richard Branson, how can MadeMan give them the confidence to believe that they're working toward that kind of greatness, no matter what age they are?

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Taglines

MADEMAN

Made for Man(kind)

Unf*ck Your Face

Phone, wallet, keys, MadeMan.

Like a three-piece suit for your face.

The most expensive accessories won't compensate for an unkept face.

Will History Reflect Kindly on Your Skin?

The Apple of Skincare— high-quality, simple, and sleek.

You may have cars, clothes, and jewelry, but your face is the majority of a first impression— invest in it.

Two steps, two minutes, too easy.

It starts with your skin.

Messaging Territories

Brand

Aspirational

MadeMan as a brand appears in the hands of great men who are at the top of their field. MadeMan is a hand held out to every man who wants what those great men have. A hand that can pull them up to greatness, but, they have to do some of the work, take care of themselves, and take care of those around them.

Product

Simple / Informational

Product is very straightforward. Minimalistic style with one small tagline. The product appearance and branding speak for themselves. Paired with some educational content when applicable. Ie: Ingredients, Science-backed facts, etc.

Social

Tongue-in-cheek

Social is where more of the tongue-in-cheek humor and some of the flirty, cheeky one-liners come out. Memes that question the status-quo in a leading way, redefining tradition are welcome here. All other brand territories will apply to territory-specific content.

Community

Mentor/Guide

MadeMan is focused on community improvement and outreach. There is a paternal/mentor/guide energy that MadeMan puts out. Whether it's stock tips, DIY advice, styling advice, etc. MadeMan functions as a useful resource for modern men beyond the skincare product. Men join the MadeMan community because they want to know what to do, now that they have good habit skills. How do they take those skills to the next level and start building out the habits for a great life?

Persona 1

Developing Man



Mitch

Demographic 16-24

Personal Background

- 21 years old
- Single / Dating
- Major City, Midtown

Business Background

- University student in business administration
- Co-op position at an HR company
- \$30K annual salary (part time)
- Commutes to work

Lifestyle

- Lives at his parents' house, works out at the gym between school and co-op
- Is looking to build habits for success as he transitions into his working life
- Casual drinker
- Attends some social events
- Heavy user of internet
- TikTok, Instagram, Facebook

Challenges/Pain Points

- Never invested in a full skincare routine
- Has oily skin, no major acne issues
- Actively looking into skincare but has issues committing to a long skincare regimen

Buying Habits

- A large % of his income is disposable income
- Has subscriptions to many services including streaming, music, and audiobook
- Prefers fast and simple products > complex
- Buys most products online via socials

Persona 2

Aspiring Man



Michael

Demographic 24-30

Personal Background

- 25 years old
- Single / Dating
- Major City, Downtown

Business Background

- Office job in finance
- \$40K-100K annual salary
- Commutes to the office

Lifestyle

- Rents apartment with roommate
- Works out at the gym regularly
- Struggles with confidence
- Casual drinker
- Attends events and parties often
- Heavy user of internet
- Instagram/Facebook/Tiktok

Challenges/Pain Points

- Actively looking for a skincare solution
- Has oily skin, no major acne issues
- Never invested in a full skincare routine because there are too many brands, too many products, and too many steps

Buying Habits

- Buys mid-range and high-end products
- Looks for value > prestige
- Prefers simple products > complex
- Does research before buying
- Sticks to his routines / regimens

Persona 3

Established Man



Matthew

Demographic 30-40

Personal Background

- 35 years old
- Engaged to Fiancé
- Major City, Midtown
- Owns sports car + luxury SUV

Business Background

- Founder of a medium sized successful business
- 100K – 250K annual salary
- 250K savings + 1.5M assets

Lifestyle

- Goes on 1 – 2 trips per year
- Owns condo in midtown
- Takes his appearance seriously
- Is confident and understands importance of first impressions
- Is in good physical shape
- Dines at nice restaurants often

Lifestyle Cont.

- Drinks wines/whiskys/cocktails
- Attends events often
- Heavy user of internet
- Moderate user of social media

Challenges/ Pain Points

- Extremely busy, always on the go
- Current skincare routine is pretty complex, often gets missed

Buying Habits

- Buys high quality products
- Appreciates simplicity but values complex design / fabrication
- Enjoys subscription based products
- Does research before buying
- Sticks to his brands for the long-term

Persona 4

Refined Man



Mark

Demographic 40+

Personal Background

- 46 years old
- Married with kids
- Major City, Suburbs

Business Background

- Corporate Executive
- \$300k+ annual salary
- \$1M+ savings, \$4M+ assets

Lifestyle

- Splits time between home/cottage
- Runs, Bikes, Tennis, Golfs
- Very confident
- Doesn't drink
- Attends events occasionally
- Moderate user of internet
- Minimal user of social media

Challenges/Pain Points

- Worries about aging skin
- Looking for something to keep skin fresh
- Has a hard time building this routine
- Doesn't like to do research / shop

Buying Habits

- Buys high quality products
- Appreciates simplicity but values complex design / fabrication
- Enjoys subscription based products
- Does research before buying
- Sticks to his brands for the long-term

Persona 5

Woman / Partner



Melissa

Demographic 30-50

Personal Background

- 35 years old
- Married, no children
- Major City, Midtown

Business Background

- Works from home as a creative freelancer
- \$50K-100K annual salary
- \$300K+ Household income

Lifestyle

- Owns condo in midtown
- Works out at the gym regularly
- Attends events and parties often
- Does most of the planning
- Heavy users of internet
- Heavy users of social media

Challenges/Pain Points

- Husband struggles with confidence
- Actively looking for a skincare solution
- Wants husband to invest in self-care
- Husband struggles forming habits with complex routines
- Too many product choices to find a good solution

Buying Habits

- Buys mid-range and high-end products
- Looks for simplicity & ease of use
- Does research online before buying
- Is a major decision maker in what products husband uses

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