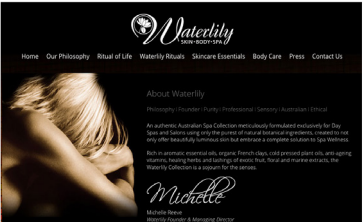
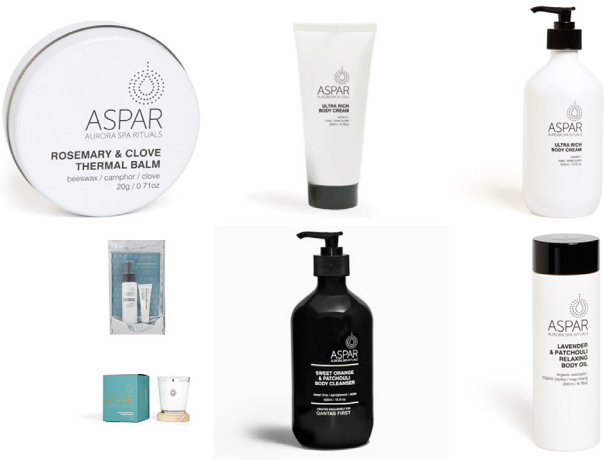


AKORAH RE-BRAND AND PACKAGING DESIGN

COMPETITIVE ANALYSIS



CHARACTERISTICS

Human Attitude

I work hard so I deserve it

I love life's little luxuries

I treat myself

I am self aware

It suits my lifestyle

Part of my everyday

Brand Purpose & Values

A state of wellbeing

Self care

Pampering

Preventative

Restorative

Experiential

Me time

Everyday beauty

Relaxation





MY BODY IS THE HOME OF MY SPIRIT

AKORAH

A DERIVATIVE FROM THE ABORIGINAL WORD FOR HOME, DWELLING OR CAMPSITE - Akora



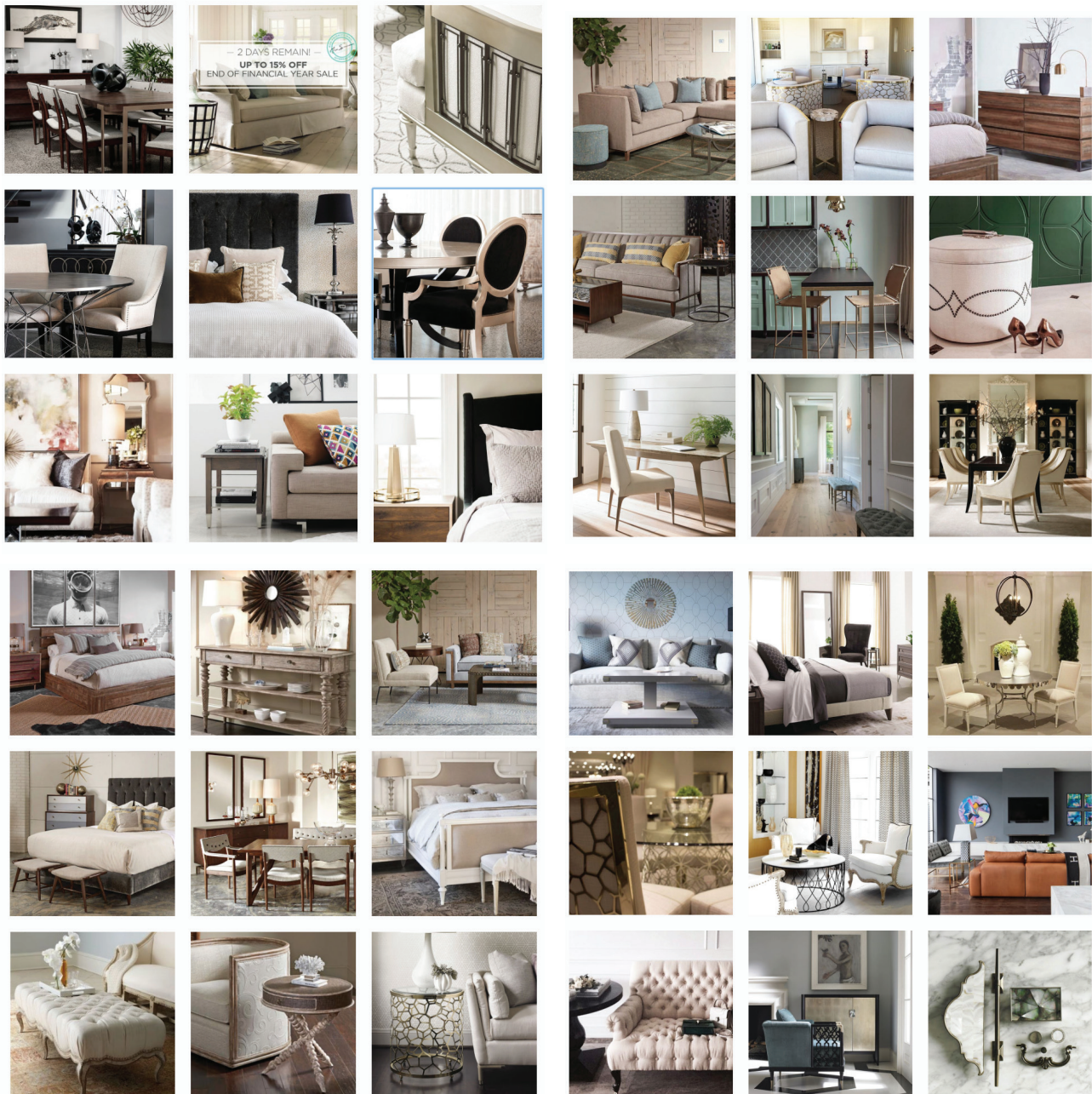
CAMPSITE

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HOME

Brand Associations

It feels like home
From the spa to your home
Luxury home
Spa experience of
Understated sophistication
Healing and comforting
Simplicity
Calming and restorative



EXPERIENCING THE AKORAH PRODUCTS

“MY BODY IS THE HOME OF MY SPIRIT”

3 repacked products to combine an experience,
where lifestyle meets day spa at home, everyday.



Spirit

To enliven the spirit that
craves cleansing and detoxifying.



Thrive

To nurture the mind body and spirit for
reawakening possibilities.



Dream

To relax, unwind and soothe from the
hectic demands of modern lifestyle.

4th PRODUCT

One signature product that represents
the essence of home, comfort and care.
My body is the home of my spirit.

OR

Mens range with the Autumn blend

VISUAL IDENTITY

The circle symbolises home, reinforcing the inspiration of place in aboriginal culture and the Akorah name and captures the body as home to the spirit.

