**Bubblemania**

**a) The Industry:**

Bublemania Limited was founded in May 2017 to address a unique business opportunity within the soap, bath and shower products industry in the United Kingdom.

Despite the growth of locally renowned lifestyle giants such as “Lush Ltd” or “The Body Shop International”, the soap, bath and shower market “continues to be hindered by decreasing product usage, with competitive pricing strategies having a greater influence than new product innovations” (Mintel, 2017). Just to give you a sense, there are 116 soapmakers in the United Kingdom alone (European Directory of Soap and Cosmetic Makers, 2017) fighting for a share of this already saturated market.

It is fair to say that few can enjoy the benefits of manufacturing these innovative products and at the same time invest significant sums in costly marketing activity. As a result, these costs are often passed to the end-customer in the form of higher prices that ultimately support (or try to support) a high rotation of seasonal products with narrow margins.

From the customer point of view, this often leads to higher levels of stress and complexity in the decision making process, not to mention the higher prices and the embarrassment of having to go through loud and sometimes noisy (even ridiculous) marketing campaigns for something that should be (in essence), a very simple, convenient, intimate and pleasant experience.

**b) Who we are/want to be in the future:**

We are a novo lifestyle brand that aims to simplify and enhance the every-day life of the younger adult workforce (particularly millennials) located in key major cities across the country by providing moments of sweet safe-heaven in preparation for the average 9-to-5 (…or 24/7…) high frequency routine through the formation, creation and delivery of memorable experiences that enable the transportation of the mind in favour of weekend city-escapes and well-earned relaxation.

**c) Our Main Product/Service:**

Our Product: We are fundamentally a subscription box business model that sells high quality UK artisan soap, bath and shower products on a recurring 3, 6 and 12 month membership basis. We have two flagship subscription boxes (one for males and one for females) available on a small (3 products) and large (5 products) format.

Our Service: We take out the complexity and awkwardness of having to go into a lifestyle retail store in order to buy bath related products. Instead, we find the amazing/innovative bath products at the lowest possible price and deliver them directly to your door. In two words: surprising and convenient.

**d) Our Unique Selling Points:**

* We are cheaper than our lifestyle competitors
* We are convenient (no hustle while shopping, delivered directly to your door)
* We are discrete and personal, focusing on what really matters (providing the best bubble bath experience)
* We are always surprising/delighting our customers
* We are the first company selling male-orientated bath products

**e) Important brand values and stories to our brand:**

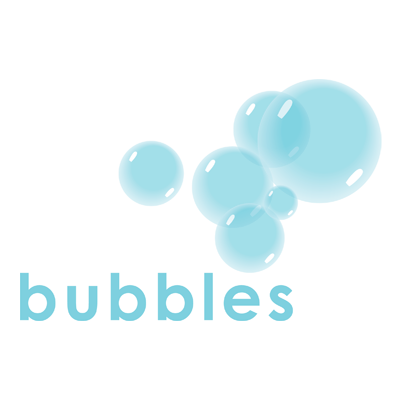
I’ve heard from some of my female friends that their boyfriends/husbands like to take baths and in the process use their bath bombs and bath soaps. I was curious about this and decided to do some research. I used google trends for this task. After inputting “bubble bath”, “Lush”, “The Body Shop” and “bath” as key words, I noticed that the 4th most uprising query (up +130%) was “mens bubble bath”. We don’t talk about it, but we would certainly use it if this was available and easily accessible.

Brand Values: Closeness, Curiosity, Adventure, Excitement, Courage, Energizing.

1. **Three logos that we really really like:**



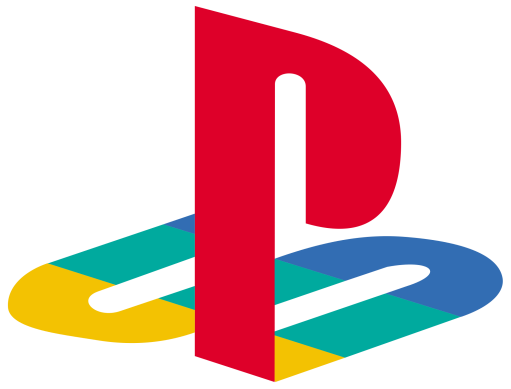


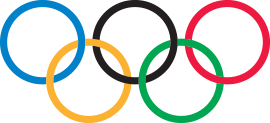


1. **logos that we really don’t like:**





**4) Our own ideas & Inspirations:**

**Our Logo:** We believe our logo should be written in bubbles and that it should be well rounded and somewhat glossy. The logo should not have any hard edges or strong borders, let alone be in italics. It should not be tilted in any way, shape or form. There should be no reference to scientific elements or un-completed figures. It should not be wavy or prolonged and it should not have any hard strokes.

**Our Icon:** If possible, we would like our icon to include a bubble bath bomb that is made out of bubbles. This should be in the centre back or in the top right corner. For inspiration, please have a look at the second logo we attached in page 3. The focus should be on the experience. Please note that the bubbles and elements within the logo and icon should not stick together and that they should not be annexed to each other. Please avoid using flat vertical structures and human-like structures.

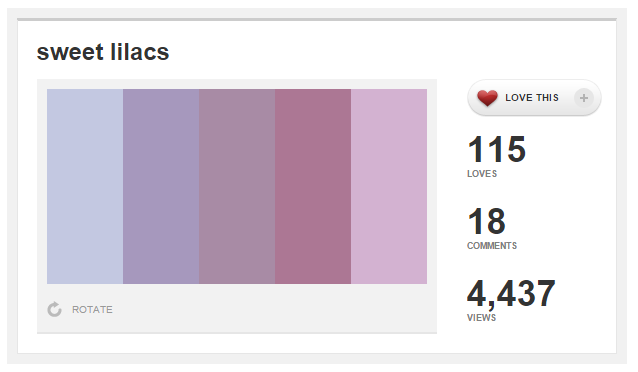
*We don’t mind the idea of having a custom illustration. If this is pursued, however, please ensure that it is complemented with a nice modern text from* [*https://www.fontsquirrel.com/*](https://www.fontsquirrel.com/)

**5) The brand/logo should convey the following feelings:**

Closeness (preferred), curiosity (preferred), adventure, calmness, excitement (preferred), courage and energizing.

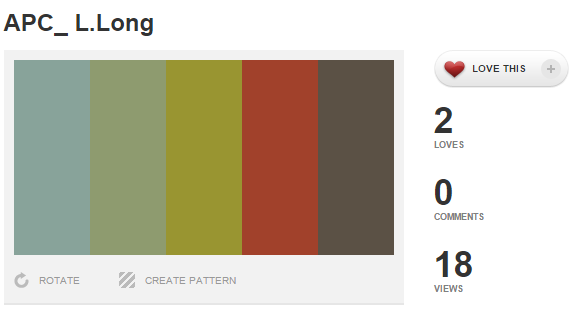
When opening one of our subscription boxes, customers should feel like they want to have a bath, like they want to relax (or at least keen/surprised to go through an immersive experience). Best summed: a small piece of heavenly sin!!??

**6) Colours and Fonts we would like to use:**



Colour Palette: <http://www.colourlovers.com/palette/362517/sweet_lilacs>

We prefer the use of lilacs and light pastel blueish colours. Please avoid using earthly browns, bright red or bright yellow. Hard colours should be avoided. The following palette should provide an indication of what we do not want.



**7) Our brand/logo will be used in the following assets:**

* 1. Website
  2. Packaging Boxes (Top)
  3. Labels/Individual Wrappings
  4. High Quality Videos

1. **Our intended target market:**

Although previously mentioned, it is worth clarifying that our core target market is both men and women (possibly couples), who are young adults (millennials) in the active workforce. They live in the city and/or are every-day commuters who are constantly seeking for weekend adventures to escape their tight schedules. Although they like high luxury commercial brands such as “Boss”, “Armani”, “Victoria Secret” and “Yves Saint Laurent”, they have an inner desire to re-connect with themselves at the start/end of the day and especially during the weekends.