**Three Sisters Beauty Co.**

**Segmentation Analysis**

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| **Segment** | **Socially Conscious Shoppers** |
| **Hero Statement** | **I am a professional working woman, wife and mother. I use products that are work for me and contain pure ingredients. I try to live a healthy lifestyle and I like products that support this.** |
| **My Profile** | **Financially secure women. Professionals. Might have own business. Majority are full time workers. $80k plus. Urban dwellers. Clean living supporters. Use organics. Have healthy diets. Mothers whose children are 10 years +.** |
| **My Technology** | **I have an iPhone and I use an apple iPad.** |
| **My Media** | **I learn about the world through podcasts and social media. I watch ABC and SBS from time to time.** |
| **My Influences** | **I am influenced by what I read on the internet, what I see on social media and through my own education. I also learn through my discussions with my peer groups.** |
| **My Key Shopping Times** | **I shop online at night time once the kids are in bed and I can relax. This is normally post 8pm. I also shop occasionally on the weekends.** |
| **Competitors for My Disposable Dollar** | **Online clothes shops, entertainment, activities for the kids, eating out.** |
| **Conversations to engage with me** | **Ethically sourced products, redefining beauty, self love, understanding the passages of life for women, lessons about looking after myself, positive commentary on what is happening in our society.** |
| **What will stop me from using this company?** | **Competitors, the brand message not resonating with me, the products not giving my skin what it needs, accessibility.** |
| **Other good things to know about me** | **Don’t patronise me. I’m a savvy shopper and might be likely to try other brands that resonate with me (I could be fickle). Based on this, brand loyalty is harder to build.** |
| **How much am I worth as a customer** | **We determine this to be 60-70% of sales until further data is available.** |

**Three Sisters Beauty Co. Value Proposition**

**Three Sisters is a small batch, locally made, hand crafted beauty company which makes natural, ethically sourced beauty products for socially conscious consumers.**

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| **element** | **definition** |
| **target / segmentation** | **Individuals who are socially conscious about the products they use.** |
| **core needs** | **- To find products that work that are ethically made** |
| **offering name** | **Three Sisters Beauty Co.** |
| **frame of reference** | **Small batch, hand crafted, ethically sourced beauty company** |
| **benefits** | **- Good for you and for the environment** |
| **point of difference** | **Hand crafted by the company. We will never outsource.** |
| **support** | **- All ingredients are natural and paraben free, including the use of natural preservatives - X% of profits are donated to a range of charities, who support women - Products are made hand crafted and made locally in Melbourne, Australia in small batches from ethically sourced materials.** |

**Three Sisters Beauty Co.**

**Brand Identity**

**Tagline**

**“**nurturing kind hearts, fierce minds, & brave spirits**”**

**Logo**



**Everyday Font- typo**

**Colour Pallette-**

**Pantone 8043 c metallic Pantone 274c**

 

Pantone 689-c
rgb(137,59,103)
hsl(326,40%,38%)
#893b67 https://t.co/rsImRjodK7

**Pantone 689 Pantone 698**

Logo/ Labelling and packaging