

GENERAL INFORMATION

1. What is/are the proposed names for your business/ project and your current (or intended) web address? Or, are we creating a name?

Mariment

2. What is the main product or service offered by your business/ project?

The product line is focused on men's grooming products (deodorant, bar soap, moisturiser). The first two products are: roll-on deodorant, followed by body bar scrubbing soap.

3. Who is the main contact person for this project, and who will be responsible for final project approval? Please include contact details including email and phone number.

Anthony Marion

anthonymarion@gmail.com

4. What is the planned launch date of your project? Is this date tied to a specific event such as a product launch?

16 March 2018

OBJECTIVES

1. What are your reasons for seeking naming/ branding/ website?

Packaging/branding: Point of differentiation and market positioning

2. What do you aim to achieve with your business/ project?

To launch an end-to-end men's grooming supply, made in Australia, 100% natural, and works as promised.

AUDIENCE

1. What demographic are your target audience?

Men, working professionals, 24-35, \$70K, disposable income.

2. What is your audiences relationship to your business/ product?

Men are selective about their grooming products, and likely won't rave about it like women do/would with cosmetic items. Yet, when they find something that works, plus, is a seamless customer experience, they'll stick to it long-term.

3. How will your audiences interact with your business/ product?

Through social media, space ads (print), competitions (see Gleam.io) and distinctive packaging.

4. What differentiates you from your competitors?

Going down the natural product path. Free from synthetics and harsh chemical agents.

5. List businesses/ projects that you like or dislike, and what you like/ dislike about them.

CURRENT NAME/ BRANDING/ WEBSITE (IF APPLICABLE)

1. What are your main reasons for redesigning your current branding/ website?

Point of differentiation, and to step away from 'clinical' style packaging and branding.
e.g. Aesop

2. What aspects of your current branding/ website do you think are successful?

N/A

3. What are the shortcomings of your current branding/ website?

N/A - depends on platform used for website.

4. How important is it to retain the design, identity, or style of your current branding/ website?

Social media and space ads will depend on the identity.

Direct response magazine ads will rely on the brand positioning and copy.

REFERENCES

Please provide 6-8 visual references that you feel are inline with what you would like to achieve.

Ursa Major: <https://www.ursamajorvt.com>

unBarred: <http://www.unbarredbrewery.com/our-beers/>

