**Remedy Shots.**

Brand Identity Design Brief

**1) About Remedy Shots**

**One liner:**

Remedy Shots are ready to drink shots based on apple cider vinegar giving the consumer a variety of health benefits in a tasty 60ml shot.

**Brand positioning statement:**

For those looking to use apple cider vinegar for its various health benefits in a convenient ready to drink shot.

**Our mission statement…**

Our mission is to help our customers improve their health by providing a high quality drink that can help general and specific health issues.

**…and reason for being**

Consumers currently purchase apple cider vinegar and mix it with water at home. Our products make that process obsolete, and we add functional ingredients that will improve the benefits of apple cider vinegar. Our drinks are ready to drink and make it more convenient for the busy health conscious consumer, that doesn’t have the time to make up the drink. Each shot has therapeutic dosages of ACV and herbs/spices.

**2) Brand Vision**

**Our brand vision and tone of voice**

Honest

We want to be a brand with ethics, supporting the community. Sourcing good fair trade ingredients and donating to good causes.

Functional

We believe in our products and we want them to work and help people.

Positive

Aspirational and empowering; friendly and light-hearted.

Other

Healthy, eco-friendly, ethical

**3) Customers**

**Target audience**

The brand must have universal appeal. Easy going – natural – sophistication.

Our initial focus will be on health aware women in the UK aged between 25 – 40yr.

OUR USP IS THAT WE ARE A **READY TO DRINK** – APPLE CIDER VINEGAR SHOTS + ADDED BOTANICALS.