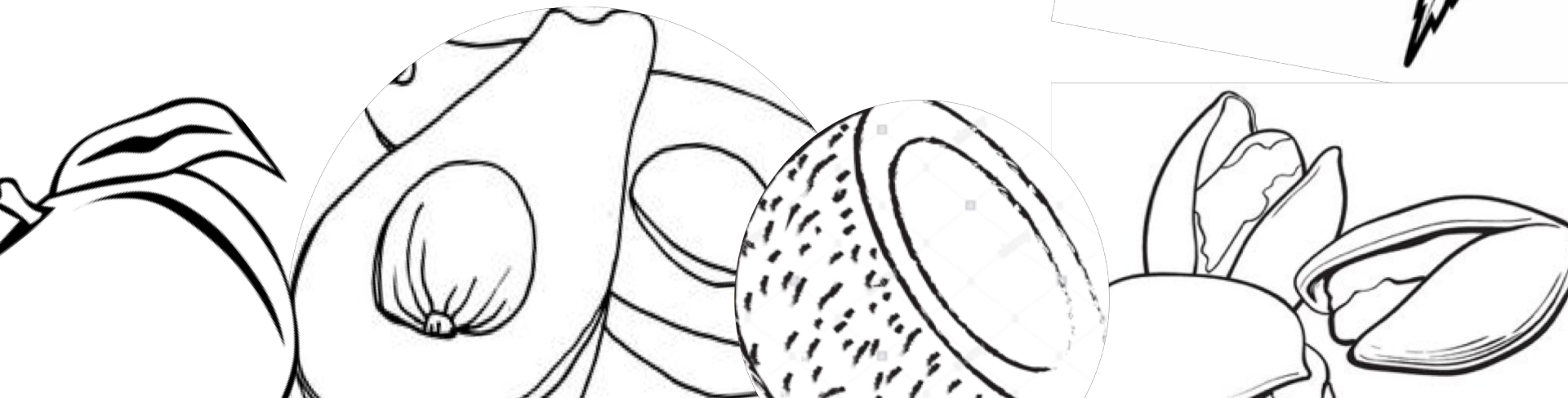




RAW

EDGE



RAW EDGE CONCEPT

HIGH PERFORMANCE

Skin care powered by plants that pack a punch! Our no BS formulas kick straight to the science of nature and unleash its healing synergy with your skin.

NATURALLY POWERFUL

Our plant based formulas kindly kick ass! Not harsh, just effective!

DISRUPTIVE

We say F-you by creating affordable, sustainable, ethically produced, formulas. Health is wealth but not only for the wealthy!

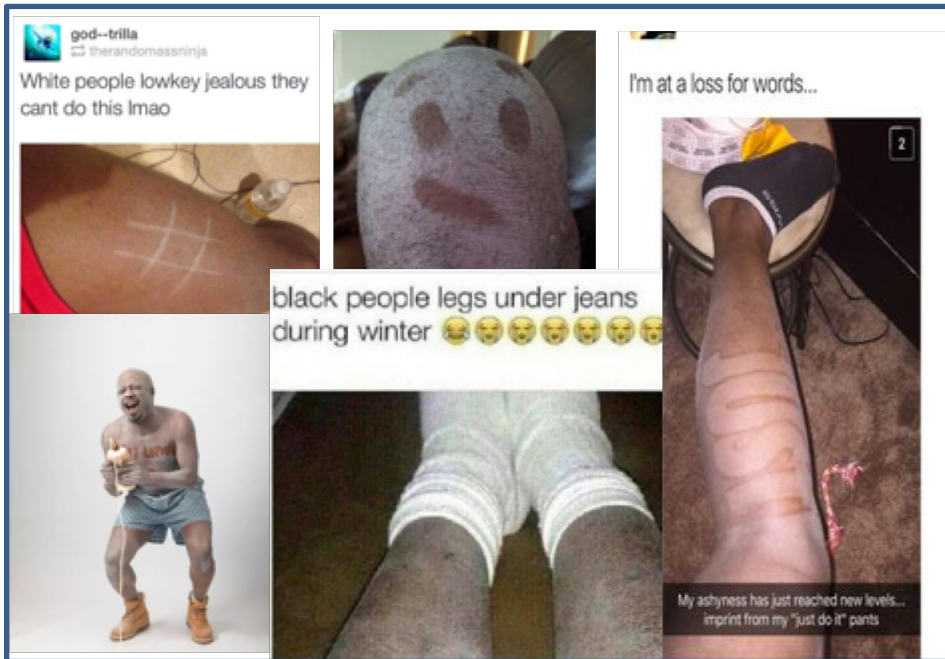
REBEL WITH A CAUSE

We give 10% of Sales to community projects and use ethically sourced fair trade ingredients to benefit global farmers and empower communities worldwide.



BRAND CONCEPT

- Truly effective solutions for dry skin
- Formulated for all skin types but with specific needs of black skin in mind
- Rich, long lasting moisturisation to combat all 'ashiness'.



- Formulated with power active - Mongongo Oil
- Genuinely good for your skin
- Safe, non toxic ingredients



when your skin so dry the lotion gotta ask God to give it strength 🙏🙏



- 'Connected' social media marketing speaks directly to core consumer
- On a mission to educate and empower!
- Funny as fuck!

PRODUCT RANGE

Solution driven, high performance products. Formulated with power active - **PHYTOTRADE MONGONGO OIL** plus ingredients like:

- Avocado
- Mango
- Coconut
- Cocoa
- Shea
- Hemp

PHASE 1: Dry skin remedies

- Whipped Body Butter
- Solid Body Butter
- Body Lotion
- Hand Cream
- Oil spray
- Natural Vaseline
- Body Scrub

PHASE 2: Male Grooming Line

- Beard oil
- Razor Bump Treatment
- Face Wash
- Face Scrub
- Moisturiser
- Lip Balm
- Soothing Tonic

PRODUCT RANGE

KEY INGREDIENTS

FAIR TRADE AFRICAN MONGONGO OIL: The oil offers a unique protection from UV and environmental pollutants in both skin and hair applications. It also gives increased hydration to normal and dry skin while reducing inflammation and redness and promoting cellular repair. The oil is restructuring and regenerative.



FAIR TRADE AFRICAN SHEA AND COCOA BUTTER : Sourced from Nigeria and Ghana, the rich butters are well known for their intensive moisture and skin protecting benefits.



US GROWN ORGANIC CANNABIS OIL AND HEMP SEED OIL: full benefits of the Cannabis sativa plant used for its moisturising, anti inflammatory and skin healing properties.



PRODUCT RANGE

KEY INGREDIENTS

AVOCADO OIL: Moisturises, nourishes, relieves inflammation, helps skin repair and recovery, rich in Vitamin E, potassium, lecithin, antioxidants and essential fatty acids



MANGO SEED BUTTER AND MANGO EXTRACT: moisturizing and emollient. Contains tocopherols and tocotrienols that support antioxidant and anti-inflammatory activities. Rich in fatty acids. Rich in unsaponifiables, it is believed to help with cellular regeneration and UV-protection.



COCONUT OIL AND EXTRACT: Helps to reduce inflammation, keep skin moisturized and help healing and replenishment
The medium-chain fatty acids found in coconut oil also possess antimicrobial properties that can help protect the skin from harmful bacteria.



HUMOUR



When you get out the shower and
don't feel like putting on lotion



"Yo bro do u want some lotion?"
Ashy niggas: "Nah fam I'm good"



When somebody pull lotion out
in class and u lowkey need
some

when you getting roasted for being ashy as hell, but you
got nothing to say



y'all got any lotion?

Slicker
than your
average!

Aint
nobody
got time
for ash

FROM
ASHY TO
CLASSY

I'm in love
with the
lotion!

Put
it on
me

Smooth
as a
Mother

I'm Rich
Bitch

99
problems
but ash aint
one

C.R.E.A.M.
Cream Rules
Everything
Around Me

Aint
worried
'bout
Ash

I go on and on.
Can't
understand how
I last so long

Dry
Bye!

Pass dat
lotion son!

I'm on a
new
level

PHRASES

PACK DESIGN BRIEF

OBJECTIVE:

- Brand design ideas for 2 Phase 1 products.
 - Body Butter
 - Hand and Body Lotion
 - Moisture Oil Spray
 - Body Lotion

KEY DELIVERABLES:

- Raw Edge Logo Design options
- Packaging design renderings exploring use of colors / font

BRAND POSITIONING

- Fun meets functionality.
- Branding needs to communicate that the products are serious and effective but deliver this message with comedy and humour.
- Whole branding Oozing tonnes of personality
- Comedy is key using catch phrases, puns, cheeky subtext and engaging messages in the copy.
- Rebel Attitude
- Fun, playful story telling
- Unisex
- Age 18 - 45

KEY DESIGN ELEMENTS

- Humorous, lighthearted & conversational style
- Creative, Modern design with Street style appeal
- Would Like to explore using elements of bold color for visual engagement but also Black and White with creative design styles could be appealing
- Needs to appeal to Men with Masculine or unisex style
- Bold use of fonts .
- Very Clear product names and descriptions
- Products mst be very self explanatory to appeal to men

BRANDING CONCEPT



FIRST AID BEAUTY
Communicates
functionality using
retro design with
Millennial appeal for
its skin care

DR BRONNERS's
combines effective
story telling with
natural ingredients
to Communicate
efficacy



1821 MAN MADE, Male
grooming line with retro
meets modern branding
for masculine appeal

BELOW THE BELT.
Uses tongue in
cheek style humor
for Male intimate
care products



ANATOMICALS',
AQUATEDEUS and
'THIS WORKS' use
conversational style
to deliver clear
functional message





New Logo: RAW Edge.
Retro / Vintage style.
I envision the 'RAW' being
more prominent than the
'Edge'





THE CREATIVE MANIFESTO
FOR ALL THOSE WHO DREAM OF CHANGE OR JUST WANT TO ENJOY LIFE

BE CREATIVE
IN ALL THAT YOU DO
CHANGE YOUR PERSPECTIVE

TRUST
THE UNEXPECTED
ANYTHING COULD HAPPEN

DO
WITHOUT FOCUSING
ON THE END
RESULT
THE WAY IS AS
SIGNIFICANT
AS THE END

DREAMS
DON'T WORK
UNTIL YOU DO
MISTAKES ARE PART
OF THE PROCESS

BE YOURSELF
NO MATTER WHAT THEY SAY
YOU'LL NEVER BE SOMEONE ELSE

IT ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE

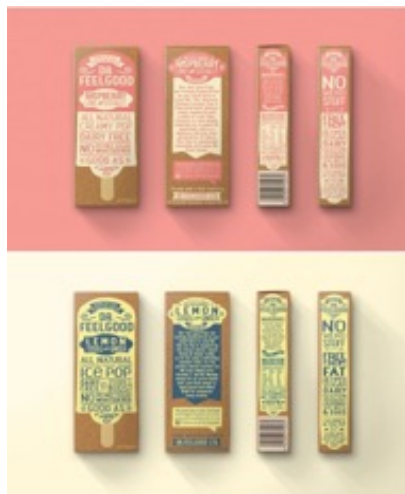
PRETEND
YOU KNOW WHAT
YOU ARE DOING
IF IT IS IMPORTANT
YOU WILL FIND A WAY
IF NOT, YOU'LL FIND AN EXCUSE

TRY
DOING IT
EVEN BETTER
SOME THINGS TAKE TIME
EAT WELL, TRAVEL OFTEN
HAVE LESS, DO MORE, BE MORE

www.MR-CUP.com

Get creative with typography and layout. Bold Graphic fonts and story telling are integral to overall design.





Retro inspiration, Cool, Modern design. Bold Typography. Mixed fonts Pops of color. Fun + Serious branding.

BOLD GRAPHICS and color make products simple but eye catching.



PRODUCT PACKAGING

IM RICH!
HAND AND BODY LOTION
200ml / 8fl oz



IM RICH!
INTENSIVE BODY CREAM
500ml /16 fl oz

500ml /16 fl oz

PRODUCT PACKAGING

**GET SLICK
HEMP & SHEA BODY OIL**

100ml / 3.3 fl oz



**SMOOTH AS A..
INTENSIVE BODY
LOTION**
500ml /16 fl oz



PRODUCT NAME	KEY WORDS FOR COPY (Try to incorporate somewhere in design)	ADDITIONAL COPY (Example copy that can be used for creative typography and design layout)
IM RICH! HAND AND BODY LOTION 200ml / 8.4fl oz	MONGONGO OIL SHEA BUTTER COCOA BUTTER PHYTO TRADE REPLENISH POWER NOURISH NATURAL ORGANIC	Aint no body got tme for Ash I go on and on, can't understand how I last so long. From Ashy to Classy Put it on me Pass that lotion son! I'm on a new level ULTIMATE ASH REMEDY
IM RICH! INTENSIVE BODY CREAM 500ml /16 fl oz	MONGONGO OIL SHEA BUTTER COCOA BUTTER PHYTO TRADE WHIPPED NOURISH SKIN FOOD NATURAL ORGANIC	Cream rules everything around me! From Ashy to Classy Put it on me I'm in love with tha lotion Got 99 Problems but Ash aint one Bye Dry ULTIMATE ASH REMEDY
SMOOTH AS A.. INTENSIVE BODY LOTION 500ml /16 fl oz	MONGONGO OIL SHEA BUTTER COCOA BUTTER PHYTO TRADE NOURISH NATURAL REPLENISH NATURAL ORGANIC	From Ashy to Classy Put it on me Smooth as a Mutha Got 99 Problems but Ash aint one I go on and on, can't understand how I last so long. Pass that lotion son! I'm in love with tha lotion ULTIMATE ASH REMEDY
GET SLICK HEMP & SHEA BODY OIL 100ml / 3.3 fl oz	CDB OIL HEMP SEED OIL MONGONGO OIL SHEA BUTTER COCOA BUTTER PHYTO TRADE SLICK DEEP BOOST	From Ashy to Classy Aint no body got tme for Ash Put it on me Slicker than your average Got 99 Problems but Ash aint one INSTANT ASH RELIEF
<div>NOTE: THIS IS NOT FINAL COPY, NOT REQUIRED TO USE ALL INFO</div>		

MARKET ANALYSIS - BODY CARE

COMPETITORS – GENERAL BRANDS – MASS MARKET



COMPETITORS – BRANDS TARGETING BLACK SKIN



MARKET ANALYSIS- BLACK MALE GROOMING

No story, No marketing engagement, non natural, weak performance claims, mainly ugly design, Limited choices



MARKET ANALYSIS - MALE GROOMING NATURAL

No formulations
for the specific
grooming needs of
black males

