

Village Secret's

OZO

Easy-Light Charcoal Grill

Product details

Village Secret's OZO is an all in 1, eco-friendly, instant Barbecue starter kit. Comes in a compact transport & Eco-friendly box that completely eliminates the traditional and hard method of starting a Charcoal.

Just light it at the bottom and the charcoal is ready to grill in 15 minutes. No need of expensive starter fuels, oils, fan etc. Ideal for Barbecues, Fireplace, campfires or stoves.

Key Advantages

- ✓ 100% Natural Charcoal – Nitrate or Petroleum free.
- ✓ No chemicals to contaminate the flavour of your food.
- ✓ Easy to use, clean and no fuss.
- ✓ Ready to cook in 15 Minutes.
- ✓ 1st class Charcoal, easy to light & burns up to 2 hrs.
- ✓ Great Charcoal Flavour
- ✓ Great for Picnics, Barbeques, Camping & Fireplaces.

Objective

Design the brand OZO & packaging that showcases the usage & convenience of the product in an easy to understand illustrated way.

Target Audience

Jhon is 25+, who loves adventure and cares about the environment. He likes to travel lite and also an early adapter to modern day gadgets and lifestyles. Avoids messy and appreciates minimalistic, user-friendly stuffs.

Key insights to communicate

1. The convenience & positive facts mentioned in previous slide.
2. The usage instruction should be easy to understand and clearly illustrated via visuals.
3. Chemical Free, Eco friendly recycled Packaging, 2Hr Long lasting Charcoals also to be illustrated cleanly.
4. Burning Charcoal & Fire visuals are key to kindle interest among buyers.

Proposed Architecture

1. Endorser Brand – **Village Secret's** (to be used as endorser like Nestle or P&G, “Village Secret” logo is **attached separately**)
2. Main Brand – **OZO**
3. Product Description – **INSTANT CHARCOAL KIT.**
4. Major Claim – **No Mess, No Hassle - All in One Grill Kit.**
5. Secondary claims – All the benefits mentioned in Slide No.1
6. Usage instruction.

Note: There should be a placeholder for inserting Arabic text of all from 2 to 6. Can use any dummy Arabic text for indicating place holder.

Brand Tone

Clean, Modern and Easy to understand.

Hygiene factors to mention in the pack

Address Panel:

Made in Europe.

Manufactured FOR Village Secrets Pvt Ltd., India.

For Queries, Customercare@villagefoods.net

Warning Panel:

Leave with dummy text for now. Will share the details later.

Reference design

