

essential

branding project

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BRANDING SYSTEMS
PROJECT I

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05.01.2019

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Essential is a children's lunchware company that focuses on durability executed in a fun and inviting way. Edibles allows children to customize their lunchware and update it biannually to express their creativity and ever-changing interests.



The foundation of the company and what it has to offer.

brand pillars

1. PERSONAL CREATIVITY

Essential designers are dedicated to evoking the essence of their customer's designs, bringing out the inner artist in everyone.

2. UPDATABLE CUSTOMIZATION

Essential customers have the ability to create designs/ artwork for their lunchware, and if they choose, can replace their custom lunchware with a new creative idea to better express their evolving interests.

3. TRUSTED CONTENT

Essential is a company that parents can trust with their children's creative spirits, and food needs—producing well designed, durable, and effortless lunchware.

4. CUSTOMER COMMITMENT

Essential allows customers to make their own choices every step of the way [ordering process], and in the end, remains true to their decisions (moneyback or redesign guarantee)

The primary values of the brand that foster loyalty, awareness, interest, and profit.

17 ZAG steps

Checkpoint 1: Who are you?

A custom lunchware company that serves the people by not only giving them a choice, but also the option to change their minds. We push to bring out the creativity in everyone. Our designers evoke the essence of our customer designs, and the durability of the products keep people coming back for more.

Checkpoint 2: What do you do?

To develop updatable custom lunchware that'll last a lifetime.

Checkpoint 3: What's your vision?

When customers go to the edibles website, they will be directed to the customization station. I picture parents sitting with their young children on the computer, or older kids on their tablets, searching through the various options, choosing their desired artistic elements—lunch supplies being used as their creative canvas. Upon receiving the order they can see their creation come to life.

Checkpoint 4: What wave are you riding?

Trends: Healthy Lifestyle, Longevity, Personal Creativity, Environmentally Conscious, Online Shopping, Sustainability.

Checkpoint 5: Who shares the Brand-scape?

Tupperware companies, Lunchware companies, and Customization companies. Success order with competition is based on “birth order” (1st with updatable customizations) and “preferential attachment” (freedom of self-expression).

Checkpoint 6: What makes you the only?

Our brand is the only lunch ware studio that embraces the ever-changing creativity of children.

Checkpoint 7: What should you add or subtract?

Elements we will include are, Tupperware, thermoses, utensils, and healthy lunch guides. One assumes that customizations can only be made online, but we can have

When other companies zig, ZAG. These steps will help define and radically differentiate a brand

17 ZAG steps cont.

in-store ordering, one assumes that packages will be delivered in boxes, but we can deliver in portfolio cases.

Checkpoint 8: Who loves you?

The founders work hard to make money and spread creativity through food. Stores sell the custom lunchware to make great profit. The customers purchase the lunchware to satisfy their daily nutrition needs, while also expressing themselves creatively. The employees develop and design people's creations in order to help them see their works of art come to life, and have sustainable food storage.

Checkpoint 9: Who's the enemy?

The biggest, most successful competitor is probably Tupperware, the company that started it all and has a variety of options customers can purchase just about anywhere. While their colors and shapes are fun, they're still not expressive and individualized like Essential

Checkpoint 10: What do they call you?

Essential is different than competitor names (more fun and unique), yet appropriate (related to food), brief, easy to spell, suitable or brandplay (playful as lowercase).

Checkpoint 11: How do you explain yourself?

My value proposition (aka trueline): The lunchware for people seeking creative self-expression in every facet of their lives. Tagline: Feeding the spirit of creativity.

Checkpoint 12: How do you spread the word?

Touchpoints located throughout our everyday environment: Posters on public buses (transportation in general) and at bus stops, near playgrounds, Website and Mobile app, Active Instagram Page (and other social media). Post-purchase, through customers: the lunchware, packaging, healthy lunch guide booklets, Instagram Page (with reviews from customers).

17 ZAG steps cont.

Checkpoint 13: How do people engage with you?

Uncluttered market space in customized lunchware. Unlike most lunchware and Tupperware companies, we will make the purchasing experience more personal (for example, feature on app to track order).

Checkpoint 14: What do they experience ?

Types of touchpoint experiences: Word of mouth, introduced by a friend, commercial, online ad, web search, Website, Social media, product packaging, educational material, donation drives, school events. Prioritize: Packaging (making individualized from customer to customer), all online mediums (having a lot of publicly displayed customer feedback).

Checkpoint 15: How do you earn their loyalty?

By allowing the customers to make their own choices every step of the way and remaining true to their design decisions; Complimentary bi-annual updates; Discount guarantees for referrals; Effortless product functionality.

Checkpoint 16: How do you extend your success?

In my branded house: What else can we make/sell- Play center or museum for kids that teaches them about healthy food choices through art. Where else can we market- Creative workshops, App games, Social Media art contests to win discounts and free items.

Checkpoint 17: How do you protect your portfolio?

Contagion: All elements within the brand have to be up to par (so the less elements the easier that'll be). Confusion: Limit the amount of choice given to customers (museums would be too broad). Complexity: I'll try to keep this company small so it remains personal from customer to customer (less likely to mess up orders, which is especially important for this product). Maybe even have one designer per order, or a more productive form of hyper-focus).

SWOT analysis

Strengths

Embracing the unmet market of personalized lunchware; promoting creativity and self-expression; life-time warranty, updatable customization, durability, easy-to-open, reusable; can be sold anywhere (grocery stores, Target and Walmart, personal website, Amazon, Military BX, TJ Max, etc.).

Weakness

Amount of artistic freedom could be overwhelming thus pushing people away; site organization not always easy for children to follow; in need of easier navigation so it's more approachable.

Opportunity

Possible partnership with Lunchables- providing reusable food containers for them, rather than the plastic throwaways they use now; Kiosks at stores like Target and Walmart to make in-store customization selections; Creative workshops at schools or BGCA - kids can create art at lunch or after school, and we can promote our business.

Threats

Amazon's infinite lunchware offerings (effortless variety); Tupperware- the company that started it all (well known); Zak! designs- offers a wide variety of food container options, even incorporating unique shapes.

An analysis strategy that helps compare your company to others on the market.

competition

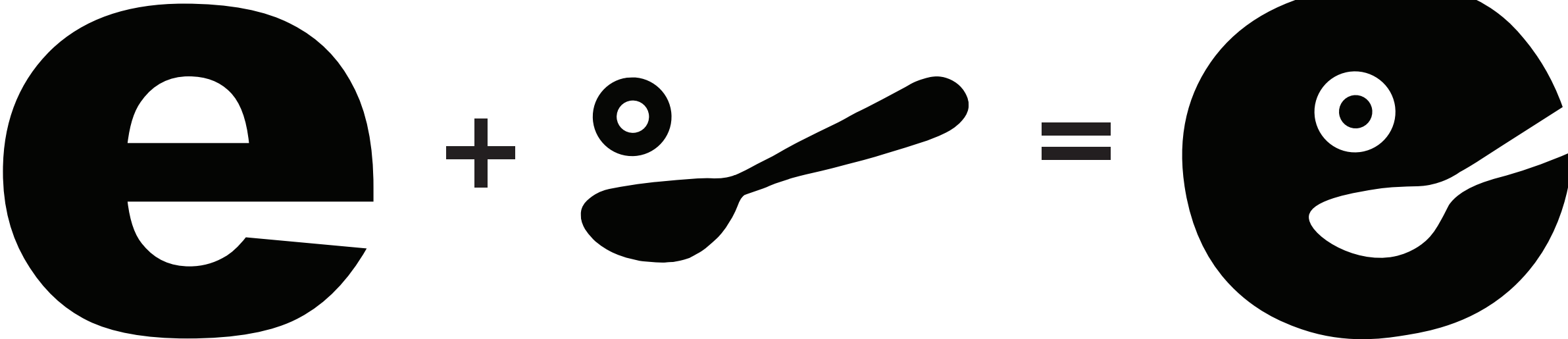




essential

brand development

morphological approach



brandmark



logotype

essential

signature



essential

signature secondary



typography

helvetica neue

Feeding the spirit of creativity

Feeding the spirit of creativity

Feeding the spirit of creativity

gill sans

Feeding the spirit of creativity

Feeding the spirit of creativity

Feeding the spirit of creativity

color palette



sunrise
yellow

e4831d

C 8% Y 100%
M 57% K 0%



mandarine
orange

f05822

C 0% Y 98%
M 81% K 0%



rainbow
red

da3624

C 9% Y 100%
M 93% K 1%

the end