

NAAN MUDHALVAN

COURSE NAME : DIGITAL MARKETING

NMID : NM2023TMID08848

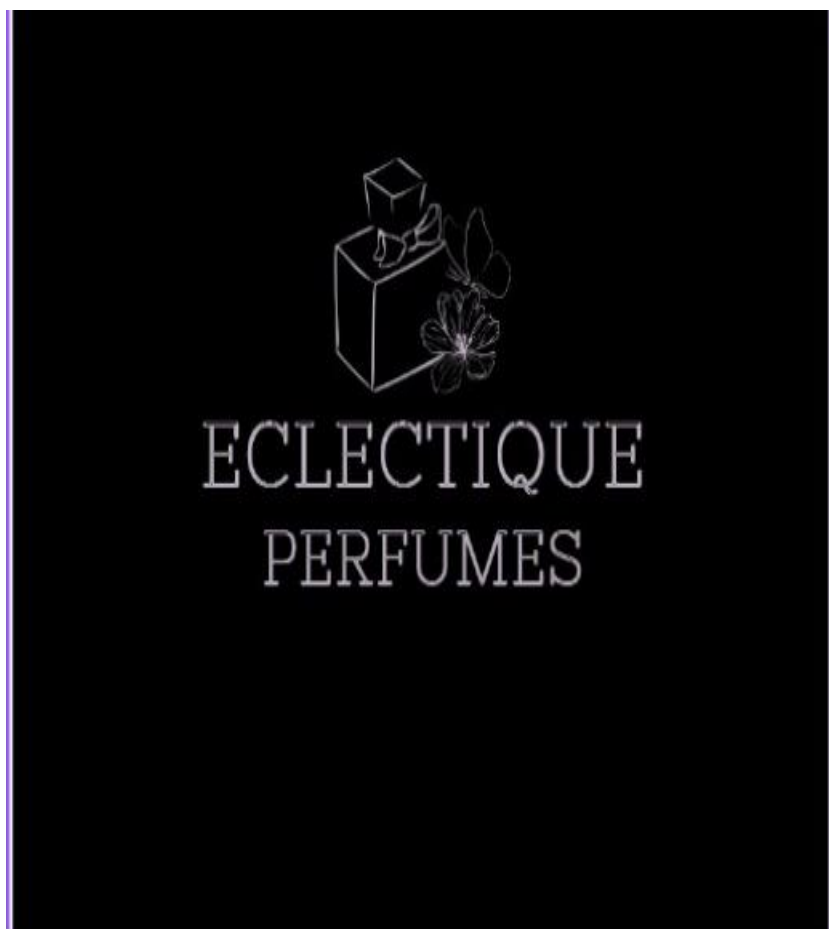
BRAND NAME : ECLECTIQUE PERFUMES

TARGET AUDIENCE : TEENAGERS

EMAIL : infoElectique.perfumes@gmail.com

LOGO THEME : NATURAL ELEGANCE FUSION

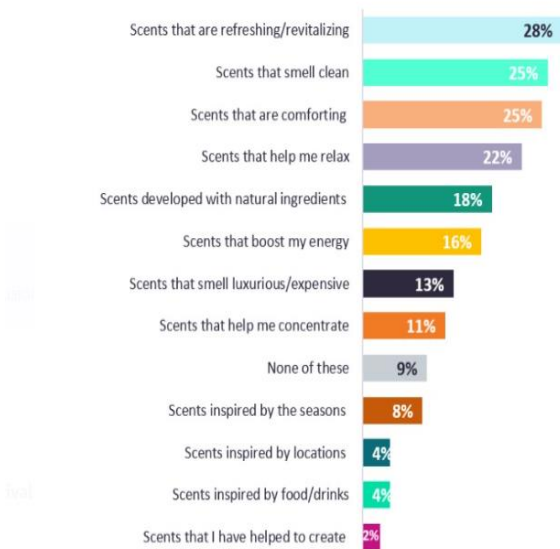
LOGO DESIGN:



DOCUMENTATION :



Global: "Which of the following fragrance concepts appeal to you in these product categories?", 2021



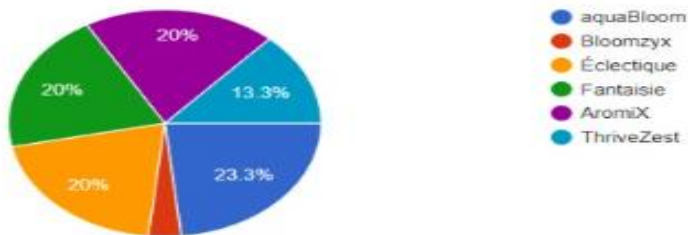
Global: "What type of fragrances do you prefer in the following categories?", 2021



SURVEY TAKEN FOR BRAND NAME:

Choose your preference

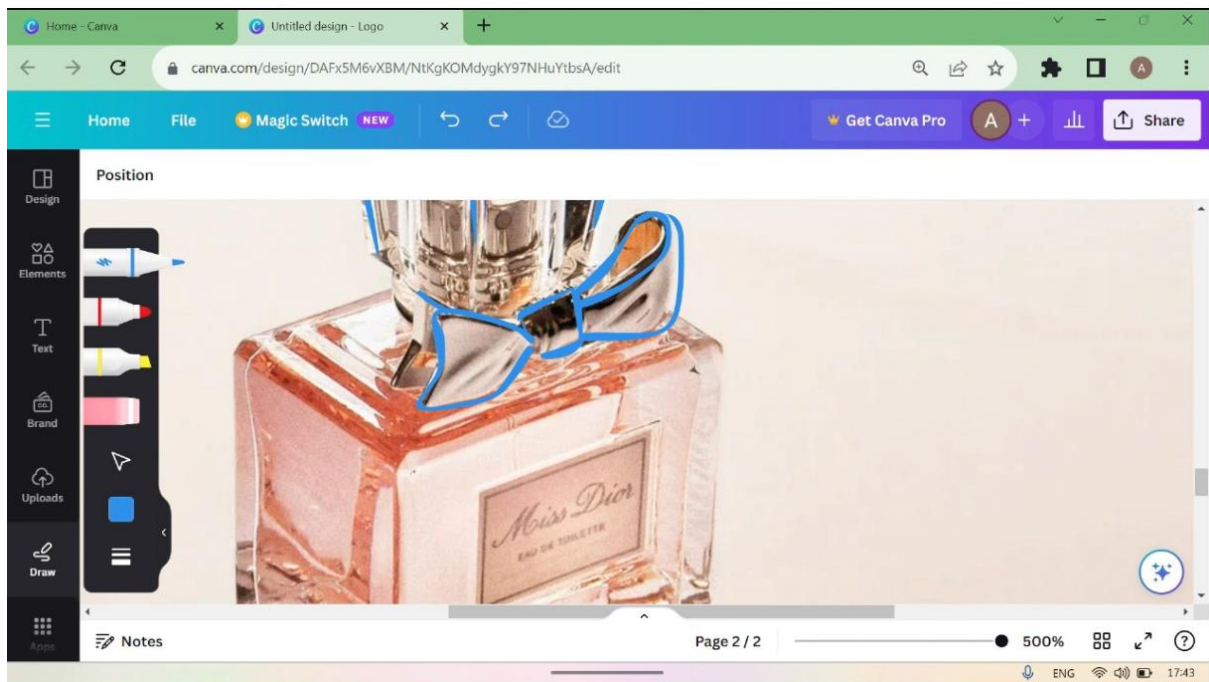
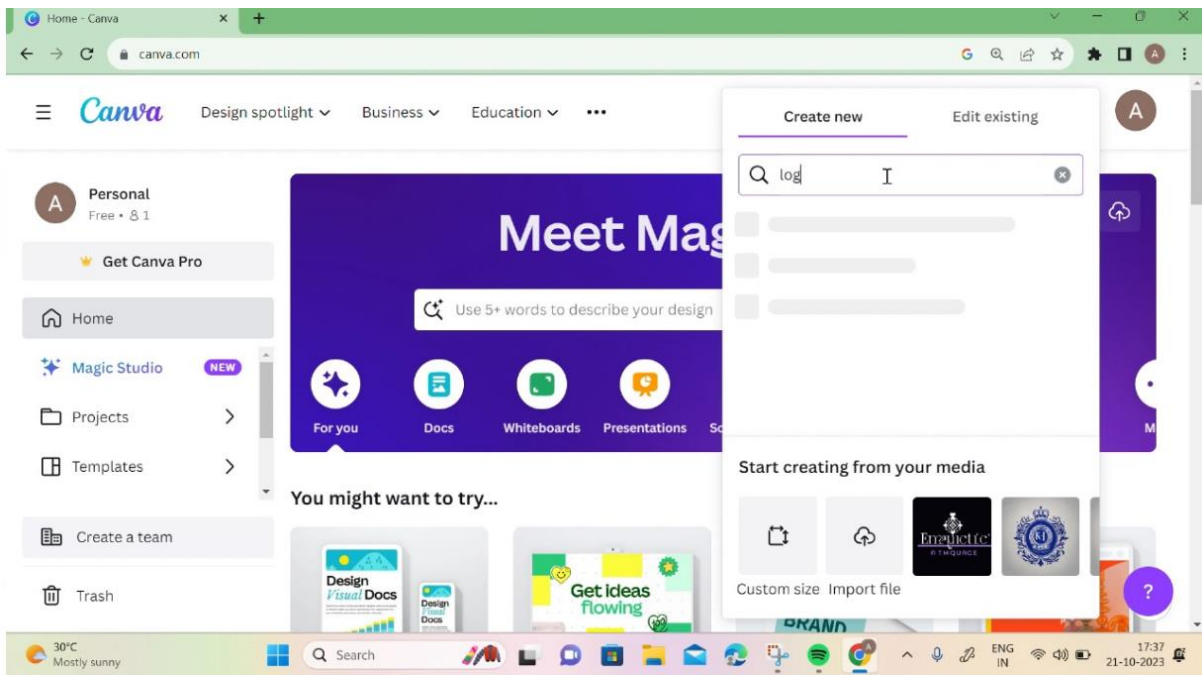
30 responses

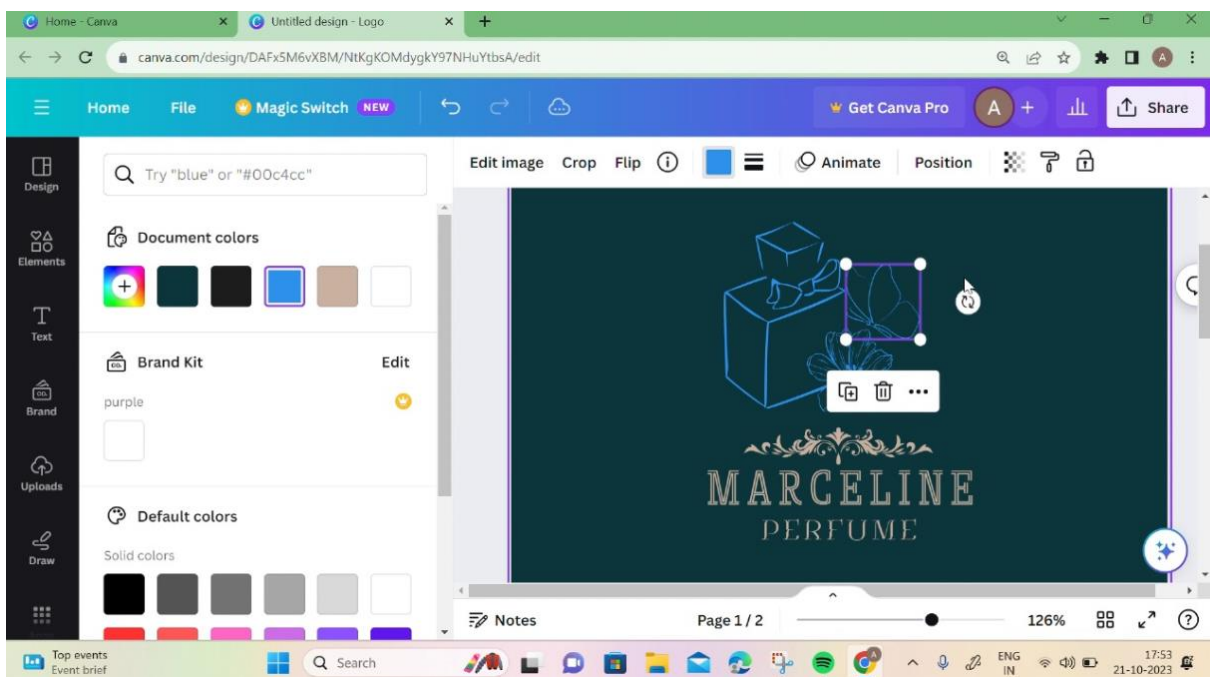
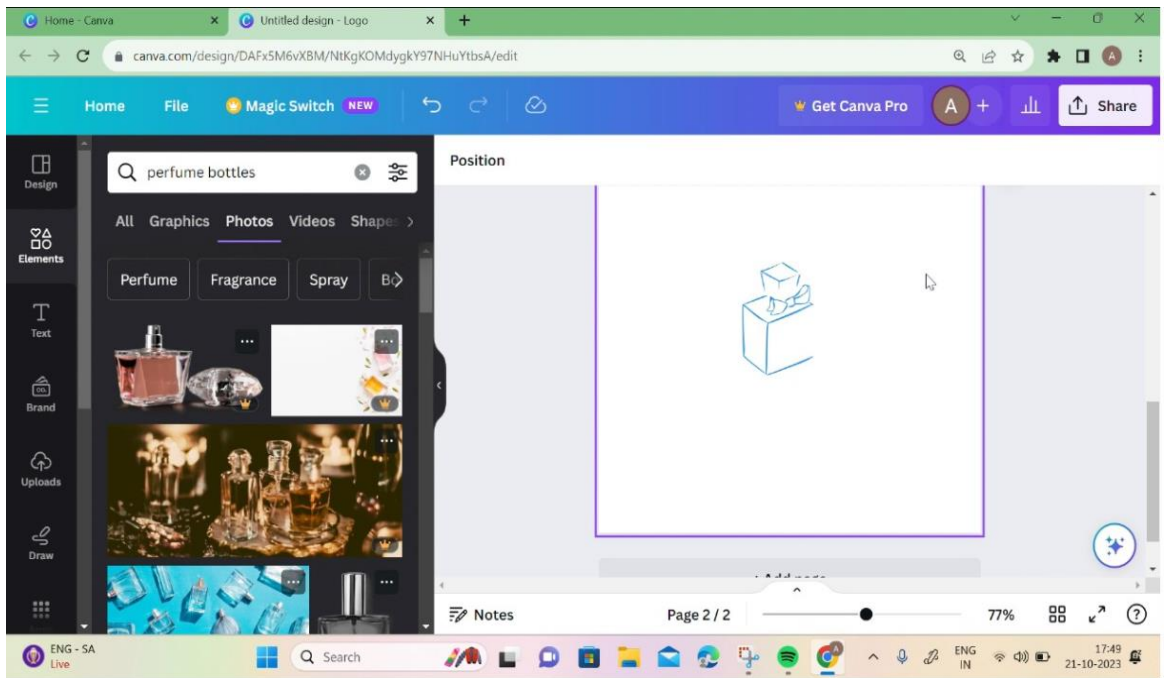


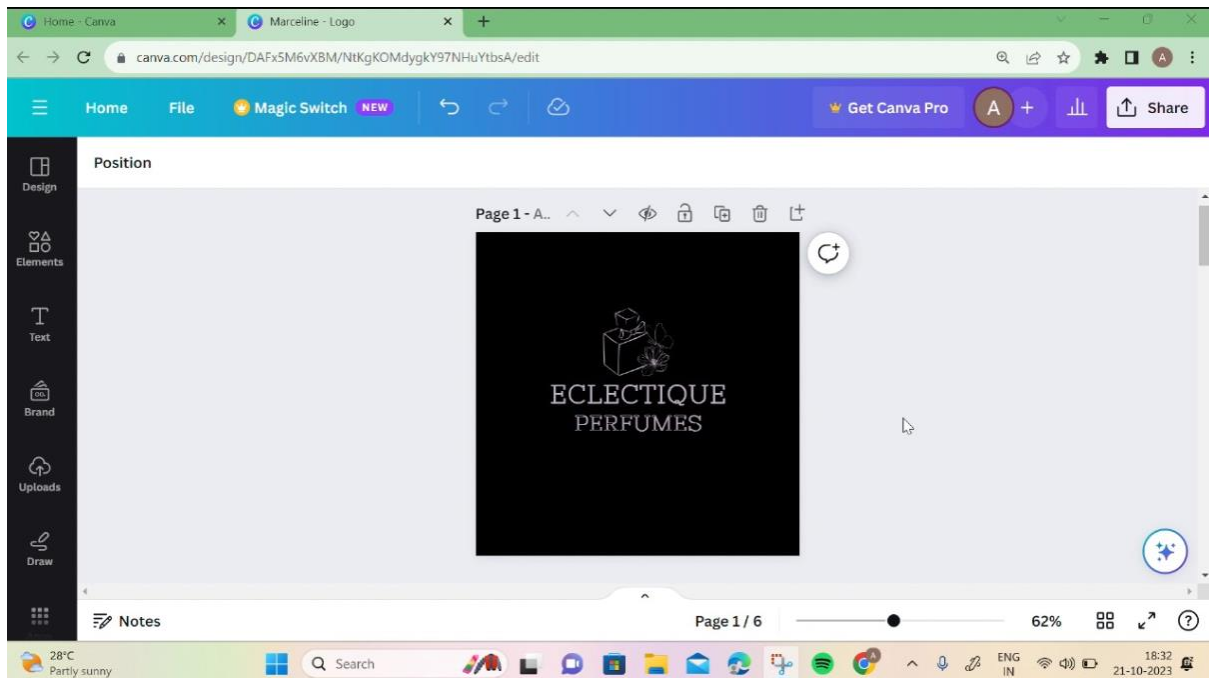
REVIEWED PAPERS REGARDING PERFUMES :

1. <https://www.fragrancex.com/blog/how-is-perfume-made/#:~:text=Many%20perfumes%20are%20made%20by,process%20to%20create%20perfume%20oil>
2. https://www.researchgate.net/publication/311498945_Effect_of_Biological_Relatedness_on_Perfume_Selection_for_Others_Preliminary_Evidence
3. <https://enveurope.springeropen.com/articles/10.1186/s12302-020-00311-y#:~:text=Young%20women%20in%20the%20age,from%20their%20own%20perfume%20use>
4. <https://connect.in-cosmetics.com/trends-en/marketing/consumer-survey-insights-fragrance-preferences/>

STEPS WHILE CRAFTING BRAND LOGO :







SHORT DESCRIPTION REGARDING THE PRODUCT :

"Eclectique" is the go-to perfume brand for teenagers, combining affordability with vibrant, youth-focused experiences. Our brand encourages self-expression and individuality, connecting emotionally through relatable language, striking visuals, and an inspiring atmosphere. "Eclectique" empowers teenagers to embrace their unique style, offering high-quality scents that fit their budget.

DEMOLINK:

https://drive.google.com/file/d/1oYhZVsKW69lWtiom14DIKTD3rqJF4F_V/view?usp=drivesdk