



Ministry of Communications  
and Information Technology



# Pure Bites

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## Brand Overview :

We are a technology-driven company dedicated to enhancing well-being through convenient and nutritious meals. In today's fast-paced world, balancing work, family, and social commitments often leaves little time for cooking, leading to unhealthy eating habits. Pure Bites addresses this issue with an AI-powered meal planning system tailored to your dietary preferences. Our AI crafts personalized weekly menus, and we collaborate with top chefs and restaurants to prepare and deliver these meals straight to your doorstep in select cities. Our flexible monthly subscription offers options for one or two meals daily.



## MISSION:

Pure Bites' purpose is to inspire people to live healthier lives by providing smart, accessible, and nutritious meals that are personalized to their specific needs. We want to simplify wellness by using AI-powered meal planning to make keeping a balanced diet easier, even for those with the busiest schedules.

## VISION:

Our goal is to transform the way people view food by becoming the go-to platform for smart, tailored nutrition. We envisage a world in which healthy eating is not a challenge, but rather the norm—made simple, enjoyable, and sustainable through technology and innovation.



## Primary Target Audience:

(Health Enthusiats) Age :18-35

-Lifestyle: Health-conscious, prioritizes well-being and personal development. Many are balancing busy schedules but value maintaining a healthy lifestyle.

-Interests: Fitness, clean eating, mental health, mindfulness, and sustainability.

-Values: This group values convenience, personalization, and accessibility. They seek products that fit seamlessly into their daily routines, and they favor brands that promote self-care, transparency, and eco-friendliness.

## Secondary Target Audience:

(Busy Professionals Seeking Healthy life style ) Age 35-60

-Lifestyle: Time-poor but health-aware. These users seek tools to help them integrate wellness practices into their busy schedules.

-Interests: Productivity, mindfulness, stress reduction, balanced lifestyle, and self-care.

-Values: Efficiency, quality, and a desire for practical, reliable tools that can be seamlessly integrated into their lives. They value products that support mental health, stress management, and work-life balance.

# Buyer Persona

## Persona 1 :

Name: Emily Carter

Age: 28

Occupation: Marketing Manager

-Lifestyle: Emily is a health-conscious professional who prioritizes her well-being despite a demanding work schedule. She enjoys early morning workouts, meal prepping, and meditation. She actively follows health influencers and enjoys trying new wellness products.

### -Pain Points:

Struggles to balance work and personal well-being.

Finds it difficult to maintain a healthy diet while on the go.

Prefers convenient, eco-friendly products that integrate seamlessly into her lifestyle.

### -Goals & Values:

Values transparency and sustainability in brands.

Seeks products that enhance her mental and physical well-being.

Looks for convenience without compromising health benefits.

### -Buying Behavior:

Researches products online before purchasing.

Prefers brands with a strong social media presence and positive reviews.

Willing to invest in quality wellness tools that align with her values.



# Buyer Persona

## Persona 2 :

Name: Michael Thompson

Age: 45

Occupation: Senior Consultant

-Lifestyle: Michael has a hectic work schedule but is mindful of his health. He looks for practical ways to manage stress, maintain a balanced diet, and stay active. He prefers efficiency and reliability in wellness solutions that fit his routine.

### -Pain Points:

Limited time for extensive wellness routines.

Finds it challenging to maintain work-life balance.

Needs easy-to-use, effective health solutions.

### -Goals & Values:

Values high-quality, time-saving wellness products.

Prefers tools that help manage stress and improve productivity.

Looks for science-backed, reliable solutions.

### -Buying Behavior:

Prefers premium, well-reviewed products.

Invests in tools that improve efficiency and reduce stress.

Favors brands that offer practical and evidence-based wellness solutions.

## Market Share Analysis:

The healthy meal delivery sector has grown significantly in recent years, owing to increased public awareness of nutrition and wellbeing. In our region, multiple players have entered the market, including [HealthyBox], [FitMeals], and [GoGreens]. However, most competitors provide generic meal plans with limited customisation.

Pure Bites bridges this gap by delivering an AI-powered meal planner that tailors each user's experience. By integrating technology, chef-grade food quality, and user convenience, we present ourselves as a one-of-a-kind solution in a developing and competitive field.





## Brand Identity:

### References :

We were inspired by successful wellness and technology brands such as Daily Harvest, HelloFresh, and MyFitnessPal in terms of clean visuals, user-centered design, and compelling brand storytelling. These references helped us create a brand language that embodies balance, trust, and innovation. Our visual elements were chosen to be consistent with these concepts while preserving a distinct identity customized to our target audience.



## Marketing Strategy:

Our strategy combines digital reach and community participation.

Social media marketing will include targeted campaigns on Instagram, TikTok, and LinkedIn using health influencers and interactive content (e.g., challenges, polls, user testimonials).

SEO and Content: Our blog will provide value by featuring articles on nutrition, wellness recommendations, and behind-the-scenes chef anecdotes.

Collaborations include cross-promotional partnerships with gyms, yoga studios, and health resorts.

Referral Program: Users are rewarded for recommending others to subscribe.

Events include pop-up tasting booths at health expos and universities. Our methodology is agile, meaning we can iterate based on data and community feedback.



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# Designs:

Social Media Posts :





## Brand Identity:

Previous Logos and Sketches :





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## Designs:

Mockups :





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