Task 2: Creating a Compelling Brand Story

**Brand Positioning Statement:**

For chocolate connoisseurs, Octavia Maravilla Company is the artisan chocolate producer that produces the best sustainable and humanely produced chocolate because OMC is willing to sacrifice profits to protect the environment and their workers.

**Brand Story Idea:**

Maria Garcia grew OMC from a family farm to a well-respected, high-quality chocolate producer. Maria Garcia led OMC to success through hard work and dedication, helping in all aspects of the company from harvesting to point of sale. Maria makes it a point to ensure that the farm remains a good habitat for wildlife as well as providing good jobs for people in her community by paying them a fair wage with good benefits. OMC is a story of a person coming from almost nothing to creating a company that brings joy to others while taking good care of their workers and the earth that we all live on. Since Maria grew up on the farm with all the wildlife around her it influenced her decision to choose sustainability over profits. Growing up working on the farm also taught her that all her workers even the low-level workers for her cacao harvesting also deserved to be treated well and provided a living wage with a safe working environment.

**How the Brand Story Connects with Target Audience:**

Brand story connects with the target audience because it is honest, authentic, and shows that OMC is trying to make a difference. A major aspect of the target audience is people that want to help improve the environment and not purchase from companies that violate human rights. It also shows chocolate connoisseurs that OMC makes a high-quality chocolate, with a high cacao percentage.

**Evoked Emotions:**

The story should evoke sympathy and empathy through knowing how other chocolate companies mistreat humans and the earth. The goal is for these emotions of sympathy and empathy to convince the consumer to pay more for OMC chocolate as opposed to the cheaper alternatives.

**Main Story Persona:**

The hero in the story is Maria Garcia. She came from a small family farm in Costa Rica, to attending a US college, to being an apprentice at a French chocolatier, to then create a successful chocolate business. This drives the brand story because it gives the audience a person to connect with and to makes the company more relatable. Maria transforms OMC from a company to a person with a story that can motivate people to always strive for something better.