



Brand Strategy

BRAND NAME

Define the name of your client's company.

-Propaganda

POSITIONING STATEMENT

Define what your product or service is and what differentiates it from its industry competitors.

- Propaganda is a high-end vodka made from organic ingredients sourced directly from Russia, using only locally produced grains that are distilled exactly ten times. One of the secrets to the crisp and smooth flavour is the use of water from lake Baikal, the deepest lake in the world with the purest possible natural water. The use of these high-end natural ingredients result in a product that is of superior quality to the market demographic.

AUDIENCE

Define to whom the product or services is going to be targeted. Be specific.

-Our preferred customers are those who seek to be trendsetters but generally do not consider vodka as their drink of choice. We are hoping to target young professionals in their mid twenties to late thirties. By creating a market demand based on aesthetics and quality, we hope to cultivate a loyal consumer following that values the high standards we have set for ourselves.

BRAND PERSONALITY

Use descriptive words—adjectives—to define how the brand will present itself.

-The look we strive to instill is a hip retro aesthetic that appeals to both older and younger consumers. When a customer sees our product, we expect to project an image of confident strength. Propaganda is about classic cool... we want a customer to hope that someone sees him or her buying our product, and to immediately be drawn to their purchase. Bold is the term that should come to mind when a customer purchases Propaganda; the idea of a rugged man (or woman) that are confident and self-assured should be the image we are striving to achieve.

CORE ATTRIBUTES

Create a bulleted list that summarizes the preceding sections. 5–7 descriptive words.

- Retro
- Cool
- Hip
- High-Quality
- Eye-Catching
- Innovative
- Organic
- Versatile
- Strong (aesthetically)
- Accesible

CUSTOMER TOUCH POINTS

List potential points of customer contact

- Bar Mats
- Restaurant
- Coasters
- Supermarket
- Liquor Store
- Liquor Show
- Concerts
- Liquor Machines
- Block Parties
- Clubs
- Swizzle Sticks
- Cups
- Menus
- Coozies
- Tshirts
- Hats