

FOGO

FOR THE MAN CAVE

COMPANY BACKGROUND

An American brand with a European name. FOGO in Portuguese means FIRE. We specialize in Manly Aromatic scents for the man of the house. We have created Eco-friendly candles and oil mists that are perfect for the man cave. The brand is committed to creating a wider range of products with more exotic scents.

OBJECTIVE

We want men to have the choice of making their space feel more cozy and get rid of any bad odors. Be able to buy products that have a more manly vibe.

TARGET

Sex: Male

Ages 30-55

Nationality- American

Income: 40k - 90k

Location: North America

They like spending time with their family but also like having their own personal space. They are businessmen who like sports and other outdoor activities. These are men who are not afraid of their sexuality. They are explorers. They are rugged, yet classy. They prefer the taste of whiskey. They do not go looking for trouble. They are womanizers. They follow interior decorating trends and like to keep their spaces neat and organized. Man caves are their own personal space, where they can relax and have it smell just like a gentleman's club.

BRAND VOICE

MANLY. WILD. STRONG.

INSIGHT

Most men do not have a lot of choices when it comes to making their space smell more manly without making it look obvious that they are buying candles or room sprays from the women's section.

SINGLE MINDED THOUGHT

Fogo candles and oil sprays are for the manliest of men who want their space to feel more like a gentleman's club.

EXECUTION REQUIREMENTS

Product print