

Ceres Fragrances Branding and Website Guide

Brand Name:

The name we have chosen for our business will be 'Ceres'. This is the Roman name of the Greek god Demeter; Demeter is the goddess of agriculture, fertility, and she is known as the bringer of the season (the story of the abduction of Persephone). This idea around her shows the growth and protection of life on earth; tying into our companies ideas of nature and the growth of people and our world.

Logo:

Our logo is made up of our brand name in a Greek style font, it is golden in color, there are two figures on the top and bottom of the logo in the shape of the recognizable shape of Greek ionic pillar tops, the R of our company name is reflected in the logo so it is back to back with its reflection in the center of our logo, this acts as a focus point and a recognizable aspect and a simple version of the logo for use on our products and other things.

Brand Colors:

Our brand will have a color focus of Dark greens, Navy blues, Black, and Gold. The Blues and Greens convey our connection with nature that we emphasize in our marketing; while the Black and Gold convey a sense of higher quality and tie into our marketing focused around Greek Mythology and the Ancient Romans way of life.

Brand Slogan:

Live the Natural Way

Pricing Strategy Description:

Pricing model: We will be using a mix of Cost Plus Pricing and Perceived Value pricing. We will do this by pricing our products at a level where we can produce the product, and make a good profit; But we want to make our product seem cheap for its quality instead of using its quality to boost the price. In our market there is not much of a need for competitive pricing because each product is unique and people buy them based off of their personal preferences.

Price points: Our product will be priced around \$60-70 dollars for about 100mL of fragrance. This price point is pretty average for colognes with designers being from about \$100-250, Niches being from about \$160-500, and Clones being from about \$20-50. This fits us right in the middle and covering production costs, labor costs, and giving good profit margins from perceived value and quality.

Discounts and Promotions:

At introduction we will be pricing our Eau de Parfums and Eau de Toilettes at the same price. This gives people the option to buy our fragrances and test out different concentrations to see what works best for them and so they get a better feel for our products.

We will also offer testing kits with many of our different fragrances for much cheaper so people can try different feels of our fragrances and find a perfect fit.

We may also use promotions through many fragrance influencers giving them a cut for promoting our brand and possibly giving codes for discounted sales for their viewers.

Placement Strategy Description:

Distribution Channels: Our products will be mainly sold online from our own websites. We may also sell our products through in person stores like Sephora or Macy's; this is because many people discover fragrances through these outlets either for their first time or after hearing about them elsewhere.

Geographic Reach: We will sell our products nationally since we are a business based mainly online. This will make it easier for us to ship out our products and we will not have to worry about international shipping or tariffs, or taxes. We will be using companies like FedEx and UPS to ship our products.

Supply Chain Considerations: Our supply chain will include outsourced manufacturing but all of our products will be assembled in our own facilities to ensure quality and for ease of distribution.

Marketing Strategies Description:

Digital Marketing: Our website will be the where the transactions of our business will be made, all marketing we do will lead back to our website. In our social media marketing, we will create ads on our official accounts and promote our business through videos, posts, and promotions. We will also advertise on social media through influencers to get our products out there and explain them to new customers. We will not be doing marketing through SMS or email.

Traditional marketing: We won't do really any traditional marketing as we will be focusing on advertising through social media.

Connection With Potential Customers:

We will aim to connect with potential customers through primarily social media, in-person events, and word of mouth. Additionally, we will only use email marketing for customers we have already obtained. The other channels of communication don't work too well with our specific business so they aren't worth the extra work included. Our policy like many others will be that the 'Customer is always right.' When reading customer feedback, we will try to utilize their complaints or recommendations to our advantage.