

Wakey Strategy v2.

This is Wakey

Wakey is a novel brand that offers a range of **sustainable, qualitative and honest** personal care products, **that center around the morning routine**. Wakey is looking for a **unique and marketable** brand-narrative, which **speaks** to the target audiences, **conveys** the overarching message and gets people **on board** with their mission.

Every day we wake up, stretch our limbs and get ourselves ready for the day to come. Some mornings are messy, starting later than planned or perhaps a little too early. Others are relaxed and easy, lasting long into the day.

What our mornings have in common is a personal routine. You know, a basic set of actions that help us get us fresh and energized. We brush, scrub, wipe and rub, using products that make all kinds of nourishing promises. What our go-to creams, soaps, pastes and sprays often fail to mention are the harmful effects they can have on people and the planet. For every aromatic extract there is a hormone-disrupting preservative, for every antiperspirant a harmful heavy metal, for every shine-enhancer a dehydrating sulfate...

Wakey thinks we can do better. By providing you with something more than a superficial promise. We invite you to join us in our mission to reinvent mornings and help us challenge the way people think about basic personal care.

Wakey. Wakey.
Are you ready?



The Good Morning Movement

Wakey invites people to take matters into their own hands. A 0% bullshit approach to personal care, breaking boundaries and rules by questioning the status quo and offering people quality, honesty and 'a way to do better'.

Join the good morning movement.

A photograph of two young women sitting on a brown leather couch. The woman on the left has short, curly blonde hair and is wearing a grey hoodie over a white t-shirt. The woman on the right has dark hair with bangs and is wearing a light-colored sweatshirt. They are both looking towards the camera. In the foreground, there is a green circular table with a stack of books, a small potted plant, and a vase with yellow flowers. The background features bamboo blinds on windows and some hanging plants.

Making the world
a *better place*, one
morning at a time.

“For decades upon decades we have accepted that when it came to basic care, there were only a few mass-market options: two dominant toothpaste brands, three female hygiene brands, two massive shave brands. They were reassuringly familiar, they did the job, and we didn’t particularly question them, until somebody did. Why (why, why, why), for example, are tampons conventionally dipped in chlorine bleach? What’s up with the (truly effective) sweat-clogging aluminum in antiperspirant? [...]

As with everything else in our industry and beyond, the move toward sustainable practices, non-toxic formulations and transparent modi operandi is a core feature of many of the buzziest new introductions to the essentials market. “Clean skincare is the fastest-growing component of skin right now, and as that fans out to other categories, consumers are questioning, ‘why are these things in my other products? Are they more harmful than good for you? Why didn’t anyone question this before?’”

Brand Pillars

Wakey's ideology can be distilled into four core values. These values should be applicable to all external and internal communications.

1.

Honesty

2.

Positivity

3.

Sustainability

4.

Empowerment

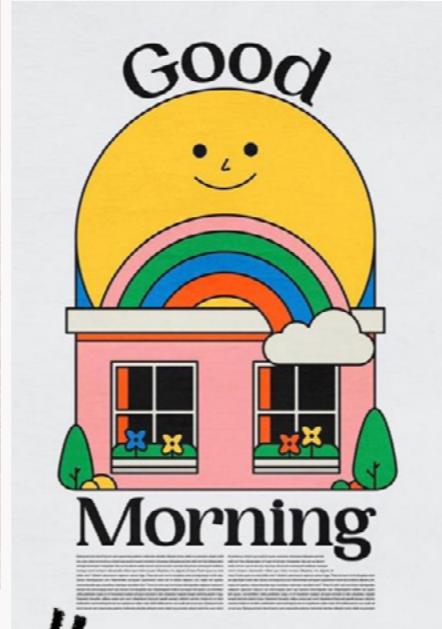


1. RADICAL REALNESS

Honesty.

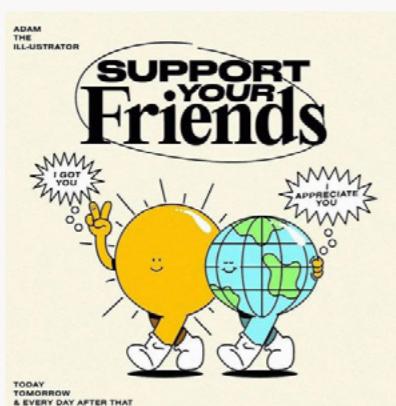
We've got nothing to hide and neither should you. In everything we say, create or do, realness is the mantra.

We offer complete transparency in our ingredients, production methods and packaging. We believe in real people and real mornings, no toothpaste smiles or staged settings. We think living interiors are inspiring. Messy, chaotic, alive.



6. We, at Wakey have nothing to hide and neither should you. We believe in honesty. At all costs.

Wakey's Morning Manifesto - Words we live by



2. GOOD VIBES ONLY

Positivity.

We believe in positive disruption.
Our products are kind to the skin you live in
and the ground you walk on.

Our products are effective, subtly fragranced
and fairly priced too, helping you to start your
day with a smile on your face.



Silica

I'm a thickening agent that helps give products the right texture.

TECHNICAL TERM	Silica
INGREDIENT CLASS	Supportive ingredient I help make formulations their best and most effective

I'm a thickener: I make sure a product's texture feels right.

How I'm made I'm a trusty synthetic ingredient: I'm made in a lab to be the best at what I do while staying safe for your skin.

How I work I help thicken formulas to give them the right texture.

Fun fact I occur naturally too: you can find me in awesome stuff like quartz, sand, and certain plants.

Ingredienten lijst + uitleg per ingredient



Three circular infographics showing savings: 51% CO2 savings, 63% Water savings, and 3% Waste savings.

TRY IT AND LOVE IT - OR SEND IT BACK WITHIN 30 DAYS.

WE'LL REFUND YOU, NO QUESTIONS ASKED.

**Smell good
Do good
Feel good**

With plastic-free compostable refills and a durable outer case that's designed to last a lifetime, smelling good and doing good has never been so easy.

[SHOP NOW →](#)



now made from ocean plastic. 18 water bottles diverted from landfills for each one.

3. NO DODGY STUFF

Sustainability + transparency.

We are committed to creating high-performance products that are safe for people, animals, and the planet.

This means that we are vegan, cruelty-free and that all of our ingredients are traceable. Our packaging is free of plastic, recyclable or refillable and we strive to reduce our waste to a minimum.

We're thinking of a 'Wakey scale' at the checkout to show what you save in water, single-use plastic, and co2 emissions with the products you buy.



4. A WAKE UP CALL

Empowerment.

Wakey wakey, are you up?

We're here to show you that things can be done differently.

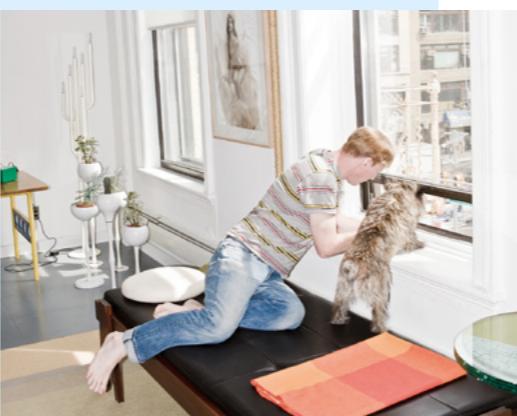
Igniting a rising revolution that will change the way we approach our morning care forever. More knowledge, more transparency, more positivity and less bullshit. Are you part of the change?

Show us your
morning face.

A series of straight-out-of-bed faces

WAKEY MORNING MANIFESTO

- Live a little. Or a lot. We know life is short -and mornings are shorter- but moments are as long as you make them.
- We believe in making the world a better place, one morning at a time. There is power in togetherness, to make actual change. Serving revolution with a side of coffee.
- We, as consumers have the power. It's our weapon of choice. Together we have the ability to change systems.
- We, at Wakey have nothing to hide and neither should you. We believe in honesty. At all costs. For our own safety and for the future's.
- Everyone's a morning person, (Some mornings just start at 11:00 AM) just like everyone likes the sound of birds. If someone doesn't, stay away from them.
- Style only matters when intentions and actions are done right. There's nothing worse than appearance as motivation.
- Each morning is a new beginning. Celebrate new beginnings with new habits. The rest of your day will follow.

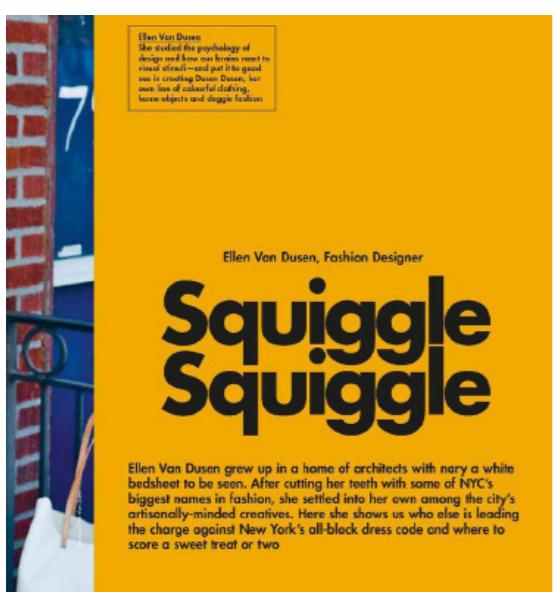
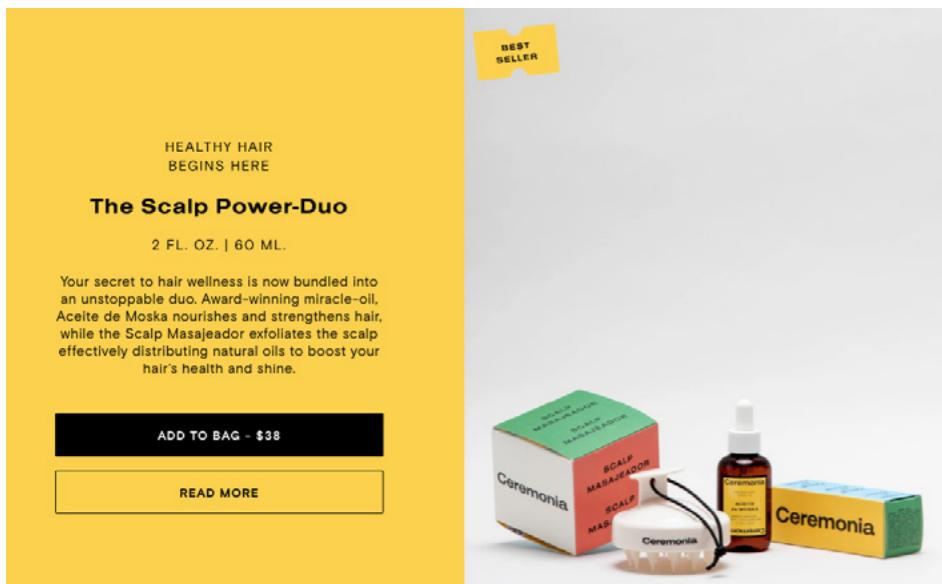


OUR COMMUNITY.

We have a real community of people with whom we share values and beliefs. We love engaging with our community, sharing thoughts, experiences and ideas that support our cause and strengthen our mission.

In our campaign images we photograph our ambassadors in their morning routine. Real people, over models or influencers -all with their own character.

Graphic direction



VIBRANT
GRAPHIC
CLEAN
BOLD
SMART
ACCESSIBLE
PLAYFUL
CREATIVE
REAL
NO-NONSENSE
COLOURS
UNISEX
THE VOICE OF NOW
SIMPLE