

# *Penguin Brothers* **BRAND STRATEGY**

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# MEET THE *penguin* BROTHERS

Brother Brandon and Blake, the *founders* of penguin brothers, built this company on the belief that *celebrations* should be about the individual. They believed you don't need alcohol, big events, or social pressure for something to feel special.





To them, *true*  
*celebration* came in the  
small moments and  
looked unique and  
individual, so they set  
out to create Penguin  
Brothers where  
celebration and  
personality combine.





**MISSION**

*statement*

**WE EXIST TO SHARE & MAKE LIFE'S**  
*sweet celebrations* **UNIQUELY YOURS**

**TO UNDERSTAND WHY  
THIS MATTERS**

**WE NEED TO LOOK AT  
THE WORLD WE LIVE IN**

# PEOPLE LOVE Celebrating

89% of Americans say it is important to celebrate life events ([IPSOS Survey](#))

88% of Americans celebrate major milestones such as:

Graduations, birthdays, new jobs, promotions, engagement, etc. ([Achieve, PR Newswire, 2024](#))

74% of Americans say celebrating life events impacts their finances ([source](#))

55% of Americans say they're just "getting through the day" ([source](#))

Should have to spend money?

67% of Gen Z respondents said they've *skipped milestone celebrations* in the past three years because of cost ([source](#))

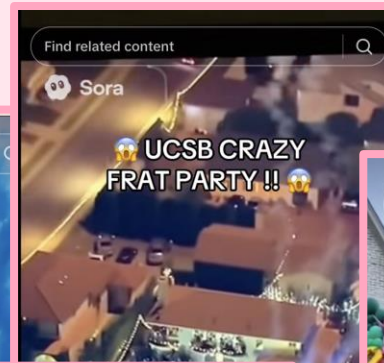
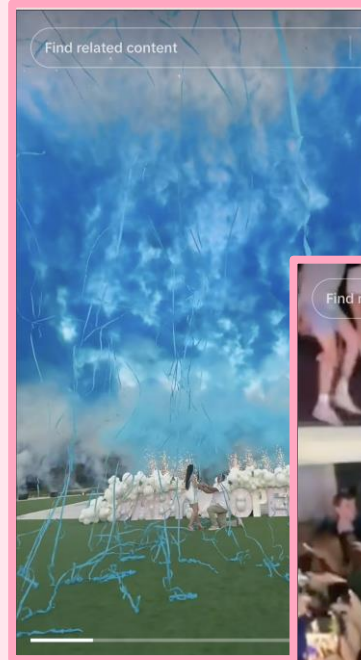
# But *celebration* has become performative

Nearly half (44%) of hosts said they feel pressured to spend more than they're comfortable.

*74% of Gen Z and Millennials report feeling stress about the cost of entertaining / hosting holiday events.*

*57% of Gen Z (in one study) said they've considered skipping a work holiday party because of "outfit stress."*

And these statistics mirror what we see across social media, where a growing pressure to outshine others has become increasingly visible.





*CULTURAL TRUTH*

*celebrations* **HAVE  
BECOME INCREASINGLY  
PERFORMATIVE &  
OVERPRODUCED**





**BECAUSE** *traditional celebrations*  
**FEEL STRESSFUL OR PERFORMATIVE**

**GEN Z IS TURNING TO WAY TO **CONNECT** AND  
**EXPRESS** THEMSELVES WHILE **STILL CELEBRATING**  
**WHO THEY ARE.****



# 58%

of consumers say they now prefer small, food-centric gatherings over large events.

For these younger consumers, milestones now include **personal growth, career wins, and even everyday joy.** And they expect brands to celebrate with them—on their terms.

# 55%

of Americans say they are “just getting through the day” and don’t have energy for big events.

*HUMAN TRUTH*



# PEOPLE *crave moments* THAT FEEL MEANINGFUL AND REFLECTS WHO THEY TRULY ARE

They want to connect, share, and express themselves, rather than follow tradition or social pressure.

Milestones now include small wins, personal growth, and everyday joys, not just big events.



# Opportunity

*STAND OUT IN A CULTURE OF  
PERFORMATIVE CELEBRATIONS  
BY MAKING EVERY MOMENT  
sweet, fun, & uniquely YOURS.*



# BRAND

# Positioning



**PENGUIN BROTHERS IS THE  
DESSERT BRAND THAT  
SHARES IN MAKING EVERY  
MOMENT WORTH**

*celebrating*

BRAND PROMISE



WITH FLAVORS AS UNIQUE  
AS YOU, OUR DESSERTS  
SHOW UP ANYTIME,  
ANYWHERE, MAKING  
EVERY *celebration*  
TRULY YOURS.

## NORTH STAR



**People want celebrations  
that reflect who they are, no  
matter how big or small.**



# Your #1 Hype Man

## BRAND PERSONALITY



- ★ Celebrating the uniqueness of others.
- ★ Hyping them up with our energy
- ★ Encourages, celebrates, and validates others.
- ★ Someone who cheers you on for everything
- ★ Embodies encouragement, validation, and energy...exactly what Penguin Brothers does for everyday moments.

# TONE OF VOICE

## *Playful*

We bring energy and humor to every interaction, making celebrations fun and lighthearted.

## *Relatable*

We speak like a real friend, relatable and genuine, never stiff or overproduced.

## *Encouraging*

*g* We celebrate small and big moments, cheering people on in a positive, supportive way.

## *Approachable*

We make every moment feel easy, stress-free, & welcoming everyone can join the fun.

The background is a collage of four photographs. On the left, two young women are standing outdoors; the one on the left has long blonde hair and glasses, holding a cookie, while the one on the right has long brown hair. On the right, a young man with a beard is shown in profile, eating from a spoon, with a young woman partially visible next to him. At the bottom right, another young man is shown eating from a bowl with a spoon. A central white rounded rectangle contains the text.

# TARGET AUDIENCE

*College Students & Young  
Professionals*

(18-30 Year Olds)

## The CELEBRATORS

- ★ Will find a excuse to celebrate anything: finishing a project, outfit looking good, personal achievements, celebrate national holidays
- ★ Likes spontaneity and playfulness in everyday life
- ★ Likes to document the good moments
- ★ Free time is spent with others / prefers small gatherings



# BRAND BEHAVIORS

## *Celebrate the individual*

Our brand recognizes and validates people's milestones, big or small.

## *Greets with a smile*

Interacting with the brand is approachable, stress-free, and inclusive.

## *Brings the fun*

The brand creates memorable, unexpected, and fun experiences.

## *Shares in celebration*

Treats every celebration like we're celebrating with a close friend



## Mission

We exist to share and make life's sweet celebrations uniquely yours

## North Star

People want celebrations that reflect who they are no matter how big or small

## Opportunity

Stand out in a culture of performative celebrations by making every moment sweet, fun, & uniquely yours

## Positioning

Penguin Brothers is the dessert brand that shares in making every moment worth celebrating

## Promise

With flavors as unique as you, our desserts show up anytime, anywhere, making every celebration truly yours

## Brand Personality

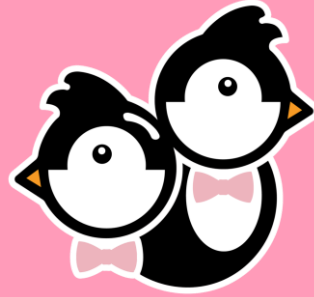
Your #1 hype man

## Tone

Playful, relatable, encouraging, approachable

## Audience

The Celebrators



# *Penguin Brothers*

## **SOCIAL STRATEGY**



# *the* GOAL



Leverage social media as a way to show off Penguin Brother's **playful personality** making us the brand consumers want to celebrate with.



# the OPPORTUNITY

Social media is where our audience spends most of their time. We can bring our *bright, bold* presence to social media to *inspire* our audience and *celebrate* with them.

98%

of current college and university students use some form of social media daily

4.5 HOURS

Average time spent on social media among this audience.



# *Target Audience* **THE CELEBRATORS**



# WHO ARE **THE** celebrators

- Gen Z and Millennials (18-26)
  - College students, early career professionals
- They live near and around colleges and stay up-to-date on pop culture trends while balancing busy schedules
- Often stressed by their unending daily tasks and to-dos



# Social Media Habits

- Connect with their friends, often re-posting and tagging people in funny, relatable content
- To search for a break from the world they get sucked in to the world of social media, often finding themselves doom-scrolling (53%)
- Majority use TikTok (58%) and Instagram (65%) as their way to consume content while 46% say they use social media as their primary search engine
- Valuing honest self-expression over polished perfection (76%), they use social media as their own form of journaling
- Their posts are upbeat and honest, highlighting experiences while unapologetically sharing the imperfect sides of life.







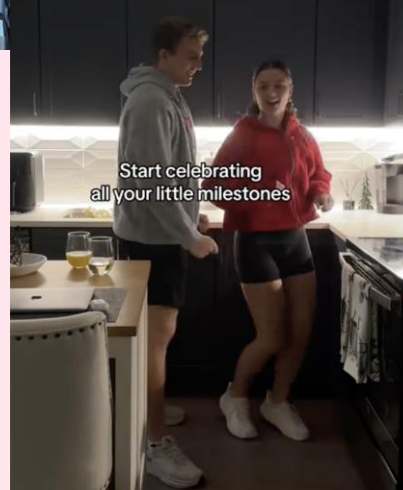
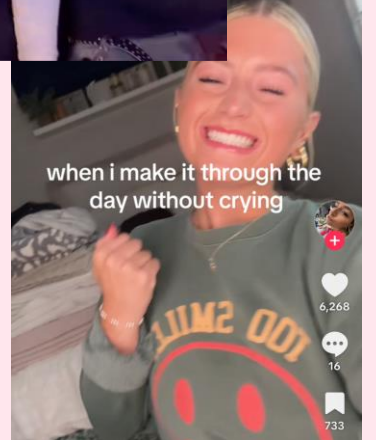
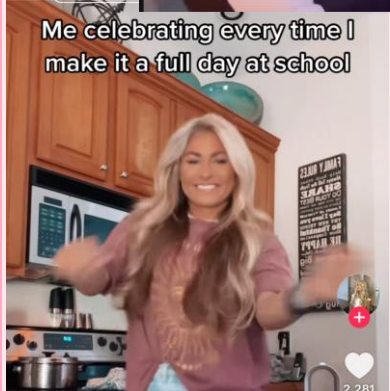
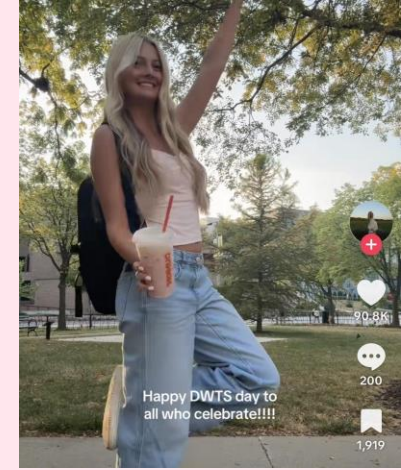
# redefining CELEBRATION

Traditional parties and commemorative events have become overproduced and performative, but the *celebrators* are redefining them by embracing the small, genuine moments that actually matter.



# CELEBRATION in Action

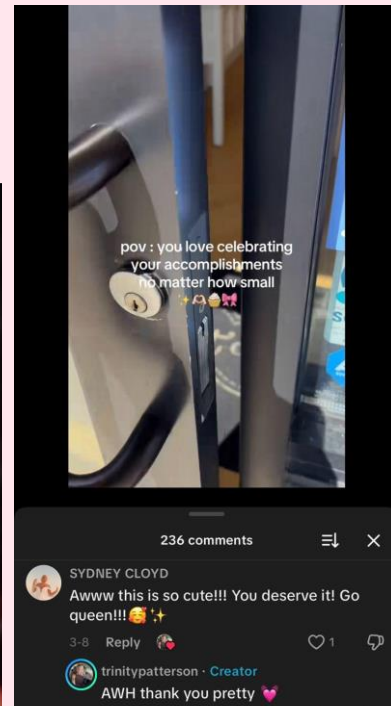
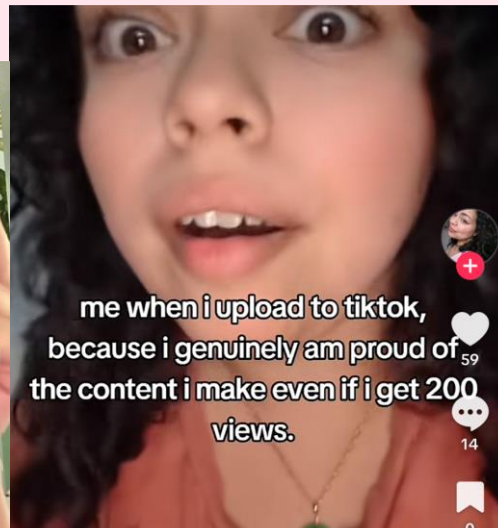
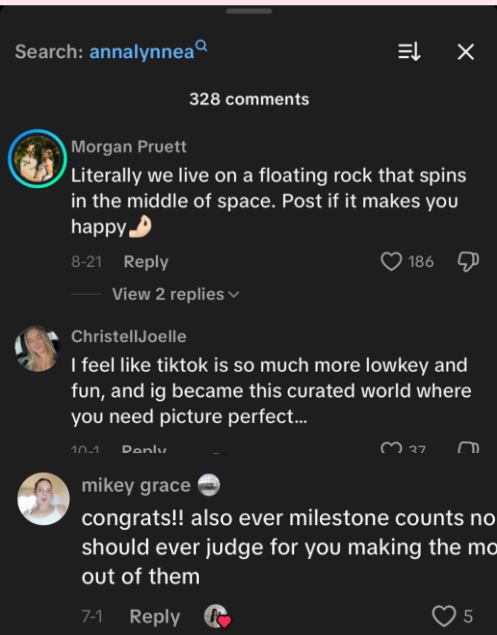
Gen Z are posting *small, personal celebrations*... finishing a project, cooking a meal, going to the gym, literally anything!



These smaller celebrations are **meaningful** because they showcase the larger-than-life personalities that deserve recognition.

# WHY ARE THEY *celebrating* THESE WINS?

When everything feels overwhelming,  
*celebrating* the little things becomes a  
way to feel *proud, grounded, and*  
*motivated* to keep moving.








# *social* POSITIONING

Penguin Brothers' socials are the hub where these **everyday quirks, random flexes, and personality-driven celebrations** all sit side by side.



The background of the slide is a photograph of a white tray containing several compartments. Each compartment holds a different material: some have marbled paper with swirls of color, while others contain loose powders or granules in shades of pink, orange, brown, and white. The lighting is soft, creating a warm and textured appearance.

# **SOCIAL POSITIONING STATEMENT**

**EVERY YOU,** *celebrated*

**Penguin Brothers shows Gen Z that the real,  
unfiltered moments are worth celebrating.**

# Role of Social

We inspire people to be  
their *authentic selves* in a  
fun, entertaining way.



# Social Pillars



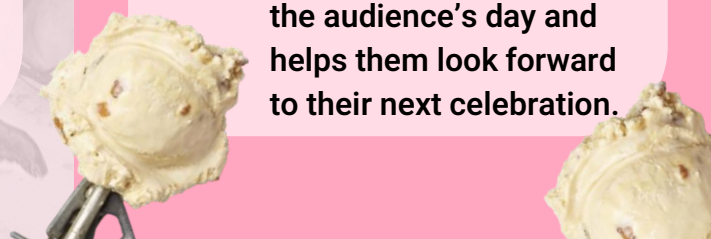
## Inspire Celebrations

- Short videos, memes, or posts that show quirky, fun ways to celebrate small moments
- Highlight micro wins, personal achievements or silly relatable experiences
- Encourages audiences to join in, share, and celebrate life in a playful and authentic way

## Spotlight Sweet Moments

- Repost and highlight followers' posts celebrating their own wins
- Makes people feel recognized, validated, and motivated to share their own moments.
- Makes the audience a better part of the Penguin brothers personality and community

## Entertain with a Smile

- Playful graphics, filters, or interactive content that makes scrolling fun and lets them laugh
  - Encourages repeated engagement and anticipation
  - Provides, feel-good content that brightens the audience's day and helps them look forward to their next celebration.
- 

# tone of voice

## Playful

**Humor, quirk, and bright visuals make every moment feel fun.**

*Example:* “It didn’t rain today...come celebrate” / Demi on her villain arc, come celebrate / etc...

## Relatable

**Real, human, down-to-earth posts that resonate with audiences.**

*Example:* Sharing a follower’s micro-win with no filters or overproduction.

## Encouraging

**Cheering on small and big wins alike.**

*Example:* “You finished that assignment early? Come celebrate...you earned it!”

## Approachable

**Easy-going, welcoming, and stress-free content that everyone can engage with.**

*Example:* Leaving likes/responses to all comments

# Social Channels



*Primary*

Short clips celebration,  
trend based, witty  
comments

3-5 posts a week

**ROLE:** Daily dose of  
entertainment

**TONE:** playful authentic,  
trendy



*Primary*

Feed carousels, reels,  
memes, polls, product  
name highlight, catering  
images, broadcast  
channel

4-6 posts a week

**ROLE:** Let you interact  
with the celebration

**TONE:** fun, bright,  
inspiring



*Secondary*

Behind the scene  
business story,  
history, fun tips,  
comm. involvement

1 post a week

**ROLE:** Educate on  
Penguin Bro's  
mission

**TONE:** professional but  
playful

# HOW WE RESPOND?

## *Reactive*

Liking, replying, or sharing posts/comments when someone celebrates a small win, searching for the comments where people are really spreading positivity.

## *Proactive*

Finding users or influencers who are posting celebrations and intentionally highlighting them. We are posting to show our audience how to celebrate the small moments.



## We leave *likes* on:

“Me and my roommates just celebrated the newest episode of DWTS!”

“This is so awesome”

“Love this”

## We DON'T leave *likes* on:

“Cringe fr”

“Why would you celebrate that”

Anything containing racism, sexism, homophobia, or any other hateful/prejudiced remark or general negativity



# Primary Guidelines

- ★ Comment with personalized, witty celebration lines on tagged posts.
- ★ Jump into Tik Tok trends only when celebration fits naturally.
- ★ Trends should focus on the consumers and celebrating them/their lives
- ★ We don't make ourselves the main character
- ★ Respond to DM's like a friend more fun rather than formal or serious

## *We Avoid*

Overly polished long replies or comments

Roasting or put people down





# Secondary Guidelines

- ★ Celebrate professional wins: internships, projects, launches, student awards.
- ★ Comment with clever but professional hype (“This deserves a raise AND a scoop.”)

## *We Avoid*

Memes that feel too chaotic.  
Anything unprofessional or overly casual.

# Summary

## ASK

Leverage social media as a way to show off Penguin Brother's playful personality making us the brand consumers want to celebrate with.

## CONTEXT

Celebrations are overproduced and performative, Gen Z wants a space where they can celebrate the things they actually want to.

## POSITIONING

Our platform will give Gen Z a reason to celebrate everything through our relatable, playful personality

## ROLE

Celebrate with our audience, letting them show-off their big personalities in a space that encourages being bold and yourself.

## TOV

Playful, relatable, encouraging, approachable