

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](#))

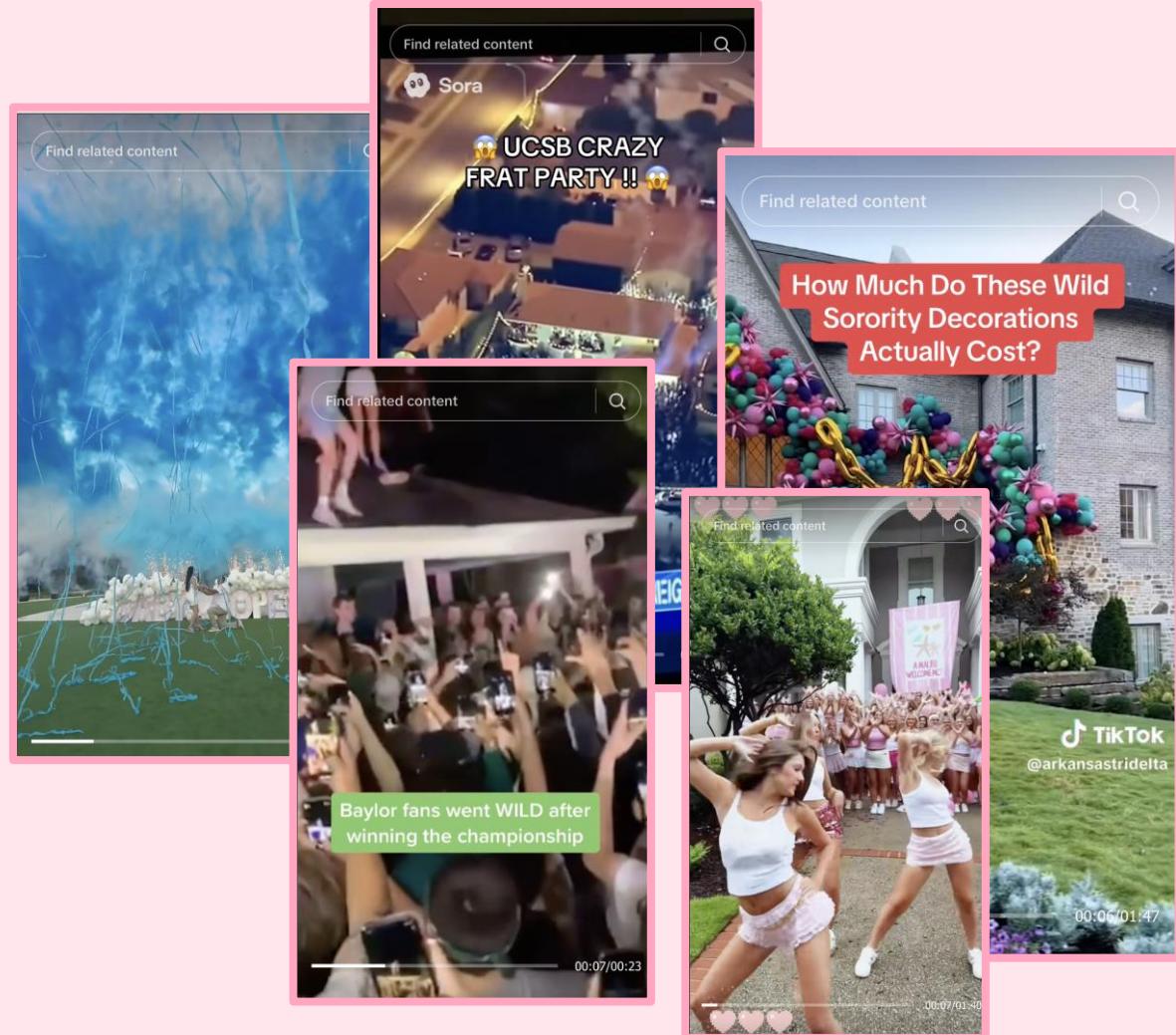
But *celebration* has become performative

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.

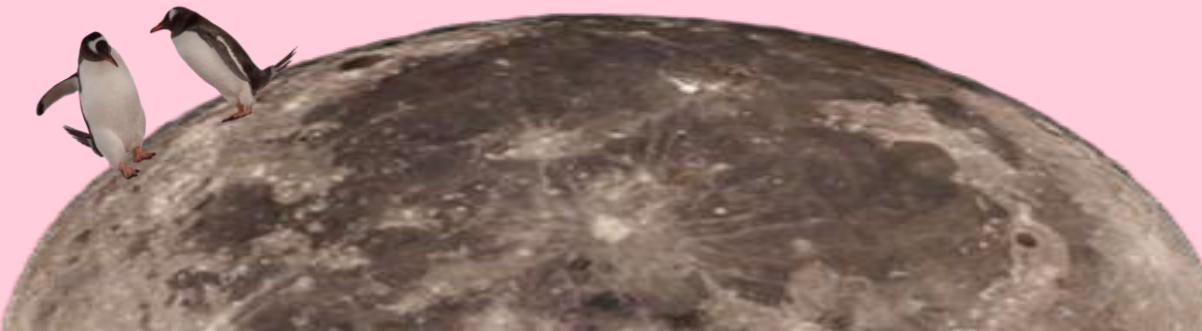
57% of Gen Z (in one study) said they've considered skipping a work holiday party because of "outfit stress."

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.
- ★ Hying 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

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.



TARGET AUDIENCE

College Students & Young Professionals

(18-30 Year Olds)

USER PERSONA

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

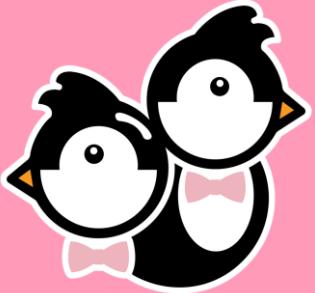
Your #1 hype man

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 celebrations

- Gen Z and Millenials (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.



tvd birthday theme

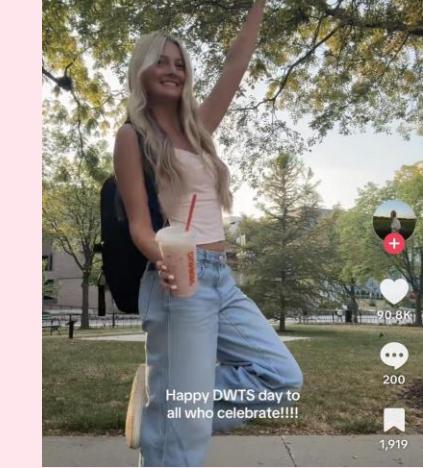
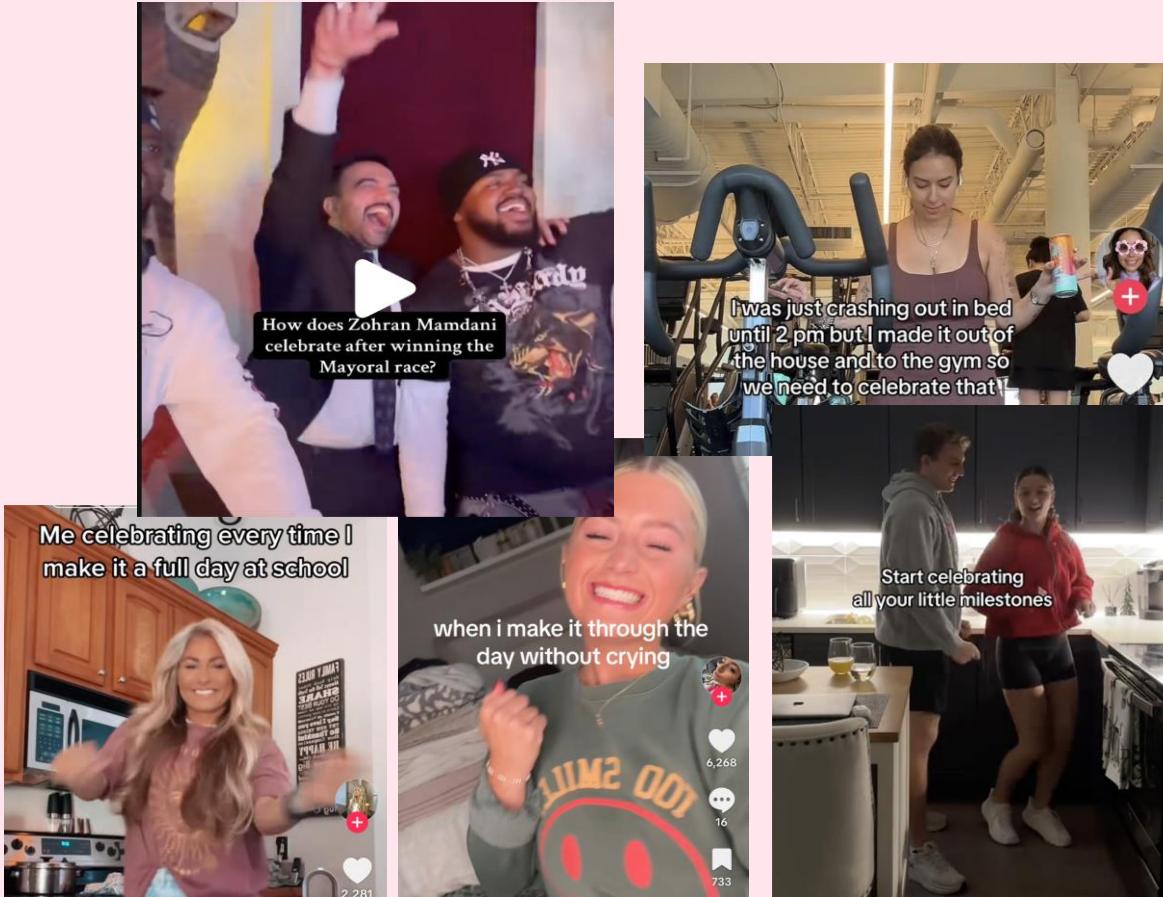
redefining CELEBRATION



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

CELEBRATION in Action

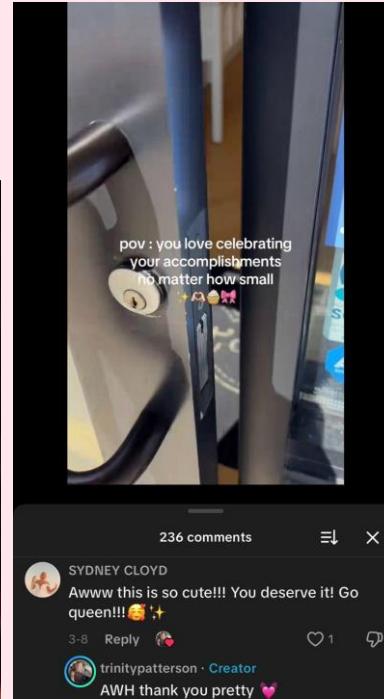
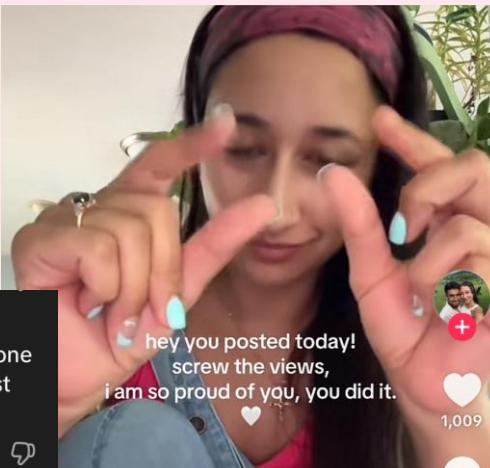
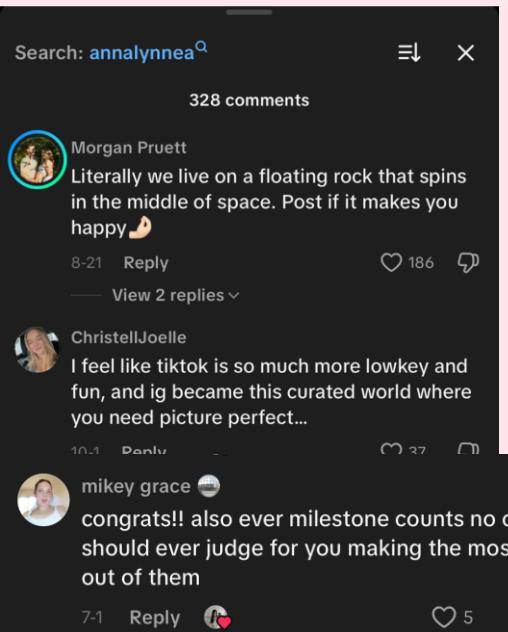
Gen Z are posting *small, personal celebrations*... finishing a project, cooking a meal, going to the gym, literally anything!



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.



A close-up photograph of a hand wearing a clear plastic glove. The hand is holding a metal spoon and is in the process of scooping a large, creamy scoop of vanilla ice cream from a pie tin. The pie tin is filled with a crumbly, brownie-like substance, possibly crushed cookies or brownie pieces. The background is a solid pink color.

social POSITIONING

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

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