

**BRAND STRATEGY**

Post Grad Co. is a lifestyle brand that inspires women who are looking to design their *own* path, while simultaneously providing confirmation and encouragement on the many doubts, lessons, and experiences that we all have along the way. By creating this communal space, Post Grad hopes to establish an emotional, personable, and relatable connection with readers, allowing them to seek purpose, meaning, and overall happiness. The brand should feel minimalistic and well put-together, allowing the fulfilling stories and visuals of the blog (and soon to be other mediums) to captivate audiences around the globe. It’s all about “not following the way things have always been done,” and instead, celebrating your own journey towards personal happiness.

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**BUZZWORDS**

( *Pulling them out of the strategy + defining* )

Confirmation / Encouragement: This is one of the important cornerstones of your brand. There are so many brands out there that say “do this,” “buy that,” etc. etc., but you’re taking a different approach. By creating a space that encourages others and gives them the confirmation they’re looking for, you’ll establish a trust that others have to work much harder for.

Doubts / Lessons / Experiences: These buzzwords are for things you and your audience (and heck, everyone) go through. It’s what *drives* the purpose of Post Grad Co. By openly discussing your own experiences, you’ll be encouraging and helping others to grow and learn in a positive way.

Community: A sense of community is important for Post Grad Co., as you’ll be sharing past experiences and relatable stories. The goal is for readers to feel welcome and like they are on their own unique journey, with the encouragement and support of others! This part is extremely valuable. ☺

Emotional / Personable / Relatable: This set of buzzwords is another important cornerstone of your brand. Because not only are you encouraging others to pursue happiness and purpose, but you’re also doing it in a relatable and personable way. Instead of separating yourself from the community, you’re right there with them. This will help grow your community and establish a sense of trust that has readers coming back for more day in and day out.

Purpose / Meaning / Happiness: This is what your target audience is seeking. In a world driven by technology and almost constant visual highlight reels, it’s important that young adults take time to find their own purpose and happiness, instead of following the path of somebody else they deem “successful.” As cliché as it sounds, it’s all about the journey. And Post Grad Co. is there for just that.

Fulfilling Stories / Visuals: This is the heart of your brand. It’s what you do: share fulfilling stories + experiences and visuals to go along with it.

Minimalistic / Put-Together: These buzzwords help describe how your brand should look. Because the focus of your lifestyle blog will be on experiences and sharing stories + visuals, it’s important to have a brand that doesn’t distract from the overall experience. Plus, you want to make sure that you’re reaching a larger audience and not alienating anyone simply because your logo doesn’t appeal to them. Classic, simple, and timeless is the way to go.

Personal: The experience at Post Grad Co. should feel personal, like the reader belongs. No matter what. And that their own experiences and unique journey towards purpose and happiness *matters*.

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*rowanmade****.****com + hello****@****rowanmade****.****com*