



## **TASK 02 - DEVELOP A BRAND PERSONA & VOICE GUIDE- CHOCOFUEL**

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(DIGITAL MARKETING INTERN)**



ChocoFuel

# BRAND PERSONA

tagline: "indulge in pure bliss"

Identity: ChocoFuel – A health-first chocolate that gives you energy and nutrition in every bite.

Personality: Energetic, innovative, and supportive – like a personal trainer who also loves chocolate.

Mission: To redefine chocolate as a source of energy, wellness, and guilt-free indulgence.

Values: Health, vitality, innovation, balance, and self-care.



# TARGET AUDIENCE

- Age: 18–40 years
- Lifestyle: Fitness lovers, students, busy professionals, athletes
- Traits: Health-conscious, love taste + nutrition, prefer quick snacks

healthy & nutritious

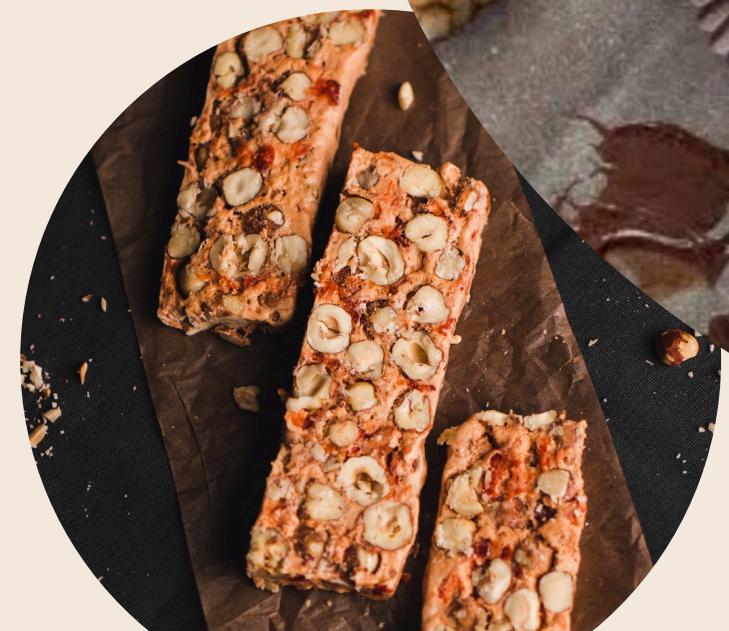
supports  
wellness

boosts energy

on-the-go  
snack

natural  
ingredients

guilt-free  
indulgence





1. Energetic – conveys power, fuel, and vitality.
2. Healthy – focuses on nutrition and natural ingredients.
3. Innovative – merges chocolate with wellness benefits.
4. Trustworthy – transparent about quality and sourcing.
5. Modern – stylish, appealing to young active consumers.
6. Supportive – encourages balance and self-care.

## CHOCOFUEL'S KEY BRAND CHARACTERISTICS



**Tone:** Energetic, motivational, and supportive

**Style:** Short, impactful, and modern

**Communication Style:**

Motivational → “Power through your day with ChocoFuel.”

Positive & Fun → “Who said healthy can’t be delicious?”

Clear & Honest → “No refined sugar. Just pure fuel.”

# BRAND VOICE & TONE





# CHOCO DELIGHTS

**Energy Choco Bars** – infused with vitamins & protein.

**Sugar-Free Dark Chocolate** – keto & diabetic-friendly.

**ChocoFuel Bites** – bite-sized healthy snack packs.

**Protein Choco Shakes** – ready-to-drink energy boost.

**Nut & Seed Chocolate Mix** – crunchy + nutritious.

**Mood-Boost Dark Choco** – with adaptogens for wellness.



# DO'S AND DON'TS

## ✓ Do's

- Use action words (fuel, boost, power)
- Keep messages punchy & positive
- Highlight balance of taste + health

## ✗ Don'ts:

- Don't make unrealistic health claims
- Don't use jargon or boring corporate tone
- Don't shame or guilt customers

# Conclusion

ChocoFuel is more than just a chocolate brand—it's a lifestyle choice for the health-conscious and taste-savvy. By combining rich, indulgent flavors with natural, energy-boosting ingredients, ChocoFuel satisfies cravings while supporting an active and balanced lifestyle. With its innovative approach, appealing branding, and commitment to quality, ChocoFuel is poised to become a preferred choice for consumers seeking both pleasure and wellness in every bite.



# THANK YOU

Task Done by:  
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