

Task 2:

Brand Persona and Voice Guide

By Gagana Raj PC
(Digital Marketing Intern)



Brand Logo

Tagline: Because every pet deserves
luxury love.



Brand Persona



Personality: Playful, premium, loving, stylish

Values: Care, comfort, luxury, sustainability, pet wellbeing

Archetype: The Lover – affectionate, passionate, always pampering pets like family

Target Audience:

Age: 22–45 years

Gender: Pet parents (men & women)

Lifestyle: Urban, middle to high income, treat pets as family members

Interests: Pet grooming, premium accessories, organic pet food, Instagram-worthy pet lifestyle

Target Audience Characteristics

Demographic

Age: 22–45 years

Gender: Male & Female (slight female dominance as women often lead pet care decisions)

Income Level: Middle to high-income households (₹8L+ annual income, able to afford premium products)

Location: Primarily urban and metropolitan cities (Delhi, Mumbai, Bangalore, Hyderabad, Chennai)

Occupation: Young professionals, entrepreneurs, working couples, small families with disposable income

Education Level: College-educated, aware of health & lifestyle trends

Psychographic

Lifestyle: Treat pets as family members (“pet parents” not “owners”), prioritize comfort & wellbeing of pets

Personality Traits: Caring, affectionate, status-conscious, trend-driven

Values: Quality, safety, eco-friendliness, exclusivity, and social recognition

Motivations: Desire to pamper pets with premium care, make them look stylish, and share on social media (Instagram-worthy)

Pain Points: Worries about pet health, looking for trustworthy, safe, and premium-quality products; dislike generic/cheap options

Buying Behavior: Prefer luxury & branded pet products, willing to pay extra for organic, cruelty-free, or premium accessories

Brand Characterstics



Premium & Stylish 👑 – Luxury products with modern appeal.

Loving & Caring ❤️ – Treats pets as family.

Playful & Friendly 🐾 – Joyful, approachable personality.

Trustworthy & Safe ✅ – Cruelty-free, reliable, high quality.

Eco-Conscious ♻️ – Sustainable and responsible.



Brand Voice

Tone: Warm, playful, affectionate, with a hint of luxury

Style: Conversational, caring, pet-parent friendly

Emotional Connection: Speak as if we adore their pets just as much as they do

Warm & Caring: “Your furry friend deserves royal love 🐾❤️🌟.”

Playful & Fun: “Treat time just got royal 👑🌟.”

Premium & Stylish: “Luxury meets love in every paw step.”

Trustworthy: “Safe, cruelty-free, crafted with care.”

Eco-Friendly: “Good for pets, gentle on the planet 🌱.”

Majestic Paws Collections

1. SilkGoat Shampoo

Gentle, Glossy-finish pet shampoo

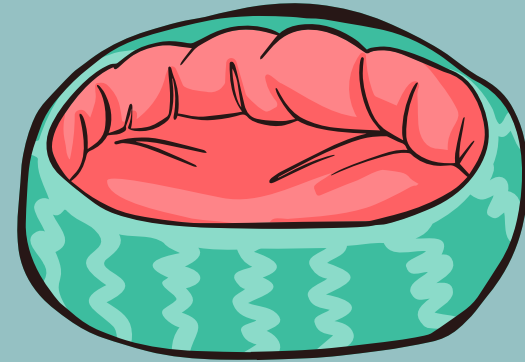


ArtistoCollars



**Premium leather &
jeweled collars**

Royal Rest Beds



plush velvet pet beds

Do's and Dont's for the Brand Voice

Do's

Use pet-friendly, playful language (“Your fur baby deserves the royal treatment 🐾👑”).

Highlight premium quality but keep it approachable.

Show empathy towards pet parents' love and care.

Use emojis sparingly to add warmth 🐶🐾💖

Dont's

Don't sound cold, robotic, or too corporate.

Don't use overly complicated product descriptions.

Don't be negative or judgmental about how people care for pets.

Don't compromise on the premium yet loving tone.



Conclusion

LuxePaws combines love and luxury to create a premium product range that pampers pets with the same care and style as family. From organic meals and spa-like grooming to stylish accessories and cozy comforts, every product reflects quality, safety, and elegance. By blending playfulness with premium value, LuxePaws positions itself as the go-to brand for pet parents who want nothing but the best for their furry companions.



thank you

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