

# ABOUT STICKING TOGETHER

This company is something that my twin sister and I have been wanting to start for a while. The name of the company/client is Sticking Together. They are located in Southern California—more specifically, the San Diego area. Sticking Together is a small business that sells handmade stickers. The company sells individual stickers (for hydro flasks, bikes, skateboards, cars, etc.), themed sheets, and custom stickers. Subjects like politics, environmentalism/sustainability, memes, jokes/puns, quotes, shows, and movies will thematize the artwork of the stickers being sold. In addition to selling stickers, the company seeks to use some of its profits to donate to charitable organizations (local, national, and global). Sticking Together wishes to portray creativity and unity. While they want to make sure it's clear that their goal is to contribute to the world in a positive way, they also want to demonstrate the inspiration of the company's backstory: the two owners are twins who went off to separate colleges, and after realizing how much they missed and needed each other, they wanted to start something that would bring them back together. Their competitors would definitely include other Etsy or small sticker companies, like Anna Kate Gifts, Serendipity by Anna, and Shape Shelves. However, they could also be competing against larger craft stores like Hobby Lobby or Michaels.

The client demographics would mainly include ages from 13-25 (from about teenage to college-aged). These would most likely be customers seeking stickers to personalize things like journals, water bottles, computers, etc. However, a more adult-type audience would definitely include teachers. They would most likely like the journalistic or planner-based stickers for lesson planning, or grading stickers. The audience will most likely start in-state (i.e., California), then hopefully expand nationally. The needs of the audience would be personalization, a need for individualism, or wanting decoration.