



DESIGN & CREATIVE PROCESS

COLOR Competitive Analysis



TYPE Competitive Analysis



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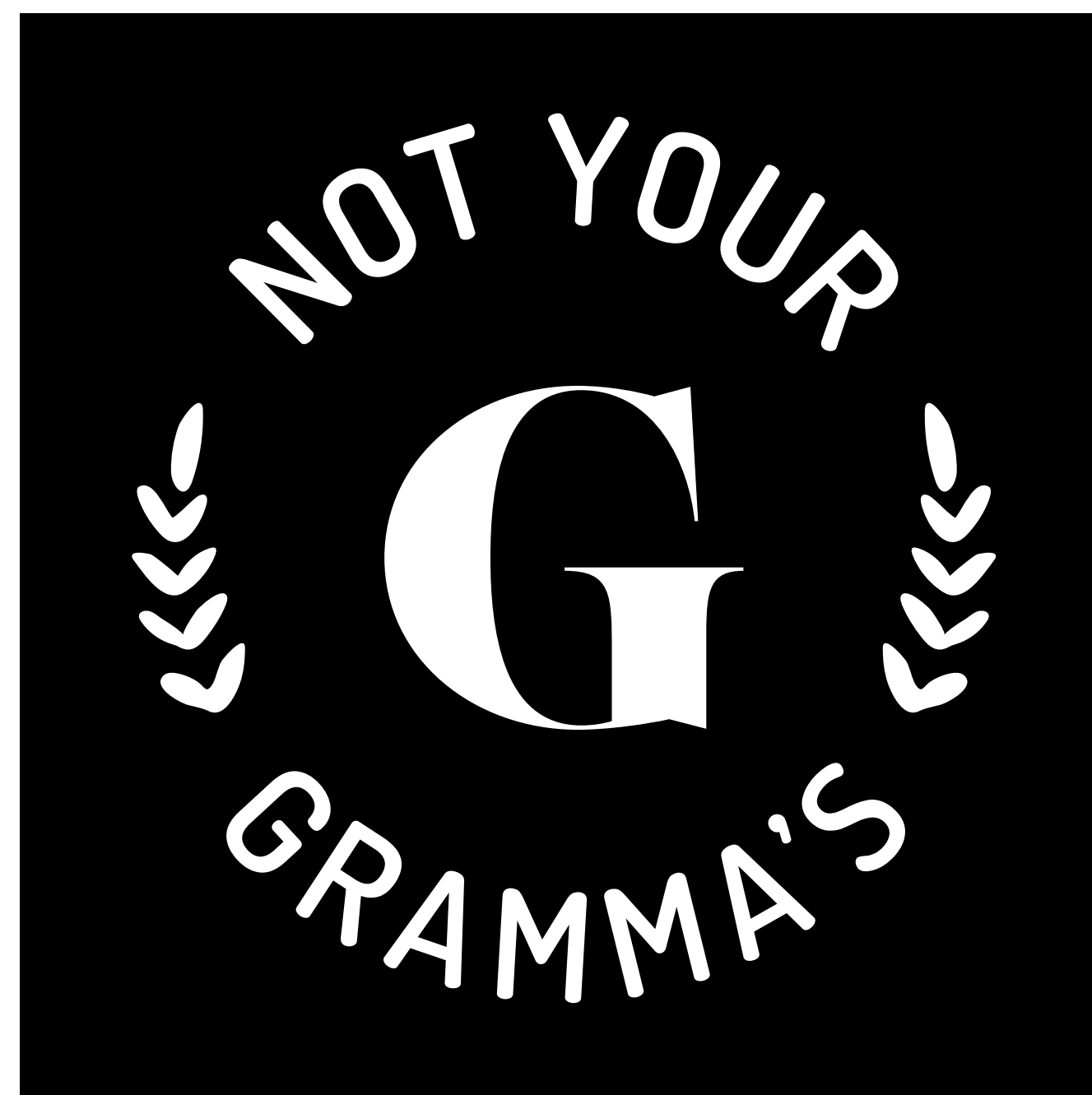
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MODERN | PLAYFUL | ECO-CONSCIOUS

#9250AD



#ECB700



#448C55



DOSIS BOLD

SEMIBOLD MEDIUM REGULAR

Lust Regular



"I want to buy products that are good for both my family and the environment, while also teaching my kids the importance of sustainability and being mindful of the differences we can help make for our planet."

Quinn Jones

Eco-Conscious Mom

 42 years old

 Rural area

 Coffee shop owner

 Medium income

BIO

- Married; busy mom of 3 children
- Active volunteer in community
- Enjoys gardening, hiking, & spending time in nature
- Buys in bulk & limits plastic consumption
- Buys sustainable products when she can

Quinn loves that the body bar can be used from head to toe, which makes shopping for her family easier and limits the plastic bottles in her shower. She appreciates that it is just as effective as premium soaps, but is healthier for the environment and her family's bodies.

POSITIVE TOUCHPOINTS

- Loves when brands are transparent with how they create & produce their products
- Appreciates when brands donate to a cause that makes a difference for the planet
- Connects with a brand's website that shares their story, values, process of making the product, etc.
- Likes products that are packaged sustainably and delivered to her front door

NEGATIVE TOUCHPOINTS

- Does not appreciate or support brands who greenwash and do not actually make a difference for the planet
- Avoids "eco-friendly" products that are packaged in plastic and styrofoam
- Dislikes eco-friendly soaps and shampoos that don't clean as thoroughly as premium soaps
- Dislikes print advertising that is mailed to her



"I want to be more conscious and mindful of the products I'm buying and consuming. After going vegan, I realized the products I use are just as impactful to the planet's health. I am interested in sustainable, fair trade, toxin-free products that are good for the environment and my body."

Alex Ramirez

Vegan Activist

 23 years old

 Urban city

 Online content creator

 Low-medium income

BIO

- Single; mom of 3 pets
- Animal lover & vegan
- Buys cruelty-free, vegan products
- Active volunteer in community
- Interested in sustainable products that are affordable and long-lasting

POSITIVE TOUCHPOINTS

- Loves videos of a brand's journey and process
- Connects with thoughtful and personalized messaging from a brand
- Engaged and active with favorite brands on social media platforms
- Connects with images, videos, branding, and messaging that is authentic and genuine

NEGATIVE TOUCHPOINTS

- Dislikes products that greenwash and are "vegan" but not cruelty free certified
- Dislikes when companies claim they care about the environment, but do nothing to show it
- Does not re-purchase eco-friendly shampoo that leaves her hair greasy and oily after 1 day

Alex is excited that the body bar is healthy for both the environment and her body, while still being cleansing, moisturizing, and satisfying to use. She loves that it leaves her body and her hair feeling nourished and energized. She appreciates that it can help limit her plastic waste.



Max Taylor

Outdoor Enthusiast



30 years old



Rural area; travels often



Web developer



Medium income

"I like supporting brands that actually care about saving our planet. It helps me be more mindful and connected to the planet when I use sustainable, environmentally friendly products that don't harm the Earth."



BIO

- Single; dog owner
- Travels cross-country in his camper van
- Minimalist
- Enjoys outdoor activities such as biking, hiking, surfing, & kayaking
- Loves nature & animals



POSITIVE TOUCHPOINTS

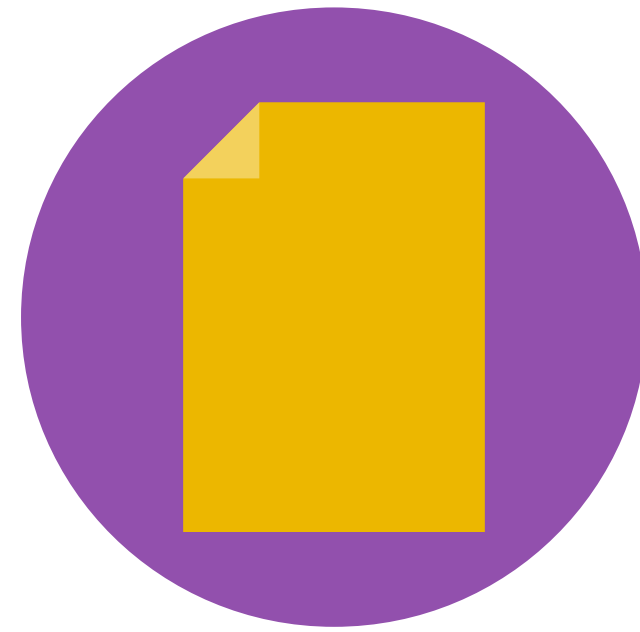
- Likes when companies are mindful about their product packaging & shipping
- Loves an engaging and thoughtfully designed website that shares the brand's story
- Appreciates affordable, environmentally friendly products that have multiple uses
- Trusts the YouTubers he follows about their opinions and endorsements of products



NEGATIVE TOUCHPOINTS

- Dislikes poorly designed websites that don't focus on the user experience and customer journey
- Disappointed when environmentally friendly products are extremely expensive
- Becomes disengaged with negative customer service from a brand

Max doesn't have the space for multiple plastic soap bottles in his camper van. He needs 1 product to clean his body from head to toe that is also biodegradable and toxin free because he likes to use his outdoor van shower after his outdoor activities.



KRAFT PAPER/BOXES



Biodegradable
& Non-toxic



Recycled material
& Recyclable



Compostable



Bleaching causes
zero harm



Cost efficient
Least expensive

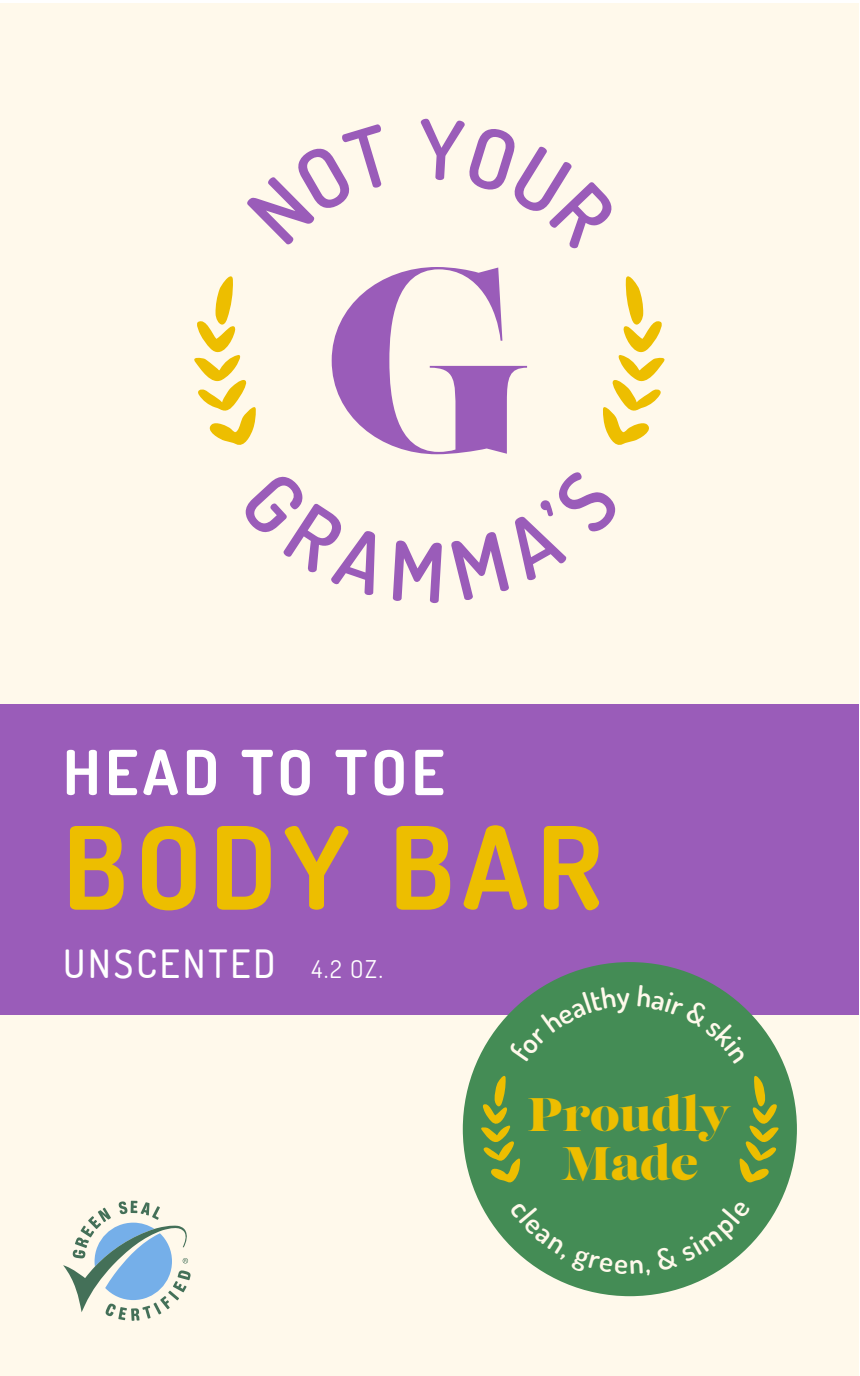


Sturdy material =
less packaging

Top



Front



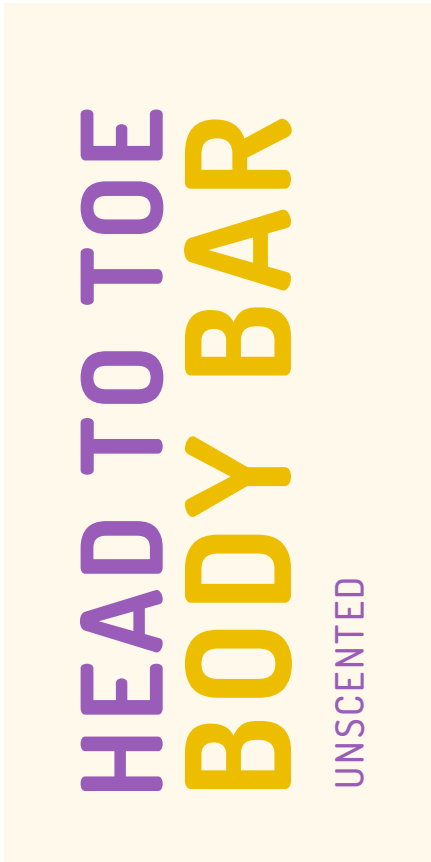
Side



Bottom



Side

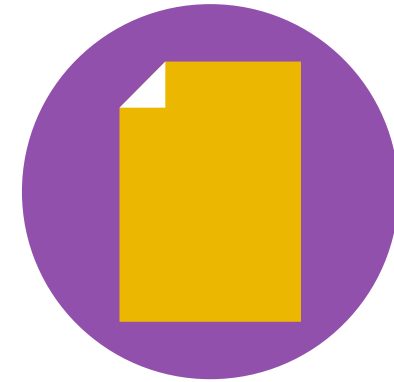


Back





CAMPAIGN METRICS



Print Collateral



Digital Collateral

Surveys



Provides insight into which ads and marketing strategies are working. Coupons or rewards can motivate customers to fill out a survey.

Click-through rate



Tracks how many people are clicking on the digital ads and going to the website.

Coupon & QR codes



Tracks which marketing messages are the most appealing without having to ask customers directly.

Engagement rate



Tracks how much of the video advertisement customers actually watched.

Landing Pages



Use website analytics to discover how many customers arrived at the landing page.

Conversion rate



Tracks purchases from clicks and marketing efforts.