

Lantern[!]

Moodboard

Illustrated portraits will be featured on the site created by artists in honor of a loved one who has passed. These are abstract portraits that feel relatable, artful, sentimental, comforting and celebratory of life.



Color Palette

Please use this color palette for all mobile and web needs.

Primary

White background is dominant.
Black and charcoal for buttons and copy.



#ffffff

White



#303030

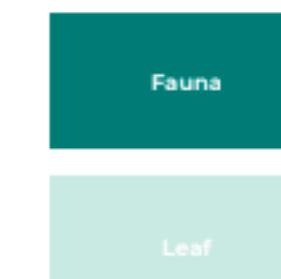
Charcoal



Black

Secondary

Buttons, text accents/highlights.



Fauna

#0e7874

Leaf

#cee8e1

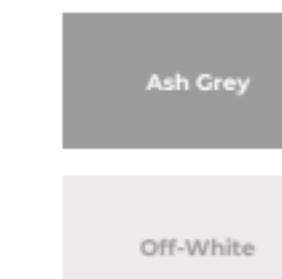
Sunrise Yellow

#fbdd36b

Grapefruit

Greys

Copy, inactivive icons, backgrounds.



Ash Grey

#9a9a9a

Off-White

#e9e9e9



Dealing with death is hard.

Get your free step-by-step guide on how to navigate your life before and after a death.

[My Dashboard](#)



We're Here for You When You Need Us

"I am almost a year out since my mother passed away, which still feels fresh, and could still use a lot of the information I'm encountering."

Hannah G.
Seattle, Washington

Lantern's Ask

- Comms Guide
 - Social Campaign
 - OOH
 - Digital & Print Advertising
- Elevator Pitch
- Improvements to the brand
- More humanity in the ways users interact with the product

Our Main Challenge

Death is uncomfortable to think about, let alone talk about.

Our business depends on people being proactive around death.

The Strategy

The Problem

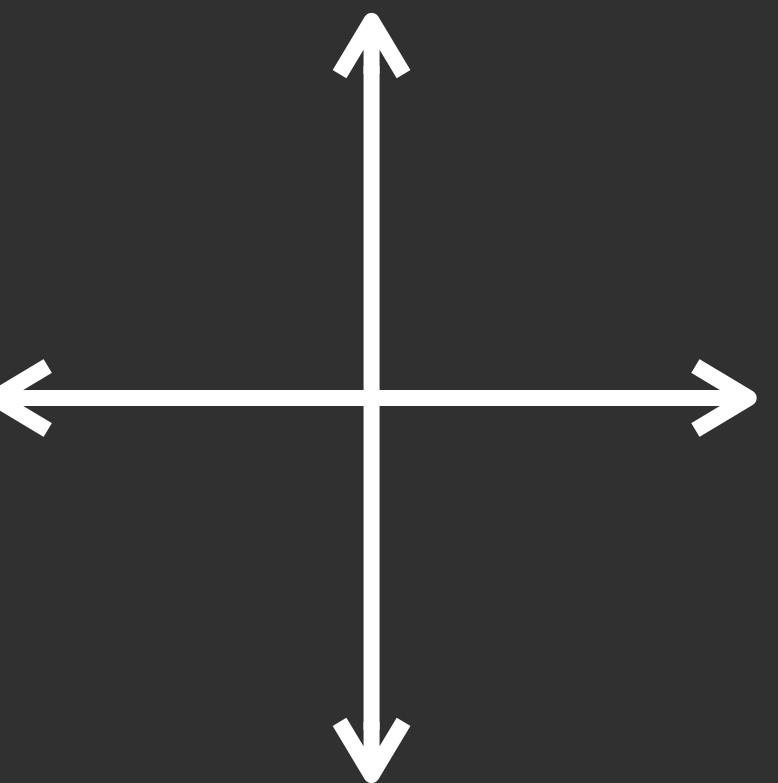
At this very moment, we're separated from our loved ones and worried about them.

We're all searching for something concrete we can do to help them.

The Insight

We don't think about death because we're scared of it.

Even though that lack of consideration only makes death scarier.



The Advantage

We deeply understand the challenges that death poses because we've been there.

We won't treat you like a problem to be solved- but rather as a human to be seen.

The Strategy

Hold your hand and light your way through the darkness by giving you the tools to fight back against death and its stigma.

Audience Segmentation

Audience Segmentation - Before



Meet Alex

Alex is 35 years old and lives in Brooklyn, New York. Her parents just entered their 70s and it has her thinking about her own mortality. She's very aware that without a plan in place, she'll leave her family and friends with a huge burden. It's also hugely important to her that how she's honored in her in death represents who she was in life. She's got very specific ideas on her memorial service.

She's organized, proactive, family-oriented, and places a huge emphasis on good design. She learned about Lantern through press.

Market Size: 10M+

" I think planning my death is helpful for everyone else that remains **"** alive. It's amazing how many questions would go unanswered...Lantern helps to reduce the burden

Our Audience of 2.1k

61%

Female

88%

Planning Ahead

70%

Under age 45

Audience Segmentation - After



Meet Alex

Alex is a living human being living in America.. Her life is full of beautiful things she's made or curated. Her biggest fear is a lack of creative control- she hates being told how things should look, as if there's only one way.

After thinking about it for a moment, it occurs to her that nothing about her death would be more depressing than a formulaic funeral that doesn't respect her life as she lived it.

She's aspirationally organized, proactive, and family-oriented but also a work-in-progress. She places a huge emphasis on good design. She learned about Lantern through press or from a trusted friend.

Market Size: 360 M +

“ Death is all over my news feed and it's hard to know how to react to that. One thing I know for sure is that I'll die well, leaving behind a legacy that burns bright because of Lantern. **”**

Our Audience of 2.1k

61%

Female

88%

Planning Ahead

70%

Under age 45

How to Reach Her

Instead of targeting an “age-range” (pretty outdated in advertising these days) we’re interested in reaching Alex in a particular mind-state.

We’ll put Lantern in front of her using targeted advertising at the POS of other “proactive partners” so we’ll reach her when she’s thinking about planning for the future.

Planning for the future

- Employers
- Banks
- Real Estate
- Healthcare
- Big Purchases
- Resume-Writing

Through Referral

- Social Campaign
- UGC Campaign
- Lantern App Network

Through Press

- Palliative Care Initiative
- How to Die Syllabus
- Coronavirus Funeral Guide

Planning for the Future

HEALTH INSURANCE BENEFITS

5:10 ⓘ

Other Benefits

BENEFICIARY TOOLS

Pre-Death Planning
Guidance on how to navigate your life before and after death

PRE-TAX BENEFITS

FSA
Use pre-tax dollars to pay for eligible health care expenses.

INCOME PROTECTION

Short Term Disability
Pays a percentage of your salary if you become disabled.

Long Term Disability
Helps replace an employee's income if they are disabled after a period of time.

FINANCIAL INVESTING

3:04 ⓘ

MP

Invite

Lantern
Connect your investments to your Lantern account

Improve financial health

CURRENT RANK
All-American
20pts to Semi-Pro

480

Your next challenges

Market Magic
Buy your foundation
20pts Go to challenge →

Debit 101
Starting from cash.
10pts Go to challenge →

HOME MORTGAGE

3:04 ⓘ

allyhomeloans.com

Lantern
Connect your home mortgage to your Lantern account

Your loan summary

PURCHASE	YOUR RATE	CLOSING COSTS
	3.125% Rate type 30 Year Fixed	Monthly payment \$2,881
	Points ⓘ \$7,397	Status ⓘ Unlocked

Explore rates

ally

We are a relentless ally for your financial well-being.

Through Referral

SOCIAL MEDIA



Through Press

The New York Times

The Coronavirus Outbreak | **LIVE** Latest Updates Maps Common Questions What You Can Do Newsletter

A New Curriculum Is Teaching Americans How to Think About Death

Lantern is a company that helps people plan for death. Its founders provide a crash course in contemplating mortality in the face of Covid-19.



Illustration by Lisa Rusalskya. Each illustration commissioned by Lantern is devoted to a loved one who has passed away. This one is a tribute to 'Helen.'

By Alyssa Ruderman and Liz Eddy

March 28, 2020

f t m r b

Virginia Woolf, laid up with the flu, wrote that: "the merest schoolgirl, when she falls in love, has Shakespeare or Keats to speak her mind for her; but let a sufferer try to describe a pain in

New Lantern Brand Strategy

Who is Lantern?

We are...

...taking a “death aware” approach to helping people like us navigate life before and after death.

We've lost parents, grandparents, loved ones and have been totally overwhelmed by all the work that's come with it. So we've made it our mission to ensure every grieving person has a simple, trustworthy, and comprehensive place to turn.

We are here for you.

We are you.

That's why we built Lantern.

We care a lot about planning now for an easier future.

If we can invest in death planning today, we can grieve easier tomorrow.

We are Lantern.

We Believe...

...we have an obligation to ourselves, and the people who matter most to us, to confront what is 100% certain...we will die.

Death is not dark, death is not lonely.

Death is human.

Lantern's Personality

How we exist in the hearts and minds of our users

Disruptive

Progressive
Intelligent
Thought Provoking

Accessible

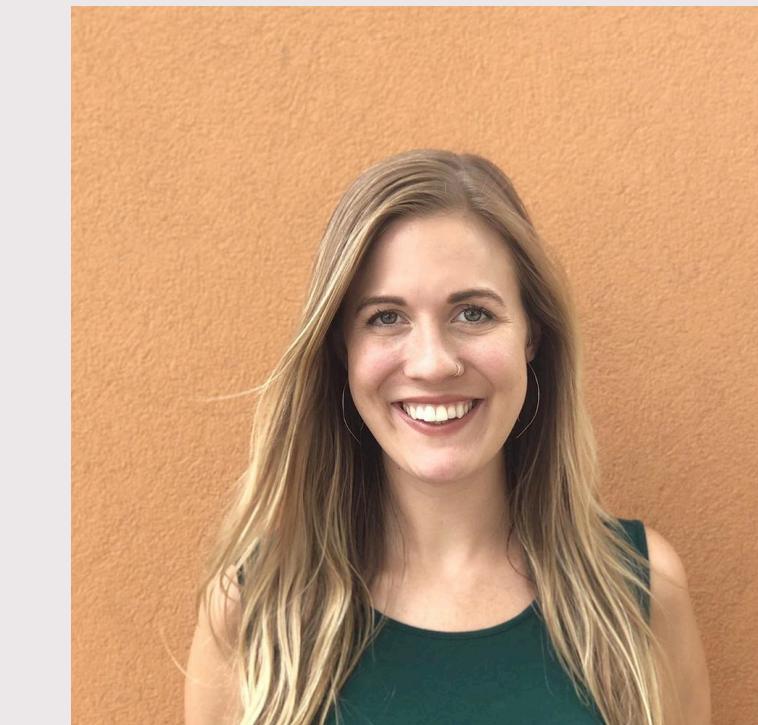
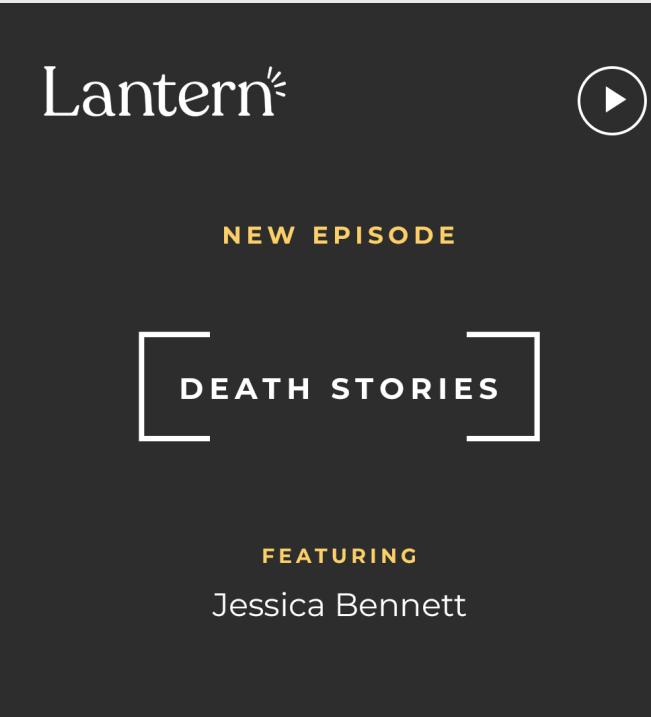
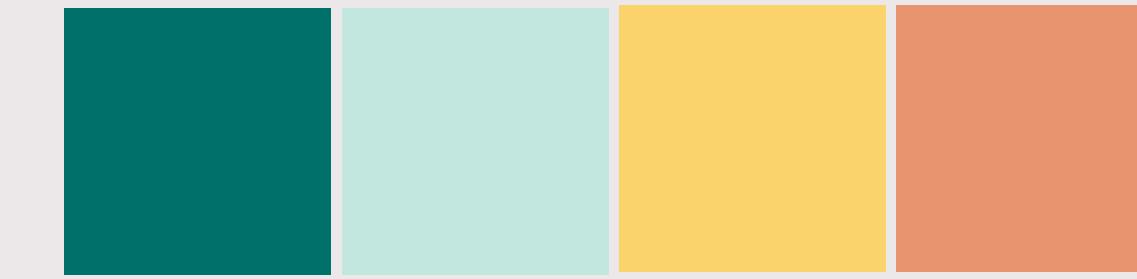
Lighthearted
Empathetic
Tasteful

Purposeful

Direct
Dedicated
Relevant

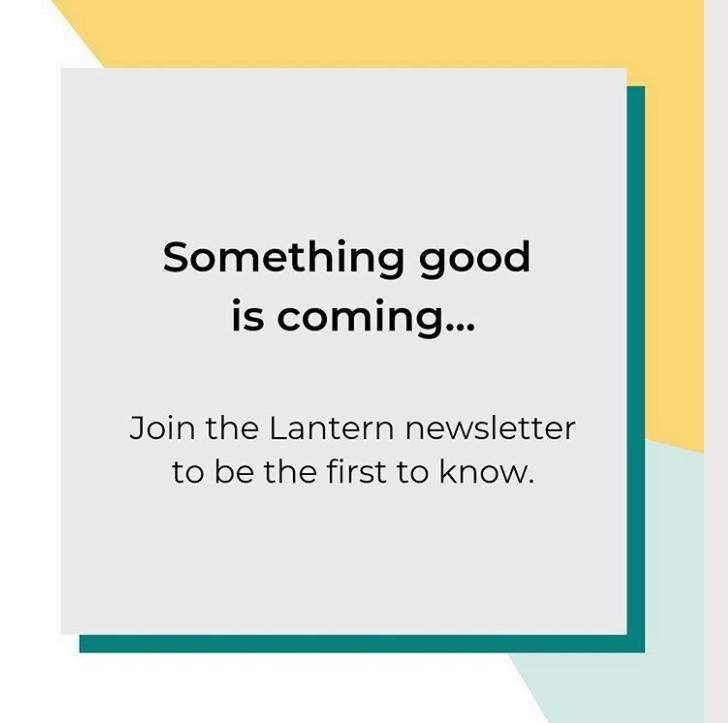
The Lantern Aesthetic

Our colors aim to evoke a sophisticated but calming emotional response that we carry throughout all visual imagery



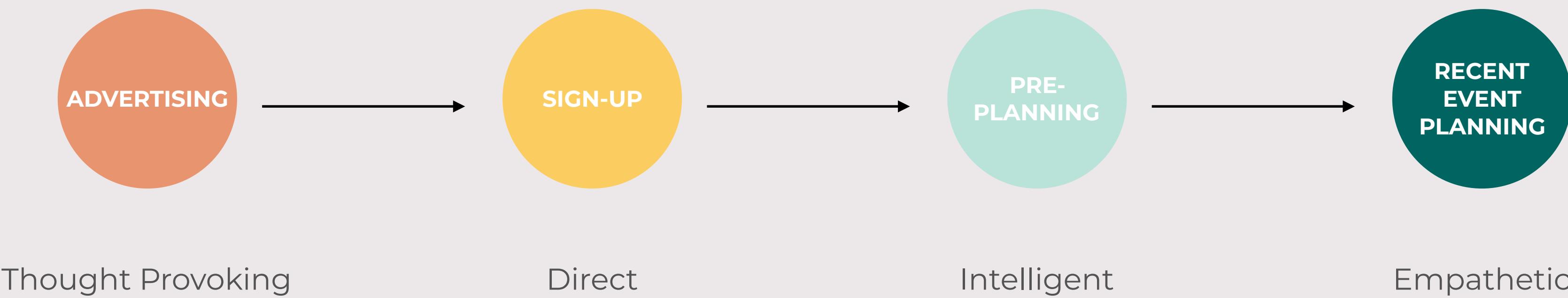
Amid Coronavirus Fears,
Here are Some of the
Things We Can Control

WWW.LANTERN.CO



Targeted Customer Journey

How we behave at specific customer touch points





ADVERTISING

Thought Provoking

Everyone's death rate is 100%.
Have you made your death plan yet?

#IAMDEATHWARE | JOIN THE MOVEMENT

The screenshot shows the 'Welcome to Lantern - Lantern' page at lantern.co. The header includes a logo, navigation links for 'About Us', 'Checklist', 'Articles', 'Log In', 'Create Checklist', and a search icon. A large illustration of a woman in a yellow dress surrounded by foliage is on the left. The main text reads: 'It's time to prepare for what we know is certain.' Below it is a quote: 'Invest in planning today so you can grieve easier tomorrow'. A 'Sign-up Today' button is present. A testimonial from Liza Rusalsky is shown: 'This is the best idea I had never thought of nor knew I needed. But now I know this is out there, it feels like a relief.' At the bottom, there's a section titled 'WE BUILT LANTERN' with a story about the team's experience and a 'Read Our Full Story' button.

SIGN-UP

Direct

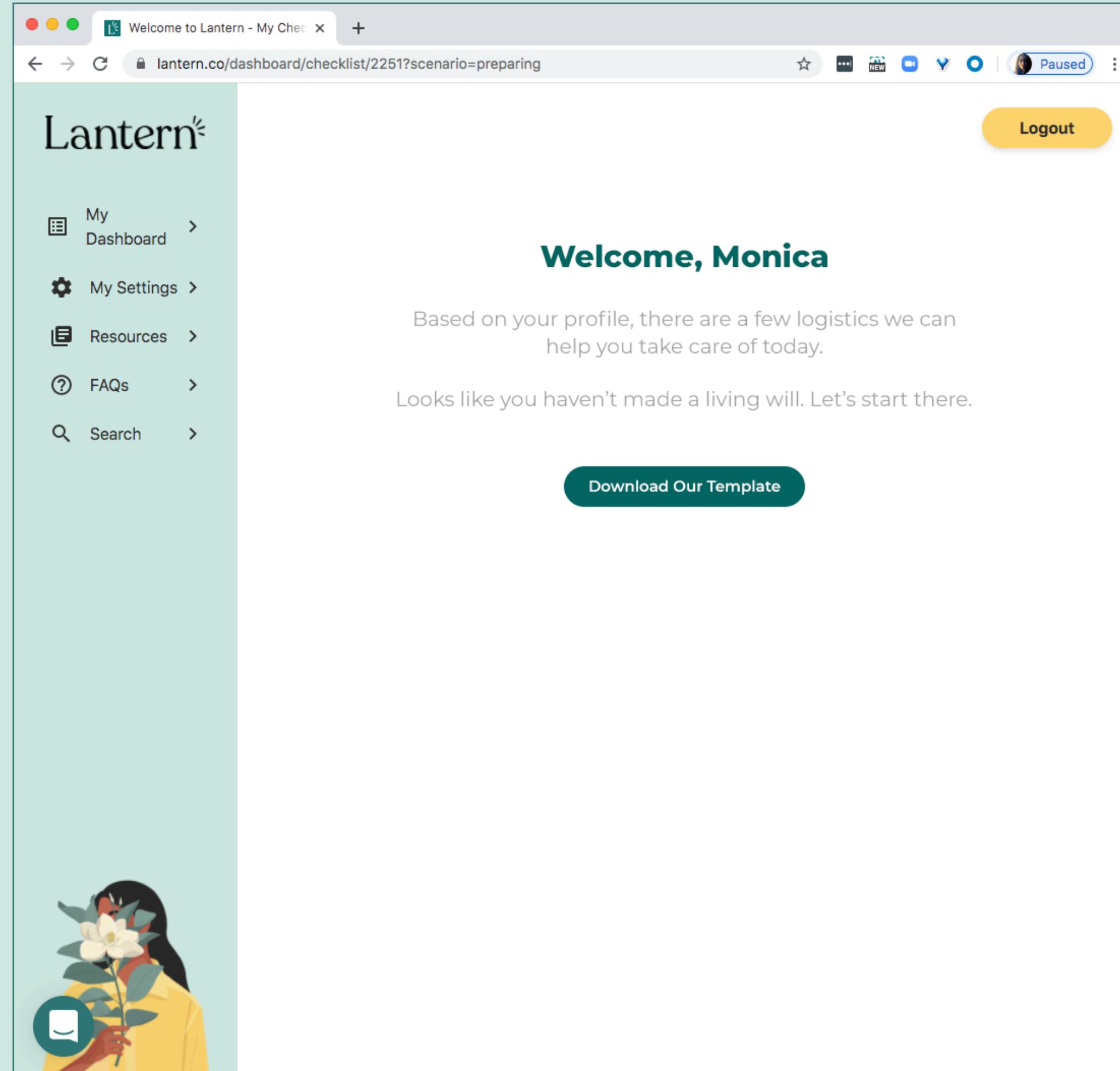
It's time to prepare for what we know is certain.

Invest in planning today so you can grieve easier tomorrow

Sign Up

We've been there. Our team started in your shoes having lost parents and grandparents, and having been totally overwhelmed by all of the work that came with it. So we made it our mission to ensure every grieving person has a simple, trustworthy, and comprehensive place to turn.

Read Our Full Story



A screenshot of a web browser displaying the Lantern dashboard. The title bar shows "Welcome to Lantern - My Checklists". The URL is "lantern.co/dashboard/checklist/2251?scenario=preparing". The main content area features a "Logout" button at the top right. On the left, there's a vertical sidebar with the "Lantern" logo and a decorative illustration of a woman holding a flower. The sidebar contains a navigation menu with links: "My Dashboard", "My Settings", "Resources", "FAQs", and "Search". The main content area includes a "Welcome, Monica" message, a note about logistics, and a statement about living wills. A "Download Our Template" button is visible.

Welcome, Monica

Based on your profile, there are a few logistics we can help you take care of today.

Looks like you haven't made a living will. Let's start there.

Download Our Template

PRE-PLANNING

Intelligent

**Based on your profile, there are
a few logistics we can help you
take care of today.**

Looks like you haven't made a living will.
Let's start there.

Dowload our template

No one understands better than us how hard the loss of a loved can be.

Before we begin the process of making the appropriate arrangements, let's make sure you have access to other helpful resources.

GRIEF COUNSELING

[Find a Counselor](#)

PRACTICING SELF-CARE

[Learn More](#)

TALKING TO KIDS ABOUT DEATH

[Read Our Article](#)



Lantern[®]

NEW EPISODE

DEATH STORIES

FEATURING

Jessica Bennett

0:01 -38:34

1x 15% 15% Moon

A dark player interface for a podcast or video series titled 'Lantern'. It shows a play button, volume controls at 1x and 15%, and a moon icon for night mode.

Welcome to Lantern - Lantern x +

lantern.co

Lantern[®]

About Us Checklist Articles Log In Create Checklist

It's time to prepare for what we know is certain

Invest in planning today so you grieve easier tomorrow

Sign-up Today

By Liza Rusalskya for Helen — my beloved mom.

We built lantern

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5:10 ↗ Other Benefits

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