# NANI - BRAND BOOK

A Brand Book organizes your brand's identity for everyone that interacts with it. It entails details that help align employees with your brand's guidelines and your customers with the brand image and purpose. A good brand book will help you think, communicate and act purposefully by creating a structure with which to portray your brand.

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## Brand Purpose

Giving mothers control over motherhood

## Brand Promise

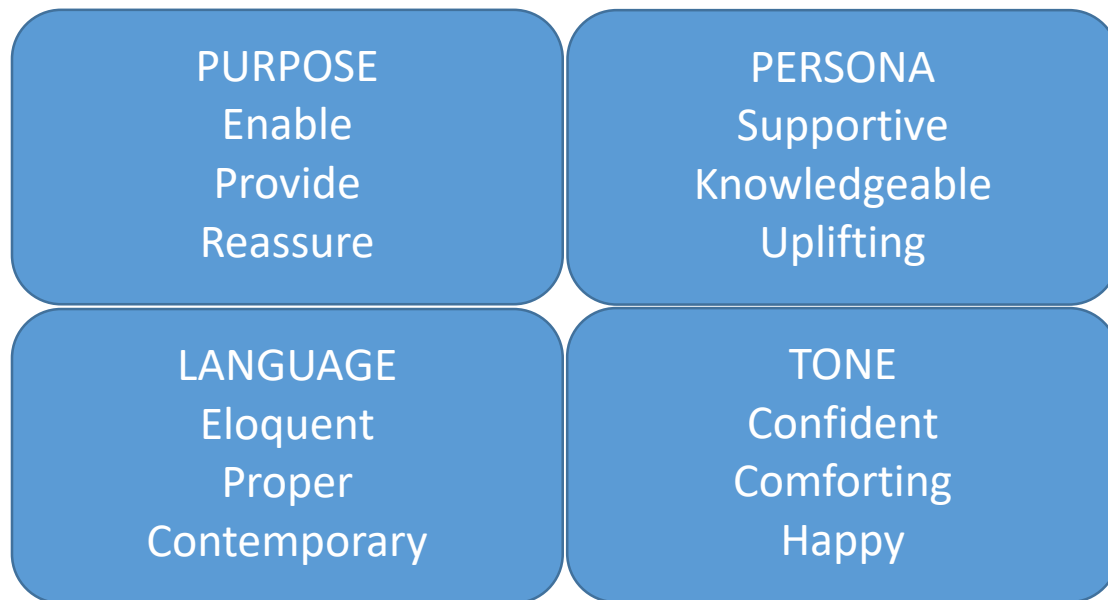To be there, like a mother, for all mothers

## Vision Statement

Making the toughest job in the world much easier

## Mission Statement

To create a platform that enables mothers to become the best version of themselves

**Brand Voice**

| PURPOSE<br>Enable<br>Provide<br>Reassure | PERSONA<br>Supportive<br>Knowledgeable<br>Uplifting |
| --- | --- |
| LANGUAGE<br>Eloquent<br>Proper<br>Contemporary | TONE<br>Confident<br>Comforting<br>Happy |

## Strategic Recommendation (Brand Voice):

Bring your content to life with the use of contemporary language, with an upbeat tone, yet the message itself is impactful and meaningful. You need come across as a highly active, modern and energetic grandmother who knows what she is talking about (Nani). Be confident.

We expect mothers to come to us for support and to understand something crucial to them. The only way we can win their trust is if we can:

      1) Relate with them and speak their language.

      2) Provide comfort

      3) Provide Insight

      4) Sound up to date

**Note:** The more emphasis we put on being relevant, the easier it is for others to accept us.

**Think –** Mothercare / Betty Crocker

# Nani's Brand Personification

**GENDER:** Female

**AGE:** 56 years old

**RELATIONSHIP STATUS:** Married, with kids and grandkids

**OCCUPATION:** First a housewife, runs a boutique clothing shop out of pure passion, has a successful online forum for women issues

**HOBBIES:** Plays Bridge, writes columns, reads non-fiction, spends a lot of time with family

**WHAT IS HER SOCIAL LIFE LIKE?** Occasionally goes to social events

**LIFE MOTTO:** There is nothing I can't do