



**Team SORTED**

## “Build Your Own Brand MICANVAS 2022”



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**Company Brief :** Wave Footwear is a new start up company. It's born in India and launched on a kickstarter champaign.

**Mission :** To provide comfortable and good looking athleisure shoes.

**Vision :** To create shoes that allow to go seamlessly from one environment to another.

**Values :** To keep the shoes simple, affordable, customer friendly and good in quality

**Brand color :** Sea blue which gives energetic and fresh feeling.

**Tagline :** '*Comfort in every walk of life*'

**Brand Logo :**



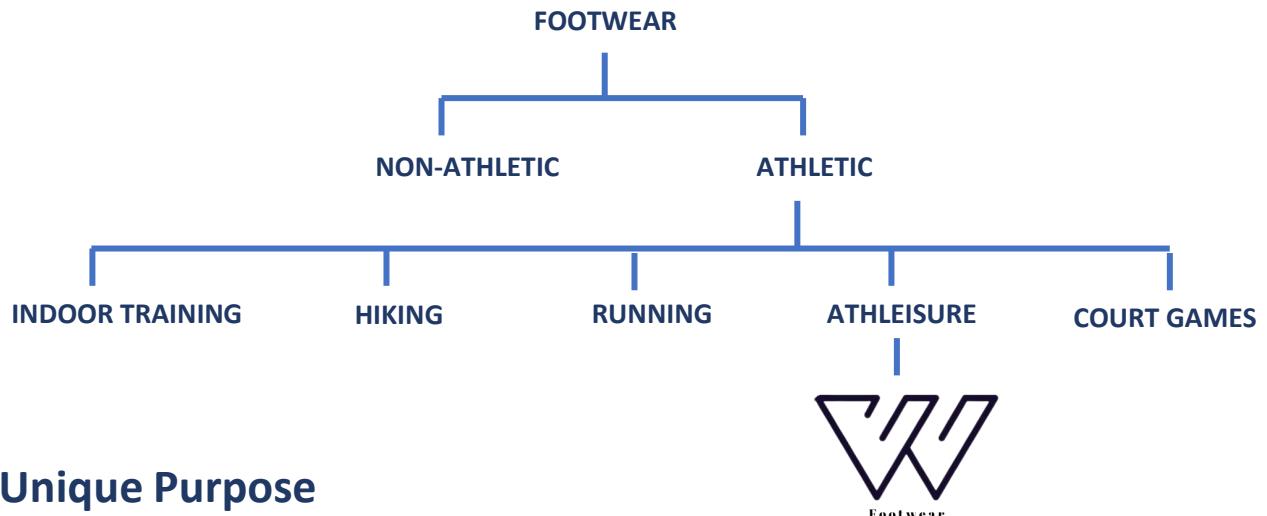
**Shoes Category :** ATHLEISURE

**Positioning :** Mass

**Target audience :** Age group of 18-40 , adventurous and city Millennials, Comfort and style seekers

**Competitive advantage :** Wave's competitive advantage is in the new technology that it uses, and also the price. It'll have flexible sneaker that is waterproof and windproof

## BRAND BRIEF



### Unique Purpose

Its unique purpose is to bridge the gap between **the business casual and athletic** foot wear. It will introduce shoes that will be a mix of business casual and athletic wear. It'll be **comfortable** and **tech** enough to be worn while exercising, but still casual and smart enough to be worn at work. These shoes are not specifically made for running or any other specific sport. They can be used in **light exercising, running, during rain as well as in office**. Athleisure shoes look sporty, yet still casual enough to fit for everyday use.

### Touch points

Wave Footwear seeks **comfort** and **style** in every phase of day-to-day life. IT uses wave technology to give a sense of comfort, **flexibility** and **durability** to the users. It uses Knit material, which is a very light weight, breathable and elastic. The sole is made up of foamy plastic, which provides comfort and flexibility to the user also, it uses the wave all-weather technology which makes the shoe **windproof** and **waterproof**.

## BRAND IDENTITY PRISM

