

# TASK 2

**DEVELOP A BRAND PERSONA AND  
VOICE GUIDE**

# GLOWGREEN AYURVEDA

## “GG”



Glow Green symbolizes a perfect balance of inner wellness and outer radiance, inspired by the timeless principles of Ayurveda.

Glow → Represents natural beauty, vitality, and radiance that comes from within when mind, body, and soul are in harmony.

Green → Symbolizes purity, nature, sustainability, and the healing power of plants and herbs.

Together, Glow Green conveys the idea of:

👉 “Radiance through Nature” — celebrating holistic skincare that is safe, pure, and deeply rooted in Ayurvedic wisdom.

# GLOWGREEN BRAND PERSONA



Glow Green is a **natural, Ayurveda-inspired beauty brand** that blends ancient wisdom with modern skincare needs. It represents:

- Purity and authenticity 🌱
- Sustainable and eco-friendly values 🌍
- Inner & outer glow ✨
- Luxury that feels natural, not artificial 💎



Glow Green comes across as **trustworthy, nurturing, and empowering**, offering products that not only care for the skin but also promote holistic wellness.

# GLOWGREEN TARGET AUDIENCE CHARACTERISTICS



## **Age Group**

Primarily 18–40 years

Young adults, professionals, and wellness-conscious individuals

## **Location**

Urban & semi-urban areas

Especially those who prefer natural, chemical-free products

## **Lifestyle & Values**

Health and wellness enthusiasts

Eco-conscious, value sustainability

Interested in Ayurveda, yoga, mindfulness, or natural remedies

Seek premium yet trustworthy skincare

## **Buying Power**

Middle to upper-middle class

Willing to spend more for authentic, high-quality, and natural products

## **Audience Mindset**

Prefer transparency (no hidden chemicals)

Trust in heritage + modern innovation

Desire products that give visible results while aligning with their values

## BRAND VOICE



Glow Green's voice should be:

- **Friendly & Nurturing** 🤗 → Caring like a wellness guide, approachable and empathetic.
- **Professional & Knowledgeable** 📖 → Sharing Ayurvedic wisdom and product benefits with clarity and authority.
- **Natural & Authentic** 🌱 → Honest, transparent, and rooted in simplicity.
- **Inspiring & Empowering** ✨ → Encouraging self-care and balance for overall well-being.
- **Calm & Soothing** → Uses gentle, reassuring language that reflects wellness and balance

👉 Example tone:

- “Glow Green is your natural partner in self-care.”
- “We believe true beauty shines when you are in harmony with nature.”

# GLOW GREEN – TONE OF VOICE GUIDE



## Do's

### **1.Be Warm & Caring**

Example: *"Nurture your skin with the purity of nature."*

### **2.Use Natural & Simple Language**

Example: *"Made with Ayurvedic herbs, free from harmful chemicals."*

### **3.Be Transparent & Honest**

Example: *"Our moisturizer is 100% vegan and cruelty-free."*

### **4.Be Inspiring & Empowering**

Example: *"Glow naturally, the way nature intended."*

### **5.Educate with Trust**

Example: *"Ashwagandha helps reduce skin stress and restore balance."*



## ✗ Don'ts

### 1. Don't Sound Overly Scientific or Complicated

✗ *"This formula uses complex biochemical pathways for derma-regeneration."*

### 2. Don't Overpromise or Exaggerate

✗ *"Erase all wrinkles in just 2 days!"*

### 3. Don't Use Harsh or Negative Language

✗ *"Stop your ugly skin problems now."*

### 4. Don't Be Too Salesy or Pushy

✗ *"Buy now before it's gone—limited stock!"*

### 5. Don't Copy Competitors' Buzzwords Blindly

✗ *"Just like Brand X, but cheaper!"*



THANK YOU 👍