

[iterate] Creative Brief

Background/overview

Our major cities are drowning in ever-growing mountains of garbage. People in the big cities are concerned and with growing commitment to greener lifestyle. They look for companies that are taking substantive steps and have made a commitment to improve. They want to tell people they are ‘in’ it but they prefer green identity that doesn't have to entail big sacrifices and \$*.

Objective

To quench the urban thirst for green identity, iterate creates small sanctuaries conveniently located downtown with coffee snacks and green ideas from around the world. We are loud and invite our community to commit to reduce waste by at least 50% and work towards zero landfill waste with wide array of daily products on taps and natural containers that decompose quickly and natually in a year or two. Some are even edible! Besides you may zip a coffee or soup in an ever-bright and inspiring space. We only ask you to choose the right products and refill, instead of toss out a shiny new plastic bottle every time you need to quench your thirst.

Target audience

He is in his mid 30s, a well-educated techy urbanite with income surplus and buying power. He loves gadgets and new things. He sets the trends at work and proud of it. At home, he sorts trash, disposes piles of trash, pays pretty high environmental taxes. He and his wife agreed to live a green life but avoid major sacrifices. He is never shy to tell people how many green products he is using. He has seen refill shops before but they are away from downtown and has seen some innovative zero waste solutions such as dissolvable food wrapper, edible drink bubbles or cutlery but has not held one in his hand yet.

Tone

iterate is bright, warm, open, cheery, fun, friendly, and honest. iterate people are good vibe curators. We are not scientist nor experts and we do not judge but we have feel-good stories to share and new things for you to try. We already admire you in the minute you step in and treat you like a hero. We have faith in humans.

Competition

iterate isn’t a refill shop selling products online and in store**. iterate is like an art gallery cafe but instead of art it curates green ideas and products. We are Starbucks for green urbanites. Office people are happy being seen at iterate and they have fun testing new innovative or edible packages/solutions and bring some artisan products home. They earn the identity and they feel good.

Project deliverables

- Logo
- Brand standards manual AKA style guide
- Stationery System

*green consumers: www.iisd.org/business/markets/green_who.aspx

**refill shops: commongoodandco.com, therefillshoppe.com, fillgood.co, packagefreeshop.com