

PROJECT BRIEF

Presented by *Vivian Bui*

SUMMARY

Cocoon is a Vietnamese vegan cosmetics brand, was founded in 2013. The brand is dedicated to creating 100% vegan products that harness the power of plants and fruits sourced exclusively from Vietnam. Cocoon was born to bring healthy, youthful and vibrant skin and hair from simple ingredients. From the use of natural ingredients, to the eco-friendly packaging, Cocoon believe that taking care of the planet and its inhabitants goes hand-in-hand with taking care of your skin.

OBJECTIVES

User-friendly, visually appealing design.

- Promotes Vietnamese cosmetic products with locally sourced ingredients.
- Promotes sustainability, utilizing eco-friendly packaging and advocating for recycling initiatives.

TARGET AUDIENCE

The target audience includes local (Vietnamese) and international market. The brand focuses on people who seek for cruelty-free, vegan, natural but high-quality, effective, and sustainable products.



ASSETS

- **Imagery:** Products photos/ Feedback photos/ Logo
- **Texts:** Product information/ Brand history/ Sustainability Commitment
- **Additional data:** Social Media accounts/ Contact

COMPETITORS

- **Zakka Naturals** <https://www.zakkanaturals.com/>
Pro: Detailed information/ Clean design
Con: Too many photos that's unnecessary/ The composition could be presented in different way
- **Co Mem Home Lab** <https://www.comem.vn>
Pro: Detailed information/ Clean design
Con: Size of the title could be larger



VISUAL PRECEDENTS

Essential cruelty-free skincare for a glowy and healthy skin.

[View Our Products](#)

OUR MISSION

We are on a mission to help you reduce plastic waste in your skincare routine. It's simpler than it seems.

			
Ultra Glow Serum \$ 39.99 USD	Green Tea Cleanser \$ 39.99 USD	Omega-Repair Cream \$ 39.99 USD	Hyaluronic Acid Serum \$ 39.99 USD

Starting a skincare routine can be overwhelming. We are



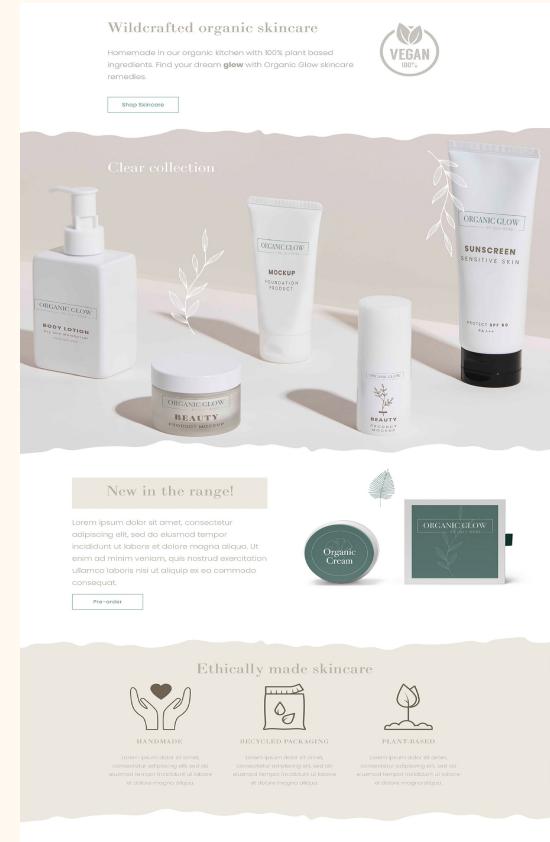


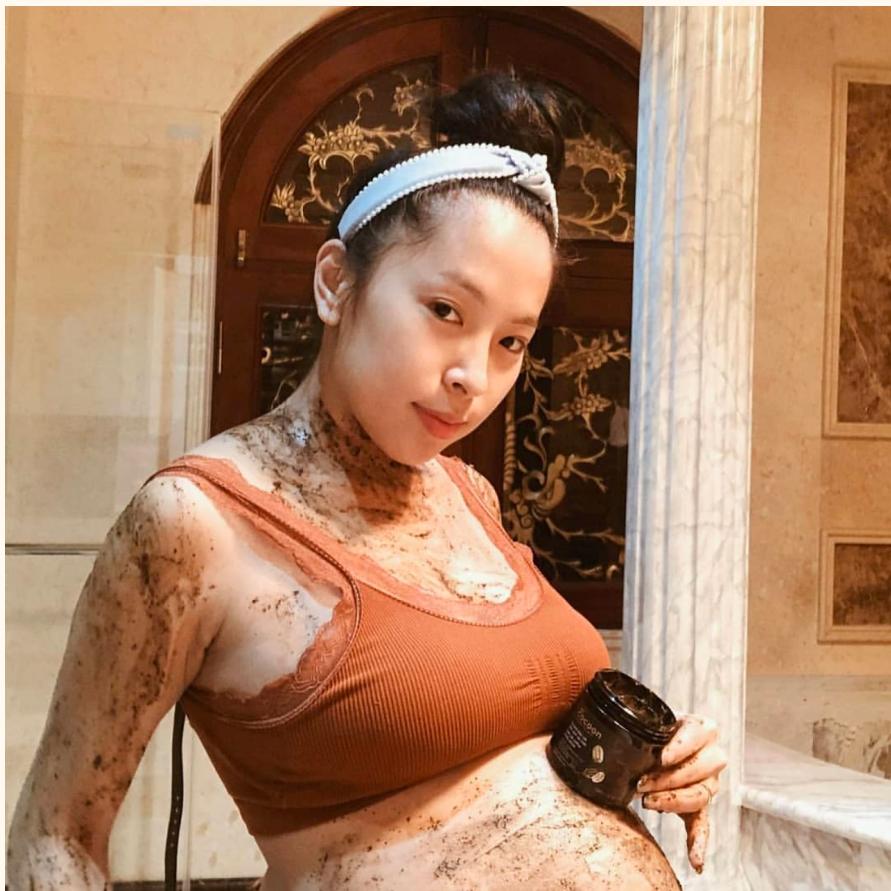
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User Profile 1

LYNN BUI

Age: 32

Gender: Female

Location: Ho Chi Minh City, Vietnam

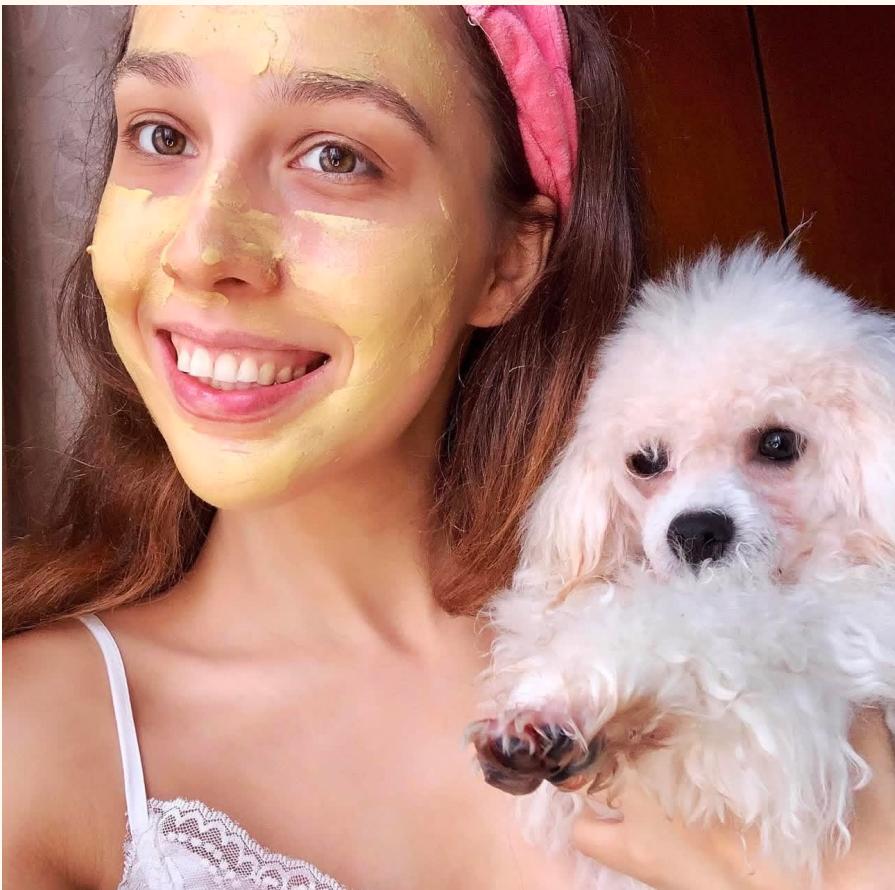
Hobbies: Reading, Cooking

Occupation: Business

Marital Status: Married

Lynn was born and raised in USA. She came back to Vietnam to start up her business. She loves taking care of her family by cooking them good food. As a first time mom, she always looks for organic skincare products which is made from natural, safe ingredients.





User Profile 2

ELLA ROSE

Age: 24

Gender: Female

Location: Berlin, Germany

Hobbies: Travel, Photography

Occupation: Travel Blogger

Marital Status: Single

Ella travels a lot, her dream is to travel around the world. Ella embraces natural beauty. She wants to achieve a youthful, vibrant, glowy skin. As a young woman, Ella looks for an affordable but high-quality skincare products.





User Profile 3

TAI NGUYEN

Age: 28

Gender: Male

Location: Ho Chi Minh City, Vietnam

Hobbies: Cooking, Going to gym

Occupation: Personal Trainer

Marital Status: Single

Tai is a personal trainer working at California Fitness Center. He loves cooking, typically healthy food. To achieve a healthy-looking skin, besides healthy food, he realized that good skincare products also plays a role.





FOOTER ITEMS

