

SCENTOF

BRAND STRATEGY

Today's Topic - Strategy

01

Introduction
to strategy

02

Audience+
brand strategy

03

Commercial
market strategy

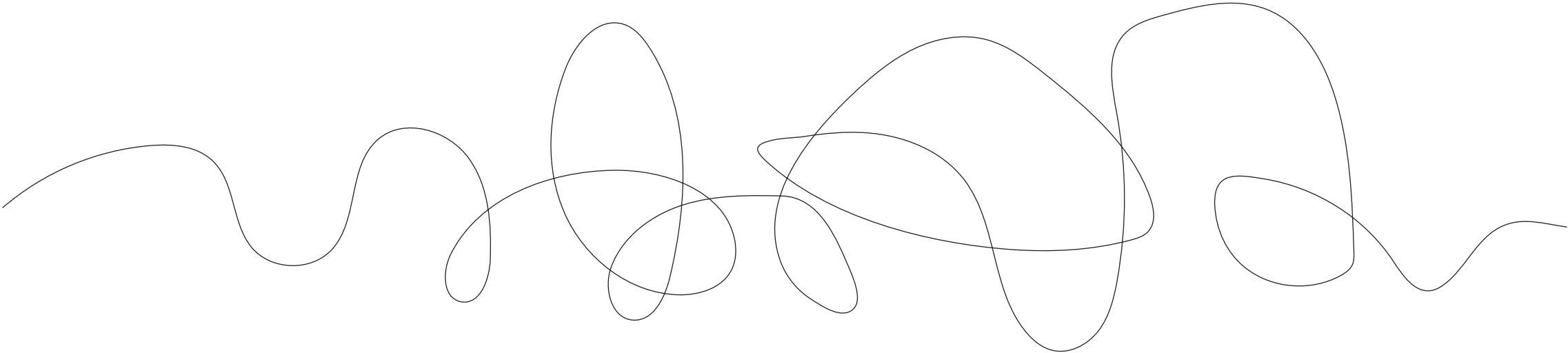
Introduction to Strategy

What is Strategy?

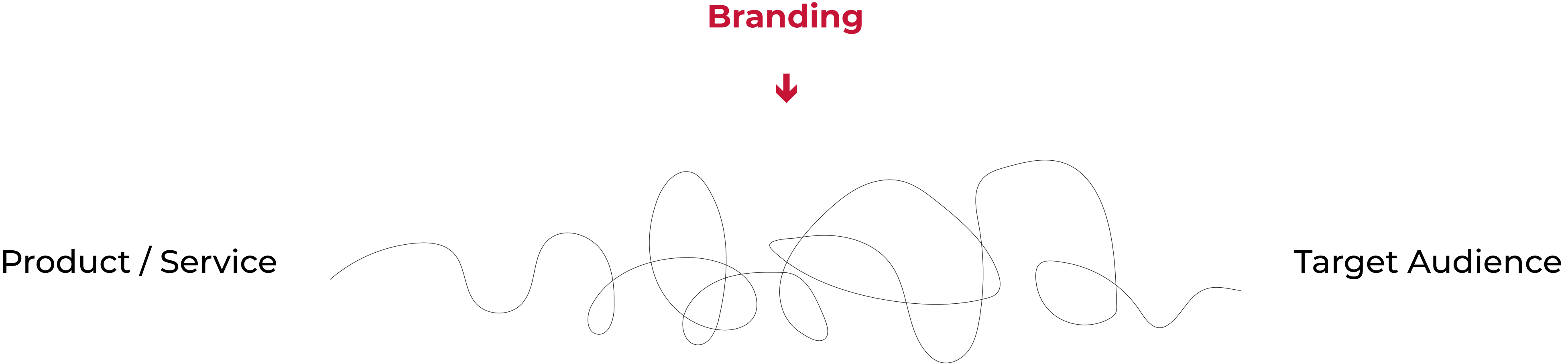
A plan which helps the brand reach it's ***goals / big picture vision***.

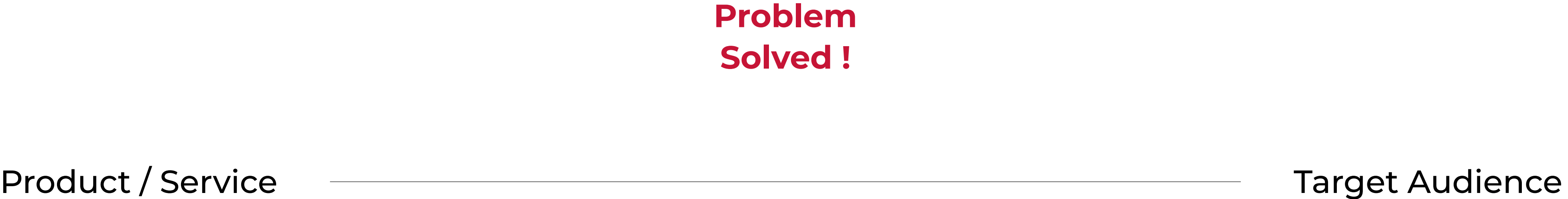
What is Branding?

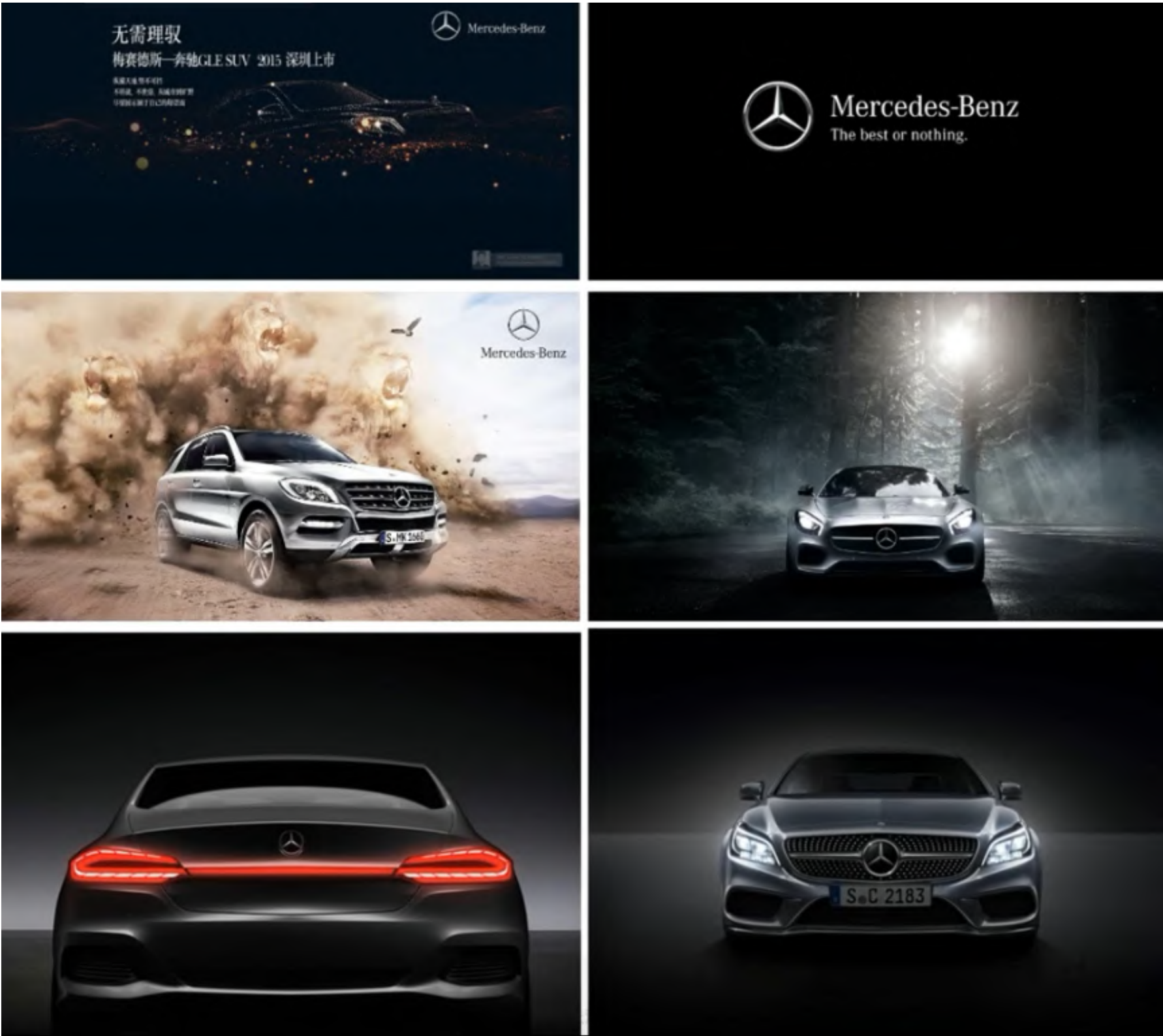
Product / Service



Target Audience











Fascination, Perfection, Responsibility

(High quality and well-designed cars that are reliable)





A brand is a person's gut feeling about a product, service, or organisation. (Marty Neumeier, *The Brand Gap*)

品牌是一个人对一个产品、服务或组织的直觉感受。

In other words, it's not what *YOU* say it is. It's what ***THEY*** say it is.
换句话说，一个品牌是什么样的，不是你说了算，而是他们（目标客户群）说了算。

It's about knowing your consumer really really well...
... so we can create ***a brand that meets their desires, dream, expectations and needs.***

Why it's Valuable?

It allows us to:

Build a solid brand reputation.

Attract more of the right people long term.

Build advocacy that spreads far and wide.

Generate repeat sales at the right figure.

建立稳固的品牌声誉

长期吸引更多目标客户群

广泛提升品牌传播

促进产品复购率

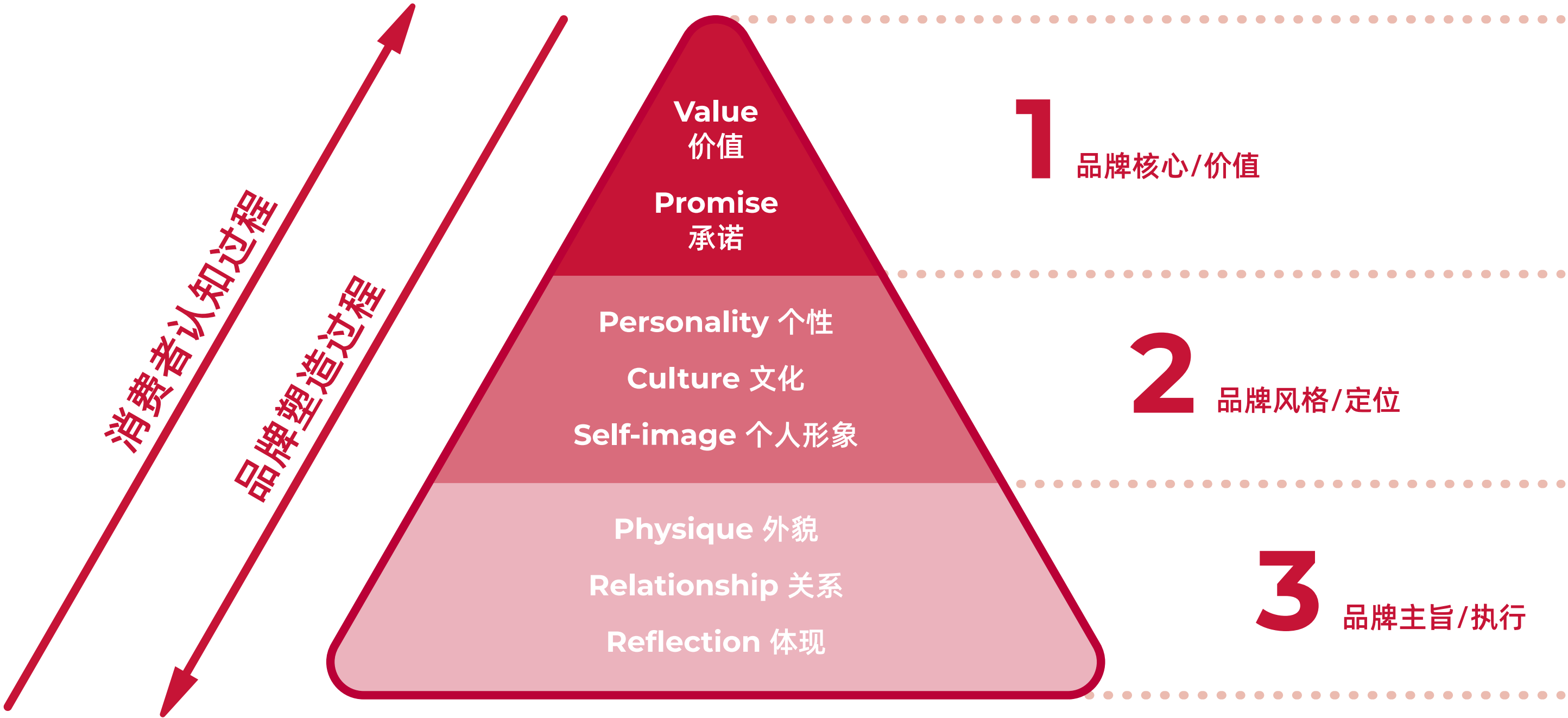
Our goal

It's about marrying ***audience-first insights*** with the visuals so we can reach and solve the problem and reach the business goal.

将目标客户群至上的理念
与视觉相结合，以便我们
解决问题并实现生意目标。

Audience+ Brand Strategy

How to build a brand?

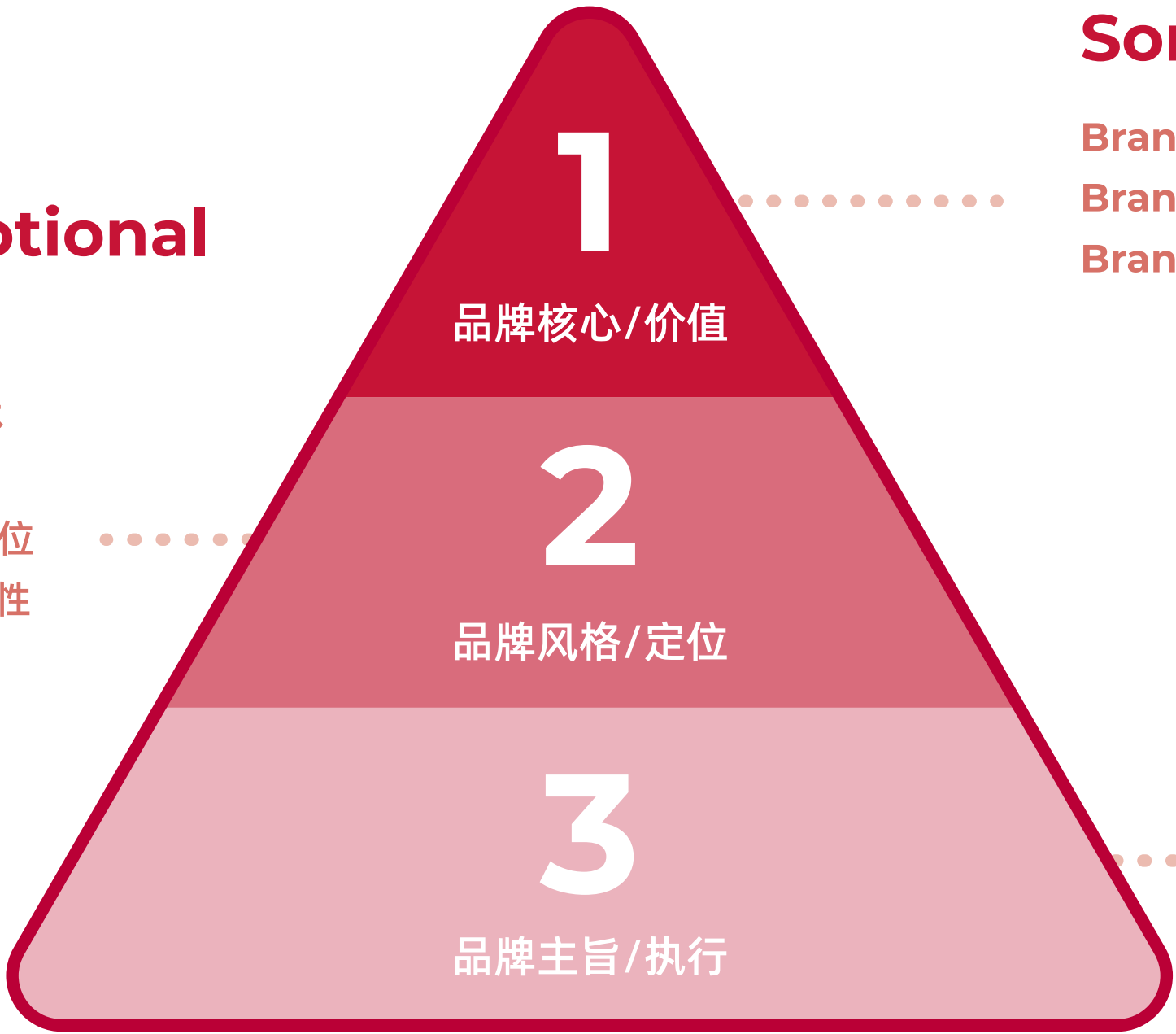


Brand Pyramid



Product & Emotional Benefit

- Target Audience 目标群体
- Brand Value 品牌价值
- Brand Positioning 品牌定位
- Brand Personality 品牌个性
- Brand Voice 品牌声音

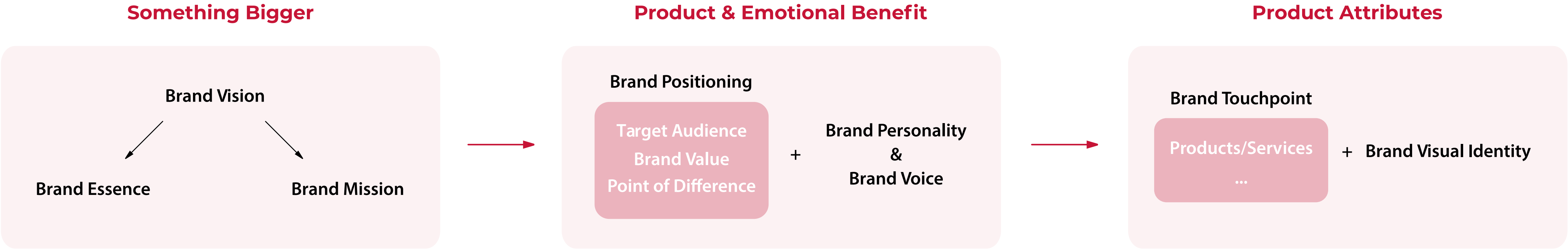


Something Bigger



- Brand Vision 品牌愿景
- Brand Essence 品牌精髓
- Brand Mission 品牌使命

Product Attributes

- The Logo 品牌标志
- Brand Typeface 品牌字体
- Brand Colour 品牌色
- Brand Patterns & Icons 品牌图案和图标
- Brand Touchpoint 品牌触点
- Products/Services 产品及服务



Case Study

	<div></div> <div>Nike: <i>Just Do It</i></div>	<div></div> <div>Apple: <i>Think Different</i></div>	<div>NETFLIX</div> <div>Netflix: <i>Movie Enjoyment Made Easy</i></div>
<u>Something Bigger</u>	Reach your full human potential 充分发挥你的潜能	Revolutionary innovation 革命性创新	Escape from reality 逃离现实
<u>Product Benefits</u>	Look great, Perform, Get fit 颜值高、功能性强、保持好身材	Ease of use, Creativity, Productivity 易用性、创造力、生产力	Convenience, Selection, Value 便利、有选择、有价值
<u>Emotional Benefits</u>	Mentally and physically empowered 为精神和身体充电	Freedom, Creative 自由和创意	Satisfied, Delighted 满意、开心
<u>Product Attributes</u>	Fashionable, Lightweight Durable athletic wear 时尚、轻便、耐用的运动服饰	Innovative hardware, software, services and best user experience 创新的硬件、软件、服务和最佳用户体验	Stremling TV shows, movies, and original content 流媒体电视节目、电影和原创内容

SCENT OF.
Since 2020

Scentof: *Simple, So Charming*
(简单，如此美好)

<u>Something Bigger</u>	关注现代社会人的精神层面，解压、放松
<u>Product Benefits</u>	创新（结合芳疗）、颜值高、纯天然、可持续性
<u>Emotional Benefits</u>	解压、放松、治愈、幸福感
<u>Product Attributes</u>	天然香料结合芳疗的理论、创新外观（大自然灵感来源）的香水、香熏、香氛、洗护品

Something Bigger



Apple: *Think Different*

Brand Vision

We believe that we are on the face of the earth to make great products and that's not changing.
我们立足于世界，制造优质的产品，这一点不会改变。

Brand Essence

Innovation, Difference, Simplicity
创新、差异、简单

Brand Mission

To bringing the best user experience to its customers through its innovative hardware, software, and services.
通过创新的硬件、软件和服务，为客户带来最佳的用户体验。

Emotional & Product Benefit



Apple: *Think Different*

Target Audience	Young, trendy, and outside the traditional corporate world -> Modern, young, open to change loyal customers 年轻的、时尚的、不满足于传统企业界的人群 -> 现代的、年轻的、对改变持开放态度的忠实消费者
Brand Value	Simplifies technology to help people feel smarter and productive with every Apple device. 简化技术，以帮助人们使用所有苹果设备上都可以更智能和高效。
Brand Positioning	The leader of technology industry that delivers the most innovative products so they can enjoy seamless experiences across all Apple devices and be empowered with breakthrough services. 技术行业的领导者，提供最创新的产品，使目标群体可以享受所有Apple设备流畅的用户体验和突破性的服务。
Brand Personality	Cool, Simplicity, Innovative, Friendly 冷静的，简单的，革新的，友好的
Brand Voice	Confidence, simple, interesting. “It just got a whole lot harder to take a bad photo.” - iPhone 11 自信、简短但有趣。

Product Attributes



Apple: *Think Different*

Brand Visual Identity



San Francisco



Brand Touchpoint

Products / Clean, easy to navigate website / Packaging / Demo units / Clean Store / Apple staff / Steve Job’s keynotes
产品，简单易用的网站，包装，店里的样品机器，干净的门店，工作人员，乔布斯的演示文稿等等

Products/Services

Innovative hardware, software and services
创新性的硬件、软件及服务

Something Bigger

SCENT OF. <i>Since 2020</i>	Scentof: <i>Simple, So Charming</i> (简单，如此美好)
Brand Vision	关注现代社会人的精神层面，帮助解压、放松、治愈
Brand Essence	纯天然、创新、可持续性
Brand Mission	通过创新的产品（香水、香薰、香氛、洗护品）结合芳疗的理论，为目标客群解压、带来幸福感传播美学文化

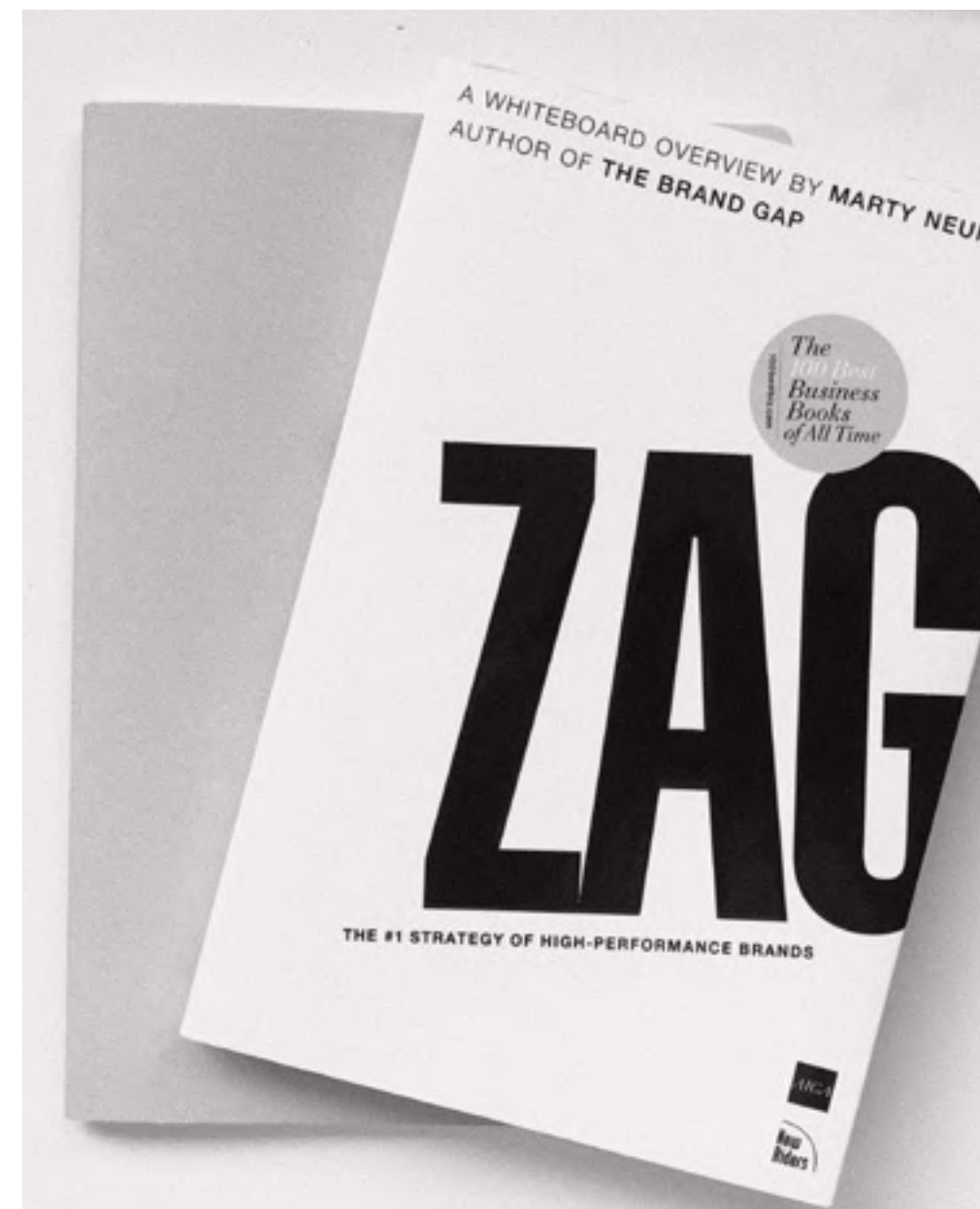
Emotional & Product Benefit

SCENT OF. <i>Since 2020</i>	Scentof: <i>Simple, So Charming</i> (简单，如此美好)
Target Audience	30岁左右有一定经济基础、 关注自身精神健康、 热爱美好的事物、 亲近自然
Brand Value	纯天然的香料带来身心的放松、 源自自然的外观使人赏心悦目
Brand Positioning	
Brand Personality	简单的、 温暖的、 随和的、 睿智的中年男子形象、 有品位的
Brand Voice	温和的、 不徐不慢

Product Attributes

	<div>SCENT OF. <i>Since 2020</i></div> <div>Scentof: <i>Simple, So Charming</i> (简单，如此美好)</div>
Brand Visual Identity	<div><div><div>SCENT OF. <i>Since 2020</i></div><div>Righteous Ubuntu</div></div><div><div><div>#000000</div><div>#666666</div><div>#8f8f8f</div></div><div><div>#4d6055</div><div>#f3f3f3</div><div>#ffffff</div></div></div><div><div></div></div></div>
Brand Touchpoint	产品、social media (ins/facebook/red/wechat)、网站、包装、体验店、工作人员
Products/Services	天然香料结合芳疗理论、创新大自然灵感来源的外观的香水、香薰、香氛、洗护品

Commercial Market Strategy



An over-abundance of look-alike products and me-too services is forcing customers to search for something, anything, to help them separate the winners from the clutter. (Marty Neumeier, *ZAG: The #1 Strategy of High-Performance Brands*)

（市场上）过多外观相似的产品和类似的服务，迫使消费者去寻找一些东西——那些在混乱中脱颖而出的“赢家”。

Our goal

To carve ***a unique path*** for our brand and product to allow it to stand-out.

为我们的品牌和产品开辟一条独特的道路，使其脱颖而出。

Sea of Same

Sea of Same - Samey Looking Products



It's about challenging expectations
and pre-programmed ideas.

Competitors

LE LABO^{CC}
GRASSE - NEW YORK



"What are you doing this weekend?"

"Unfollowing people on Instagram, hanging out with my candles."

\Tom Tom. West Hollywood.



Aēsop. For the curious.

Aēsop.
Taxonomy of Design

Philosophy

AllStoresDesignersFeaturesMaterialsQuotesFilms

Search

CENTURY CITY
LOS ANGELES, USA

TILES
SAN LORENZO IN LUCINA, ITALY

ORIGINAL FLOOR TILES
CONDORCET, FRANCE

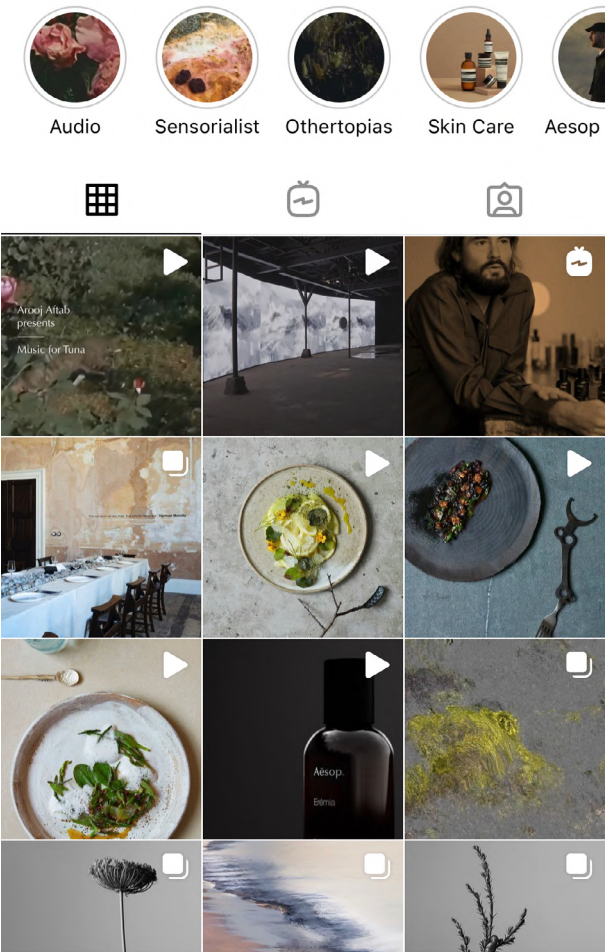
TEAL SUBWAY TILES
CORSO MAGENTA, ITALY

GLASS BRICKS
NIKOLAISTRASSE, GERMANY

STAINLESS STEEL (SINKS)

ROSEWOOD, CANE, FABRIC
SAN LORENZO IN LUCINA, ITALY

LIMESTONE



diptyque
paris

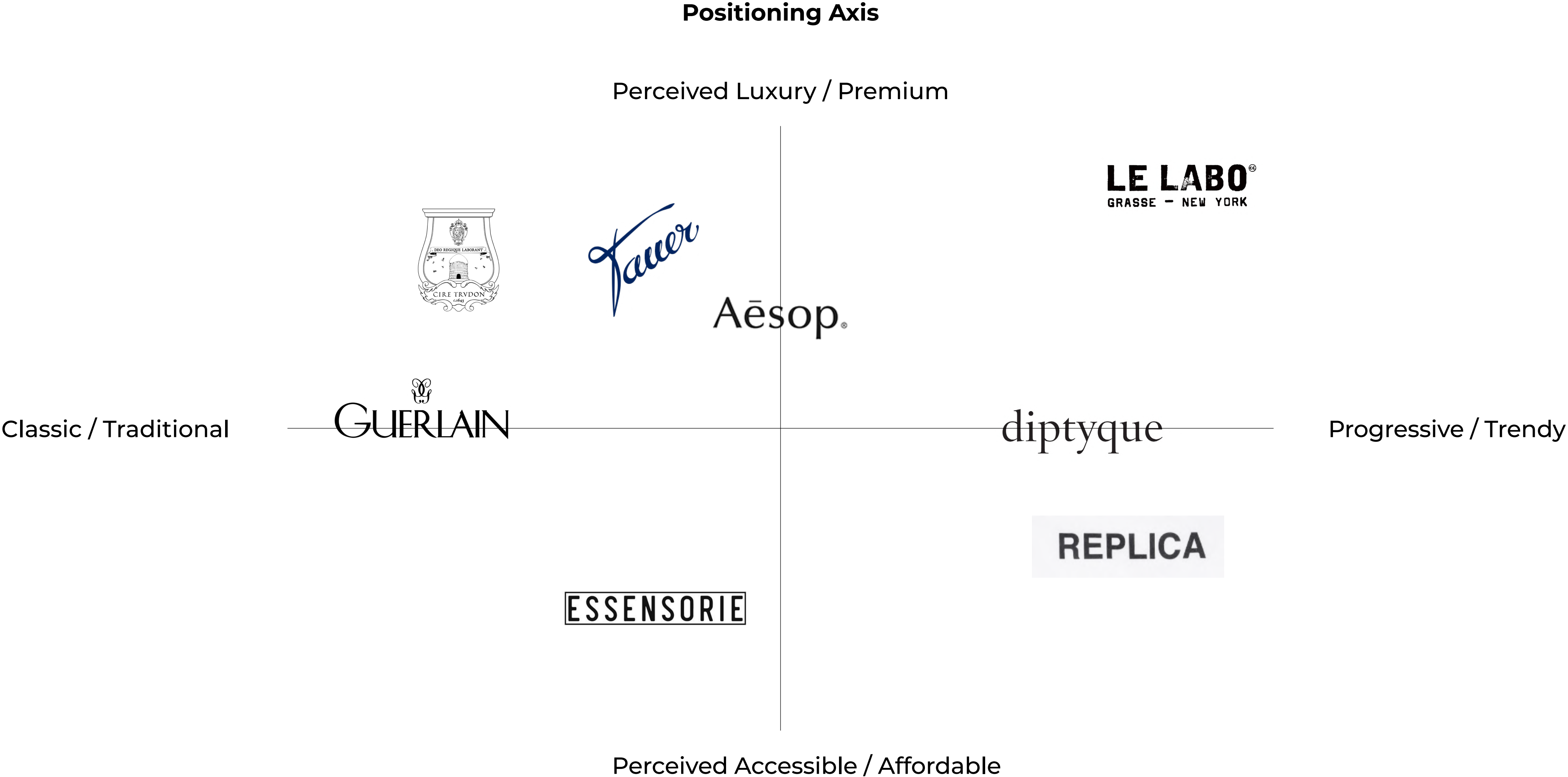




TRVDON
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Target Positioning





Positioning Statement

For *(target audience)* , *(brand)* **is the** *(category)* **that delivers** *(point of difference)* **so they can** *(end benefit)* **because** *(reason to believe)*.

对于（目标客户群）**来说**，（某品牌）**在**（某品类）**中**（有什么差异点），**使**他们（得到什么样的益处），**因为**（什么原因）。

Positioning Statement - Apple

For (individuals who want the best personal computer or mobile device) , (Apple) is

(target audience)

(brand)

the (leader of technology industry) that delivers (the most innovative products) so

(category)

(point of difference)

they can (enjoy seamless experiences across all Apple devices & be empowered with

(end benefit)

breakthrough services) **because** (Apple takes an innovative approach to business

(reason to believe)

best practices, considering the impact our products have on customers & the planet).

Positioning Statement - Scentof

For 30岁左右有一定经济基础、关注自身精神健康、热爱美好的事物、亲近自然的人群 , Scentof is
(target audience) (brand)

the Fragrance & Body care that delivers 纯天然香料结合芳疗理论、创新的外观 so
(category) (point of difference)

they can 纯天然香料结合芳疗带来身心放松，源自自然的创新外观使人赏心悦目，从而为目标客群解压、
(end benefit)

带来幸福感 because Scentof关注现代社会人的精神层面，结合视觉和嗅觉、芳疗来
(reason to believe)

帮助他们解压、放松、治愈和享受美好生活 .

What's Next?

What's Next - Visual Design Strategy

01

Creative
Direction

02

Look & Feel

03

Brand
Moodboard

Questions?

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