



Brand Strategy

BRAND NAME

Define the name of your client's company.

Amber Ayre

POSITIONING STATEMENT

Define what your product or service is and what differentiates it from its industry competitors.

Amber Ayre creates personalized perfumes from odor perception data collected using our patented olfactotechnology. Our olfactotech patches attach to your temple and collect smell and emotional sensations related to an individual's memories of a person or event. These data are then processed within our olfimbic device. The output is an individualized scent that encapsulates and preserves precious memories.

AUDIENCE

Define to whom the product or services is going to be targeted. Be specific.

We are targeting entrepreneurial woman in their 30s to mid 40s with expendable income. These women are courageous and praise the future for technology that can be implemented into the present.

BRAND PERSONALITY

Use descriptive words—adjectives—to define how the brand will present itself.

Amber Ayre is not just a perfume brand, it is unique, exclusive, and innovative, but also humble, and timeless.

CORE ATTRIBUTES

Create a bulleted list that summarizes the preceding sections. 5–7 descriptive words.

- Memorable
- One-of-a-kind
- Futuristic
- Sleek
- Heart-warming
- Exclusive
- Timeless

CUSTOMER TOUCH POINTS

List potential points of customer contact

- Box (Perfume)
- Perfume Bottle
- Thank You Letter
- Website
- Mobile App
- Poster
- Social Media Post
- Olfactotech Patch
- Box (Patch)
- Packaging
- Business Card
- Pamphlet