

Product. A brand new coffee brand that is a luxury coffee brand called eco-divine that is eco- friendly and made ethically.

Target audience. People 30-45 year olds who love coffee, are willing pay a higher price for quality coffee. They are environmentally conscious and wants to know the brand is ethical. They are white collar workers on a good salary.

Positioning. Premium coffee that is more expensive because it is a luxury brand.

Objective. To create a brand connection with its target audience. This is a new brand so it is more about telling the story of the brand. Brand awareness and engagement with a new brand.

Tone of voice. Sophisticated but friendly at the same time not too much jargon but emphasises that the coffee is for lovers of luxury coffee.

Brand personality. Sophisticated yet down to earth who wants to do the right thing by the environment. Serious but likes to share company with close friends.

Unique Point of difference: The coffee is not only ethical but comes in a variety of mixtures like cherry flavoured dark coffee, so it is an interesting product that is experimental with its flavours.

Medium. Homepage website copy in “About” section.

Length: 300 words maximum.