

How to Create a Brand

Step by Step: Creating a New Brand and a New Product Concept

Step 1: Identify a Consumer and a Product Category

Young Asian Men and Ready To Drink Beverages

Insights: In Asia

- Tea is thought to restore balance, clarity and calm.
- What Westerners call “black tea” is actually referred to as “red tea” as distinct from green tea.
- Many Asian people prefer healthier tea based beverages over the “heavily flavoured and sweetened soda” products preferred in the West.
- Young Asian men are ambitious and driven to succeed in work and career
- Tea has cultural resonance but the traditional form is time consuming and old fashioned to make



Step 2: Develop a Product Concept

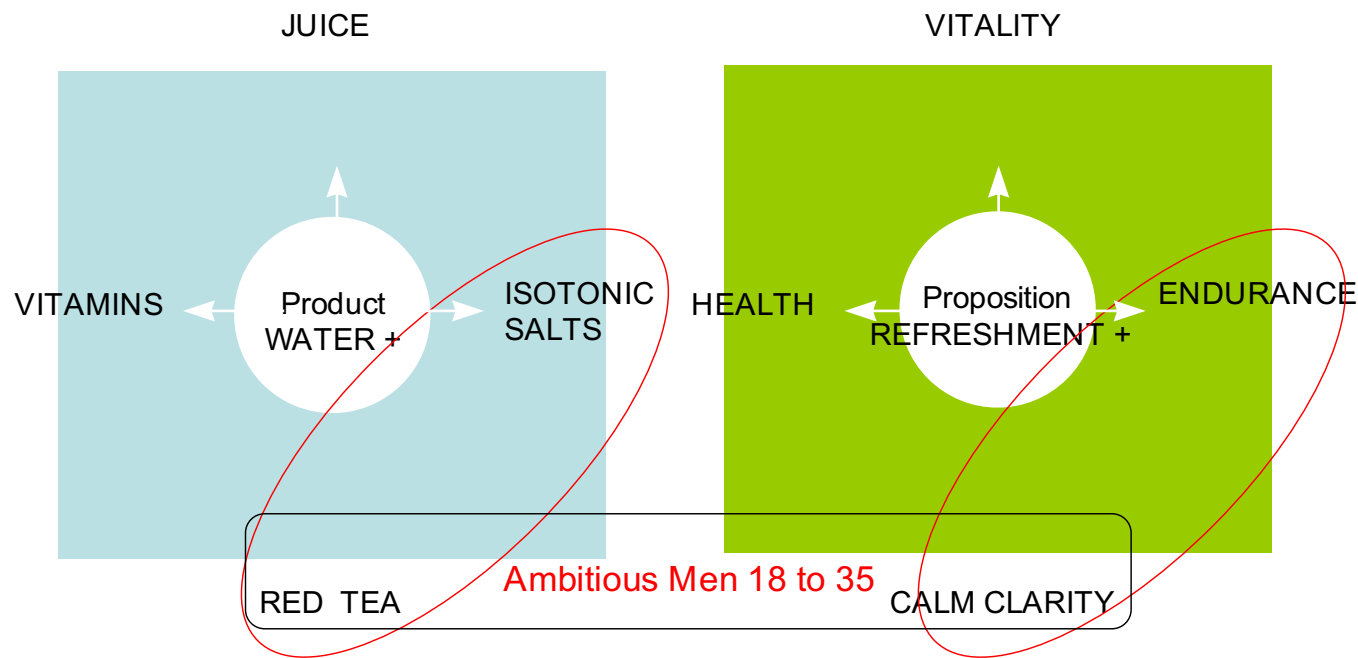
Identify a need we can meet with both a Product and a Proposition.

We want to launch a tea based drink - but we need a point of difference

- Our working insight is that young Asian men are ambitious and feel pressed for time to achieve their goals.
- They see a clear head and lasting energy as essential for success.
- Anything we can do to help them stay sharp for longer, while being also good for health, is a likely 'winning concept'

Map the Opportunity

Current water products (left) work with added ingredients to offer more than just refreshment (right) like isotonic salts for endurance, or fruit juice for vitality, or vitamins for health



If we can combine the calm clarity benefits of tea (seen as healthy and calming by our audience), with something to promote endurance, then we may have a winner.

Product Concept:

“Isotonic tea for calm endurance”

Step 3: Create a Brand Name

Brand Name

We need a Brand Name which takes into account

IP Protection:

Registration(s): Trade Marks, Domain Names, Business Names, Design Copyright... -
make sure you can own and protect the name

The Naming Brief:

An ownable name suitable for - 'isotonic tea for calm endurance'

The Brand Name Must Capture Interest:

The name must strike our target audience of young Asian men as something interesting, and intriguing, something they would like to be associated with

Brand Name.

Our Brand Name must work in the context of:

1. Product Descriptors:

‘mountain spring water with the added benefits of red tea and isotonic salts’

2. Functional Benefits:

Of mountain spring water (hydration) of red tea (calm clarity) of isotonic salts (endurance)

3. Emotional Benefits:

I can stay sharp in a healthy way and that will help me realise my ambitions sooner

3. Target Audience: Asian Men 18 to 35, ABC Class, ambitious, educated, driven to create a better future for themselves and their families

Brand Name Concept

Concept Elements - must bring to life both the functional and emotional aspects of the brand:

Red - (the tea colour) in Asia symbolising boldness, passion, life, luck and success

Mountain - (the source of the spring water) for endurance, serenity, strength and inspiring heights

Brand Name: Red Mountain

This Brand Name Must Fit Within The Consumer Value Proposition

Functional Proposition:

Red Mountain - Refreshing isotonic tea for calm endurance.

Emotional Proposition:

Red Mountain - Perform at your best for longer, so you can achieve more in life.

Functional Benefits:

- Red tea for calm clarity
- Isotonic salts to replenish your body for endurance
- Pure Mountain Spring water for hydration
- Fresh tea taste
- All natural

Emotional Benefits:

- I can be my best - calm, clear and full of energy to keep trying
- When I 'go to the mountain' I am returning to my center
- Confidence in myself and my ability to overcome any obstacle

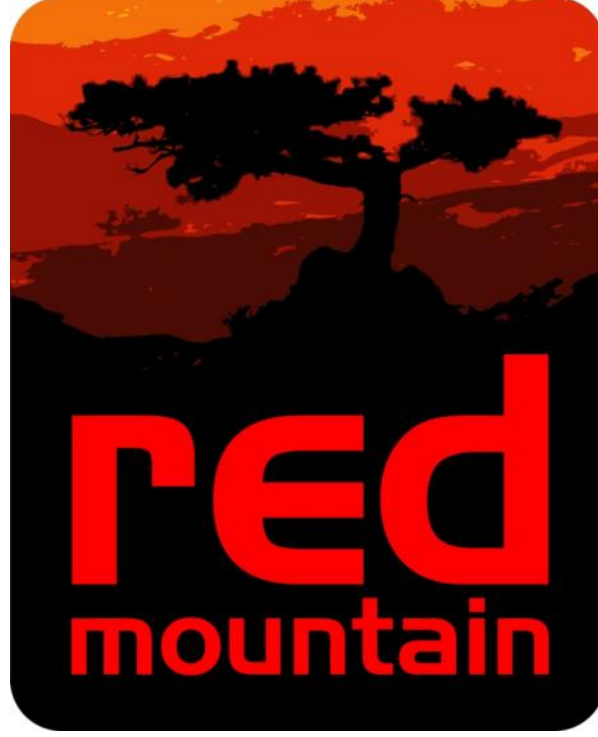
Step 4: Create the Brand Identity

The colours, images, typefaces and words that make up the brand design

Create the Red Mountain Brand Concept

Create the Red Mountain story - of success through boldness, calm, endurance, strength, life and luck

Design an identity based on that story - to communicate to ambitious 18 to 35 year old Asian men that Red Mountain can sustain them on their road to success - bold, young, calm, yet strong, contemporary, inspiring...



Step 5: Packaging Design

Red Mountain Packaging Design

Packaging design must bring together the Consumer Value Proposition, the key elements of the Brand Framework and the Red Mountain brand identity, all in a way that appeals to our target audience.

Red Mountain Ready To Drink Isotonic Tea will be sold in both bottles and cans and must communicate strongly on shelf.



Step 6: Brand Communication

Red Mountain - Brand Communication

Develop a Brand Campaign: based on a person or event that intrinsically links our brand and audience - to their aspirations

‘When you need to ‘be your best...’

Develop a campaign concept - based on the Consumer Value Proposition:
‘Red Mountain can help you succeed by enabling you to perform at your best for longer...’

In the Campaign - all of the work comes together.



for me
success comes
when I work
with purpose

Google Entrepreneur
of the year
Mr. So.

red mountain
is tea made with
pure spring water
and blended with
isotonic salts
to restore your body
and refresh your mind.

red
mountain
refreshing
isotonic tea
FRESH CLARITY + ENDURANCE

drink smart
achieve more

In Summary: Creating a New Brand

We hope that this case study inspires you to think about the kind of brand you would to create, along with a systematic approach that can help you make it happen.

Please feel welcome to contact us through our website:
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