

# *Brand Creation*

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# Branding & characteristics of brand

- Branding is the process of creating a unique and distinctive identity for a product, service, or company.
- Brand identity encompasses visual elements like logos, colors, and design, as well as intangible elements such as brand values, personality, and messaging.

# Importance/objectives of a strong brand identity

A strong brand identity establishes trust, creates recognition, and fosters customer loyalty. It helps differentiate a business from its competitors, builds credibility, and communicates the company's values and mission.

# *Importance of color psychology*

Different colours evoke specific feelings and associations, impacting how a brand is perceived. Choosing the right colour palette enhances brand recognition and helps convey the desired brand personality.

# *Common branding archetypes*

Branding archetypes are recurring symbols or themes that evoke specific emotions and characteristics.

Common archetypes include the Hero, Explorer, Sage, and Jester.

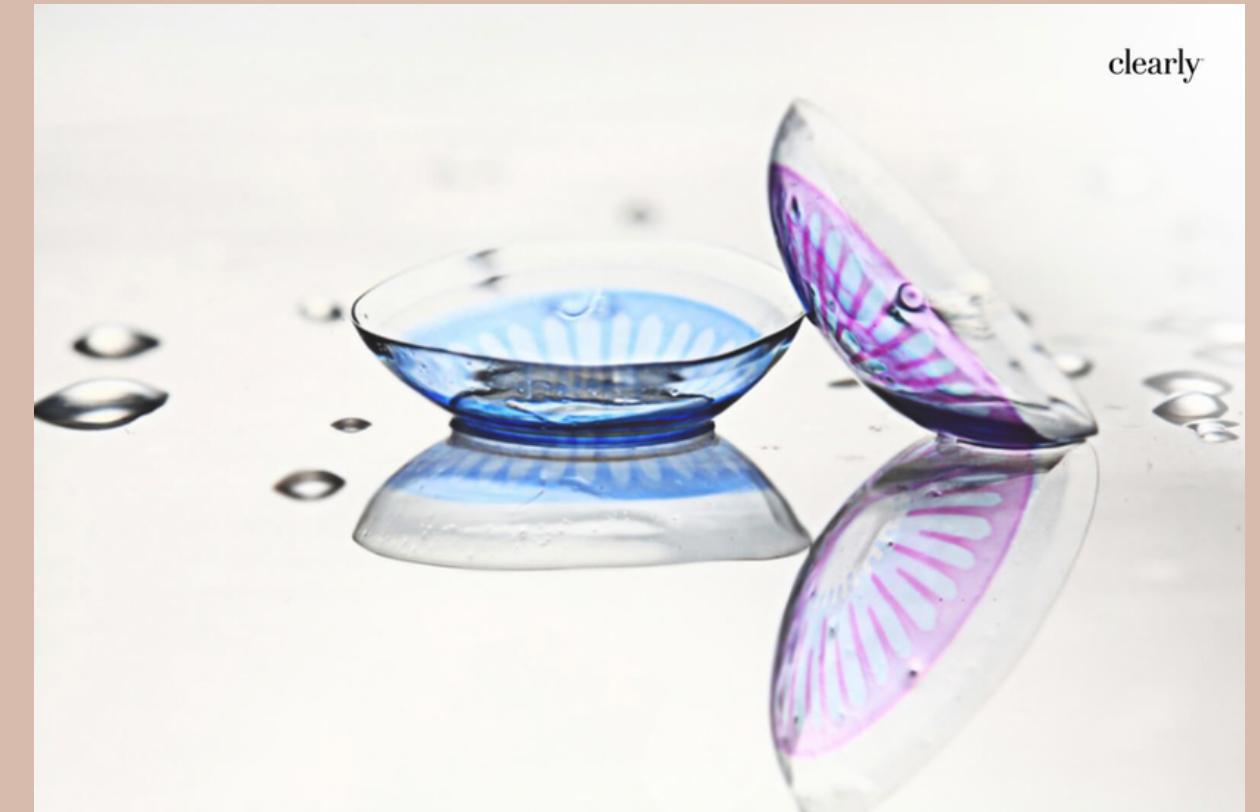
# *Revolutionizing Coloured Contact Lenses*

The innovation meets style in the world of coloured contact lenses. Our cutting-edge technology and design have redefined the way you see and be seen. We haven't just created a product; we've crafted an experience that blends convenience, comfort, and creativity seamlessly.

# *Introduction of the product*

## **Advanced Lens Materials:**

VisionVivid lenses are made from a proprietary blend of materials that ensure breathability, comfort, and vivid colour. Our lenses are designed to provide a natural look while allowing your eyes to breathe, reducing discomfort and dryness.



clearly

## **Smart Hydro-Moisture Technology:**

No more worries about dry eyes! Our lenses incorporate Smart Hydro-Moisture Technology, maintaining optimal moisture levels throughout the day. This innovation ensures that your eyes stay comfortable, even during extended wear.

# *Introduction of the product*

## **EasyLens App:**

VisionVivid introduces the EasyLens app, a user-friendly platform that allows you to virtually try on different lens colours before making a purchase. This augmented reality experience takes the guesswork out of choosing the perfect shade for any occasion.



## **Convenient Carry Cases:**

Our contact lens cases are more than just containers; they're a compact solution for on-the-go individuals. The sleek design includes a built-in mirror and storage space for multiple pairs, ensuring that you have your favorite lenses wherever you go.



# Company History

## VisionVivid Company History:

Founded in 2023 by a team of visionary entrepreneurs with a passion for blending technology and fashion, VisionVivid has quickly become a trailblazer in the eyewear industry. The company's commitment to innovation, quality, and customer satisfaction has propelled it to the forefront of the market.



# *Consumer Analysis*

## **Geographic:**

VisionVivid has a global presence. Our online platform allows customers from diverse geographical locations to access our products and experience the future of eye fashion.

## **Demographic:**

Our primary target demographic includes young adults aged 18-35, trendsetters who are conscious of both fashion and technology. However, VisionVivid also offers a diverse range of styles to appeal to individuals of all ages who seek a bold and vibrant look.

# *Consumer Analysis*

## **Psychographic:**

VisionVivid customers are individuals who appreciate self-expression through fashion. They value innovation, quality, and convenience in their lifestyle choices. Our lenses are not just a product; they are a form of artistic expression that resonates with those who want to stand out.

## **Behavioural:**

VisionVivid customers are early adopters of technology and fashion trends. They actively seek products that enhance their personal style while prioritizing comfort and convenience. Repeat purchases are driven by our commitment to quality and the ever-evolving range of colours and designs.

# Brand Identity

VisionVivid



See the world in colour

## Brand Colors:

- **Blue:** Represents trust, reliability, and the calming effect of our lenses.
- **Lime Green:** Reflects innovation, freshness, and the eco-friendly aspect of our products.

## Brand Archetype:

The Explorer:

- Aligns with the brand's adventurous, forward-thinking, and trendsetting personality.

## Unique Selling Proposition (USP):

1. **SmartComfort Technology:** Our lenses provide unmatched comfort, adapting to the eye's natural movements.
2. **QuickChange Cases:** Innovative contact lens cases that simplify lens application and removal.
3. **Eco-Chic Collection:** A range of lenses made from sustainable materials, appealing to environmentally conscious consumers.

*Thank You*