

BRANDING  
SQUAD

MISSION COMPLETE

AUGUST 2015

WHAT SETS  
US APART?

WE ARE SPECIAL! WE ARE!

## LOYAL

We are as dedicated to the consumer as they are to us.

Shown through:

- customer service
- reward offers/ coupon code
- Perka

## LOOK

## PASSION

## HUMAN

## EDUCATE

## LOYAL

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## LOOK

We don't just carry what's popular.

Design Driven

Age Diversity

Adjectives:

- Boho elegant
- vintage inspired

## PASSION

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## PASSION

What drives are loyalty.

About products

About the company

About each other

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## HUMAN

Making people feel at home.

Creates emotional attachment

Aesthetics:

- fluid
- easy
- comforting

## EDUCATE

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## EDUCATE

Give customers a foundation to build their own style from.

Applications:

- blog posts
- inspiration pages
- how to wear/ style guides
- personal styling service

# RETAIL PROBS

THE STRUGGLE IS REAL.



# CUSTOMER SERVICE

We solve this problem by giving consumers individualized attention, catering to their needs/wants and doing our best to go above and beyond to make them happy.

LACKING  
ENVIRONMENT

TECHNOLOGY  
INTEGRATION

TOO MUCH  
PRODUCT

CUSTOMER  
SERVICE

We solve this problem by giving consumers individualized attention, catering to their needs/wants and doing our best to go above and beyond to make them happy.

**LACKING  
ENVIRONMENT**

On many websites, what you see is what you get. We solve this problem by giving consumers ways to “discover” products and more.

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**TECHNOLOGY  
INTEGRATION**

Though technology is necessary, there can be too much of a good thing. We solve this problem by only using tech as a support for our company, not tech for the sake of tech.

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**TOO MUCH  
PRODUCT**

Speaking of too much of a good thing... We solve this problem by buying a limited variety of products that is constantly being switched out.

THE  
FOUR PILLARS

OR PUZZLE PIECES. YOUR CALL.



PLD



MRS



CRG



STORE



## HISTORIC BUILDING

- People know the story
- Vintage feel/open brick & beams give character
- Brought back to life/given breath
- Inspiration is back and forth

## LOCAL COMMUNITY

## STORE

## STORE LAYOUT



HISTORIC  
BUILDING

LOCAL  
COMMUNITY

- People know the story
- Vintage feel/open brick & beams give character
- Brought back to life/given breath
- Inspiration is back and forth

- Independently owned
- Small-town feel
- Approachable to many ages

STORE

STORE  
LAYOUT





## HISTORIC BUILDING

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## LOCAL COMMUNITY

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- Small-town feel
- Approachable to many ages

## STORE

## STORE LAYOUT

- Smaller = reigns us in
- Segmented but fluid
- Open brick & wood



PURPOSE?

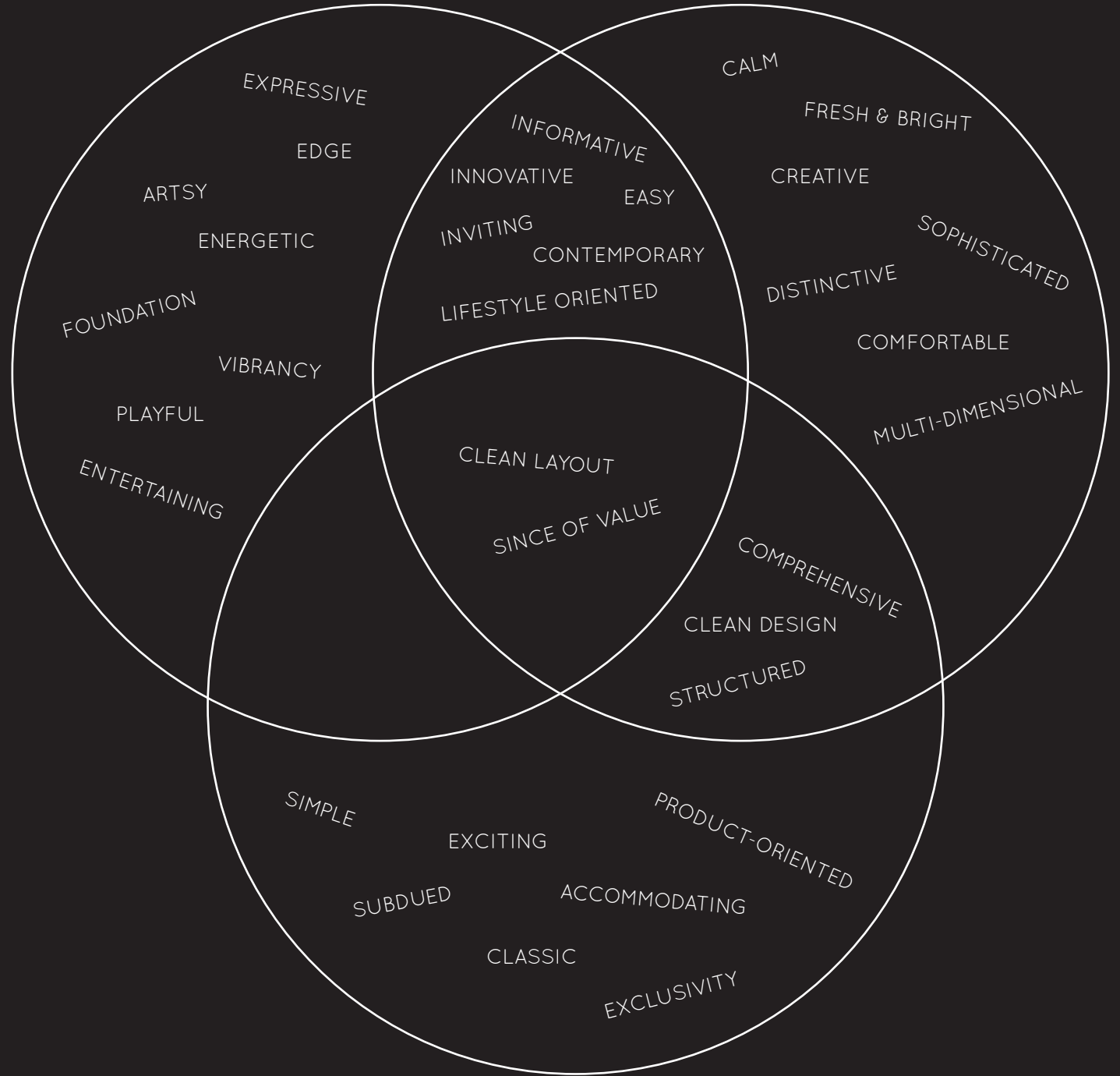
OUR SHOWROOM.

STORE

PLD

MRS

CRG



PLD

EXPRESSIVE  
ENERGETIC  
EDGE  
ARTSY  
VIBRANCY  
PLAYFUL  
ENTERTAINING

EASY  
INVITING  
FOUNDATION  
COMFORTABLE  
CONTEMPORARY  
LIFESTYLE ORIENTED

FRESH & BRIGHT  
CREATIVE  
DISTINCTIVE  
SOPHISTICATED

MRS

SINCE OF VALUE  
INNOVATIVE  
EXCLUSIVITY  
INFORMATIVE  
CLEAN LAYOUT  
MULTI-DIMENSIONAL  
EXCITING  
**INSPIRATIONAL**

CLEAN-DESIGN  
CALM  
STRUCTURED  
COMPREHENSIVE

CRG

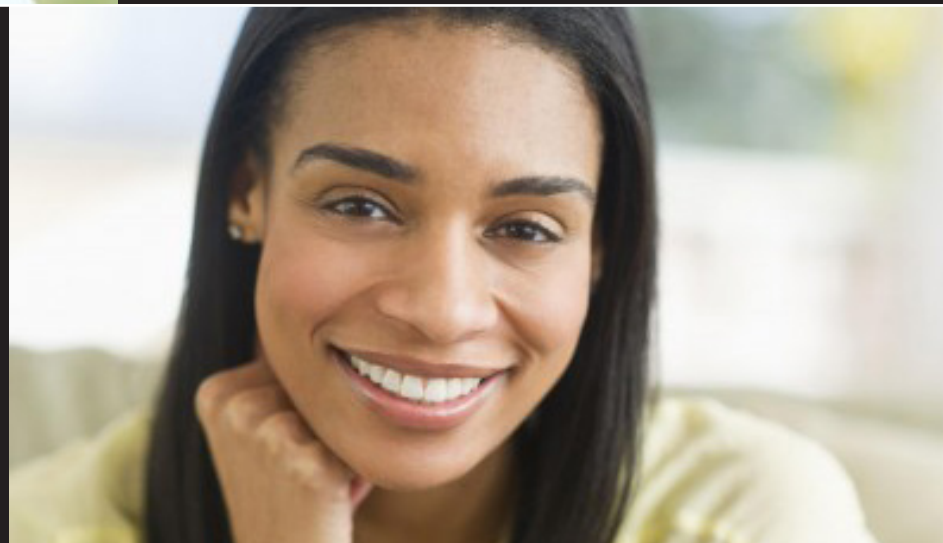
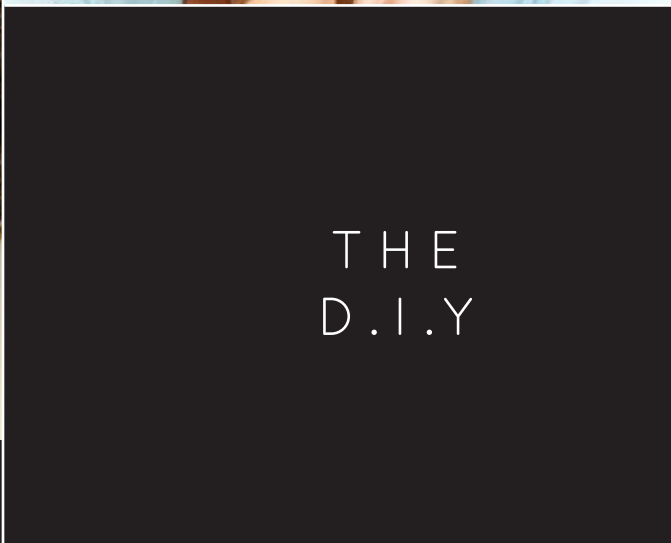
SIMPLE  
CLASSIC  
ACCOMMODATING  
PRODUCT ORIENTED

TARGET  
AUDIENCE

WE HIT THE BULLSEYE.



THE  
DEPENDANT





## THE DEPENDANT

- ages: 40-65, women
- upper mid to upper class
- demanding personalities
- generally shopping for events
- comes to our site through: word of mouth
- pain points: feeling unimportant,
- after purchase expectations: privacy, personalized attention in future purchases
- important note: wants instruction but only after listened to

Trend Chart: Late Majority



STORE

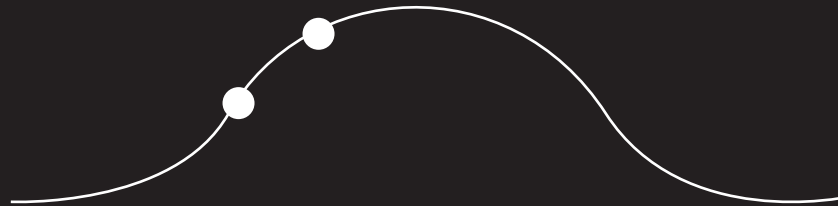


## THE D.I.Y.

- ages: 25-50, women
- mid to upper class
- asks a lot of questions, goal oriented
- generally shopping for projects
- comes to our store through: website, social media, blogs, word of mouth, review sites
- pain points: not enough information, out of date, lack of inspiration
- after purchase expectations: current and up-to-date
- important note: price conscious but willing to spend for quality

Trend Chart: Early Adopters - Early Majority

STORE







## THE VISITOR

- ages: 15-65, men/women
- mid to upper class
- looking for entertainment while in town
- generally shopping for gifts or souvenirs
- comes to our store through: website, social media, word of mouth, yelp, google search
- pain points: lack of interest, price points
- after purchase expectations: occasional follow up
- important note: price conscious but may impulse buy small unique items or sales items, can direct to website for future purchases

Trend Chart: N/A

STORE





THE  
PRO



THE  
D.I.Y.



THE  
COLLECTOR

PLD



THE  
GIFT GIVER



## THE PRO

- ages: 30-40s, women
- has a needy client = needs things immediately
- most likely to call and ask questions
- price is important to them
- comes to our site through: online search of product, word of mouth
- motive: product specific
- pain points: efficiency, availability, relationships
- after purchase expectations: custom experience
- important note: loyalty can be guaranteed if good relationship is formed

Trend Chart: Early Adopters

PLD

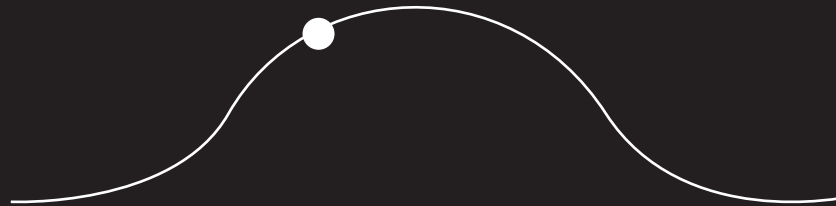




## THE D.I.Y

- ages: 35-55s, women
- mid to upper class
- wants to discover the trends, new styles
- comes to our site through: blogs, Pinterest, social media, emails
- motive: inspiration
- pain points: out of date, stagnant pages, can't figure out how to use product
- after purchase expectations: current and up-to-date
- important note: our blog, and inspiration pages could be used to grab these consumers

Trend Chart: Early Majority



PLD

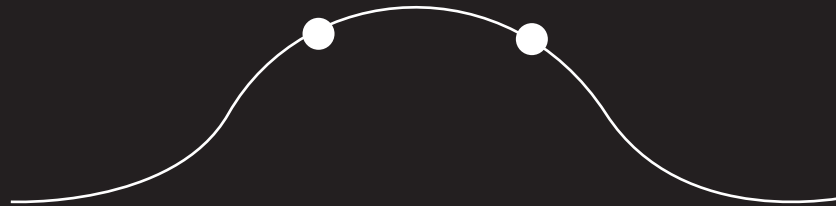


## THE COLLECTOR

- ages: 30-55, women
- mid to upper class
- loyalty to die for
- shops for themselves and others = wants to share
- comes to our site through: organic search, shopping feed, product search, word of mouth, social media
- motive: brand
- pain points: out of date, nothing new, lack of loyalty
- after purchase expectations: discounts/coupons for loyalty and investment in our company
- important note: likes to talk and know what we think and enjoys emails

Trend Chart: Early Majority - Late Majority

PLD





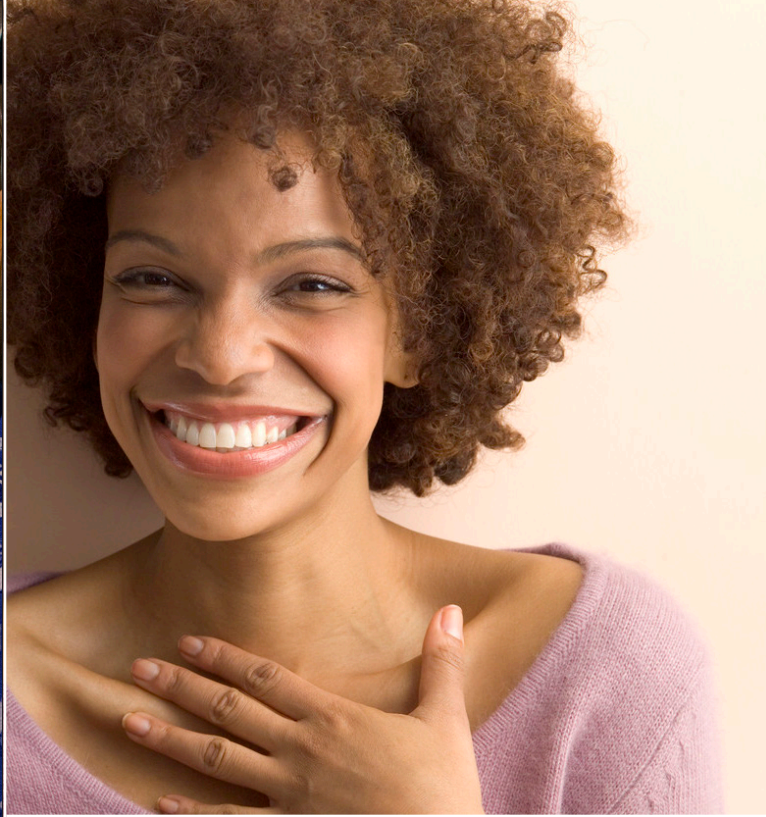
## THE GIFT GIVER

- ages: 20-55, broadest category
- mid to upper class
- shopping on a budget
- can shop for a variety of ages, genders, tastes
- comes to our site through: organic search, Google ad words
- motive: variety
- pain points: logistics, convenience
- after purchase expectations: none
- important note: some may attach to us in some way due to good customer experience

Trend Chart: N/A

PLD





THE  
SAVVY  
SHOPPER

MRS

THE  
DEPENDANT

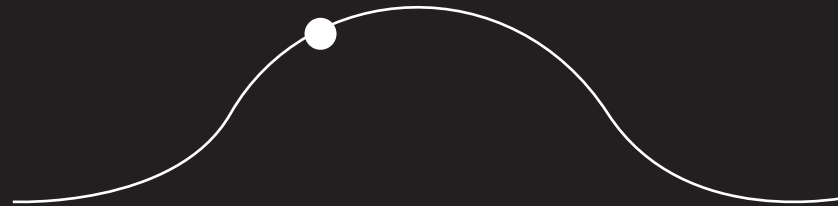




## THE SAVVY SHOPPER

- ages: 25-35, women
- mid to upper class
- knows what she is looking at
- shops brand specific
- comes to our site through: shopping feed, social media
- motive: brand
- pain points: lack of information, inconvenience, lack of choices, return policy
- after purchase expectations: personalized attention
- important note: social media matters, will be into discovering aspect

Trend Chart: Early Majority



MRS





## THE DEPENDANT

- ages: 35-45, women
- mid to upper class
- most likely to call ask for sizing, colors etc.
- cares about size instead of style
- comes to our site through: organic searches, email
- motive: style
- pain points: customer service, sizing, organization, navigation
- important note: reviews matter

Trend Chart: Late Majority



MRS



THE  
COLLECTOR

CRG

THE  
NOSTALGIST





## THE COLLECTOR

- ages: 40+, men & women
- upper-mid to upper class
- reliant on customer service: to place order, ask questions
- shops for themselves and others = wants to share
- comes to our site through: brand search, word of mouth, emails
- motive: brand
- pain points: nothing new, logistics, not enough information on products, damage policy, availability
- after purchase expectations: discounts/coupons for loyalty and investment in our company, information on the latest products
- important note: reads emails

CRG



## THE NOSTALGIST

- ages: 30-40, men & women
- upper-mid to upper class
- trying to keep on the tradition
- knows how to use the web efficiently
- collects only what they like vs. latest products
- comes to our site through: brand search, social media
- motive: brand
- pain points: convenience, damage policy, difficult to use
- after purchase expectations: information on the latest products, personalized attention
- important note: appreciates the personalized touches

CRG

SO AFTER  
ALL THAT...

(DRUM ROLL PLEASE)

CREATE

DISCOVER

INSPIRE

CROWN ME ROYAL

FIND YOUR INSPIRATION.

BRAND TAGLINE/STATEMENT

CROWN ME ROYAL

**FIND** YOUR INSPIRATION.

|

call to action

BRAND TAGLINE/STATEMENT



CROWN ME ROYAL

FIND **YOUR** INSPIRATION.

|

make it  
personal

BRAND TAGLINE/STATEMENT

CROWN ME ROYAL

FIND YOUR **INSPIRATION.**

|

follows the  
concept of helping  
create a consumer  
foundation

BRAND TAGLINE/STATEMENT

We recognize the power of expression and the human desire to be inspired. These characteristics are found in both our employees and our customers. Crown Me Royal has become our channel of sharing what excites us and what we find impactful. We hope to express the inspiration we discover everyday and help fill the need for creative discovery.

BRAND MESSAGE/PURPOSE

We recognize the power of expression and the **human desire to be inspired**. These characteristics are found in both our employees and our customers. Crown Me Royal has become our channel of sharing what excites us and what we find impactful. We hope to express the inspiration we discover everyday and help fill the need for creative discovery.

Gives consumers a voice that they might not be aware of. It also gives the “suits” an incite into the “creatives” by providing words to match a feeling.

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Shows credibility to why we can help our consumer. And gives a personal, humane touch to the company.

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Ties back to our loyalty to our look. We don't just buy what's trendy or what we are told to buy. Also expands to company to more than just product.

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Shows that we are constantly moving forward and reaching out our fingers. Also places us on an even playing field, “we are learning just like you.”

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Ties back to the “human desire to be inspired.” We are placing ourselves as an outlet for fulfillment.

BRAND MESSAGE/PURPOSE





# Crown Me Royal

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FIND YOUR INSPIRATION.