Creative Brief

pure

2015

From: Wendy French
To: Juliet Davis
Re: Branding and Logo Design for Pure
Date: October 8, 2015
Course: COM 302 – N, Thursdays 6 PM

The Market

According to Jocelyn Phillips from *IBISWorld*, the cosmetic and beauty product industry is expected to grow 5.6% this year to reach over $50 billion. Although the cosmetic industry follows disposable income trends, most people prioritize personal hygiene as a necessity, making beauty products, such as shampoo, generally more stable (Phillips). Those essential beauty products remain fairly unaffected when consumer income drops or when prices increase (Phillips).

New companies in this industry have a great opportunity, because a new product, highlighting a particular benefit, can gain consumers' interest, which helps establish the new brand (Phillips). Phillips predicts that the industry will be segmented further, and companies will specialize in a particular area, such as hair products or makeup or nail products. This specialization could help companies target those consumers who are specifically looking for the particular product they're selling. For instance, consumers looking for new hair conditioner will recognize certain brands that have great hair products as opposed to brands that try to manufacture a variety of cosmetic and beauty products.

The trend for newer and more natural ingredients is prominent in this industry as well (Phillips). Many companies already advertise their organic beauty products, indicating that the demand for them is continuously increasing (Phillips). New companies that emerge to capitalize on upcoming trends have the advantage of being new to the market, adding prestige to their brand (Phillips). However, those companies will only benefit from the prestige of being new if they take the time and money to advertise their new products and explain their products' benefits to the best target market (Phillips).

The Brand

"Pure" is a hair product line that is made from non-toxic, all-natural ingredients. The word "pure" indicates the non-toxic aspect of the products. It suggests that the products contain only clean, organic ingredients. Having clean, organic ingredients is a major benefit, since it follows the trend for more natural ingredients. Many established hair product brands attempt to move to *more* natural ingredients, but there aren't any known brands for hair products with *all* natural ingredients. Even the products by Burt's Bees, a well-known brand that advertises that they have natural products, contain some ingredients that are deemed hazardous by the Environmental Working Group, such as the fragrance used in their shampoo.

The word "pure" also implies honesty and transparency. The hair product ingredients will not only be listed but also where they get the ingredients will be listed on their website. Consumers will be able to see exactly what they are putting in their hair, increasing the trust they have in the Pure brand.

Pure will include a wide variety of hair products, such as shampoo, conditioner, mousse, gel, leave-in conditioner, hair masks, hair spray, styling crèmes, styling foams, hair serums, and oil treatments. Pure hair products will be offered at any drugstore or grocery store, increasing convenience for consumers. In addition, Pure hair products will also be sold online on select websites, such as Amazon and drugstore.com.

The Target Audience

The main target audience is Caucasian women between the ages of 35 and 54 who are married with families, make over $100K in total household income, and are concerned for their family's health. According to Marissa Miley and Ann Mack on *Advertising Age*, most moms, whether stay-at-home or employed, do the grocery shopping in the household, which includes purchasing hair products. They're looking for hair products with natural ingredients as opposed to the unpronounceable chemicals that were once very common ("Marketing Shampoo"). These women aren't just making purchasing decisions for themselves; they're also making them for their spouses and their children who will then grow up to purchase hair products from brands they trust.

Most moms are concerned about prices when grocery shopping, but these moms are not, since their family makes over $100K (Miley and Mack). These moms are more concerned about keeping their families happy and healthy, and they can afford to spend a little extra for the health of their family. Women are also more likely to take the time to research products before purchasing, indicating that online sources will be imperative to the brands they'll decide to buy from (Lewis). The Pure website that contains all the ingredient information and more will appeal to these women. However, these women put the most trust in people who they know, so positive product experiences will be essential to increase brand awareness by word-of-mouth (Hollard).

The Competition

Burt's Bees is very similar to Pure, since both companies emphasize the natural ingredients in their products (*Burt's Bees*). The difference is that Pure focuses solely on hair products while Burt's Bees focuses on lip products along with facial and body products, such as face washes and lotions (*Burt's Bees*). Burt's Bees does sell shampoo

and a pre-shampoo hair treatment, but their hair product selection is extremely limited compared to Pure, which will offer an assortment of hair products from conditioner to mousse to hair spray (*Burt's Bees*). Burt's Bees highlights their lip products rather than their limited hair product line. With Pure focusing solely on hair products, they can target this specific need and become a known brand for that purpose rather than trying to satisfy several needs and advertise to different markets at once.

LUSH is another competitor that targets a similar market. LUSH advertises that their products are handmade (*LUSH*). However, LUSH focuses on their cosmetics rather than on their hair product line, since their tagline is "Fresh Handmade Cosmetics" (*LUSH*). On their website, LUSH mentions the ingredients they use in each product as well as highlighting which are natural and which are synthetic (*LUSH*). Therefore, even though LUSH mentions their natural ingredients in their products, they do not have completely all-natural products like Pure does. Furthermore, LUSH has specific stores that sell LUSH products whereas Pure products are available in drugstores and grocery stores (*LUSH*). Similar to Burt's Bees, LUSH tries to satisfy a variety of needs, such as shower gels, bath bombs, face cleansers, lip balms, body lotions, and moisturizers while Pure can focus on the people in the target market looking for a brand to satisfy their hair needs (*LUSH*).

An additional competitor is WEN. WEN offers several hair products, but they sell them as a hair care system (*WEN*). WEN products aren't as easily accessible as Pure products, because WEN products need to be ordered online or in select stores, such as Sephora or Walmart (*WEN*). Pure products can be bought in any drugstore or grocery store as well as online, making it more convenient for consumers. WEN has some transparency with their ingredients, listing a few on their website for each product and explaining what their benefits are, but they do not list all the ingredients as Pure does (*WEN*). The brand WEN is also not known as well as the previous two competitors, which could be due to WEN's lack of advertising (*WEN*). WEN posts on their Facebook page about once every two weeks, compared to LUSH who posts several times per week ("WEN"; "LUSH Cosmetics"). Clearly the need for easily accessible hair products with healthy, natural ingredients has yet to be adequately filled by any competitor.

Logo Design

The purpose of the logo is to have consumers recognize the brand and remember the main benefit of the brand just by looking at the logo. This is why the logo consists of the brand name "Pure" and the green leaves, forming a figure that looking like a tree with the descender of the "P" and the additional line. This figure reminds the consumers of the natural ingredients in Pure products. The brown color used works with the trunk of the tree and is also another color aside from green that people associate with nature

("The Meaning of Colors"). The curves in the chosen font for the word "pure" appeal to women, since that is the target market. However, the font isn't too curvy and is very straightforward, giving it a clean and polished look. The chosen font looking clean also helps imply the clean ingredients used in Pure products. Overall, the logo is simple, indicating the simplicity of the ingredients as opposed to complex, unpronounceable chemicals. The simple ingredients allow consumers to understand what they're putting in their hair and where these ingredients come from as stated on the website, further enhancing the trust in the Pure brand.

Works Cited

Burt's Bees. Burt's Bees, 2015. Web. 4 Oct. 2015.

Hollard, Stephanie. "Marketing to Women Quick Facts." *Sheconomy*. National

        Association for Female Executives, n.d. Web. 4 Oct. 2015.

Lewis, Michael. "Men vs. Women: Differences in Shopping Habits & Buying Decisions."

        Money Crashers. SparkCharge Media, LLC, 2015. Web. 4 Oct. 2015.

"LUSH Cosmetics." LUSH. *Facebook*. Facebook, n.d. Web. 28 Oct. 2015.

LUSH. LUSH North America, 2015. Web. 28 Oct. 2015.

"Marketing Shampoo." *Marketing-Schools.org*. Marketing-Schools.org, 2012. Web. 4

        Oct. 2015.

Miley, Marissa and Ann Mack. "The New Female Consumer: The Rise of the Real Mom."

        Advertising Age. Meredith, n.d. Web. 4 Oct. 2015.

Phillips, Jocelyn. "Cosmetic & Beauty Products Manufacturing in the US." *IBISWorld*.

        IBISWorld, May 2015. Web. 4 Oct. 2015.

"The Meaning of Colors." *Changing Minds*. Changing Works, 2002. Web. 4 Oct. 2015.

WEN. Guthy-Renker, 2015. Web. 28 Oct. 2015.

"WEN." WEN. *Facebook*. Facebook, n.d. Web. 28 Oct. 2015.

GRADING RUBRIC

Criteria	Above Average	Average	Below Average
Graphic Impact (Unique, Memorable, Appropriate Branding)	Logo is striking and memorable. It would be distinguished among others in this industry, and they are strongly appropriate for the target audience.	Logo is appealing among others in this industry and appropriate for the target audience.	Logo and/or package design look too similar to others in this industry or are memorable in a negative way or would not be appropriate for the target audience.
Logo Technical Specifications (Simple, Legible, Reducible, Reproducible)	Logo is simple and legible, would be easily reproduced in black and white, and would be reducible to 1/4" high.	Logo is fairly simple, legible, reducible, and reproducible.	Weakness in one or more areas is present (e.g., logo may be more complex than necessary, a bit illegible, not easily reproducible in B&W, not fully legible at 1/4" high, etc.
Graphics	Colors, shapes, typography, and graphic style are highly effective in communicating the intended message. Elements and principles of design have been well utilized. Graphic conventions and trends have also been observed.	Colors, shapes, typography, and graphic style are fairly appropriate for communicating the intended message. Elements and principles of design, as well as graphic conventions and trends may or may not have been closely observed.	Colors, shapes, typography, and/or graphic style should be more appropriate for this indusry. Elements/principles of design and/or graphic conventions/trends need to be more closely observed.
Typography	Type is concordant or contrasting (not conflicting). Type has been properly kerned, tracked, aligned, etc., as needed. The design is unified (there's minimal trapped white space).	Typography is competent, with one or more minor weaknesses.	Type needs substantial improvement in one or more typographic areas.
Execution	The composition demonstrates high proficiency with Adobe tools, is highly polished and professionally executed.	The composition demonstrates average proficiency with Adobe tools and is competently executed.	The composition needs to demonstrate substantially more proficiency with Adobe tools.

Creative Brief Criteria	Above Average	Average	Below Average
Thoroughness and Accuracy	All areas of the report are answered thoroughly and accurately.	Most areas of the report are answered thoroughly and accurately. Some information could be added or edited.	Significant improvement is needed in thoroughness and/or accuracy.
Clarity	The information is clearly written, easy to follow and understand.	Some areas of the report are difficult to follow or understand, but most information is clearly written.	Significant areas of the report are difficult to follow or understand.
Style, Grammar, Mechanics, Spelling	The writing is flawless in its style, grammar, mechanics, and spelling.	Most of the writing reflects strong style, grammar, mechanics, and spelling.	Significant weaknesses in style, grammar, mechanics, and spelling are apparent.
Citations	Sources are credible, offer valuable information, and are cited properly.	Sources are credible, offer valuable information, but are not cited properly.	Sources are not credible enough and/or do not offer valuable info. Citations may or may not be cited properly.