

Strategic Brief

Raven Beard Company

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Background

Raven Beard Company is a men's grooming business that offers a variety of homemade products for beard care, such as oils, balms, wax, wash, shaving creams, and a small amount of apparel. These products are prepared with ingredients such as beeswax, coconut oil, jojoba oil, and essential oils to help shape, hold, moisturize, and condition the beard while promoting hair growth and treating dandruff. Our company also offers a gentle beard wash to remove dirt and buildup without stripping the beard of its natural oils.

Raven Beard Company will advertise products on a website, business cards, clothing, and packaging. Additionally, we will also participate in trade shows and events to showcase our products to connect with potential customers. Our company will provide educational content such as how-to guides and tutorials on the website and social media to help customers learn how to properly groom and care for their beards. We will offer discounts and promotions to our loyal customers, and we will gather customer feedback to improve our products and services.

Our mission at Raven Beard Company is to empower men to embrace their masculinity and achieve their desired beard grooming goals using our high-quality, natural, and effective products. We provide the best possible experience for our customers by offering a range of premium beard care products that are safe, easy to use, and promote healthy growth. This is just one of our competitive advantages; by using natural ingredients, our products are not only effective but also safe to use on the skin and hair. Additional competitive advantages are our commitment to sustainability ensuring that our products are not only good for our customers but also for the environment. We offer educational content, how-to guides, and tutorials on our website which can help customers learn how to properly groom and care for their beards. Finally, our focus on customer satisfaction and feedback allows us to continuously improve our products and services, making sure that we are meeting the needs of our customers and exceeding their expectations. We aim to create a community of like-minded individuals who share our passion for beards and are committed to helping men achieve the perfect beard they desire.

Competition

There are several companies that compete in this market for beard grooming products. Some of the closest competitors in the market are, one, Honest Amish. This is a company that also specializes in handcrafted, all-natural beard products such as ours. Another would be Mammoth Beard Company; they offer a wide selection of products like to ours. Viking Beard Company is an example of a direct competitor of ours. They offer similar products and maybe targeting a similar target audience. They differentiate themselves by offering a theme such as a Viking, which could appeal to some customers looking for a unique, themed grooming experience. These companies value their customers, the appearance of their well-managed websites and product offers to their customers. The shopping online option for each company allows them to reach customers around the world. Mammoth Beard Company, offering an in-store experience, allows the customer to touch and feel prior to purchasing.

Unde For Men is local here in Kingston that offers an in-store and online service to grooming products. However, a selective number of products is not their main focus. This is a store that offers a large amount of clothing section and accessories for men. Among all the companies, the price ranges from affordable to a little higher. This will give us flexibility in teams in our pricing on our products. Price is not everything for customers, it is the quality, packaging, customer service and brand reputation.

Project Objectives

The website will be user-friendly, visually appealing, and is easy to navigate. Executing a secure and reliable online shopping platform for customers to make purchases while providing a fast and efficient checkout process with various payment options. Optimizing the website for search engines to increase visibility and attract more customers. Developing a mobile-responsive website that is accessible on various devices will attract more customers. While providing product reviews, ratings, and recommendations to enhance the customer experience as they visit our site. Finely, making the website accessible and conforms to the web accessibility standards will create an excellent experience. Overall, the goal of this project is to create a strong brand identity, a visually appealing logo and a user-friendly website that is optimized for customers and search engines.

A successful redesign can achieve a variety of goals, such as improving the user experience, increasing conversions, and modernizing the visual appearance of a website or product. What elements need to be maintained to preserve the brand identity and should this be done quickly or gradually over time?

Target Audience

Our primary target audience is men of all ages who take pride in their appearance and want to achieve a well-groomed, masculine look using high-quality beard products. We cater to men who are looking for natural and effective solutions for their beard care needs. Whether they are just starting to grow a beard, or they have been growing one for a while. Our products are designed to meet the needs of men with different beard types and lengths, and we offer products to suit all grooming preferences. We aim to create a community of men who share a passion for beards and want to be a part of a brand that aligns with their values of quality, natural ingredients, and sustainability. College students may be focused on affordability and durability, while working professional men may be more interested in products that are professional-looking and high-quality. To consider both groups, we will offer a range of products with varying levels of durability and create products that are versatile that can be worn in a variety of settings such as from classroom to the office to then out enjoying some fun around the town.

Beard grooming products are popular across a wide range of geographic locations, men all over the world are using these products to maintain their beard style. North America and Europe are believed to be the largest market for these grooming products. The trend to keep a beard has been growing in these regions. A man using beard grooming products may be interested in self-care and taking care of his appearance. Men using these products are also interested in fashion and style, viewing their beard as an accessory that can be styled to complement their overall look. Men who use these products are interested in maintaining a professional appearance in a workplace or in college with their upcoming career soon. Emphasis on personal grooming and awareness of personal hygiene is an important aspect in these individuals' daily routine. Maintaining a well-groomed appearance helps in making a good first impression and improving self-confidence and self-image. Also, men with open minds will try new products and experiment with different grooming techniques could be attracted to our products.

Men using these products, for a few examples, may enjoy fitness and health. They would take an interest in maintaining a healthy lifestyle and healthy grooming habits. The adventurous outdoors people could take an interest in our products, learning about grooming while camping, hiking, or hunting. Some individuals may be interested in technology, learning about the latest grooming tools and devices like trimmers and scissors. The use of technology can play an important role in grooming habits for men. Online research and purchasing; men use research to compare prices and products that they are interest in and then purchase that item. Virtual consultations and tutorials on grooming brands to help men learn about different techniques and products and give some advice on grooming. I would like our company to have a Mobile app that offers personalized grooming recommendations and tutorials based on the user's grooming habits and preferences. Social media are platform that many people use, and this is where men can find information about our company and the products we offer and possible upcoming sales.

Our secondary target audience are women who have partners or significant others with beards. These women may be looking for gift options for their partners or simply want to purchase high-quality grooming products for their loved ones. We understand that many women play a role in the grooming habits of their partners and want to make it easy for them to find and purchase products that will help their partners achieve the perfect beard. By targeting this audience, we aim to expand our customer base and increase brand awareness among a wider audience. Additionally, we will also be able to provide a wider range of products that cater to different needs, such as gift sets, travel-friendly grooming kits.

Brand Values

- Teamwork
- Accountability
- Natural
- Diversity
- Passion
- Trust
- Stylish
- Quality
- Continuous learning
- Ethics and integrity
- Innovation
- Accessible

Brand Personality Traits

- Amicable
- Adventurous
- Sleek
- Respectful
- Efficient
- Confident
- Environmentally conscious
- Informative
- Approachable

Production considerations and Creative Considerations

Creative

The standards we would like to live by to achieve our goals are confidence, self-care, and masculinity. Exciting companies display these types of standards, highlighting their natural products with similar target audiences. Being aware of using certain imagery and language can suggest certain associations and perceptions, so choosing the right pictures displaying a diverse group of men with different ages, race, and ethnicity to ensure that our marketing materials and branding not exclude or stereotype any group of people. The tone we would like to focus on is masculinity, ruggedness, and self-care. Using language that emphasizes the benefits of having a well-groomed beard, such as confidence and attractiveness. We would like to position ourselves as experts in the field of beard maintenance and the use of high-quality products. Our brand will be displayed throughout our website and possible platforms such as social media, and on our products that we are selling, including the packaging.

The current market for beard grooming involves logos showing beards or mustaches, or using a unique typeface. It is common to choose earth neutral color palettes. This scheme is associated with natural or organic products, which aligns with using natural ingredients. They are also seen as more masculine and rugged, which will improve the brand's image. Our company will be using a simple, timeless logo using the color palette of white and black. Throughout our website the theme of black and white will be present, while using some natural color palettes that represent masculinity, such as brown earth tones. This will allow for our company to be easily recognizable, memorable, and help our customers to identify our products. The color palette will connect with the natural and organic products that we offer, offering professionalism and credibility. This simple and clean design will make it easy to display on our products.

Schedule

Week 1 Jan 13	Client Research
Week 2 Jan 20	Competitive audit Target Audience, Strategic brief Come up with a persona Answer client research questions Project Proposal
Week 3 Jan 27	Many Thumbnail concepts of logo for the company presentation to the client
Week 4 Feb 3	Stylized concept sketches for presentation to the client
Week 5 Feb 10	Refined digital concept ready for presentation to the client- ready with hex code for colors
Week 6 Feb 17	Refined 2 color identity and black and white digital, and digital design for website pages Design + Rationalefor website due in Desi 212
Week 7 Feb 24	Finishing touches on website and logo for client to be finalized for week 8.
Week 8 Mar 10	Finishing touches on website and logo for client to be finalized for week 8.

Budget

The cost is not always an indicator of quality. The cost can affect the number of concepts or revisions that will be included. Additionally, the amount of research that goes into the design. There is a lot of research that is within this project of starting a company from the ground up. Research is the first step in the design process. We are required to find the goals, needs, values and mission of this new company. Limitations taking many days to look and compare similar companies, on their target audience, products, tone, and style. It is important to focus on specific areas of interest to avoid getting bogged down with so much detail. This will be involved within our schedule of setting a deadline for when the research process is complete to stay on track. Staying on the schedule will allow us to continue through the design process smoothly with the ability to produce a logo and brand identity that accomplishes our goals.

Technical

Develop a website that is at the size of 1920, an ipad air at the size of 834, and mobile at the size of 393. The site will be accessible and easy to use. In addition, create a brand identity that has a logo. Our company is using a color scheme of black and white, with a simple, easy to read typeface. We will be offering limited appeal that will have our logo on the brand, this will be achieved but reaching out to printing companies to print our image on products, such as towels, and possibly shirts in the future.

Key Message

Pure ingredients for a pure look. Grow and maintain a confident, stylish beard with our homemade natural grooming products.