



WILLOW
organic teas

Research of competitors

competitor & logo	color	design/art	target market	packaging	
	black & white	n/a	18+ women	brown bag	
	green	genie coming out of a teapot	18+ women	carboard box	
	green	green swirl	21+ men & women	tin square/ box	
	green	swirly "a"	21+ men & women	green bag	
	green & yellow	coffee mug	25+ women	bag	
	blue	swirly star	21+ men & women	tin cylinder	
	greens	green ying yang shape	21+ men & women	plastic cylinder/ jar	
	black & white	teapot	18+ men & women	tin cylinder	
	browns	a circle, persimmon seed	21+ men & women	round box / cylinder	
	browns	India influenced shape	21+ men & women	round box / cylinder	

Our customers

brand definition: simple and natural organic tea

ages: 21-45

sex: men & women

generations: x & y

income: average of \$50,000 per year

population of age group: 85 million

main source of information: internet

use of income: entertainment technology

education of generations: average 87.5% have high school education

benefits of product: cleaner and health option to sodas. antioxidants and natural health benefits

characteristics:

gen x: independent, skeptical of advertising and marketing, believe in personal style rather than designer, many are entrepreneurs, easily transition from job to job. less religious than their parents.

gen y: blunt, optimistic, computer and Internet savvy, these are the cyber kids who grew up with the Internet and are accustomed to it, racially diverse, education is "in", and it is seen as a life-long process, self-esteem is high, less religious than their parents.

Brainstorming

target market: females, ages 21-45, nature minded, average income, families & middle class

positives: healthy, natural antioxidants, quality, better taste & health benefits

negatives: less of a market, not easily to find locally, not well known, more expensive, not easy to make & convenience

feelings & emotions: warm, healthy, focused, carefree, earth friendly & more energy

touch: smooth cup/mug, steam, warm, stones, wet & natural textures

taste & smell: fresh, healthy, smooth, herbs, flavors of teas & warm

sight: greens, browns, autumn colors, warm water & nature

sound: dripping water, nature sounds, spoon clicking on cup, birds, sipping of tea & water fountains

zany ideas:

- sample sets/ gift boxes/ gift cards
- raffle to a spa/ trip to the plant or tea fields
- bulk sales get free something (tea infuser)
- part of proceeds to go a wildlife organization
- themed sales or discounts (christmas or mothers day)

creativie directions:

- fair trade
- qr codes on box or website on box
- more product such as: tea bag, tea infusers, teapots, etc.
- sell tea locally at farmers markets or in
- nutrition store (GNC, Food Co-op)
- &/or -
- sell in grocery stores nation wide to get exposure for the brand & product

Logos

willow organic teas
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WILLOW ORGANIC TEAS

willow
 ORGANIC TEAS



Brand Standards



b & w logo



reversed logo



tagline

Simple and natural organic tea

brandmark



Pantone 556c



Pantone 424c

ElegantLight: average weight

AaBbCcDdEeFfGgHhIjJkKlLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Gill Sans: regular and light

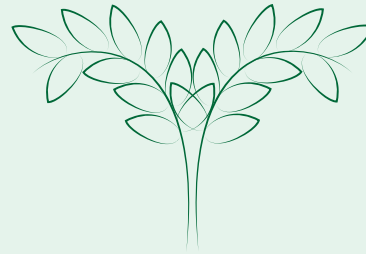
AaBbCcDdEeFfGgHhIjJkKlLmMnNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Brand Colors

color scheme



design elements



photography/art



Concepts for Foldable



brochure

mailer



mailer



Foldable Mailer

mailer



front



back



inside- both sides

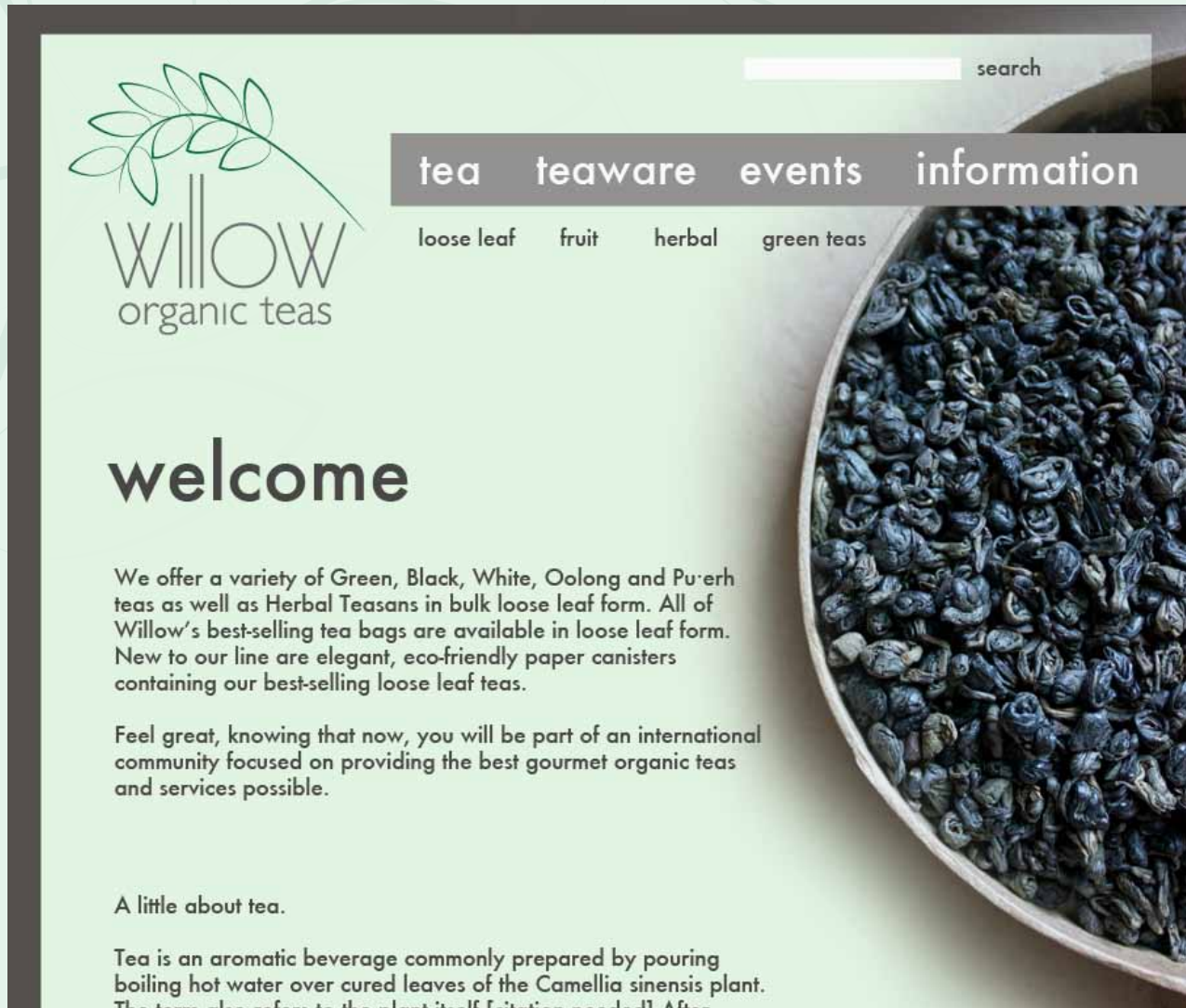
Packaging Label




aged
early grey



Website





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welcome

We offer a variety of Green, Black, White, Oolong and Pu-erh teas as well as Herbal Teasans in bulk loose leaf form. All of Willow's best-selling tea bags are available in loose leaf form. New to our line are elegant, eco-friendly paper canisters containing our best-selling loose leaf teas.

Feel great, knowing that now, you will be part of an international community focused on providing the best gourmet organic teas and services possible.

A little about tea.

Tea is an aromatic beverage commonly prepared by pouring boiling hot water over cured leaves of the *Camellia sinensis* plant. The term also refers to the plant itself (citation needed). After

