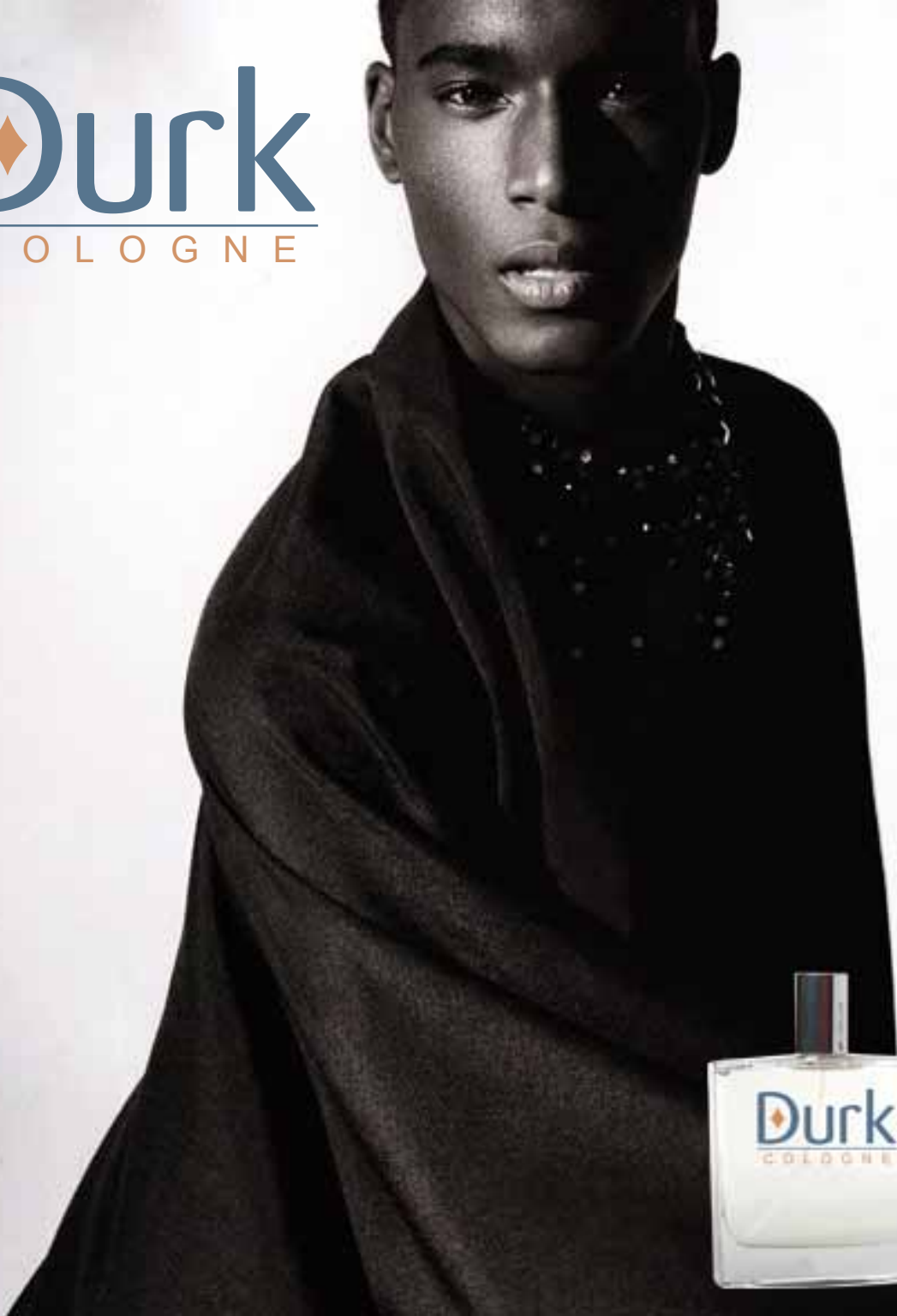


# Durk

COLOGNE



# Researching the Competition



**Abercrombie & Fitch**  
Cologne 41

**Color(s)**

Gray Scale

**Typeface**

Serif

**Design**

N/A

**Target Market**

17 - 28

**Aéropostale**  
A87

Gray Scale, Red  
Blue

Serif

A87

17 - 28

**American Eagle**  
Real

Bronze, Gold

Sans Serif

Eagle Logo

17 - 28

**Guy Loroche**  
Drakkar Noir

Bronze, Gold

Sans Serif

Red Line, Box

21+

**Hollister**  
California

Brown, Bronze,  
Gold

Sans Serif

N/A

17 - 28

**Kenneth Cole**  
Vintage Black

Black

Sans Serif

N/A

21+

**Rocawear**  
9IX

Metallic Silver,  
Metallic gold

Sans Serif

Decorative 9

21+

**Rue21**  
Revert Eco

Green

Sans Serif

Plants

17 - 28

**Tommy Hilfiger**  
Summer Colgone

Blue, Red, White

Serif, Sans Serif

Clouds, Logo

21+

**Viktor and Rolf**  
Antidote

Green

Sans Serif

N/A

21+



# Defining the Brand and Target Market

**Brand/Tagline:** A New Fragrance for Men / Out with the old, in with DURK.

## Target Market

Gender Male  
Age 16 - 34  
Generation Generation Y

## Characteristics of Generation Y

High self-esteem people who grew up with the internet.  
Can be blunt and optimistic. Grew up in a world of mass-marketing and an advertising-saturated society.

## Lifestyle Demographics

<b>Total Population</b>	<b>58,565,227</b>
<b>Racial Make-Up:</b>	
Caucasian .....	<b>18%</b>
Hispanic .....	<b>4%</b>
African American .....	<b>4%</b>
American Indian.....	<b>0.4%</b>
Asian.....	<b>1.2%</b>
Native Hawaiian/Pacific Islander .....	<b>0.06%</b>
Other Race .....	<b>2.2%</b>
2 or More Races .....	<b>0.8%</b>
<b>Married/Living Together</b>	<b>12.8%</b>
<b>Single</b>	<b>84.4%</b>
<b>Bachelor's Degree or Higher</b>	<b>20.1%</b>
<b>Median Annual Income</b>	<b>\$50,328.50</b>

## Products they like to buy with their extra income:

Clothes, Shoes, Accessories, Electronics, Deodorant

## What they do for fun/entertainment:

Sports, Photography, Social Networking, Shop, Party, 21+ Go to bars

# Brainstorming Ideas and Concepts to Deliver the Brand

## Benefits

- better hygiene
- long lasting
- Clean and fresh
- Doesn't over-power

## Negatives

- not for everyone
- allergies
- pharamones differ the smell

## Feelings

- satisfied
- fresh
- relaxed

## Target Market

- high school boys
- college boys
- mid and late men in their 20's

## Creative Directions

- different smells for different occasions

## Smell

- light, airy
- non-overpowering
- tangy, citrus
- blue-grass, spearmint and lavender

Name: Durk

## Typefaces:

*English 157 BT New Berolina MT Barmeno Handwriting-Dakota Park Avenue*

*ITC Zapf Chancery **Braggadocio Blippo BT** Savoye LET Kaufmann **Kozuka Gothic Pr6n***

**Verdana Gillsans UB Lucida Blackletter**

*Durk*  
a fragrance for men

*Durk*  
a fragrance for men

**Durk**  
COLOGNE

*Durk*

*Durk*

**Durk**

*Durk*

**Durk**  
COLOGNE

**Dürk**

*Durk*

Dürk

Durk

**Durk**

**D**

Durk

**DURK**  
COLOGNE

# Logo, Colors, and Typefaces



## Tagline:

A New Fragrance for Men  
Out with the old, in with DURK.

## Spot:

◆ Pantone 7515 C

◆ Pantone 7546 C

## Staging:

All elements must remain a minimum  
of "K" height away from logo.



## Process:

◆ C: 18 M: 46 Y: 65 K: 0

◆ C: 40 M: 12 Y: 0 K: 49

## Web:

◆ #d29467

◆ #57758e

## Typefaces:

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0123456789

Barmeno

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0123456789

Myriad Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0123456789

# Color Scheme, Design Elements, and Photographs

## Color Scheme

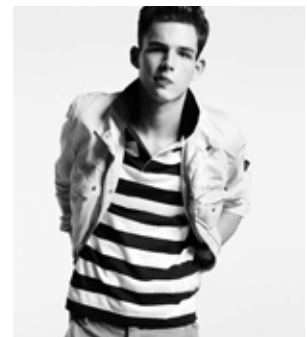
◆ Pantone 7515 C

◆ Pantone 7546 C

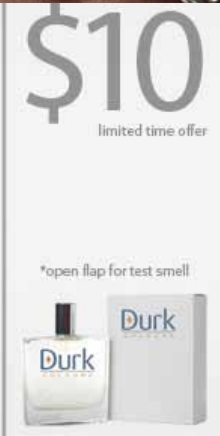
## Design Elements



## Photographs



# 3 Concepts and Foldable



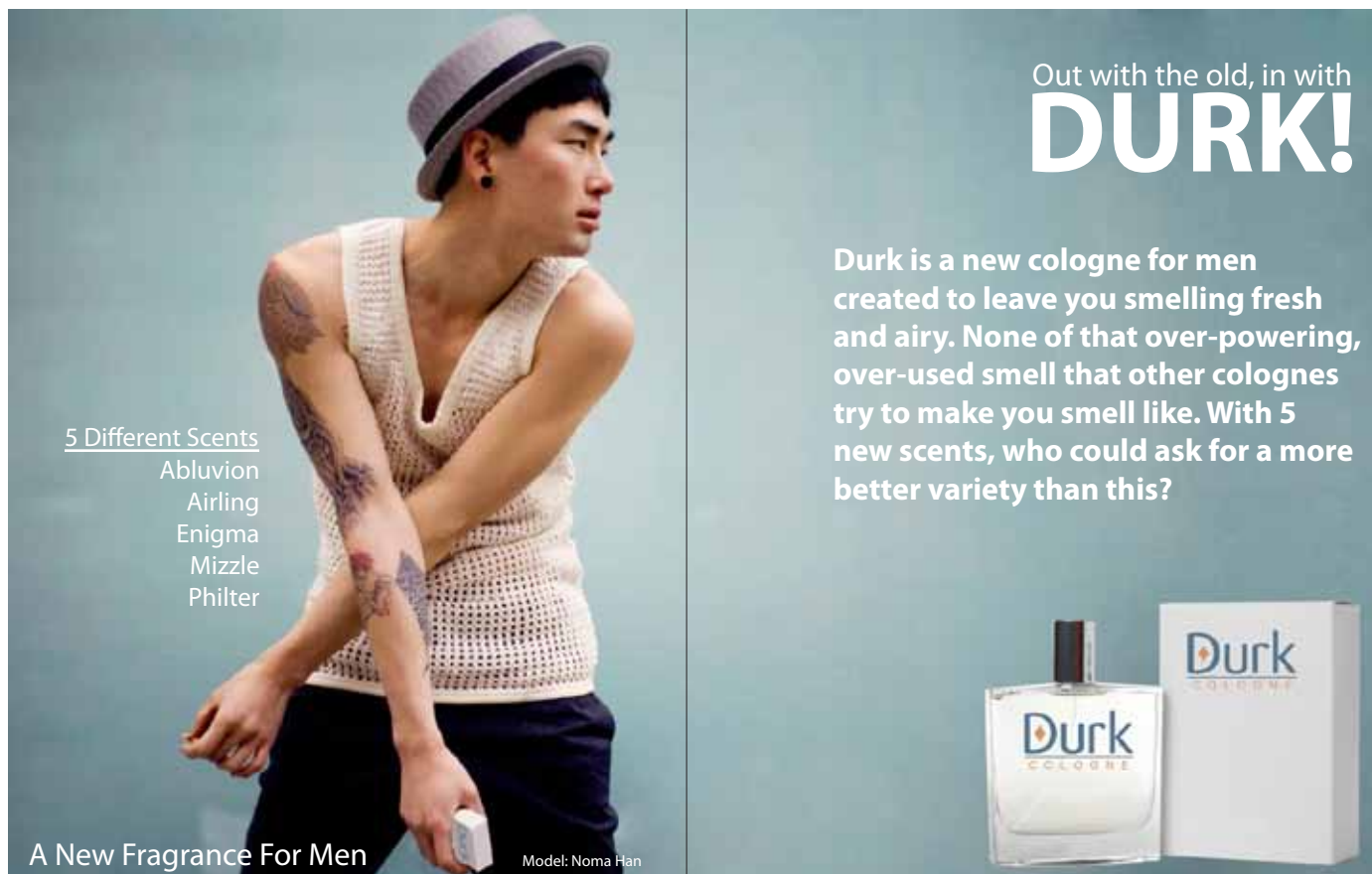


# Foldable Mail Piece



## Magazine Spread

Magazines are a cheap and smart way to advertise any kind of product. It's affordable and many customers look through magazines for entertainment and stop to see what spreads are available for view. It's young, fresh and easily accessible for men.



The image is a magazine spread for Durk cologne. On the left, a male model with tattoos and a hat is shown in profile. On the right, there is promotional text and images of the Durk cologne bottle and box.

5 Different Scents  
Abluvion  
Airling  
Enigma  
Mizzle  
Philter

**Out with the old, in with  
DURK!**

Durk is a new cologne for men created to leave you smelling fresh and airy. None of that over-powering, over-used smell that other colognes try to make you smell like. With 5 new scents, who could ask for a more better variety than this?

A New Fragrance For Men

Model: Norma Han

## Billboard Ad

Billboards are located almost everywhere you go. By having it advertised on a billboard, it not only targets the target market we're after, but it also allows everyone else to view it as well.



