



SUDS & ECO VOICEBOOK



Frankie Downing, Elizabeth Weedman, Ellen Mason

TARGET AUDIENCE

28-36 AGED MARRIED WOMEN WITH CHILDREN

When engaging with our target audience on social media we want them to feel connected, valued and understood by our brand.. We want to create a sense of community and trust for our customers through social media.

Suds & Eco's relationship with our audience on social media is conversational and approachable. We want our audience to feel like we are relatable and authentic. Our social media platforms should be used as a place of open dialogue for customers.

OUR BRAND

VERBS DESCRIBING SUDS & ECO

- Nurture
- Sustain
- Innovative
- Empower

ADJECTIVES DESCRIBING SUDS & ECO

- Innovative
- Effective
- Simplistic
- Refreshing

HOW DO WE WANT TO TALK ABOUT OUR BRAND?



Vocabulary use on socials

We want to use family friendly vocabulary on social media to show Suds & Eco can be used for the entire family. The vocabulary should highlight the convenience and ease of the product for families.

Tone of voice

Our tone should be warm and approachable using language that feels more conversational than informative.

Overall brand “vibe”

Our overall vibe should be authentic and relatable. We should showcase real-life moments and experiences that resonate with busy moms.

WHO WE ARE OUTSIDE OF SOCIAL MEDIA

WORDS TO NEVER USE

Phrases such as "You need to...", "Don't be like...", and "Too good to be true" can cause our audience to turn away from this product. Phrases like this can create skepticism about our product, which millennial mom's especially won't like.

WHAT TO AVOID

Language that is overly technical and complicated- we want to keep it simple and relatable with our audience.

Language that implies exclusivity or superiority- this could repel moms away from the brand.

SOCIAL MEDIA DO'S AND DON'TS

Do's

- Post content daily to increase engagement- specifically content that encourages followers to comment on posts. Ex: giveaways and brand partnerships
- Incorporate content with mom influencers that the audience can relate to
- Post relatable content where moms can feel understood and like they belong, specifically content that shows bath time can be a stressful time for the family- and Suds & Eco can help with that.
- Post a mix of videos and visuals showing the audience how Suds & Eco can benefit the entire family.
- Incorporate humor and lighthearted content to connect with the audience

Don'ts

- Avoid negativity and guilt-inducing language
- Avoid over-promoting and constant sales pitches- we want to stay authentic and built a relationship with our audience
- Avoid overwhelming content with information. We don't want posts that contain too many words.- keep it simple
- Don't use hashtags that are irrelevant and don't relate to our brand message.

PERSONALITY TRAITS



1. *Compassionate*
2. *Creative*
3. *Minimalistic*

CELEBRITY

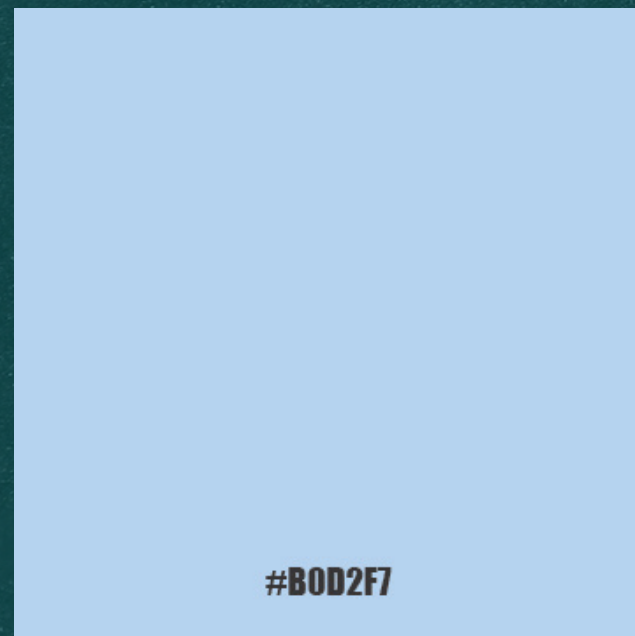
RIHANNA

If Suds & Eco was a celebrity, it would be Rihanna. She has her own beauty brand, Fenty, that is known to be a clean brand. She is also a millennial woman with two children.





COLORS



CORNFLOWER BLUE

Cornflower blue is a calming color that represents natural beauty and environmental awareness.



LIGHT PINK

Light pink is a calming color that represents purity and likeability.



LAVENDER

Lavender inspires tranquility and creativity. It represents purity and relaxation.



CREAM

Cream is a neutral, grounding color. It represents elegance and professionalism.

CAREER PATH

SOCIAL WORKER


If Suds & Eco was a person, they would be a social worker. They are patient, caring and organized. They have a deep desire to make a career in helping other people and making a difference.



EDUCATION

MASTER'S DEGREE

Suds & Eco would have a Master's Degree in social work, proving they have an understanding of community care with environmental commitment.



BRANDS

BRANDS THAT MAKE A DIFFERENCE

We follow brands that align with our ethical values, mission and aesthetic. Brands like Osea , Fat and the Moon and Herbivore promote environmentally friendly, sustainable skincare without sacrificing quality and aesthetics.

OSEA



HERBIVORE

HOBBIES

HIKING/CAMPING

Hiking allows someone to connect with nature and promote well-being.

YOGA/MEDITATION

Yoga promotes mindfulness, wellness and holistic living. Practicing yoga allows someone to find balance.

GARDENING

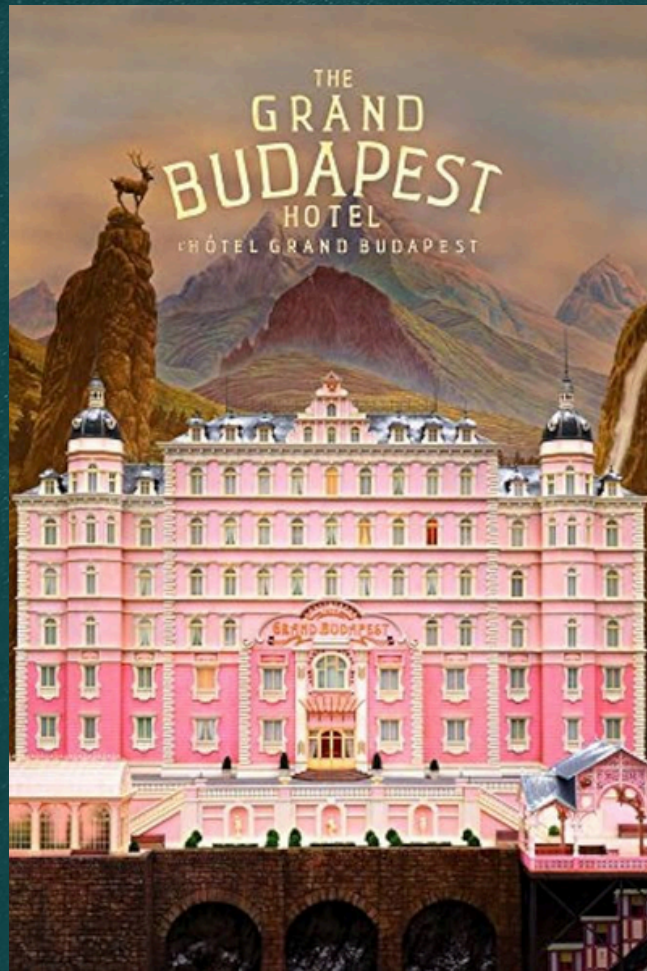
Gardening embodies a love for the earth, and a connection to natural growth.

CROCHETING

Crocheting requires creativity and patience. It encourages an appreciation for time.



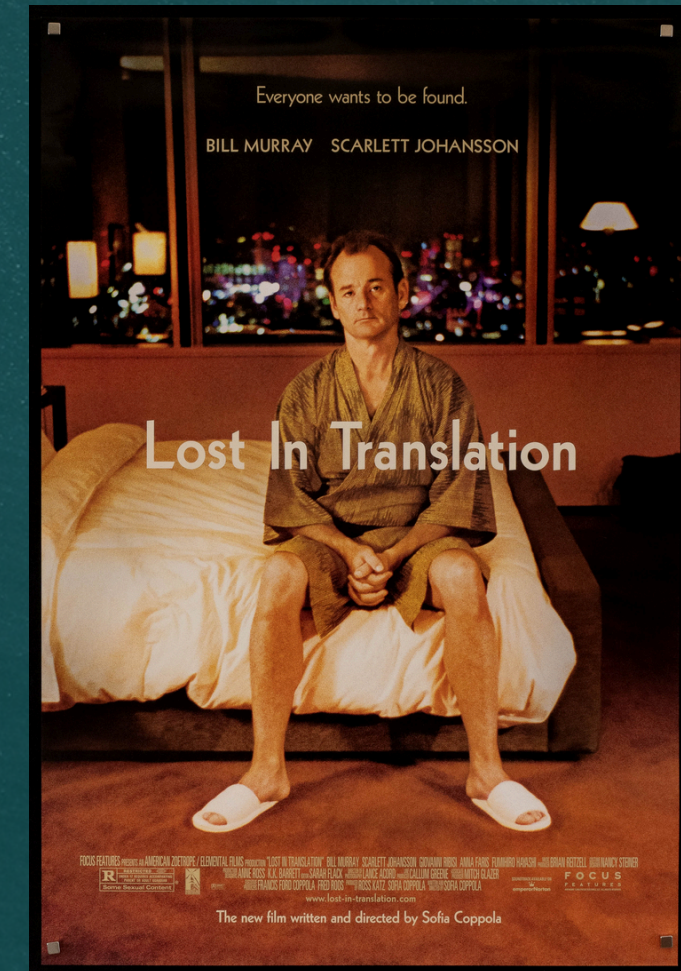
MOVIES



The Grand Budapest Hotel is a quirky movie that celebrates uniqueness, individuality and preservation.



About Time highlights the importance of connections, living in the moment and appreciating life.



Lost in Translation reflects on the beauty of unfamiliarity and experimentation.

SONGS



Here Comes The Sun - Remastered 2009

The Beatles

"Here Comes the Sun" by The Beatles is an uplifting song that brings a warm and positive vibe.



Frozen Pines

Lord Huron

"Frozen Pines" by Lord Huron captures the feeling of getting lost in nature both physically and metaphorically. It also highlights the importance of finding peace and purpose in natural spaces.



Home

Edward Sharpe & The Magnetic Zeros

"Home" by Edward Sharpe & The Magnetic Zeros is a community-driven song about comfort and the importance of togetherness.



MASCOT

VEE , THE VENUS FLY TRAP

Often, misconstrued as a monstrous, intimidating plant, the Venus fly trap is one of nature's most fascinating and creative creatures. Its minimalistic approach to survival may seem to contradict the concept of compassion. However, the Venus fly trap's commitment to self-care actually embodies compassion because without self-care compassion is impossible.

CONCLUSION

Suds & Eco embodies compassion, minimalism and creativity. Our brand can be described as innovative, effective, simplistic, refreshing. We aim to nurture, sustain, innovate and empower.