



# CABIN CREW

BRANDING AND MARKETING GUIDE



# BRAND PLATFORM

**PURPOSE**

**POSITION**

**PERSONALITY**



# BRAND PLATFORM

## PURPOSE

At Cabin Crew, our purpose is inspired by the unique experience of air travel. We recognize the limitations of drink options on airplanes, which motivated us to revolutionize hydration with our compact flavor shots. Infused with your favorite active ingredients, our convenient solutions empower you to create vibrant, personalized drinks wherever you are. We believe everyone deserves a refreshing beverage tailored to their tastes and experiences, no matter the economical constraints.

## POSITION

## PERSONALITY



**BRAND PLATFORM**

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At Cabin Crew, we believe in elevating your hydration experience. Our small, convenient flavor shots transform ordinary water, seltzer, or sparkling water into a refreshing, customizable seltzer infused with your favorite active ingredients. Designed for easy storage and on-the-go enjoyment, our compact bottles eliminate the hassle of bulky watered down drinks, saving space and reducing shipping costs. Why transport drinks made with 90% water when you can power up your ordinary water with our vibrant flavors and make every sip your own?





**BRAND PLATFORM**

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**We're as bold as our flavors and ready to have a good time. Imagine your best friend as the flight attendant on your next getaway—sneaking you an extra drink, securing an extra pillow, and maybe even convincing the pilot to let you take the controls! That's the spirit of Cabin Crew. We're there for you, whether you're out with friends or celebrating at a wedding. Think of us like Jake from State Farm, but instead of insurance, we're here to help you kick off the party!**



# BRAND VOICE

## What is an archetype?

We all have basic human desires. We aren't taught to want or need them. We just do. Archetypes are an established set of brand personalities in the marketing world and are the personification of these behaviors. They provide a road map that enables you to more accurately appeal to a given desire with a specific

# EVERYMAN ARCHETYPE

We want everyone to come to the party and we want everyone to have a good time!

We want to be relatable, transparent, and helpful, in a fun, bright, and down to earth kind of way.

We care about our products because we care about our customer's experience.

## OTHER EVERYMAN BRANDS



TARGET

# BRAND VOICE

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## JESTER ARCHETYPE

We want people to have fun and live their lives. We want to highlight the community that this type of mindset creates and cater to the free spirits of the world.

We like to have fun, and experience the best life has to offer. Searching for the best ways to enjoy life. "If I'm drinking, I want it to be an enjoyable experience above all, great flavor, no aftertaste, great feeling, when and where I want."

## OTHER JESTER BRANDS

m&m's



*Old Spice*



DOLLAR SHAVE CLUB



# BRAND ATTRIBUTES

**FLAVORFUL**

The defining feature of this product is it's amazing flavor. It's what will make people come back for more.

**INVITING**

Welcoming to one and all, with the intent bringing people together and enhancing experience. Be part of the Crew!

**DISRUPTIVE**

We're bold because we have to be. We believe this is the future of drinking and we're going to shout it from the rooftops.

**BOLD**

From what we look like on shelves to how we present ourselves online, we are going BIG and BOLD!

**FUN**

We seek out fun, and we want the best life has to offer. In this pursuit we want to be doing this for as long as we can so we'll still be smart about it.

**SEXY**

Not only sexy in the traditional sense, but we also revel in our confidence and we like to show off what makes us, us.



# BRAND ATTRIBUTES

**FLAVORFUL**, BUT NOT FRUIT FOCUSED

**INVITING**, BUT STILL PROTECTIVE

**DISRUPTIVE**, BUT NOT INTRUSIVE

**BOLD**, BUT NOT AGGRESSIVE

**FUN**, BUT KNOWS THE LIMITS

**SEXY**, BUT NOT PROVOCATIVE OR RACY





# BRAND TARGET AUDIENCE



**Gender: Male/Female**

**Age: 21-37**

**General Descriptor: Goes out a lot and likes to have fun while they do it.**

People like Jordyn and Danny are always going out and always looking to have a good time. They drink. They're always looking for ways to sneak their alcohol into wherever they're going. They drink for the fun of it and might feel if they don't drink it dampens the mood or feel like they can't let loose. But, they are also aware that drinking too much is an issue and wish there was some kind of happy medium.

They are open to try new things but aren't afraid to tell you when something sucks, and then proceed to tell their circle about it. Even as small as their circles might be, they influence those circles heavily.

Jordyn and Danny are in the social media generation and value what they see

## JORDYN/DANNY

Young enough to try new things and be open to new experiences.

parties | raver | event goers | lots of friends



# BRAND/BRAND IDENTITY

## COPY EXAMPLES

### GREETINGS

Let Cabin Crew take care of you on your pursuit of the best life has to offer! Enjoy your flight!

### SUCCESS FEEDBACK

You are now free to live life to the fullest and let loose!

### MARKETING DESCRIPTION

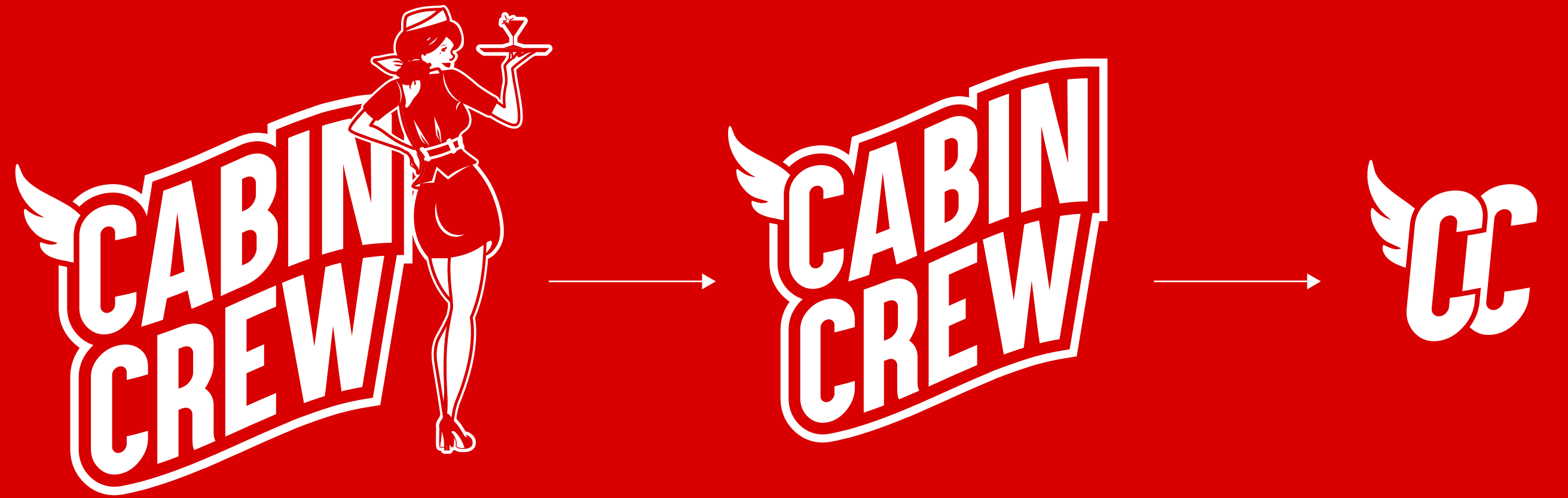
We're changing the way you have a good time, without all the turbulence! The most amazing flavors, none of the aftertaste, and all of the fun. Get ready for the time of your life and have a safe flight with Cabin Crew.



# BRAND ASSETS: LOGOS



MAIN LOGO



RESPONSIVE LOGO



SECONDARY LOGO



SYMBOL





# BRAND ASSETS: MISC



**TAKE FLIGHT**



# BRAND ASSETS: MASCOT

## MEET CICI!

Cici is our Chief Flight Attendant on board!

Cici grabs your attention and adds a familiar asset to the brand. When someone asks about a Cabin Crew product, it gives people the opportunity to say, "I forgot what the product was called but it has a girl on it". Or "That's a fun character, what's this brand about." If you can get a customer to ask questions about a brand, you are in their head and that much closer to a sale.

Cici will be used across all marketing platforms to bring awareness and a familiar face to the brand.



# TYPOGRAPHY & COLORS

HEADLINE AND LOGO FONT:

**AKU AND KAMU**

PARAGRAPH FONT:

**STEVIE SANS:** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie

MAIN BRAND COLORS:



HEX:  
#D80000



HEX:  
#FFFFFF



HEX:  
#000000

# BRAND MESSAGING

## COMPANY/DISPLAY NAMES

Cabin Crew LLC  
Cabin Crew

## COMPANY TAGLINE

Prepare to Take Flight

## MISSION STATEMENT

Redefining your night out with great taste & convenience, without all the turbulence.



# MAIN PRODUCT

## CABIN CREW

Introducing Cabin Crew, a one-of-a-kind crafted flavor shot designed to create vibrant, customized alcoholic beverages. Made with natural flavors and real fruit concentrates extracted through our proprietary alcohol extraction process, these ready-to-use shots transform any ordinary distilled water, seltzer, or sparkling water into a delicious, refreshing alcoholic drink tailored to your taste.



Possible Bottle Design 10/22/2024





# SECONDARY PRODUCT

## CABIN CREW – RED EYE (CAFFIENE INFUSED)

It's the original Cabin Crew, now with an exciting new twist! Our unique flavor shots, enhanced with caffeine will awaken your senses and ignite your creativity, transforming everyday moments into vibrant bursts of energy and inspiration!



Possible Bottle Design 10/22/2024

