

ELIXIR

BRAND SUMMARY / CUSTOMER JOURNEY MAP / BRAND CONCEPTS

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ELIXIR

BRAND SUMMARY

BRAND POSITIONING

We believe in natural remedies to ease ailments and boost the immune system. Our herbal tea are freshly brewed using natural ingredients and oriental herbs. We want to build a generation of herbal tea lovers for a healthier and happy life.

TARGET AUDIENCE

Young adults, aged between 15 to 29 years old.

PRODUCTS

- **VITALITY** - Ginseng & Honey Tea
- **IMMUNITY** - Luo Han Guo (Monk's Fruit) Tea
- **CLEAR VISION** - Chrysanthemum and Goji (Wolfberry) Tea
- **DETOXIFYING** - Barley Tea
- **LONGEVITY** - Hawthorn Tea
- **RADIANCE** - White Fungus Tea

STAGE	PRE-PURCHASE		PURCHASE		POST-PURCHASE
	AWARENESS	CONSIDERATION	DECISION	USAGE	LOYALTY & ADVOCACY
PERSONA	Jill, 19, Polytechnic Student “The many nights of staying up late to rush my assignments has taken a toll on me. I need to restore my vitality and soothe my sore throat.”				
CUSTOMER GOALS	Purchase a bottle of herbal tea to quench thirst and reduce ‘heatiness’.	Find out what herbal teas are available from ELIXIR.	Buy a bottle of ginseng/honey tea.	Drink the ginseng/honey tea.	Stock up bottles of ginseng/honey tea and try other ones.

CUSTOMER EXPERIENCE

CUSTOMER ACTIVITIES	Saw an influencer’s IG post about an ‘ELIXIR’ brand of herbal tea and is intrigued. Visits the ELIXIR IG page.	Visits ELIXIR’s Instagram page and subsequently directed to its website	Visits an ELIXIR outlet and is warmly greeted by the store’s helpful staff who introduces her to the range of herbal teas,	Take a selfie with the bottle and share on IG. Opens the bottle, takes a whiff and drinks from it.	Keeps the bottle as its design is modern and appealing / Tells family and friends about ELIXIR on messaging apps and via social media. Leaves positive review on ELIXIR’s facebook page.
TOUCHPOINTS	Instagram stories and posts.	Website, Instagram stories and posts, reviews on facebook.	Outlet, decor, signage, staff uniform, menu digital displays, bottle design.	Herbal tea bottle and receipt.	Whatsapp, Instagram, Facebook
CUSTOMER THINKING	“Eh? ELIXIR looks modern and unlike like any herbal tea brand I’ve known. Let’s see what’s special about it...”	“ELIXIR is unusual! I can totally relate to their posts, especially their belief of keeping customers cool, calm and healthy.”	“The purchase experience is great!”	“I love the bottle design!”	“I have to try the other herbal teas.”
CUSTOMER EMOTIONS	<p>5 4 3 2 1</p> <p>“Intrigued”</p>	<p>“I like what I see. Where are they located</p>	<p>“Happy, delighted”</p>	<p>“Satisfied! I need to share this.”</p>	<p>“Will try other herbal teas”</p>

OPPORTUNITIES

BRAND GOALS	Create awareness, pique curiosity / Drive traffic to website	Present clear information on the herbal teas available on website / List outlet locations. Engage viewers on IG.	Educate customers on the health benefits of the various herbal teas. Understand their needs to aid decision making.	How can we delight customers and get them to share about their purchases?	Turn customers to advocates. Get customers to share about their purchases and store experiences. How do we get them to try other herbal teas?
TOUCHPOINTS	<ul style="list-style-type: none"> Website IG stories and posts Ads on social platforms 	<ul style="list-style-type: none"> Website IG stories and posts Ads on social platforms 	<ul style="list-style-type: none"> Staff In-Store herbal tea menu In-store digital displays 	<ul style="list-style-type: none"> Product packaging Social Media 	<ul style="list-style-type: none"> Social Media campaigns / hashtags Ads on social platforms

STAGE	PRE-PURCHASE		PURCHASE		POST-PURCHASE
	AWARENESS	CONSIDERATION	DECISION	USAGE	LOYALTY & ADVOCACY
PERSONA	Jill, 19, Polytechnic Student "The many nights of staying up late to rush my assignments has taken a toll on me. I need to restore my vitality and soothe my sore throat."				
CUSTOMER GOALS	Purchase a bottle of herbal tea to quench thirst and reduce 'heatiness'.	Find out what herbal teas are available from ELIXIR.	Buy a bottle of VITALITY elixir (ginseng/honey).	Drink the VITALITY elixir (ginseng/honey).	Stock up bottles of VITALITY elixirs (ginseng/honey) and try other ones.

CUSTOMER EXPERIENCE

CUSTOMER ACTIVITIES	Saw a friend's IG story about an 'ELIXIR' brand of herbal tea and is intrigued. Visits the ELIXIR IG page.	Visits ELIXIR's website and is attracted by the modern herbal tea bottle design.	Visits an ELIXIR outlet and is warmly greeted by the store's 'alchemists' who introduces her to the range of elixirs.	Take a selfie with the bottle and share on IG. Opens the bottle, takes a whiff and drinks from it.	Keeps the bottle as the concept is unique and design is modern / Tells family and friends about ELIXIR on messaging apps and via social media. Leaves positive review on ELIXIR's facebook page.
TOUCHPOINTS	Instagram stories and posts.	Website, Instagram stories and posts, reviews on facebook.	Outlet, decor, signage, staff uniform, menu digital displays, potion/bottle design.	Elixir bottle and receipt.	Whatsapp, Instagram, Facebook
CUSTOMER THINKING	"Eh? ELIXIR looks <i>nothing</i> like any herbal tea brand I've known. Let's see what's special about it..."	"ELIXIR is unusual! I like the sound of a VITALITY elixir (Ginseng/Honey). Love the East-meets-West concept"	"The purchase experience is great!"	"I love the bottle design!"	"I have to try the other elixirs."
CUSTOMER EMOTIONS	<p>5 4 3 2 1</p>				
	"Intrigued"	"This appeals to the gamer in me"	"Happy, delighted"	"Satisfied! I need to share this."	"Will try other elixirs"

OPPORTUNITIES

BRAND GOALS	Create awareness, pique curiosity / Drive traffic to website	Present clear information on the elixirs available on website / List outlet locations (visit one near you)	Educate customers on the health benefits of the various elixirs. Understand their needs to aid decision making.	How can we delight customers and get them to share about their purchases?	Turn customers to advocates. Get customers to share about their purchases and store experiences. How do we get them to try other elixirs?
TOUCHPOINTS	<ul style="list-style-type: none"> Website IG stories and posts Ads on social platforms 	<ul style="list-style-type: none"> Website IG stories and posts Ads on social platforms 	<ul style="list-style-type: none"> Staff ('Alchemist') In-Store elixir menu In-store digital displays 	<ul style="list-style-type: none"> Product packaging Social Media 	<ul style="list-style-type: none"> Social Media campaigns / hashtags Ads on social platforms

ELIXIR

BRAND CONCEPT 1

BRAND DRIVER

Building a generation of herbal tea lovers for a healthier and happy life

BRAND ASSOCIATION

Healthy / Hip / Artisanal / Forward Thinking / Community

CONCEPT TITLE

“Generation Cool”
(The trendsetters)

BRAND MANIFESTO

We love to challenge the norm and redefine ‘cool’. We toil for our dreams, sometimes to the extent of neglecting our health. Elixir keeps you cool, calm and healthy to forge on and realise those dreams. Together, we are #generationcool.

“Generation Cool”

TARGET AUDIENCE: Individuals between 16 to 26 years old.

For individuals who define their own cool, Elixir is their medicinal fuel which keeps them cool, calm and healthy as they forge on.



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TARGET AUDIENCE: Individuals between 16 to 26 years old.

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PRE-PURCHASE

EVENT

‘Beat the Heat’ food fiesta featuring young hawkers.
Venue: *Scape Playspace



OUT-OF-HOME ADS

MRT train cabin ads and floor decals at select stations e.g. Dhoby Ghaut. Ads contain QR code to Elixir’s website or directions to a store nearby.



SOCIAL MEDIA MARKETING

Cool Pursuits

Video diaries in collaboration with young entrepreneurs and individuals who buck the trend to define their own cool (e.g. VR painter, carpenter, slime maker, etc).



Photo:
Sg.asiatatler.com
gettyimages



PURCHASE

PRODUCT PACKAGING

Collaborate with local illustrators to create limited edition herbal tea bottle designs.



MERCHANDISE

- Poster illustrating the benefits of Elixir’s range of herbal teas.
- Art print/postcard designs with herbs motifs. Herb benefits on rear.



SUPPORT SUSTAINABILITY

- Random inspirational quotes on receipts which are printed on ECO-friendly thermal paper
- Bring your own mug/tumbler on Thirst-day for a discount



ALTERNATIVE PURCHASE LOCATIONS

Supply herbal teas to cafes and bistros where creative minds chill. Display Elixir standee / wobblers on tables as call-to-action.

POST-PURCHASE

COMMUNITY

#generationcool
A digital platform for like-minded individuals to interact and inspire one another. Discover gigs, workshops, health tips and more.



SONIC BRANDING

‘Cool SoundScapes’ (Self-care)
Download calming and relaxing soundscapes. Find pockets of time for deep breaths. Best experienced while sipping herbal tea.



Scan QR code on bottle/receipt to access this downloads page.

ELIXIR

BRAND CONCEPT 2

BRAND DRIVER

Building a generation of herbal tea lovers for a healthier and happy life

BRAND ASSOCIATION

Bold / Healthy / Modern / Energetic / Unconventional

CONCEPT TITLE

“Healthy is Mighty”
(Empowerment)

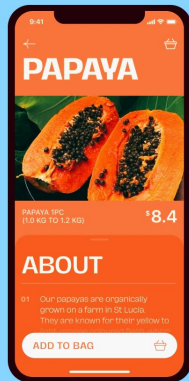
BRAND MANIFESTO

Good health helps us reach our full potential and excel. Increased vitality, boosted immunity, better complexion and improved eyesight. When you are healthy, you are mighty.

"Healthy is Mighty"

TARGET AUDIENCE: Young working adults between 20 to 29 years old.

Good health helps us reach our full potential and excel. Increased vitality, boosted immunity, better complexion and improved eyesight. When you are healthy, you are mighty.



**MODERN
GEOMETRIC
GROTESK**

18 font

TT Norme
Bale (70)



“Healthy is Mighty”

TARGET AUDIENCE: Young working adults between 20 to 29 years old.

Good health helps us reach our full potential and excel. Increased vitality, boosted immunity, better complexion and improved eyesight. When you are healthy, you are mighty.

PRE-PURCHASE

MARKETING (RADIO)

Product feature on Kiss92 at 6-10am time slot while target audience are commuting and listening.

SOCIAL MEDIA (IG CHALLENGE)

#iammightea
Share stories of your epic determination and stand to win prizes.

WHERE THEY FEEL MIGHTY

Work with gyms, yoga schools, bicycle shops, etc. Provide decals and posters to create awareness.

APP

Pre-purchase and collect herbal teas at selected store.

RICH MEDIA ADS

On thesmartlocal, mothership.sg

PURCHASE

BOTTLE PACKAGING

Bold, modern design with key health benefit of each herbal tea becoming the product identifier, e.g. VITALITY elixir (ginseng/honey).



STAFF / UNIFORM / TONE OF VOICE

Elixir's herbal tea brewers (aka 'alchemists') are knowledgeable and 'know just the brew for you'.

POP-UP STORE

Located in Central Business District (Raffles Place) where the target audience are concentrated.



POST-PURCHASE

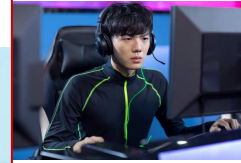


LOYAL-TEA PROGRAMME

A section within Elixir's mobile app. Informs user of promotions, events and also provides health tips.

EVENT SPONSORSHIP

Sponsor eSports competition. Provide herbal tea to rejuvenate digital combatants.



ELIXIR

BRAND CONCEPT 3

BRAND DRIVER

Building a generation of herbal tea lovers for a healthier and happy life

BRAND ASSOCIATION

Friendly / Warm / Healthy / Natural / Casual

CONCEPT TITLE

“Healthier, Together”
(A genuine friend who cares)

BRAND MANIFESTO

A good friend weathers the storm with you. Similarly, a nourishing herbal tea comforts you when you feel under the weather. It accompanies you late into the night as you sip it to reduce fatigue and perk you up while working on that project. We are healthier, together.

“Healthier, Together”

TARGET AUDIENCE: Students aged 15 to 19

Embracing the notion of Elixir as a friend who genuinely cares for the well-being of students. It advises them, accompanies them in their ups and downs and perks them up.



*dreams
don't work
unless
you do*

yeah!



“Healthier, Together”

TARGET AUDIENCE: Students aged 15 to 19

Embracing the notion of Elixir as a friend who genuinely cares for the well-being of students. It advises them, accompanies them in their ups and downs and perks them up.

PRE-PURCHASE

BUS STOP ADS

Place ads at bus-stops outside schools, malls and cinemas.



BACKPACK MOBILE SIGN

Recruit teens to walk around malls or within vicinity of an outlet. Hand out brochures or get target audience to scan QR code to visit the website.

PARTNERSHIP

Partner with Health Promotion Board for a campaign to get students to be mindful of their sugar intake and to consider healthy alternative like herbal teas.



PURCHASE

STORE & DECOR

Brightly lit interior



IN-STORE DIGITAL POINT-OF-SALES

Friendly user interface



COASTERS

Different designs to be collected. Herbal tea benefits imprinted on them.



EVENT

Pop-up kiosk to tour select schools and polytechnics with talks by the product ambassador (e.g. MediaCorp artiste, Chantalle Ng)

Photo:
bigtop.com.sg
Chantalle Ng's facebook page



POST-PURCHASE



@natalie
#besTEA

SOCIAL MEDIA (FACEBOOK)

Share a photo of you enjoying our herbal tea and tag a buddy along with our #besTEA hashtag to enjoy our brews at a discount.



SURVEY FORM

Get target audience to provide feedback on the herbal teas and suggest areas for improvement. Build database for actionable insights.