

# ColorBurst.

# You R You

## Why Every Project Needs a Brand (and How to Create One)

TheCaseSolutions.com



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## *Step 1: Our Product and Specifications*

We have a variety of different components and ingredients in our lipstick:

- Moisturizing, shine, shimmer, glossy, different colors and shades, different textures, long-lasting effects, softness, Vitamin E, Aloe Vera, natural ingredients and healthiness.

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## *Step 2: Our Brand Name's Meaning*

Our brand name You R You is unique, distinctive, and happens to be more close to heart. Easy to recall , spell and pronounce. You R You brand's main big idea is to enhance the true beauty so its function shows within the brand name and logo. Naming the brand is suggestive too as we are suggesting our audiences that what our product holds for them.

## *Step 3 : Matching*

- Short , Small and Round
- Copious
- figure on
- attract
- demanding
- Mental power is much stronger

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## *Step 4: Our Product Position*

- We advertise to women who deserve to look beautiful.
- We consider the income range of our potential buyers; we also take into consideration what stage of life our buyers are at.
- Most people, at 35; they have their lives altogether, their jobs are steady, financial income is strong, and their married, they have their kids, they can afford all the little extra things. But, as a bachelor, most do not have a steady job, therefore, their income is not steady, and they are more focused on their basic needs, not all the extra little pleasures.

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**Coral Summer**  
Enhance Your True Beauty.

**You R You**

www.thelip.com

The advertisement features a close-up portrait of a woman with long, wavy blonde hair and light-colored eyes, wearing a bright coral lipstick. To the left of her face, a tube of coral lipstick is shown with its cap removed, revealing the lipstick. The background is a soft, warm yellow. The text 'Coral Summer' is written in a large, red, cursive font, and 'Enhance Your True Beauty.' is in a smaller, black, sans-serif font below it. The brand name 'You R You' is written in a black, cursive font at the bottom left, with a small circular logo containing the brand name above it. A small vertical URL 'www.thelip.com' is located on the far left edge of the advertisement.

You  
By  
You

Enhance Your True Beauty



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## *Step 5: Our Brand's Image*

- We portray our product as having lots of variety and designed to suit the needs of our consumers. It is natural and healthy so you can receive the best benefits and top quality results.
- It is meant to bring out your own natural beauty rather than transform you image. We want to communicate that we understand and value our consumers and care about them and their inner beauty. It is packaged in a gold, shiny container.
- The container is gold, smooth and shiny which makes it classy and sexy. We sell the individual lipsticks for BDT 15.50. The price is a little bit expensive but this signifies class, sophistication and high quality. We don't want our consumers to think that we are not a good brand because the price is too cheap.

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## *Step 6: Launching Our product*

- Our advertising launch is going to be mainly with our magazine (You R You), as well as through commercials, billboards, different kinds of mall advertising, our Facebook page and other social media.
- We hope to advertise in lots of different cities, not just confining the launch to Dhaka. We are also going to advertise in the Kolkata (India) because we can receive a lot of profit and consumers from them as well.
- We are also going to market our product on the show Lux Channel i Superstar. The models as well as host Rumana Malik Munmun and judges Aupee Karim and Suborna Mustafa can use our product. Our lipstick will be associated with them making our product more popular.
- Also we will market in the fashion week in New York which is set for September 6-13 of this year. This is a week where the latest and newest fashions are worn and shown. We will get these models to wear our lipstick and so it will be seen as the newest fashion. It will also be advertised so the public can tell they are wearing it.

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