

# Loungies



Branding & Product Positioning

Spring 2020





"Pets are becoming a replacement for children. They're less expensive. You can get one even if you're not ready to live with someone or get married, and they can still provide companionship."

Jean Twenge, Psychology Professor and Author of Generation Me



This is Loki, our inspiration :)

## Business Overview

Our Mission: **"To make every snuggle more comfy"**

Vision: **"We create comfortable, environmentally-friendly and made-to-last products for your pupper's life at home"**

Competitive Advantages:

- **Comfort & Practicality**
- **Sustainable Fibers**
- **Made-To-Last**

## Strategy Development



## Brand Strategy

### Brand Spirit

Loungies was born from a place of happiness, from that piece of sunshine that all of our dogs give us freely and without expectations. Dogs deserve the best. Most of them spend a significant part of their lives at home so we want to make that as comfortable as possible with clothing and accessories that are functional, fun, and have an eco-friendly design.





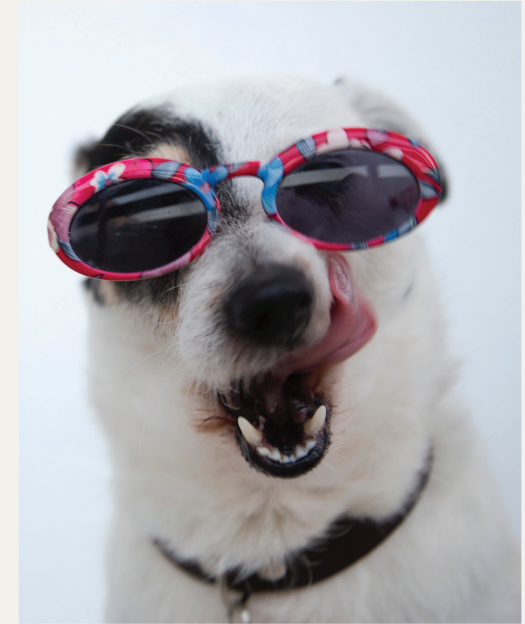


### Our Customer

They're young adults, fun and sometimes press the snooze button a bit too much. Their dogs are their children so they want the best for them. They are curious to know how their products are made and read the labels on the back of the packages more often than not, opting always for the better option.

### Our Mission

"To make every snuggle more comfy"



### Our Values

- Seek comfort
- Attention to detail
- Care for the environment
- Laugh at ourselves



**Words We Use:**

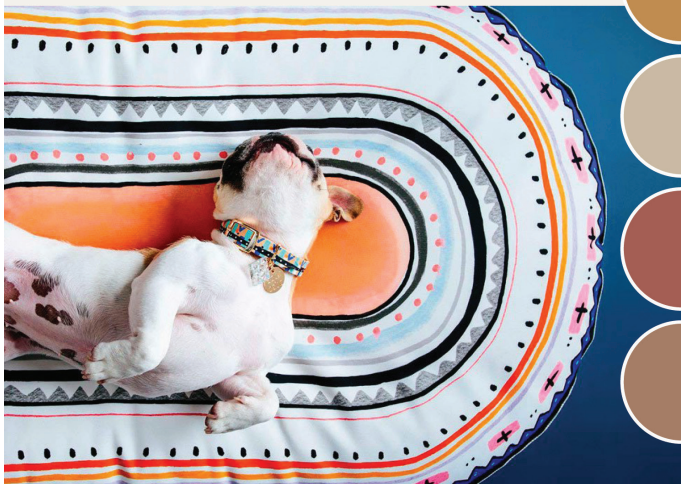
- Casual
- Fun
- Friendly
- Happy
- Energetic
- Playful
- Humorous
- Warm
- Cozy
- Minimal
- Comfortable
- Loving
- Eco-friendly
- Relaxed



**Words We Don't Use:**

- Complex
- Conservative
- Edgy
- Glam
- Traditional
- Industrial
- Cheap
- Trendy
- Serious
- Formal

**Brand Personality**

We are a relaxed, playful and responsible brand. We like classic styles with a pop of color. Our tone of voice is casual and welcoming and we always talk in first person, just like in this paragraph!



-  C=24 M=46 Y=78 K=4
-  C=24 M=46 Y=78 K=4
-  R=201 G=186 B=164
-  C=33 M=49 Y=60 K=8

# Logos

Logo Mark - Grey (Main)



Logo - Grey (Main)

Loungies

Logo Mark- White (Alternative)



Logo - Grey (Main)

Loungies

**Slogan**  
"Home is where  
the snuggles are"



**Typography**

Loungies

Designed in the city of San Francisco  
with homebody pups in mind.

**Logo and main titles**  
Font: Gloria Halleujah

**Text, packaging  
and other marketing  
materials**  
Font: Spartan  
Tracking: 60 pt

Hang Tag (Front)



Hang Tag (Back)



**Materials:**

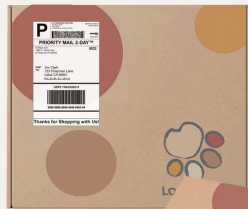
- Body: Recycled Brown Kraft Board
- String: Raffia Twine
- Product Information: adhesive



100% Recycled Kraft Mailer



Branded Packing Adhesives



100% Recycled Shipping Box



Loungies

We create comfortable, environmentally-friendly and made-to-last clothing and accessories for your pupper's life at home



Thank You Cards



# Business Model

- Type: direct to consumer online retailer
- Target Market: millennials dog owners
- Location: cities in the U.S. such as San Francisco, Austin and Seattle
- Price Range: \$20-\$70



## ELEVATING YOUR PUPPER'S LOUNGING GAME



COMFORT & PRACTICALITY

We put a lot of thought into our designs and the fabrics we use to create products that will make your pup's life at home more comfortable. We don't add unnecessary fluff only for aesthetic reasons.



SUSTAINABLE FIBERS

Materials make up around 70% of a garment's carbon footprint. We only work with fabrics that are soft and comfy for your pupper as well as environmentally-cautious.



MADE-TO-LAST

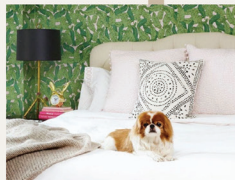
We make products so they can last throughout your pup's life. We will always prioritize the quality of our products by carefully selecting our partner factories and working with the most premium fabrics.



Chilling at home

JUST  
CHILL

Loungies



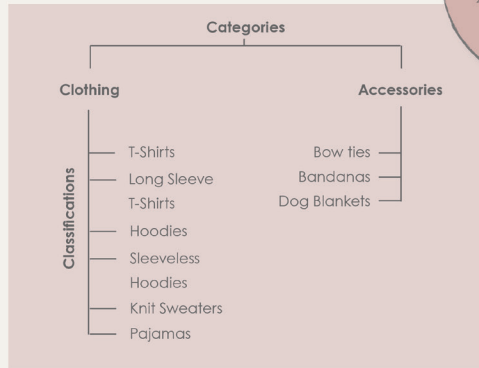
## Product Strategy

- Fun, comfortable, and environmentally-friendly pieces for lounging at home.
- Functional and purposeful
- Not afraid of using patterns or pops of colors but we try to stay away from seasonal trends
- Our clothing and accessories we offer will last throughout the years

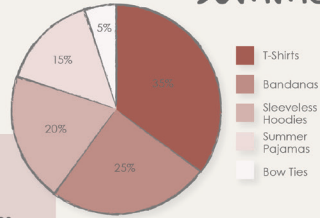


# Merchandising Plan

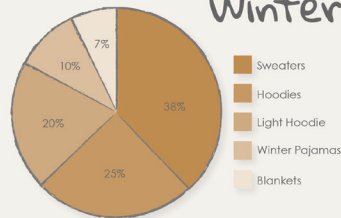
## Categories & Classifications



## Spring/ Summer



## Fall/ Winter



## Fabric Collection



### Certified Organic Cotton

Organic cotton not only saves water, it is also grown without pesticides, herbicides or insecticides.



### Pima Cotton

A luxurious, extra-soft and longer fiber. It is lightweight and breathable, perfect for warmer temperatures.

### Wool

Highly biodegradable and one of the most recyclable fibers. It will keep you warm when you most need it.



### Alpaca

Soft, warm and thermo-regulating yarn. Known for being hypoallergenic, breathable and moisture-wicking.



### Recycled Polyester

Repurposing plastic bottles and keeping them away from the landfills. This fabric does not require petroleum to create unlike other synthetic materials.






# Ecommerce Website

- Domain: www.loungies.com
- Service: Shopify
- Distribution: U.S. only (domestic)

Above the fold


Below the fold

It's Our Launch Week!  
GET A FREE BANDANA WITH EVERY PURCHASE




SHOP FABRIC COLLECTION ABOUT CART

T-SHIRTS  
LONG SLEEVE  
T-SHIRTS  
HOODIES  
SLEEVES  
HOODIES  
KNIT SWEATERS  
PAJAMAS  
ACCESSORIES




Let's chill comfortably.

SHOP




CLOTHING

VIEW



ACCESSORIES


VIEW



OUR FABRICS


VIEW

ELEVATING YOUR PUPPER'S LOUNGING GAME




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MADE-TO-LAST

We make products so they can last throughout your pup's life. We will always prioritize the quality of our products by carefully selecting our partner factories and working with the most premium fabrics.




RETURN/EXCHANGES

30 day window



FREE SHIPPING

On orders of \$50+



CUSTOMER SERVICE

We'd love to talk! Call us at (818) 205-4000 or email us at [loungies@help.com](mailto:loungies@help.com)

CUSTOMER CARE

RETURNS & EXCHANGES  
SIZE GUIDE  
SHIPPING INFORMATION



CONTACT US

Customer Service - (818) 205-4000 or email [loungies@help.com](mailto:loungies@help.com)

NEWSLETTER

Sign up to receive updates and early access to new releases or just to see some cute pupper's chilling at home!

your email here





## Launch Plan

# "Oh, Dog!"

Campaign Name



### Launch Objectives

- Generate \$10,000 in sales
- Build brand awareness on Instagram and Facebook. Reach 5,000 likes on Facebook and 3,000 followers on Instagram
- Develop a strong brand image around the idea of comfortable clothing for dogs that stay home

**Launch Date:** one week during June

### Target Audience

Millennials, aged 25-42 based in San Francisco, Austin and Seattle

**Campaign Type:** branding

### Message

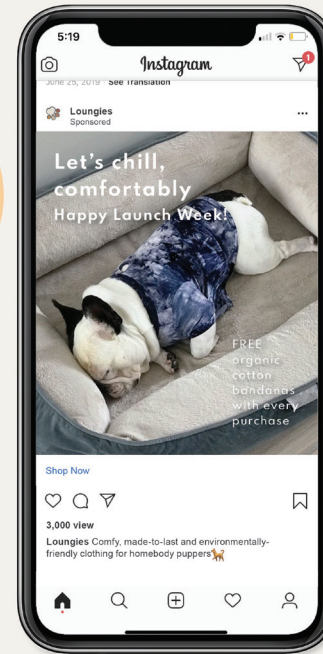
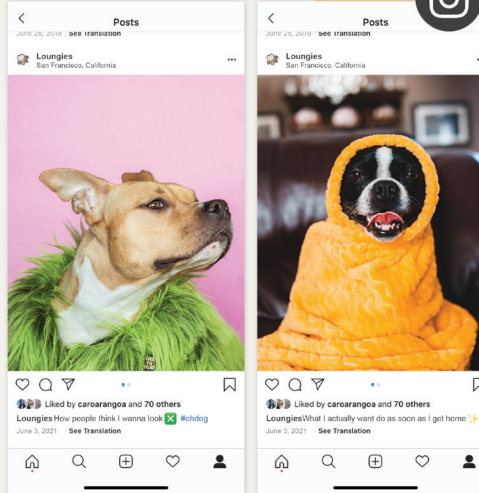
Add value. How? By exaggerating uncomfortable and funny moments in dogs' lives and reminding owners that dogs are uncomplicated and simple beings. All they want is love, treats, a good tree to pee on and being comfortable at home.

**Main Emotion:** laugh

# Instagram

Instagram will be used to create our own content, work with influencers and advertise out brand

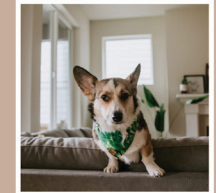
Organic Posts



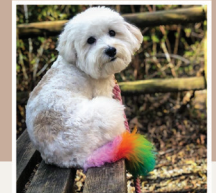
Ad Sample



@roccothebug



@korgothecorgi

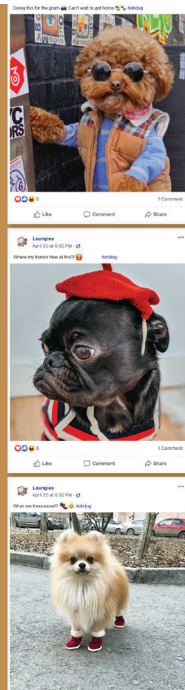
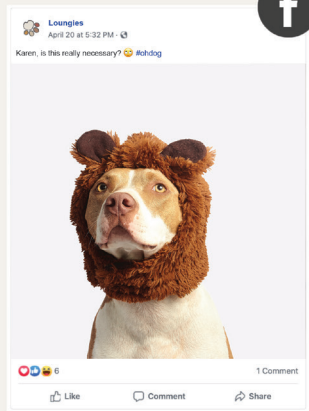


@einstein\_panda

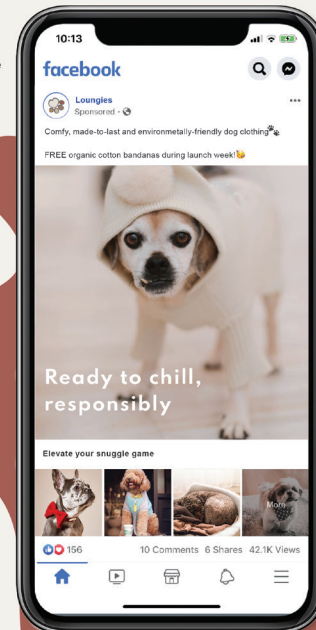
# Facebook

We will post and share content on Facebook. We will also use Facebook as an advertising channel during our launch week.

Organic Posts



Ad Sample



# Email

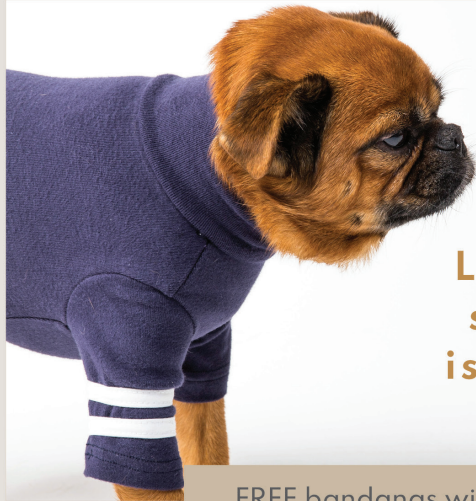


CLOTHING

ACCESSORIES

FABRIC  
COLLECTION

ABOUT



Looks like  
someone  
is ready to  
chill

FREE bandanas with  
every purchase

\*This week only and until supplies last

We're celebrating - it's our launch  
week!

Enter code HAPPYLAUNCH at checkout

SHOP NOW

## Organic Cotton



## Our Approach



Comfort &  
Practicality



Sustainable  
Fibers



Made-To-Last

T-SHIRTS

SLEEVELESS-HOODIES

PAJAMAS

BOW-TIES

Home is where the snuggles are



180 New Montgomery St. San Francisco, CA 94105

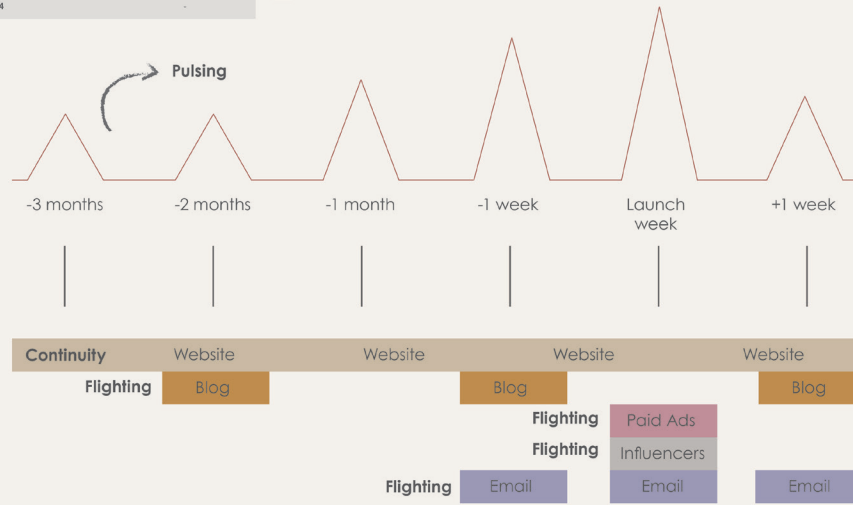
[Unsubscribe](#)



MEDIUM	TOTAL COST	BUDGET %	NOTES
Organic Posts	\$200	3.3%	Photography
SEO	\$60	1%	Web optimization, SEO, social service, \$3/mo/website
Blog	\$0	0%	Blog content, \$100/mo/website
Paid Ads	\$4,400	73.3%	FB & IG (\$2,200), Instagram (\$1,000), Instagram (\$1,200)
Influencers	\$1,324	22.1%	7 posts - @accapetpup, @lucyandco, @maxandbone, @loongies, @maxandbone, @loongies, @maxandbone, @loongies
Email	\$0	0%	Content email, \$0/mo
<b>Total</b>	<b>\$5,984</b>		

- Organic social media posts
- Website
- Blog Content
- Facebook & Instagram ads
- Influencer partnerships
- Email

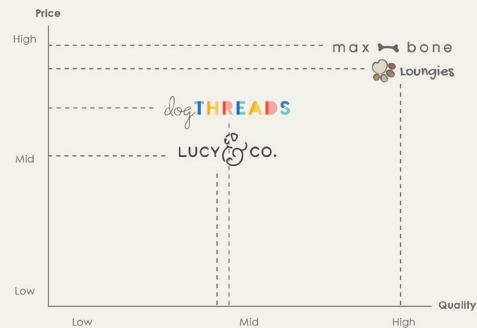
# Media Timeline & Budget



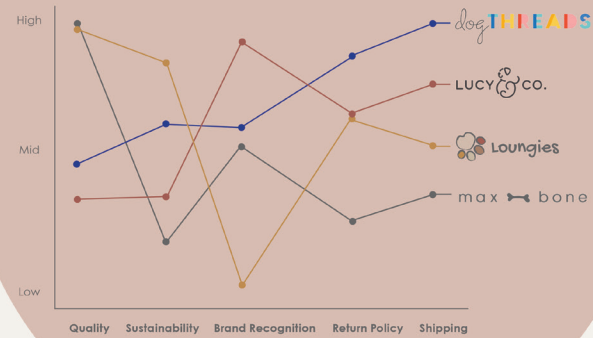
## Competition

- Quality of products
- Price range
- Brand aesthetics

### Strategy Map



### Strategy Canvas



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