

Branding Cosmetic Company to Attract **Niche Customers**

Cosmetics

The Mission

Mohammad wanted to start a cosmetic brand that focus on using special ingredients that are found outside India. He wanted to focus on the healing aspect of the product rather than just beauty.

Our Mission was to create Brand Name and Brand Message that reflects his core value to his target customers.

The Outcome

We created a brand message that clearly convey the brand vision of the company.
And we created Brand Name that sounds luxurious, friendly and natural.

The Impact

A new Brand message and Name helped Mohammad start his company in the right direction, and attract the right type of customers.

Services

- Brand Strategy
- Brand Naming
- Brand Messaging
 - Brand Slogan
 - Brand Positioning





The Problem

Why look for solution?

Mohammad was looking to brand his new cosmetic brand that creates products with a special ingredient that, not only makes your skin and hair look beautiful but also makes them healthy.

He wants to create cosmetic products that solve the problem of pollution damage to skin and hair, and these products won't damage your skin and hair like other cosmetic products.

So He wanted to appeal to those with damaged skin and hair due to pollution by through his brand message.

This will be a premium product that appeals to high-budget clients.

1. Brand Strategy

Overview

Mohammad wanted to convey the following things from his brand message and brand Name

- We are solving the problem of skin and hair damage due to pollution.
- Our product will not harm your skin further but will heal you from within and keep you beautiful.
- We make use of special ingredients that help your skin heal and glow.
- And We are a premium brand for high-budget clients.





His current client base consists of people who already had problems with skin or hair and were looking for solutions.

Most of these clients already tried other products without any success.

And they were willing to pay a premium to get their problem solved the right way.

Client Profiling

You can be beautiful without harming your skin

This Brand vision assures customers that you don't have to sacrifice the health of your skin or hair to look beautiful, you can be both beautiful and healthy.

Because this messaging is towards the people who already had problems with other products so we needed to assure them that our products will not further damage you but they will heal you and keep you beautiful.

Brand Vision

Evanico is a cosmetic company that focuses on helping people who are looking for a **healthy alternative** to cosmetic products and want **beauty that lasts** rather than a temporary solution.

Simplified Positioning

2. Brand Naming & Tagline



There is nothing more beautiful than life, and that's what **Eva** represents, Eva means **life** and **nico** stands for prosperity/victory, so combining these two words together becomes **beauty** that **prosper**s.

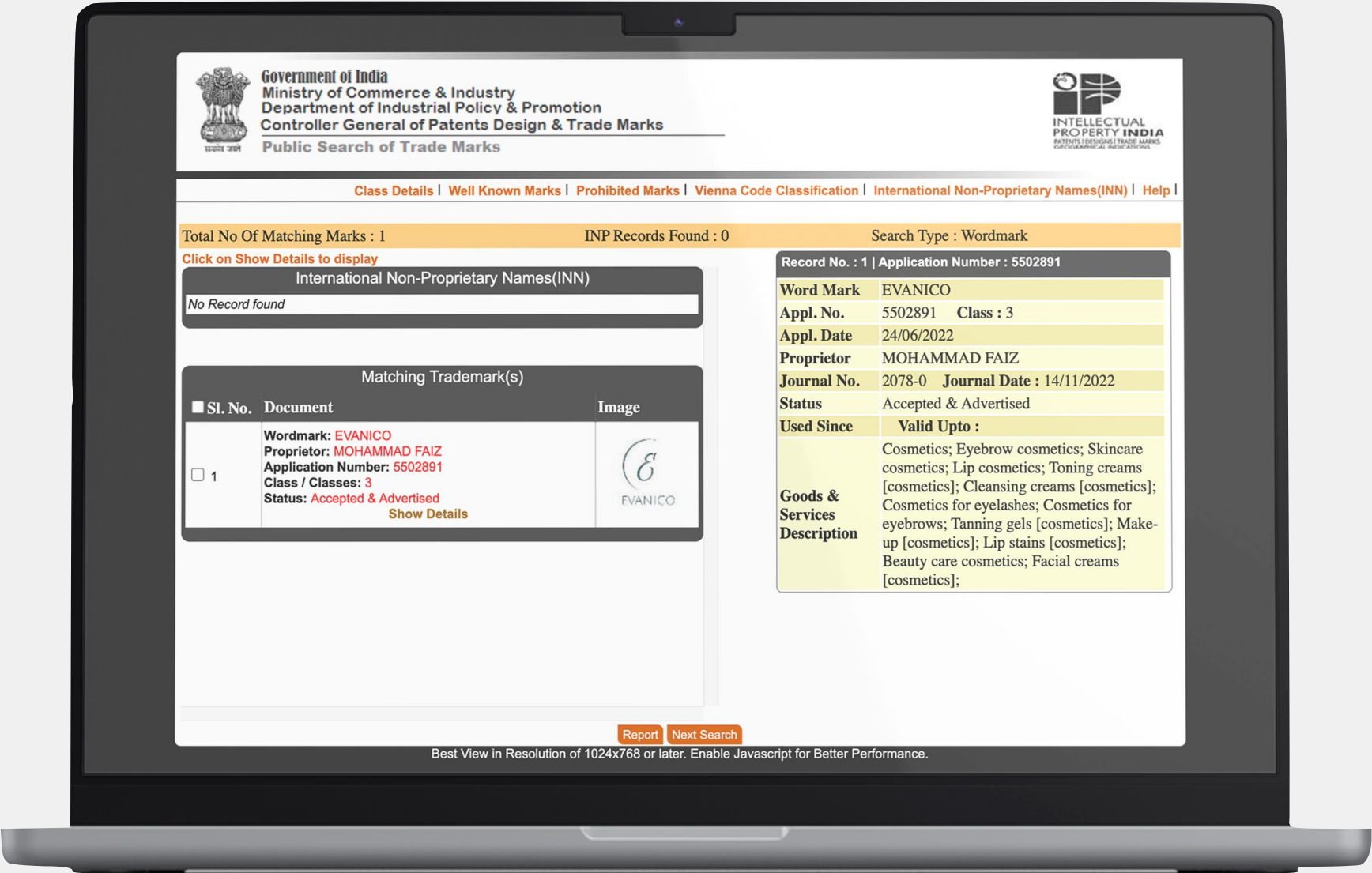
Beauty That Persists

This tagline reflects the core value of this brand, which is to create cosmetic products that will give beauty from the ingredient that not only makes you beautiful, but also improves the health of skin and hair, so by regularly using our product you will get beauty that will **persist** for the long time, because it is coming from within.

Brand Tagline

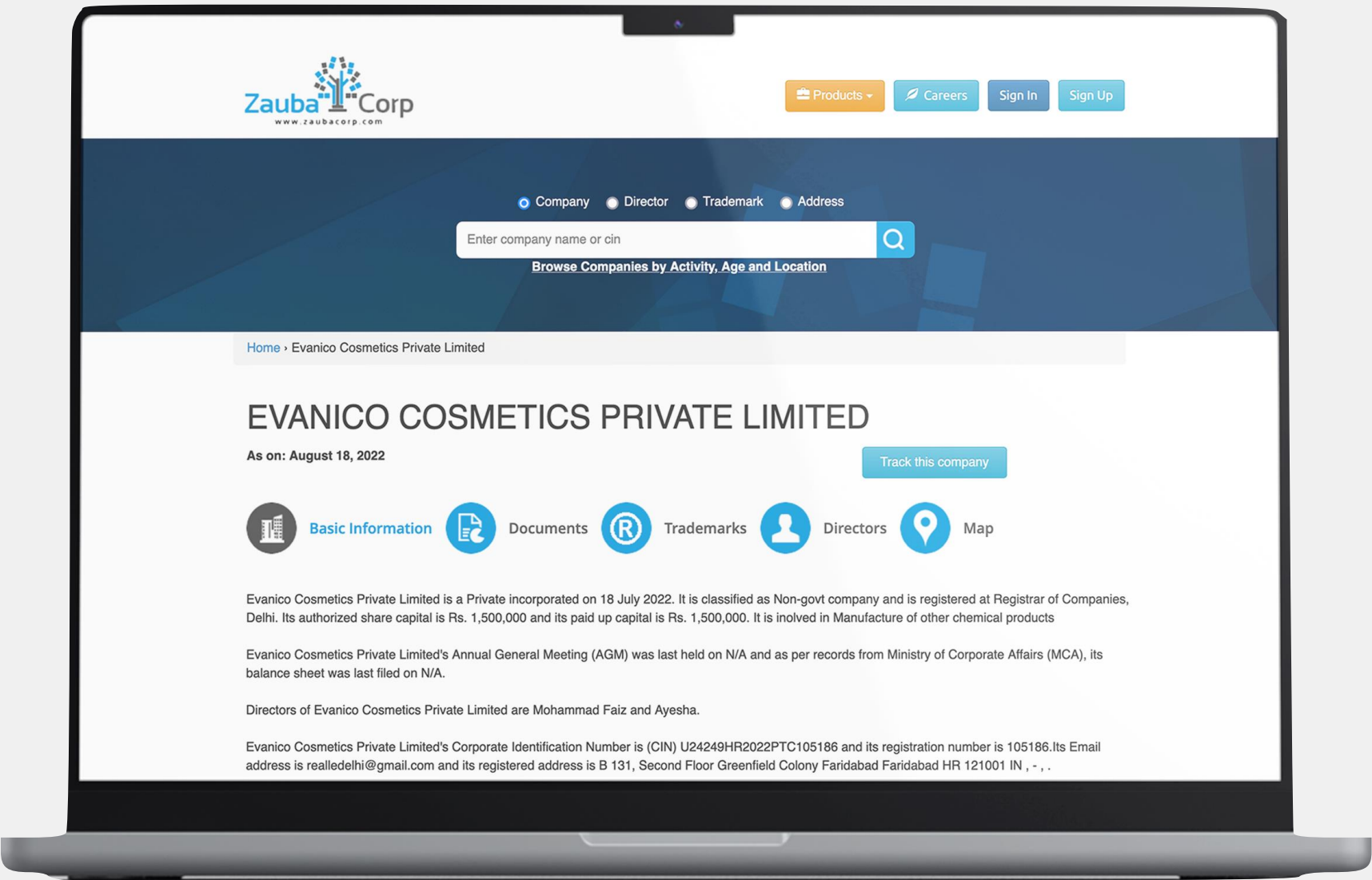
LumiScale

3. Impact

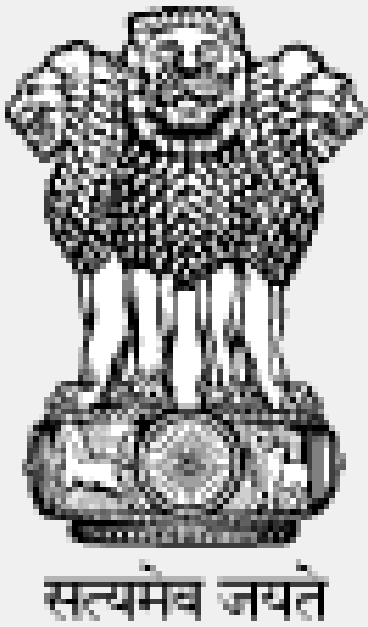


TM Registration

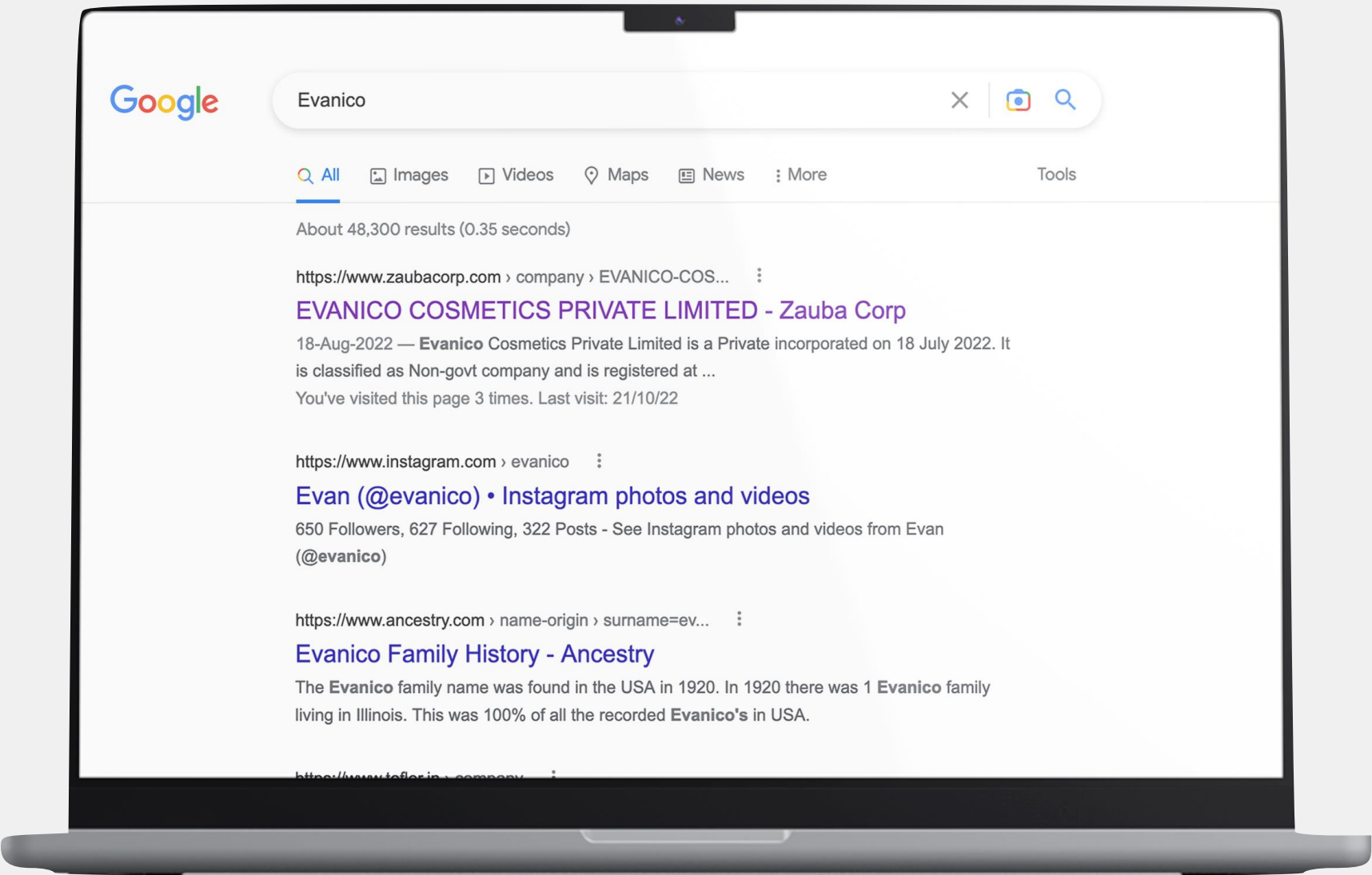




ROC Registration



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