

Good Nature Strategy Overview v1

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Overview

Our overall strategy is to develop a brand that has the personality of a fun leader that is truly authentic. It is important that the brand's language communicates the need for a safe alternative to chemicals in a way that is playful and relatable, not using fear tactics.

We will draw inspiration from the Wellness and Organic Food industries. Based on our research¹, organic food and personal health are the gateways to an organic lawn. We want to create a brand that the demographic is familiar with and can easily see transitioning and fitting into their organic or semi-organic lifestyle.

Good Nature is all about life, living, being alive and generating energy from that give and take relationship with nature. Our treatment promotes life in the eco-system, as opposed to the competition who has a focus on killing weeds, and promises a "lawn you will love", but at what cost? This is similar to the wellness industry's focus on natural ways to fight/ prevent disease vs. a doctor who prescribes medication that may help in the short term but causes a number of additional issues in the long term because of the approach of killing versus building up good bacteria etc. around it.

We will include a new descriptor to the brand name; "Organic Land Care." This will help explain what you do in a more comprehensive way and insinuates Good Nature "cares for the land." This not only is a strong descriptor but can also find its way into the brand having a caring feel. "Care" may also be used in marketing copy to play on care for your kids, pets and environment.

Like a leader, our brand should be known for our customer service and doing the right thing both for their customers and the environment.

In order to build credibility and trust, we want our brand tell Alec's story and why he started the business. We also want to position Alec as the industry leader.

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Target Market

Our primary target demographic is based on targeting people who are similar to people from Shaker and Cleveland Heights.

Characteristics

Educated

73.41% of consumers in Cleveland Heights earning an Associate's Degree or higher
86% in Shaker Heights

45 years and older

44.91% of Shaker Heights
38.8% of Cleveland Heights

Caucasian

54% of Shaker Heights
50% of Cleveland Heights

High-income

Over half (50.2%) of Shaker Heights' population earning \$75,000 or more per year
34.83% of Cleveland Heights earning \$75,000 or more per year

Liberal

65% of Cuyahoga County voted for Democratic candidate Hillary Clinton in the 2016 election
69% voting for Democratic candidate Barack Obama in the 2012 election

Psychographic Insight

These consumers care about being green due in part to the following psychographic attitudes and beliefs:

- They feel they play a significant role in caring for the environment.
- Care about ethics and are inclined to purchase from businesses they perceive as kind to their customers with a satisfactory end product.
- Place an importance on health.
- They are guided by a strong moral compass, an openness to change, and a confidence in their own self-direction.
- Feel it is important to purchase organic foods.
- Enjoy hobbies like gardening.
- Entrepreneurial spirit who like a challenge and appreciate the sense of self-fulfillment that comes with "going green".
- Pay attention to and appreciate when companies are involved with and certified by environmental groups.

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Brand Personality

Our brand is alive! It is a leader and is always truly authentic.

Characteristics

- Good Nature is a leader.** This means we educate our clients and the community, are responsive, customer service driven, great at communicating, and care about the safety of our community too.
- Good Nature is authentic.** This means we are genuine in our interactions and transparent in our business practices. Through this lens we are personal and well meaning (good natured too!)
- Good Nature is alive.** This means our brand is fun, playful, happy and caring. We are full of vitality and positive energy.

Brand Experience

Like the experience in the wellness industry (not the stark, medical doctor kind), we want to create a personal, authentic experience. We want to draw parallels from the wellness industry in that they follow a treatment plan over an extended period of time. The care people receive and trust people have in their care provider is what we want Good Nature to have. In this industry there is a set communication loop that keeps the client engaged over time, we would like the brand to also provide touch-points throughout the lifetime of the relationship – which will help with retention.

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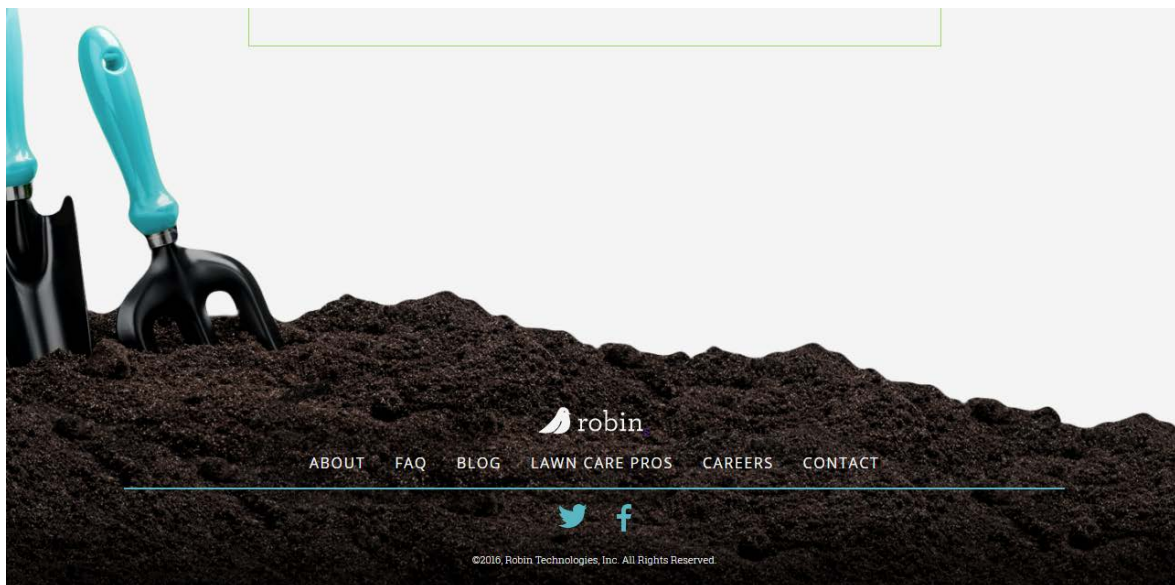
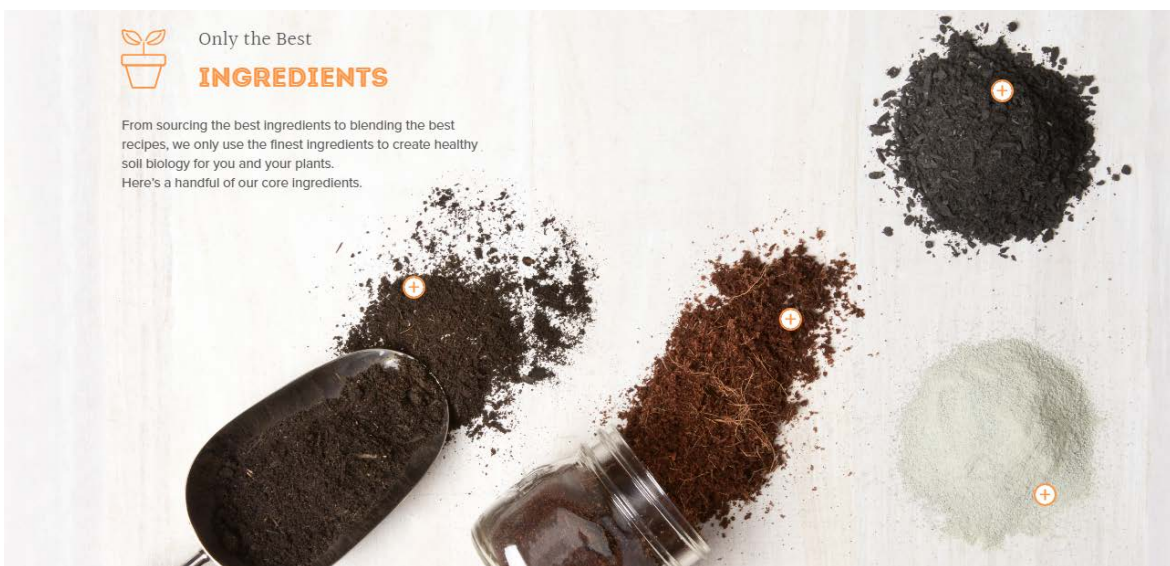
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Visual Language

We want to explore brand imagery and create a visual language that not only clearly defines what Good Nature is and does, but also connects to the audience's emotions as well. We will do this through 3 main approaches.

Approach 1-The Details

Reinforce authenticity and life by showcasing the soil and ingredients similar to showing food with a focus on the details of what makes you different. This is all natural you could eat it (but don't eat it.... ☺)



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Approach 2 – Modern/Minimal/Organic

We want the brand to feel modern and minimal, mimicking the authentic feel in the visual language. We don't add more to the brand than we need, just like in the products there aren't a bunch of extra chemicals. Examples of this:

If we move into packaging for lawn products, this would play out similarly. Modern, minimal, and especially organic, which ensures the warmth is still there, as sometimes the modern/minimal look can feel cold and less personal.



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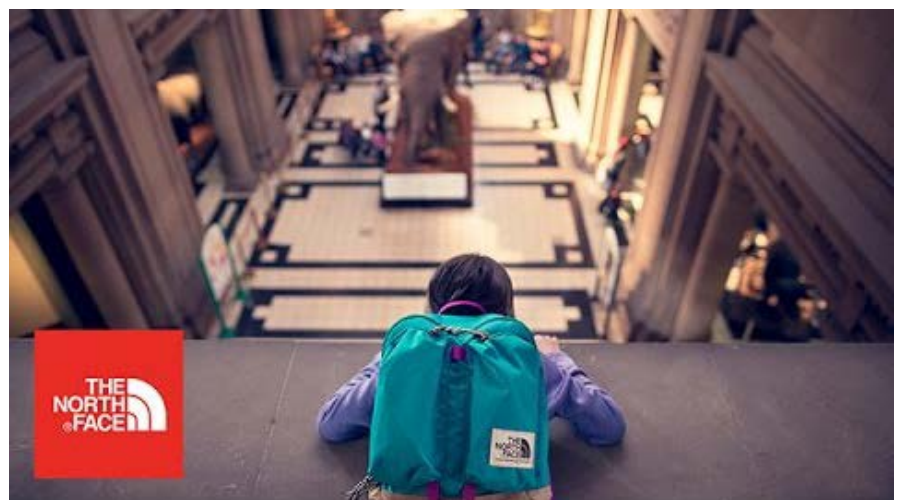
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Approach 3 – People as Accessories

The idea of being alive and living would also play into the visual language. When incorporating people into the visual language, the focus will be on the product not the people. The idea is to have it feel like the product is just naturally, effortlessly, integrated into their lives. When using people, they would complement the product photos, but the product photos are the primary focus. (In this case the 'product' photos are the dirt, lawns, etc.)



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