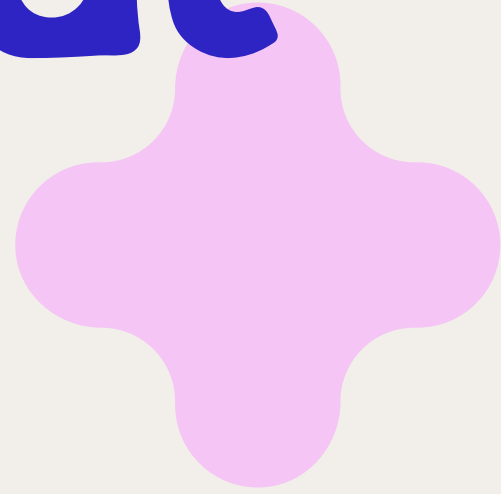


BRAND STRATEGY

DESIGNING BRANDS THAT INSPIRE



about us



This brand stands for real chocolate not sugar syrup, not artificial fillers, not overly sweet caramel blocks.

Core focus: Handmade chocolates & dragees.

Age Group: 22-45 Yrs

Objective: People who read ingredient labels
People who prefer premium but not ultra-luxury pricing.

It's about bringing back real chocolate handmade, honest, and rich in flavour. We are positioning it as a premium yet accessible brand that focuses on quality ingredients and authentic taste, while also offering elegant gifting options. The idea is to build a brand people trust for purity and craftsmanship, not just packaging.



/002

WHY

WHY:- We believe chocolate should be pure, rich, and authentic made with quality ingredients and crafted with care, not overloaded with sugar or shortcuts.

Why do we gift - to make someone happy, and to cherish together.

HOW

HOW:- By creating small-batch handmade chocolates and dragees using premium ingredients, natural flavours, and no added sugar delivering a true chocolate experience at an accessible premium price.

WHAT

WHAT:- We offer premium handmade chocolates, dragees and gift packages for gifting purposes to share moments which are priceless.



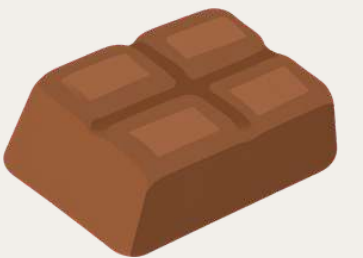
WHY, &
HOW
WHAT



Who is your Brand Enemy?

Brand Enemy

Fake Chocolate Culture,
Sugar Loaded
Chocolates



I Hate

When people say all chocolates tastes the same, or premium means just paying for extra packaging

Customers hate

Paying premium price for avg tastes, feeling guilty after eating sugar loaded chocolates, hampers that look good but doesn't meet the standards.

I hate/customer hate

Premium means just paying for extra packaging

Laugh at

Saving the last piece of later, eating chocolate piece on & off going to open the fridge.

Customer laugh at

Buying chocolate for someone else but hoping he/she doesn't eat the chocolates, asking for extra chocolate from your siblings.

I laugh/customer

Saving the last piece for later.



Identify Brand Personality

Does my audience care more about luxury or affordability?

They care about value, not cheapness.
Premium feel, Honest ingredients, Worth-the-price experience.

Are they driven by emotion or logic?

Primary driver: Emotion
Secondary driver: Logic

Emotion

Indulgence, Comfort, Gifting love,
Nostalgia

Logic

No added sugar, Natural flavours, Handmade, Quality ingredients,
Chocolate is emotional first.
Ingredients justify the decision after.

When purchasing, what matters most?

Taste
Ingredient quality
Brand trust
Presentation
Price (within acceptable range)



What does my audience do in their free time?

Cafe hopping , Watching Netflix, Prime, Ordering from Swiggy/Zomato, Instagram scrolling, Sending reels to friends, Attending small get-togethers, Looking for unique gifting ideas, Trying “new brands” , They are socially active but selective



What do they care about?

Quality over quantity, Clean ingredients, Aesthetic experiences, Thoughtful gifting, Self-care, Small indulgences, Supporting small businesses

What do they like?

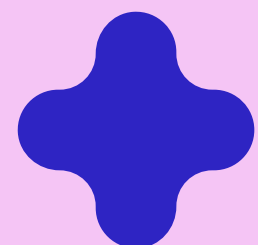
Rich flavours, Subtle sweetness, Beautiful but minimal packaging, Limited editions, Personalization, Brands with personality

What do they dislike?

Overly sweet chocolate, Fake “premium” branding, Artificial flavours, Overhyped influencer brands, Poor customer experience, Chocolates that look good but taste average.

When purchasing, what matters most?

Close friends, Siblings, Instagram reviews, Food bloggers- lifestyle bloggers , Their “foodie friend”, Someone who understands ingredients – food pharmer , People who are health conscious,



Brand Personality



CALM

TASTE-CONSCIOUS

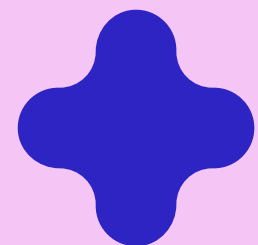
HONEST

Friend

WARM BUT NOT
OVERDRAMATIC

NOT FLASHY

EMOTIONALLY
AWARE





Brand Personality



Kal Ho Naa Ho

CALM

MAKES MOMENTS
SPECIAL

FUNNY

Aman Mathur

EMOTIONALLY AWARE

MAKES SIMPLE THINGS
FEEL MEANINGFUL



If we were a

We would be

Because

Car



Honda City

Trusted, Reliable, Comfortable, Premium for everyday life, Practical but classy

Alcohol



Absolut Vodka

Clean, Smooth, Minimal, Modern, Versatile

Celebrity



Vicky Kaushal

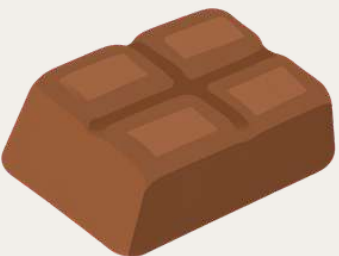
Grounded, Strong but subtle, Confident without arrogance, Not over-dramatic. Not hyper glamorous.

Food



**Dark Chocolate
Lava Cake**

**Looks simple outside, Rich depth inside,
Balanced sweetness, Comforting yet premium**



If we were a

We would be

Because

Movie



Wake Up Sid

Urban and modern, Warm and relatable, Simple but meaningful, Feels comforting

Game



Chess

Appreciated by those who understand depth, Classic, timeless, Chocolate for people who appreciate layers.

Sports

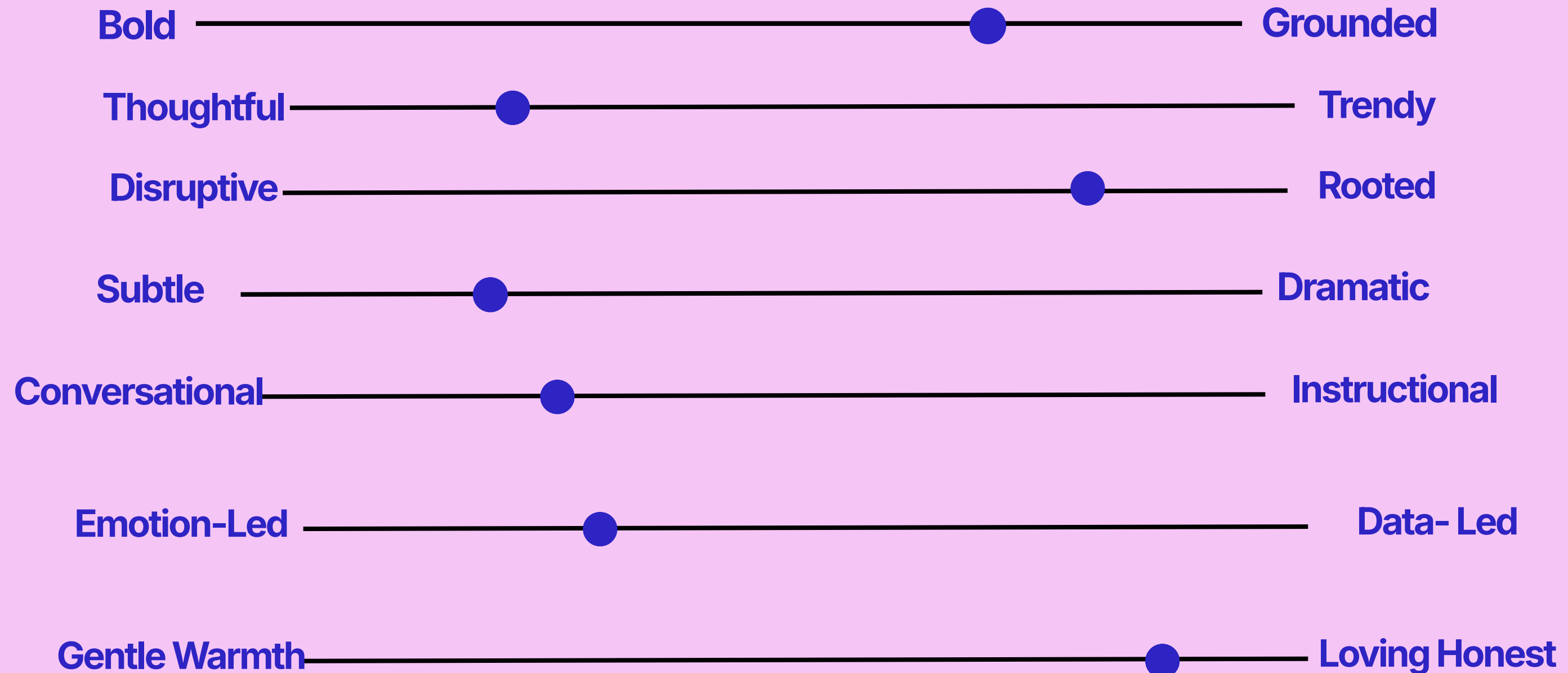


Test Cricket

Patience, Skill, Technique, Depth
Slow, rich, layered experience.



Brand Tonality



Brand Tonality

We're having a sale

**A little something to make your indulgence even better.
Enjoy our chocolates at a special price for a limited time.**

We're launching a new product

**Something new, crafted with the same care you love.
Introducing our latest creation rich, balanced, and made to be savoured.**

We're putting together a meet-up

**Good chocolate tastes even better when shared.
Join us for an intimate gathering of chocolate, conversations, and indulgence.**

Promote an existing product

**Some flavours never need an introduction.
Our signature chocolates handmade, rich, and made to be remembered.**

**Ask people to sign up for your
newsletter**

**If you enjoy thoughtful indulgence, you'll feel at home here.
Join us for updates, new creations, and a little chocolate inspiration.**

A product insert (inside packaging)

**You're holding something made with care.
Crafted in small batches, using real ingredients and no shortcuts.
Take a moment. Let it melt. Enjoy it fully.
— With warmth,
[Brand Name]**





HERO

Idea

Diwali Gifting, Christmas Gifting

Gifting, but make it unique this time.
Handmade chocolates with no
added sugar syrups.

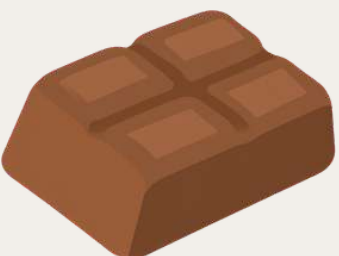


HUB

Idea

Chocolate moments

1. Late Night Cravings
2. Fighting for bigger Piece
3. Hiding chocolates in the fridge





Idea 1

Real Chocolate educational content

1. What is real chocolate
2. Why less sugar matters

Idea 2

Product Guide

1. Flavours & Variants
2. Which one to pick/ Best sellers

Idea 3

Over all campaigns

1. How do we make our chocolates
2. Hampers for occasions
3. Testimonials



THANK YOU