





## Brand Pitch

Casa de Contour- Body Care Boutique offers a verdurous, organic, and chic body care experience. CDC Body Care encompasses consistent and authentic body care and contouring techniques that provide clients with a confident and chic silhouette.



## Rationale

### Why Casa De Contour Body Care Boutique

Casa de Contour provides a luxuriant, holistic, and chic body care experience. The body care boutique provides exquisite all-natural services and products that cater to those who understand the value of investing in their appearance. By branding Casa De Contour, Body Care Boutiques, CDC positions itself as the leader in holistic and non-surgical body care treatments. The branding is flexible and allows for a diverse product and service line. CDC is comprehensive body care while servicing clients in a boutique-like atmosphere. A one-stop for men in women who are committed to maintaining a flawless and confident silhouette.



## Mission

CDC Body Care Boutiques provides authentic and sound body care products and services for those committed to confidence.

---

## Core Customer Audiences

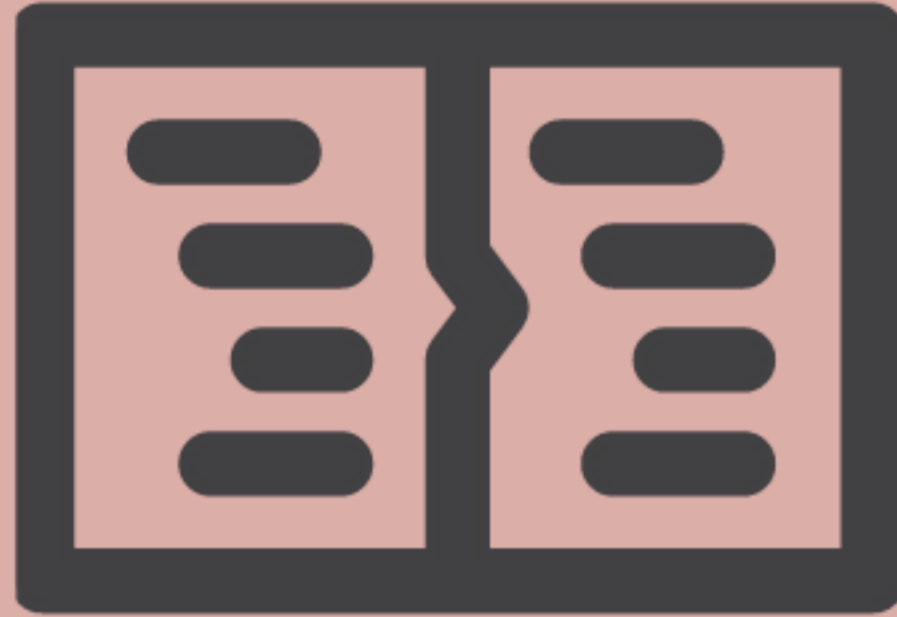


Millennial Women & Men 28-40



Core Audience 2 : Generation X 41-55

## Core values



### Core value 1 - Commitment

Our Body Care Boutiques are committed to providing the soundest body care experience. Clients are called Habitues, or frequent visitors. CDC Boutique Services require a commitment of time to show results and we are committed to those results with our habitues .



### Core value 2 - Confidence

CDC Body Care instills the courage in our clients to present themselves in the most confident manner holistically.



### Core value 3 - Trust

CDC Body Care recognizes that the body is a temple and must treat it as such. Our clients become habitues because of trust.

# Drivers



One-stop-shop for holistic and the latest in body care products and services. The target audience understands the value of a well maintained body and look for all natural and holistic techniques and products.



# Target Audience



Rania Pierce

## Audience Persona One

Millennial

### Demographics

Age: 35

Gender:  
Female

Job Title:  
Dentist

Location: Ft.  
Lauderdale,  
FL

Income:  
148,000

### Interests

One: Dancing

Two: Traveling

Three: Brunch

Four:  
Makeup/Beauty

Five: Dental

### Hobbies

One: Cooking  
from  
Youtube

Two: DIY  
Projects

# Millennial 28-39

## Traits

Social media channel of choice: Facebook, Instagram, Twitter

Most responsive to Social Media and Email

The device of choice: Smartphone or Laptop

- 57% of millennials report having a savings goal, which is better than 42% of both baby boomers and Gen Xers who say the same.
- 59% of millennials say they feel financially secure. That's above the 54% reported by Gen Xers and slightly below the 63% reported by baby boomers.
- Many women want safer and gentler ingredients in their beauty products. The skin is the largest organ of the body and absorbs what we put on it. The connection between what we ingest in food, environment, household, and beauty products and increased cancer risk is making more women pay attention to ingredients and potential side effects.
- Many women want safer and gentler ingredients in their beauty products. The skin is the largest organ of the body and absorbs what we put on it. The connection between what we ingest in food, environment, household and beauty products and increased cancer risk is making more women pay attention to ingredients and potential side effects.

## SOURCE

[chrome-extension://efaidnbnmnnnibpcajpcglclefindmkaj/https://www.surgery.org/sites/default/files/ASAPS-Stats2018\\_0.pdf](chrome-extension://efaidnbnmnnnibpcajpcglclefindmkaj/https://www.surgery.org/sites/default/files/ASAPS-Stats2018_0.pdf)



Thomas Scott

# Audience Persona Two

## Generation X

### Demographics

Age: 48

Gender: Male

Job Title:  
Lawyer

Location:  
Miami Beach,  
FL

Income:  
262,000

### Hobbies

One: Traveling

Two: Golf



## Generation X 40-49

### Traits

Social media channel of choice: Facebook, LinkedIn

Most responsive to: Word of Mouth, Email Marketing

Device of choice: Desktop or Laptop

- Prefers honest and clear product and marketing messages
- Requires clear paths to purchase
- Most likely to conduct online research at home and shop in person
- Most influenced by email marketing campaigns
- Prefers unique, high-quality products
- Customer service is the most important driver of loyalty
- Incentivized by discounts/freebies/coupons
- Does not care for brand engagement



Tagline

“ Casa de Contour – Verdurous & Holistic Body Care Boutique



---

## Brand identity

A green sticky note is pinned to a wall with a geometric pattern of red, orange, and grey shapes. The note has the text "this must be the place" written on it in a white, cursive font. The note is held in place by four silver pushpins. The background wall features a repeating pattern of interlocking geometric shapes in shades of red, orange, and grey.

this  
must be  
the place

Logo



Casa deContour



---

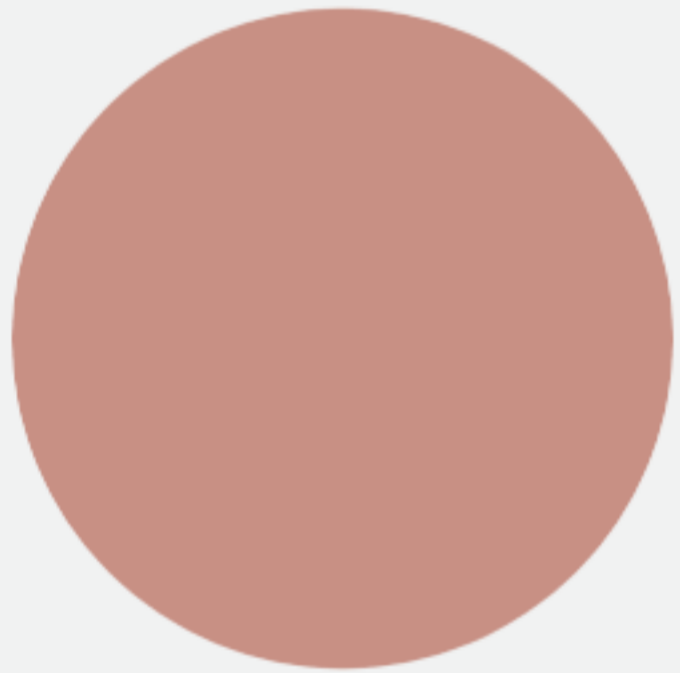
## Logo clear space

There should be a minimum of 1 inch of space around the logo.

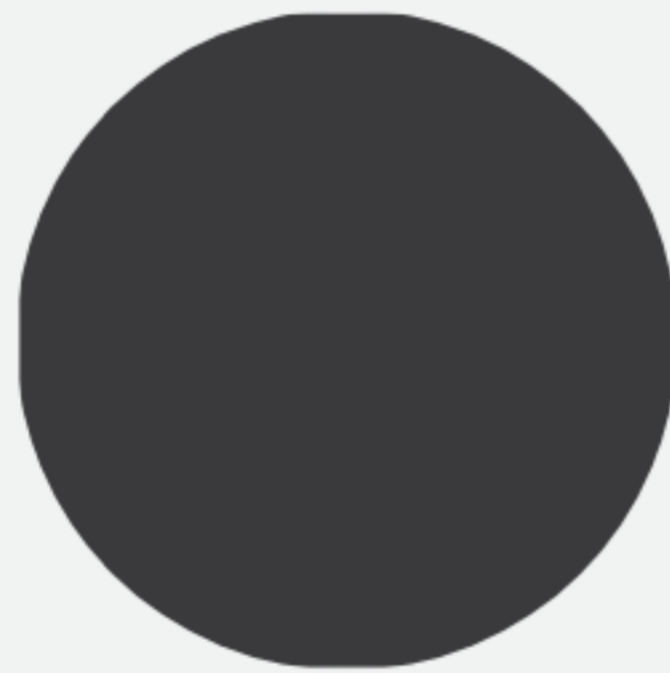


# Primary Color Scheme

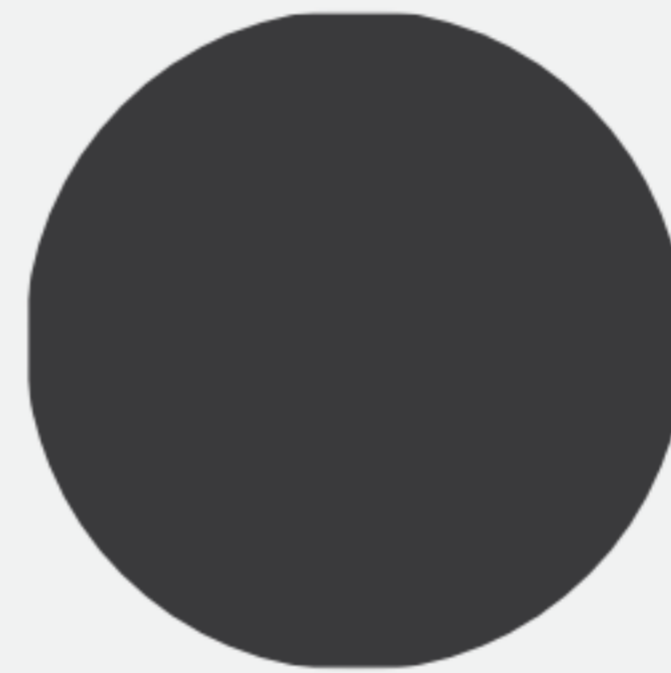
---



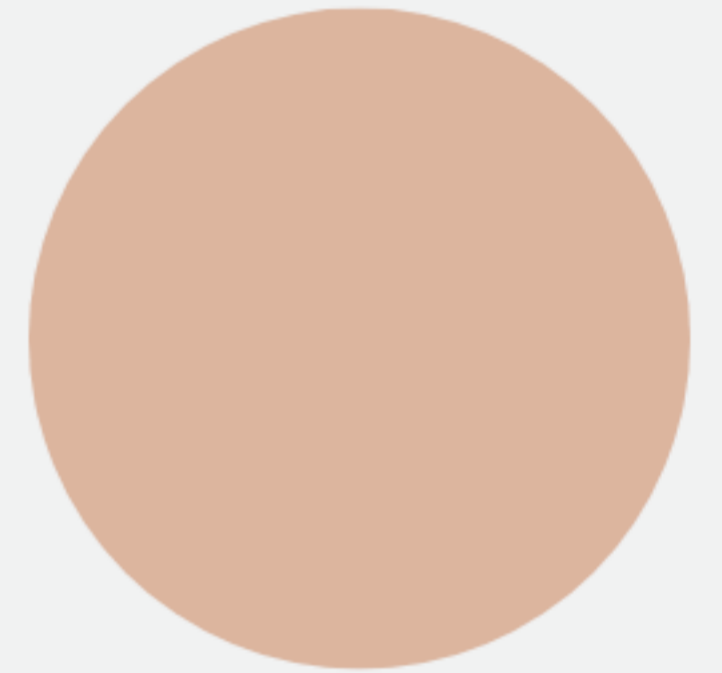
BLUSH  
#DBAEA8



#6D6E71



Light Black  
#414042



NUDE  
#DCB59E

# Secondary Color Scheme

---



Rose Gold  
Gradient



Black  
#000000



WHITE  
#FFFFFF



LIGHT GREY  
#F1F2F2



Color combination

Do



Casa deContour



Casa deContour

# Typography



A B C D E  
F G H I J K  
L M N O P Q  
R S T U V  
W X Y Z

Uppercase

Used for Headings for Brand Identity Assets

# MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

MONTSERRAT HAIRLINE  
MONTSERRAT ULTRA LIGHT  
MONTSERRAT LIGHT  
MONTSERRAT REGULAR

MONTSERRAT SEMI BOLD  
**MONTSERRAT BOLD**  
**MONTSERRAT EXTRA BOLD**  
**MONTSERRAT BLACK**

MONTSERRAT LIGHT  
Use for body text.

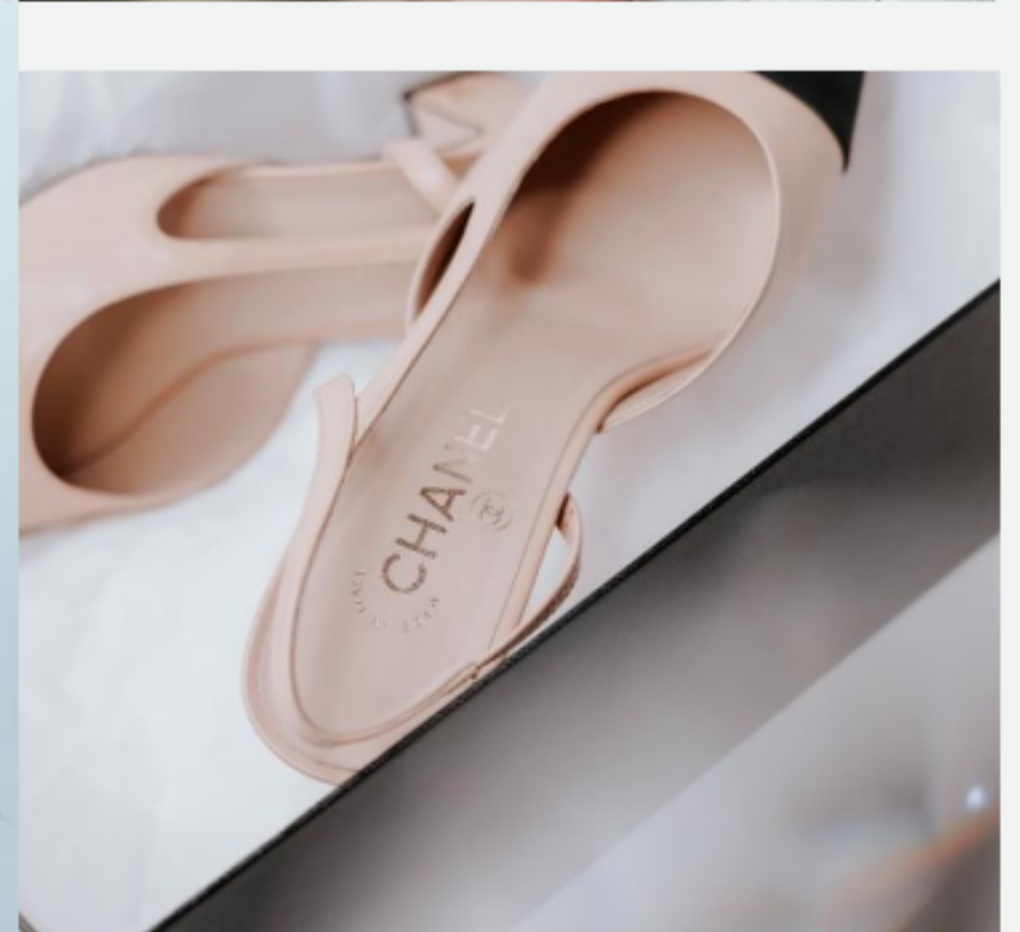
---

# Photography

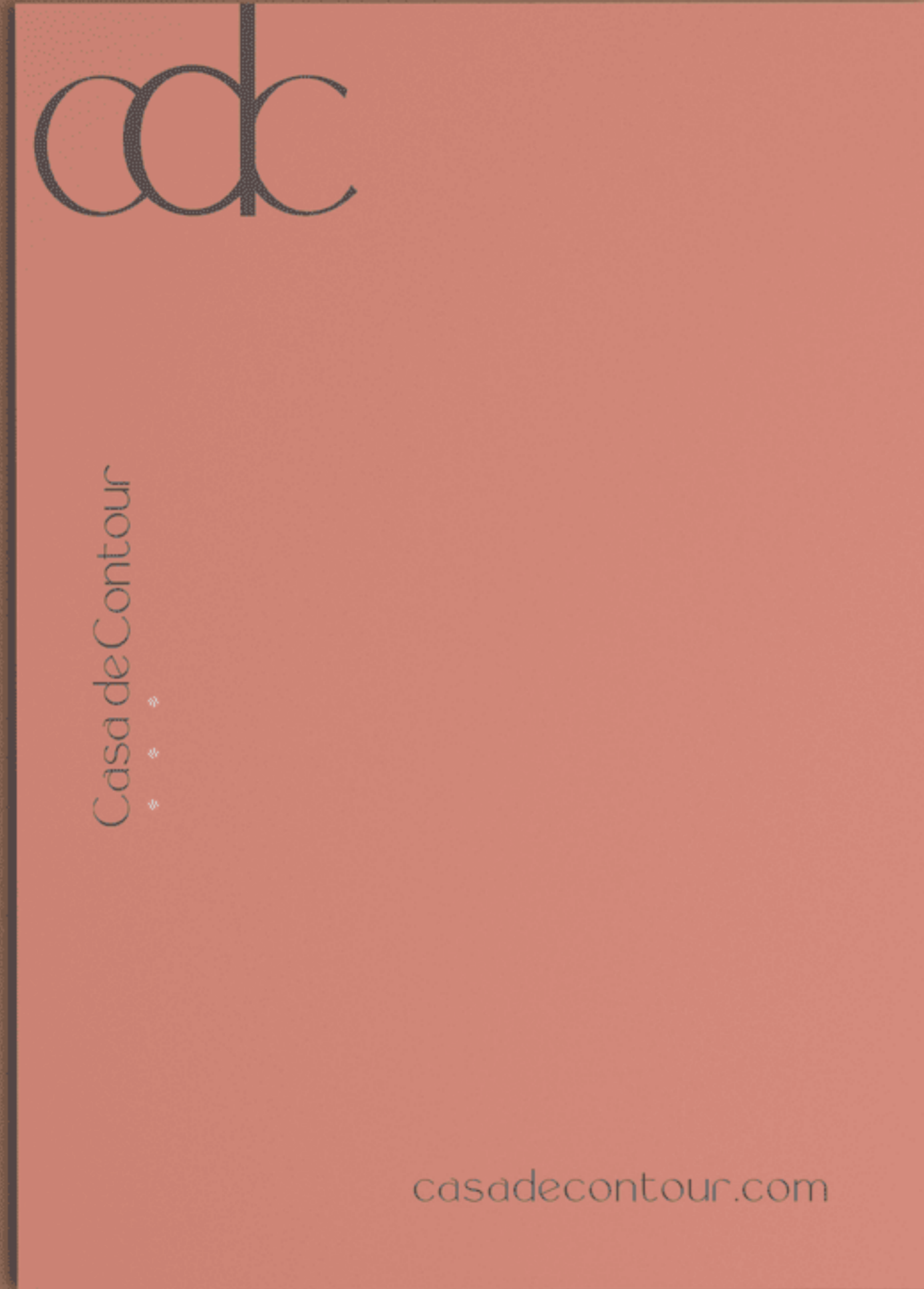


# Photography style

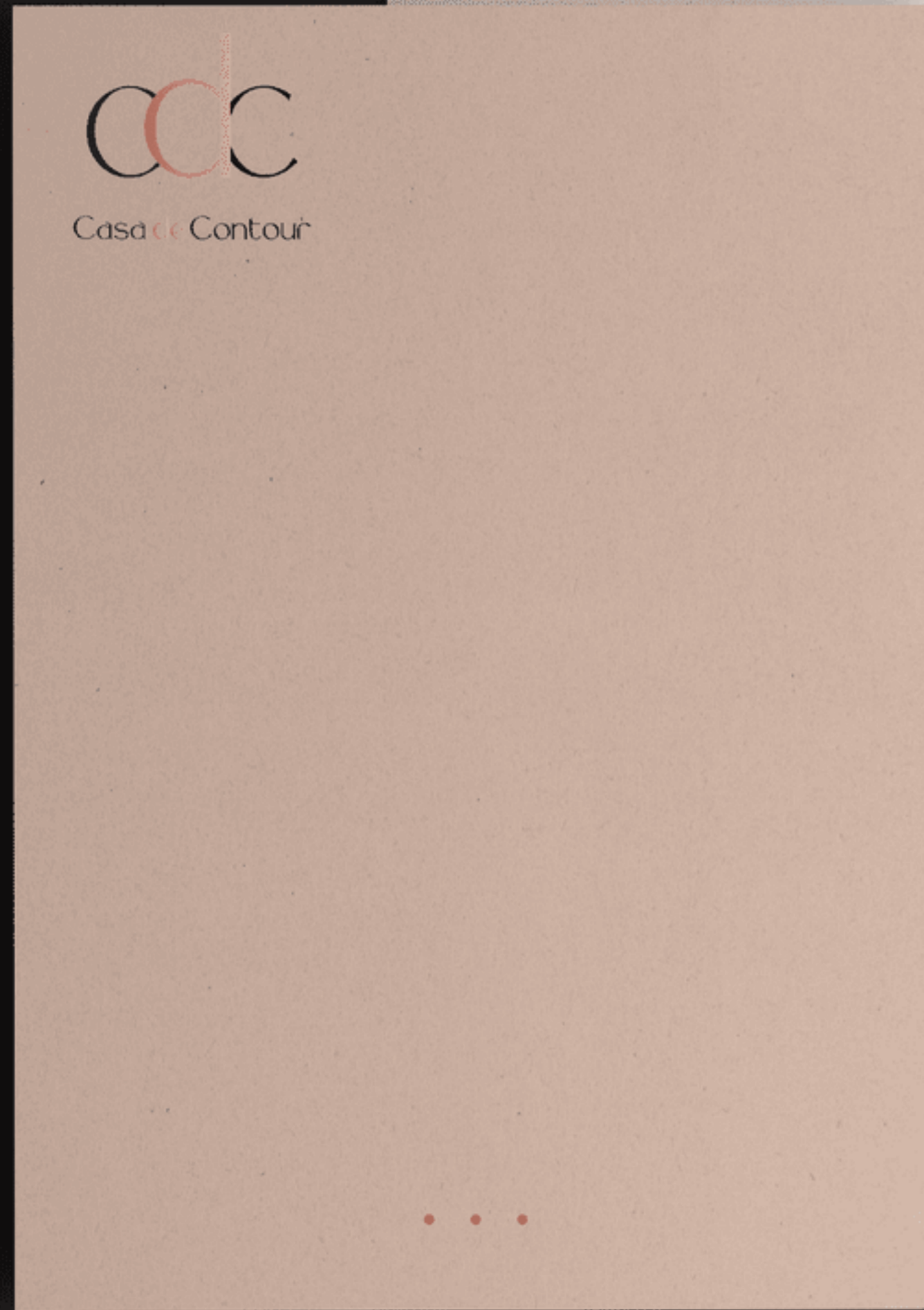
The photography will be authentic and relevant to people of certain affluence



# Business Stationery & Covers



# Business Stationery & Covers





COC

Casa de Contour



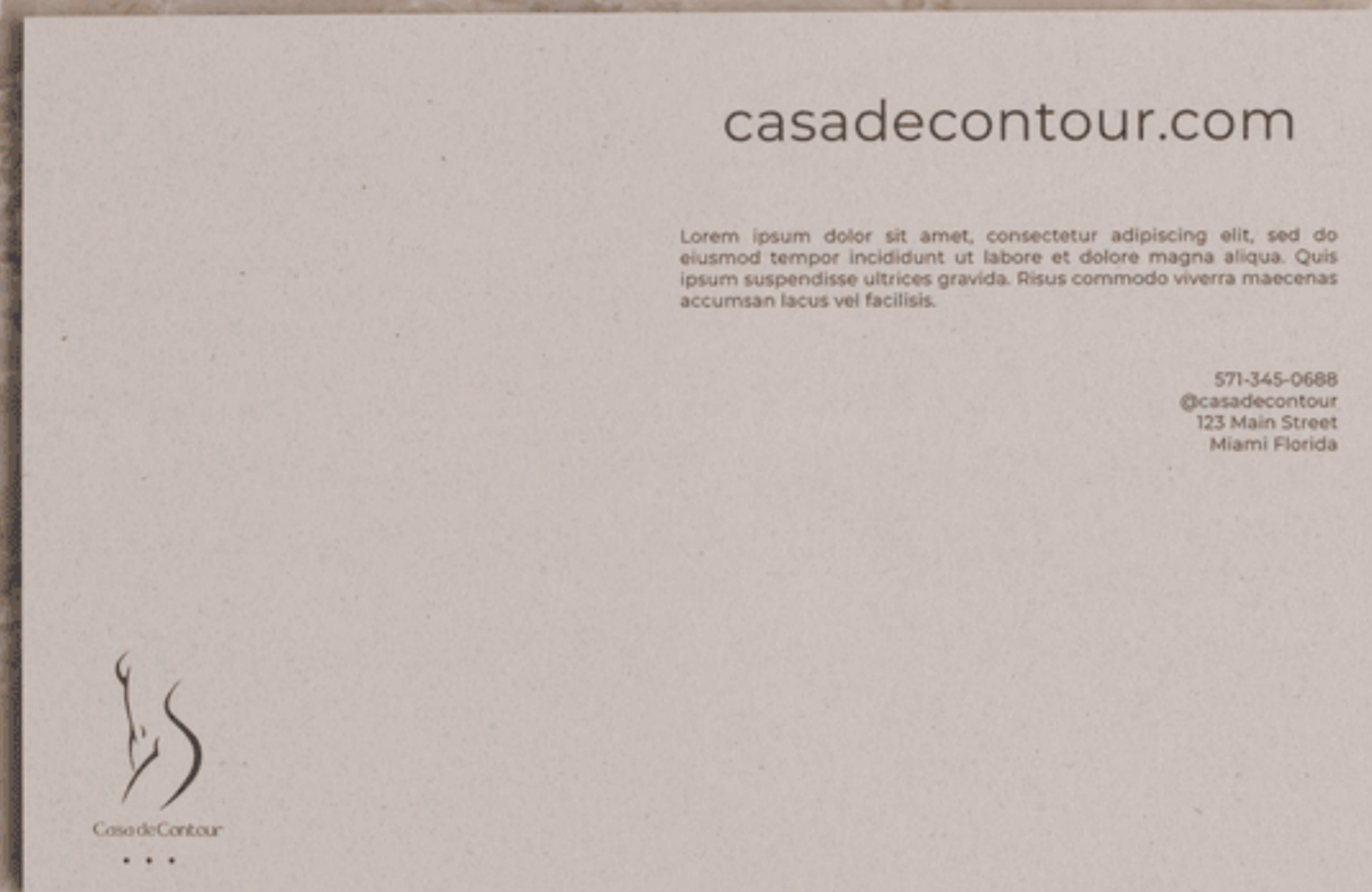
Casa de Contour



---

Business card

Version I



Business card

Version 2

# Branding

## Non-Surgical Body Care



Casa de Contour



Detow Wraps,  
All- Natural Detox Teas,  
Body Silhouette Contouring,  
All Natural Cellulite Effacing



Casa de Contour



## Body Care is Self-Care

Yoni & Detox Treatments

30%  
OFF

Book Now



# Body Care is Self Care



Lorem ipsum dolorspo sit  
amiet, conseqd

Content

---

## Packaging

