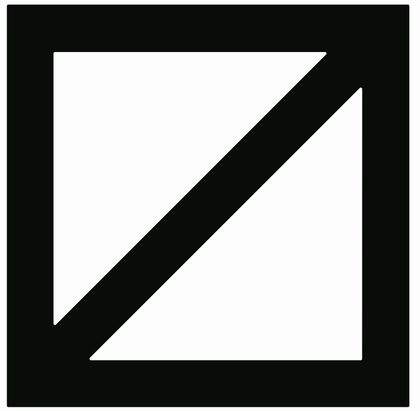
EVERGOODS

DESIGN. FEEL. FUNCTION.



ORGANIC SOCIAL STRATEGY

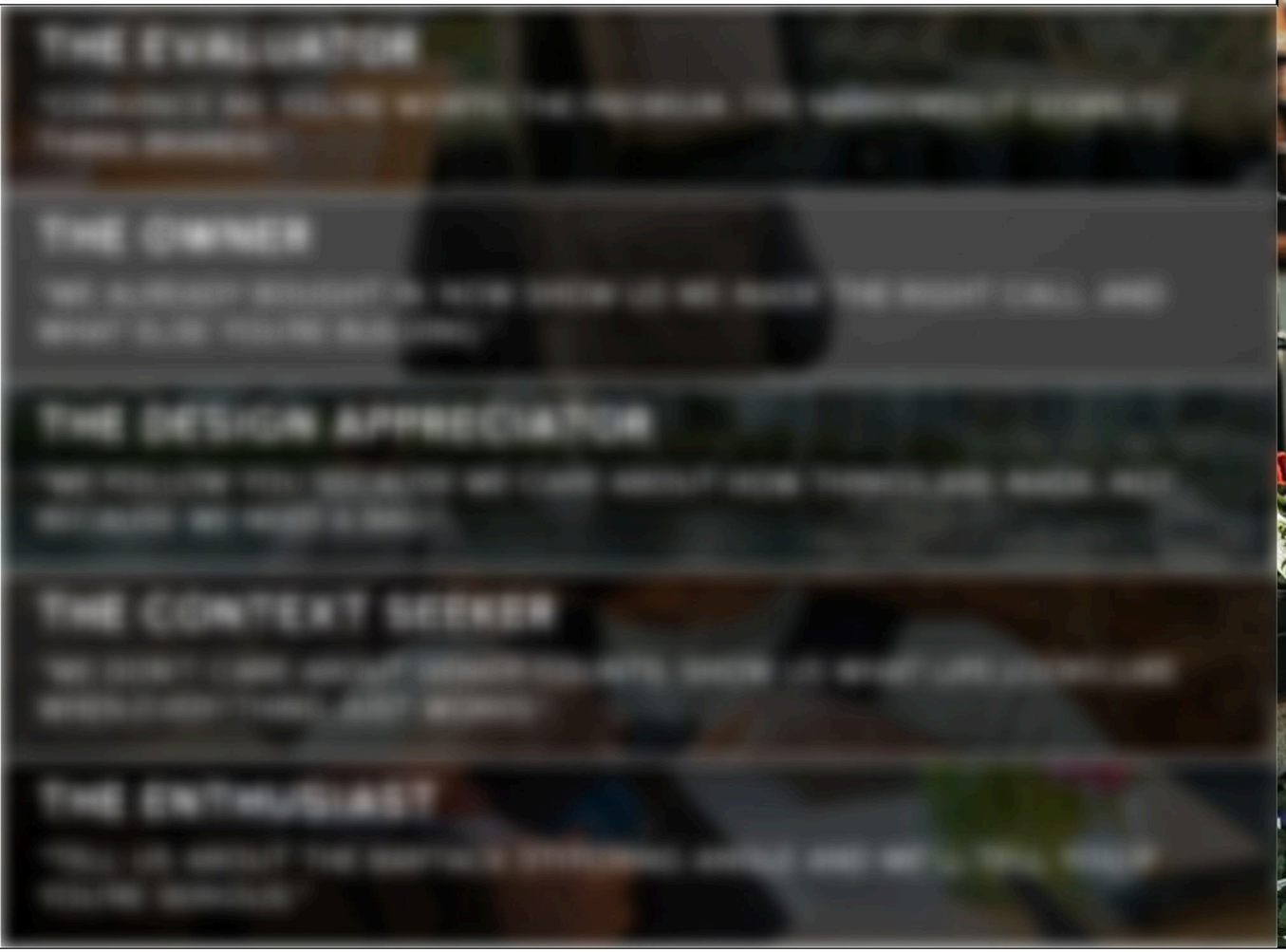
AUDIENCE REPORT





EVERGOODS
DESIGN. FEEL. FUNCTION.

KEY CATEGORIES

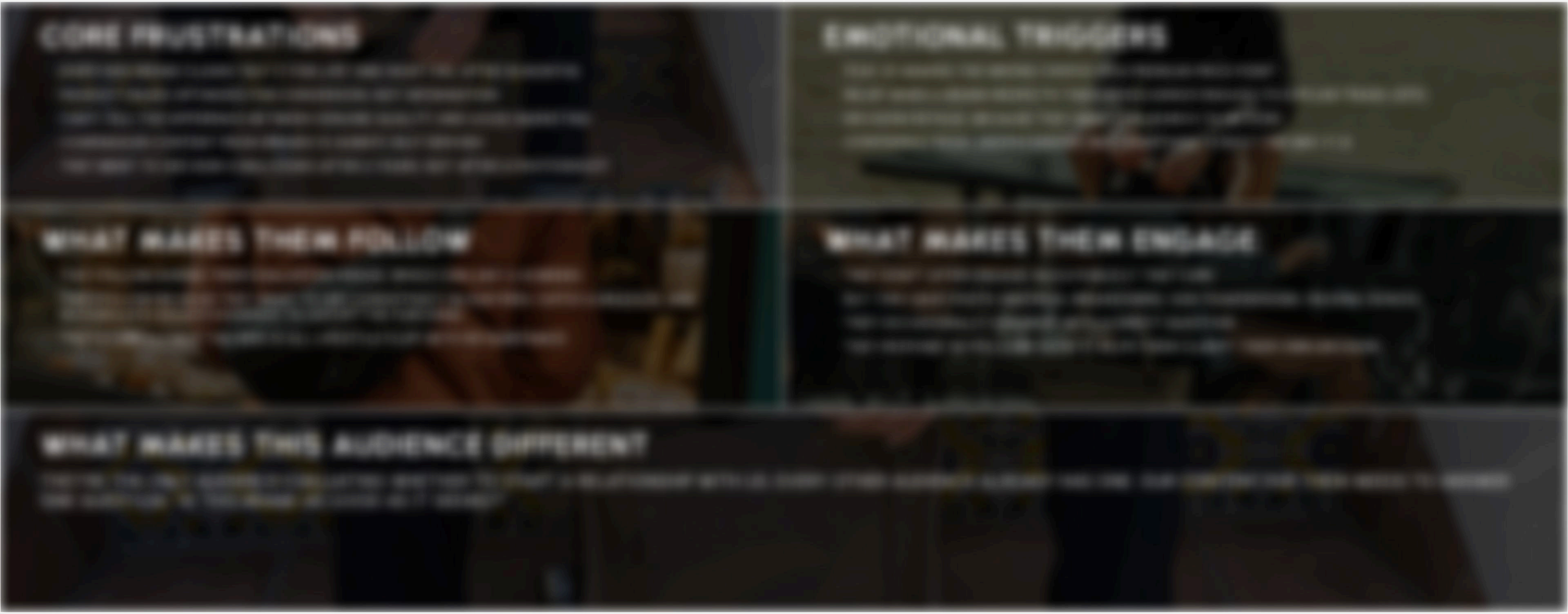




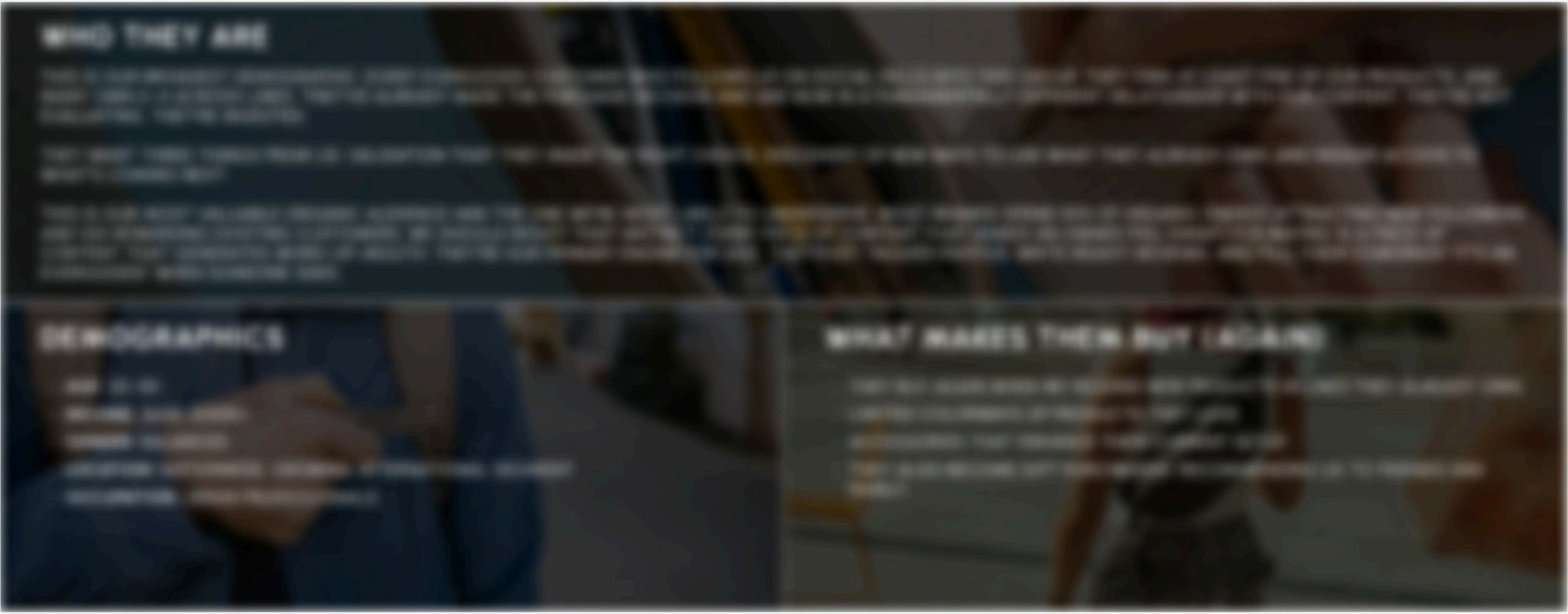
THE EVALUATOR



THE EVALUATOR



THE OWNER

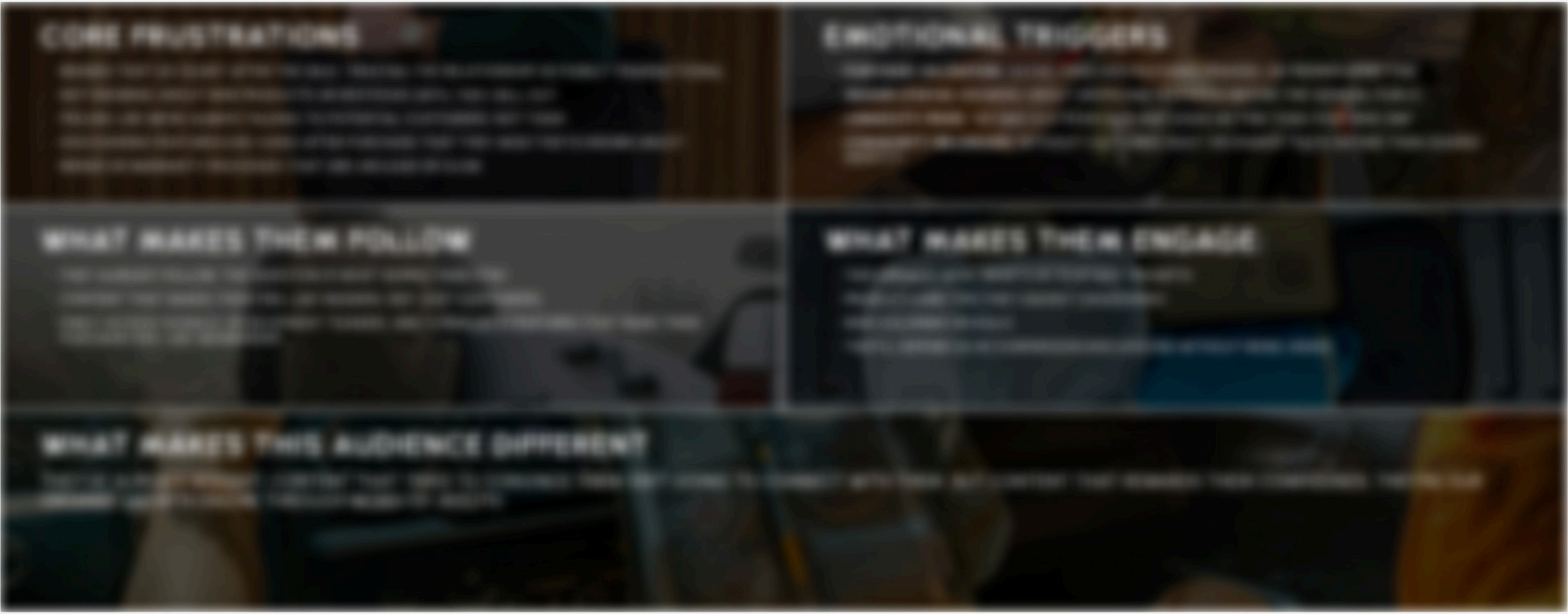


WHO THEY ARE

DEMOGRAPHICS

WHAT MAKES THEM BUY (AGAIN)

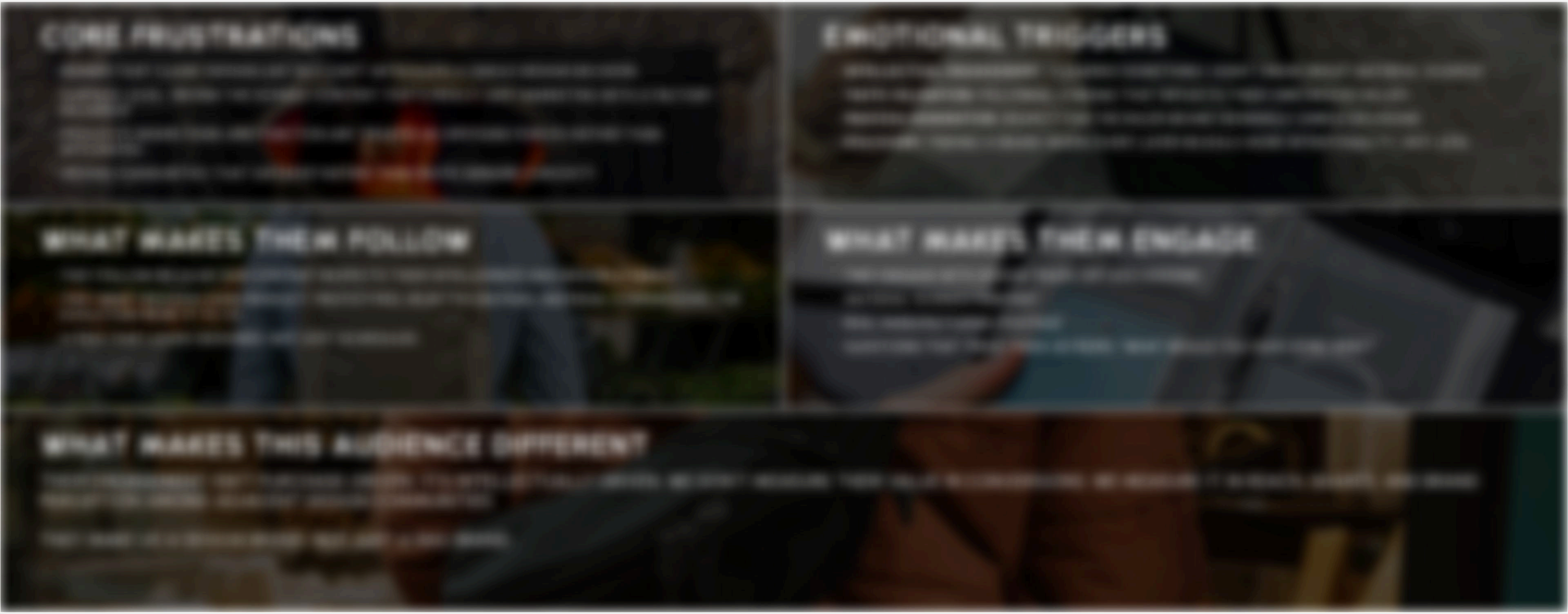
THE OWNER


CORE FRUSTRATIONS
EMOTIONAL TRIGGERS
WHAT MAKES THEM FOLLOW
WHAT MAKES THEM ENGAGE
WHAT MAKES THIS AUDIENCE DIFFERENT

THE DESIGN APPRECIATOR



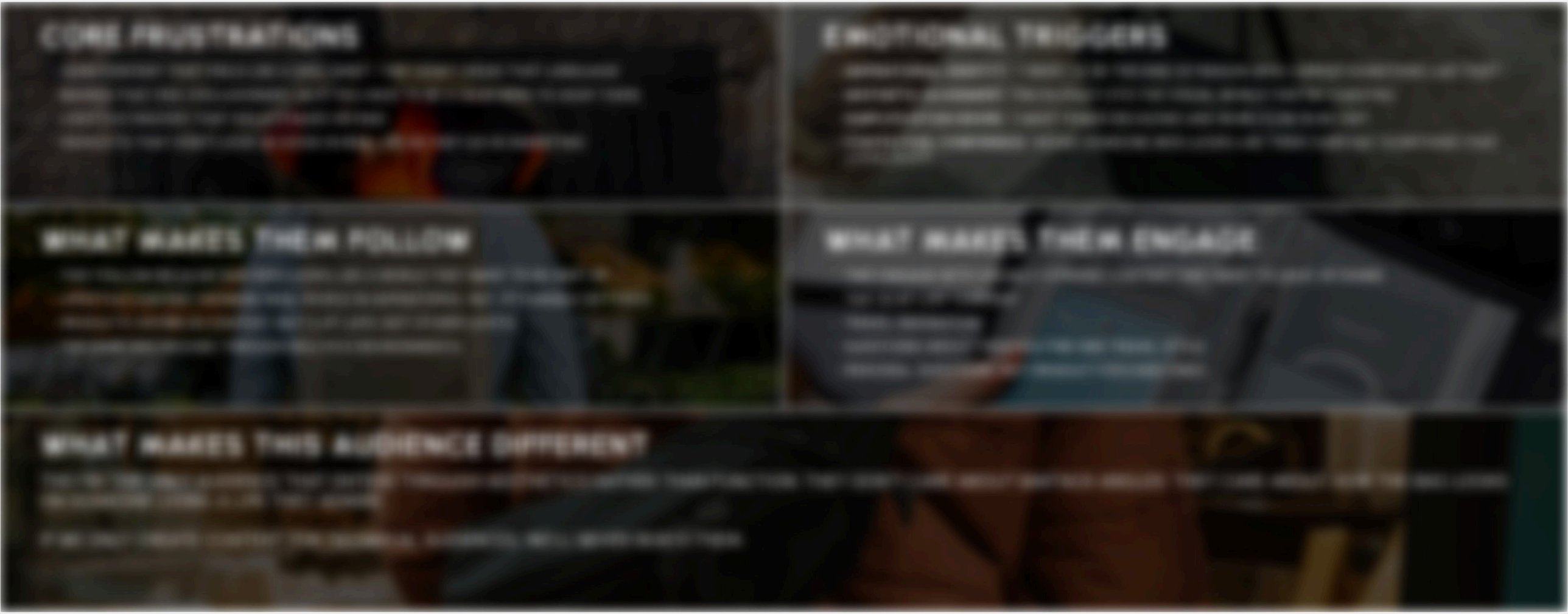
THE DESIGN APPRECIATOR



THE CONTEXT SEEKER



THE CONTEXT SEEKER



THE ENTHUSIAST

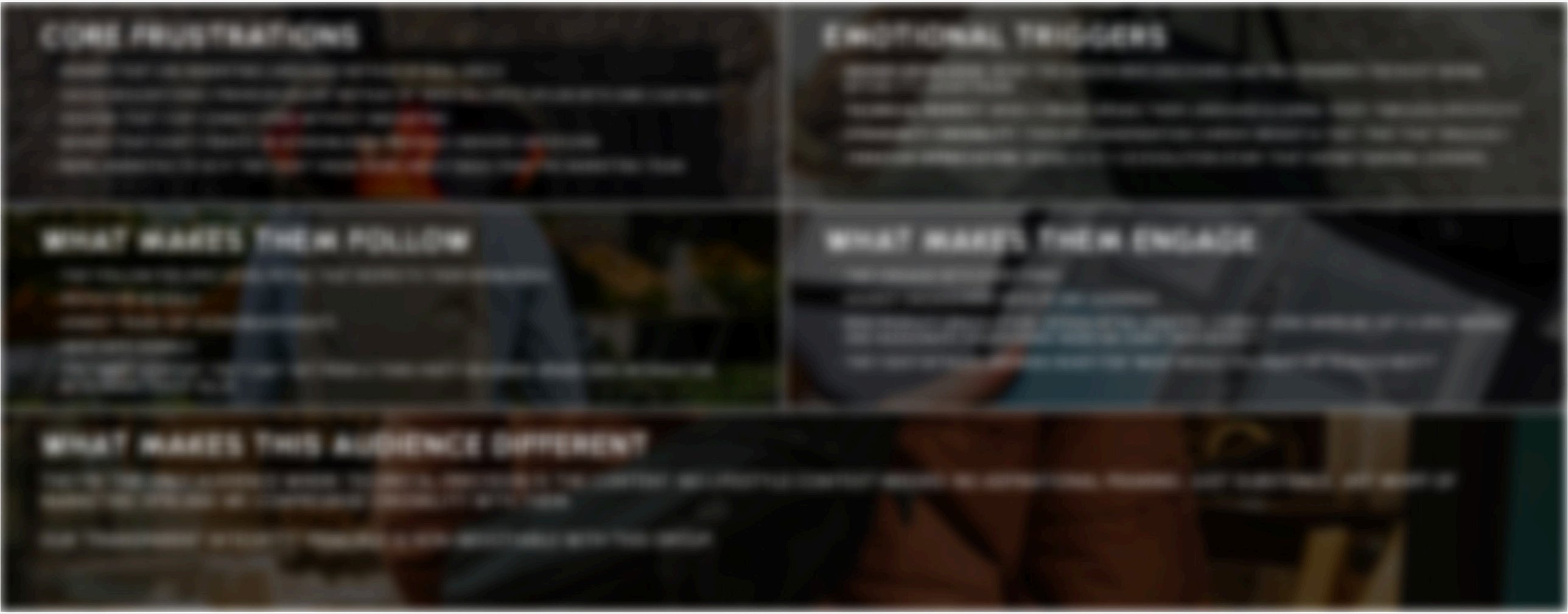


WHO THEY ARE

DEMOGRAPHICS

WHAT MAKES THEM BUY

THE ENTHUSIAST



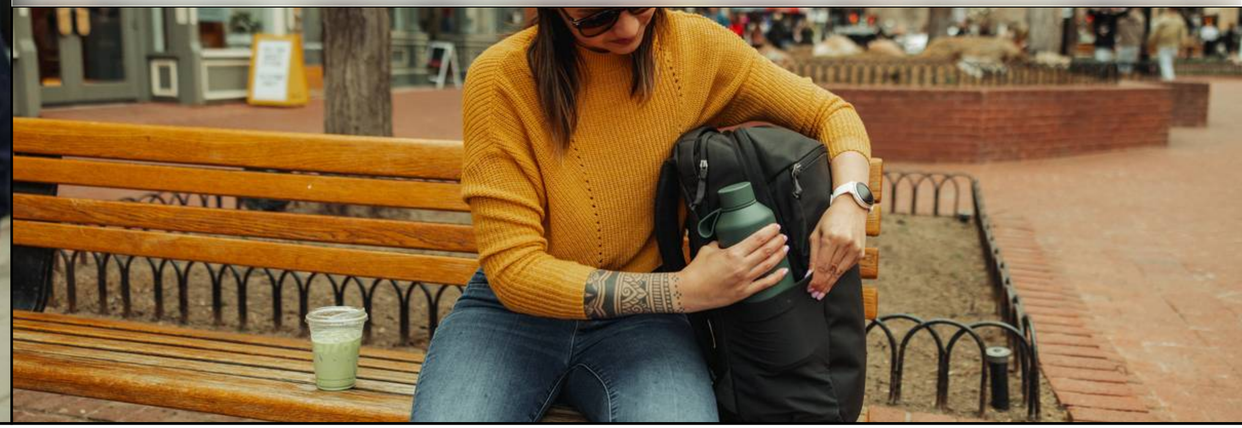
BRAND POSITION / IDENTITY





CORE BRAND POSITION





RELATIVE BRAND POSITION

Competitor	Their Position	EVERGOODS Difference
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]

OUR SWEET SPOT

[illegible]



DESIRED PERCEPTION

THE INTENTIONAL PERSON'S CARRY BRAND

BEFORE PURCHASE: "THESE PEOPLE REALLY THOUGHT THIS THROUGH"

DURING USE: "WOW, THEY ANTICIPATED THAT EXACT PROBLEM"

LONG-TERM: "I HAVEN'T THOUGHT ABOUT MY BAG IN YEARS"





SECONDARY PERCEPTIONS

- AUTHORITATIVE, NOT ARROGANT – CONFIDENT IN DECISIONS, HUMBLE ABOUT TRADE-OFFS
- SOPHISTICATED, NOT SNOBBISH – ACCESSIBLE PREMIUM, NOT EXCLUSIVE LUXURY
- DURABLE, NOT INDESTRUCTIBLE – HONEST ENGINEERING, NOT HYPERBOLIC CLAIMS
- COMMUNITY-MINDED, NOT CULT-LIKE – WELCOMING EXPERTISE, NOT GATEKEEPING

CORE MESSAGING





CORE MESSAGING





CORE MESSAGING





CORE MESSAGING





CORE MESSAGING





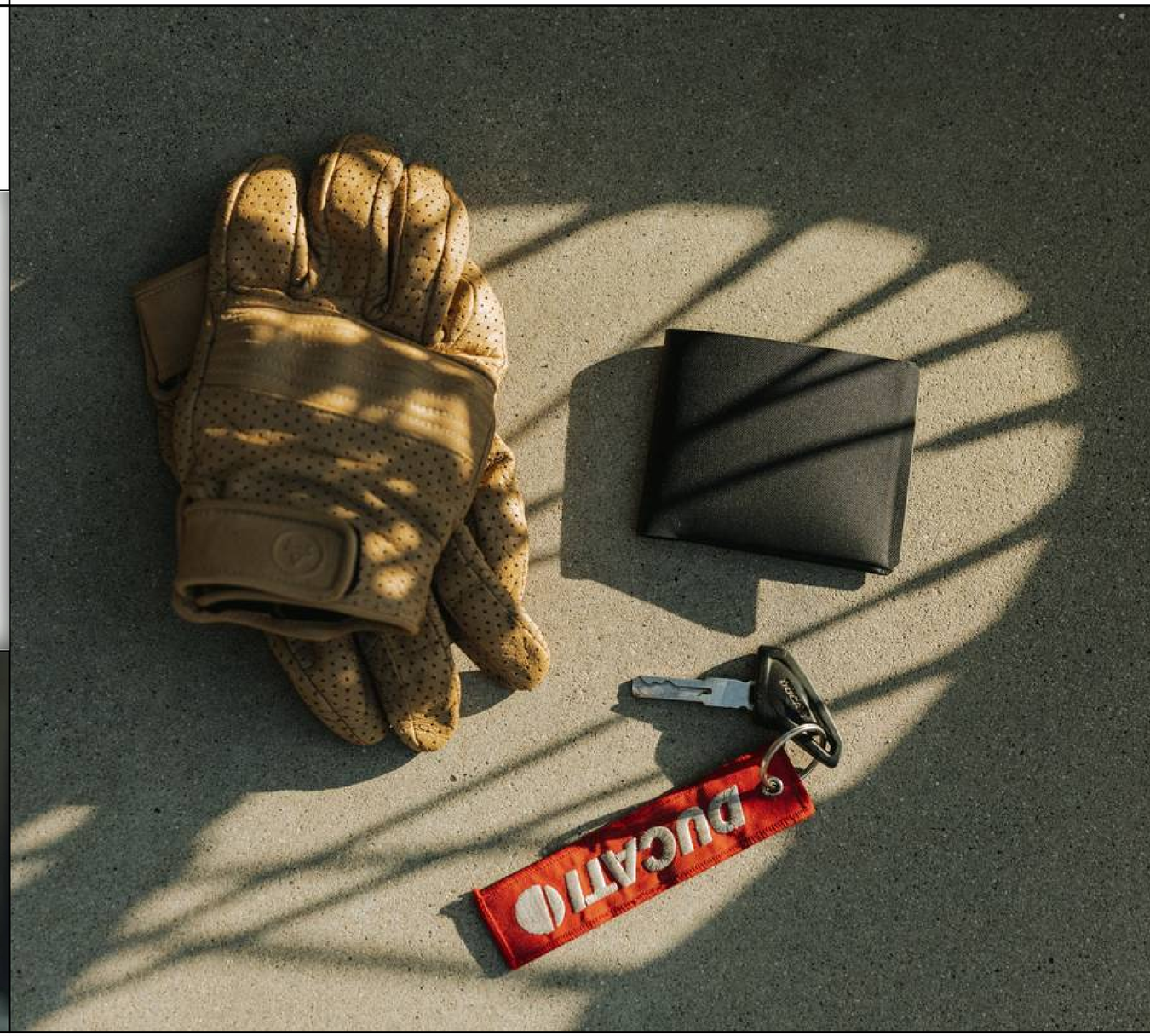
CONTENT POSITIONING STRATEGY





1. PROOF (ESTABLISH TRUST THROUGH EVIDENCE)





2. CONTEXT (SHOW THE LIFE, NOT JUST THE PRODUCT)





3. COMMUNITY (TURN CUSTOMERS INTO ADVOCATES)



