



TYLER

CANDLE CO



Corporate
Rebrand
Proposal

TYLER CANDLE CO

BY KRISTA LANDERS



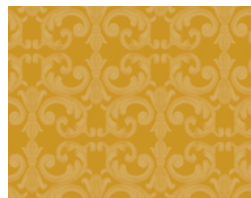
ABOUT TYLER

Tyler Candle Company (*stylized as Tyler Candle Co*) is a home fragrance company that offers scented products including candles, laundry detergents, air fresheners and diffusers.

Based out of Tyler, Texas, their products are sold in independent boutiques and on their online store.

They are known for empowering scent blends. Some of their most popular fragrances are *Diva*, *High-Maintenance*, *Icon*, and *Prestige*.

CURRENT VISUAL BRANDING



FOCUSED ON FRAGRANCE®



CURRENT MESSAGE THEMES



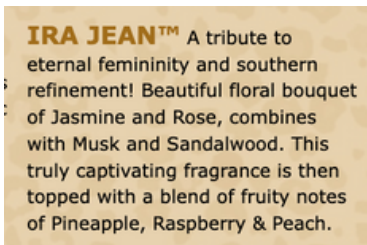
'Experience the Difference'



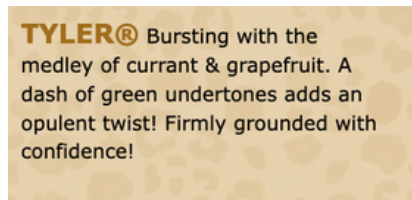
'Challenge your senses... and create'



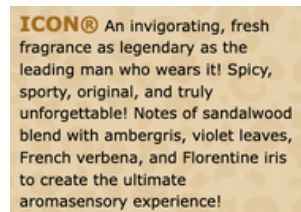
'Embrace Life
Embrace Fragrance
Embrace Luxury'
'Embrace Fragrance
and Indulge'



'A tribute to eternal femininity and southern refinement'



'Firmly Grounded with Confidence'



'The ultimate aromasensory experience'

INDUSTRY COMPETITORS



capri BLUE®



Iconic
Volcano

This fragrance does not need much of an introduction. A cult favorite for the #candleobsessed, Volcano has a way of putting you in the best mood. With notes of sugared citrus, Volcano transports you to the happiest of days and gives you that boost of confidence you need to #slayallday.

DISCOVER VOLCANO

THE LAUNDRESS
NEW YORK

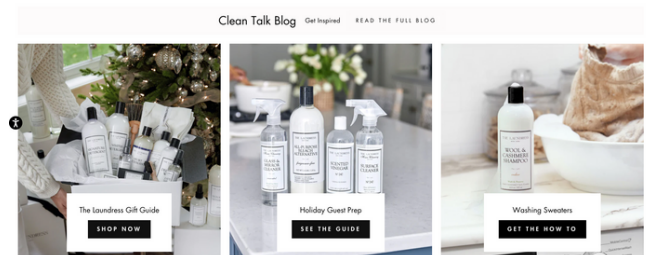
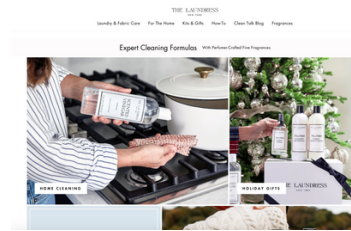


Our Story



Colander Green Wilting and Lindsey Boyd, New York fashion executives who met studying Textile & Fiber Science at Cornell, set out to revolutionize laundry. Frustrated with overly dry cleaning bills and no good way to care for their wardrobe investments at home, they left their careers at Ralph Lauren and Chanel to develop expert solutions for people to care for their clothes as much as they care about them. In 2004, The Laundress was founded, introducing a pioneering collection of fabric-specific products created with sophisticated fragrances that earned the Master of Clothing and preserved the chemicals and soft of dry-cleaning.

Today, the Laundress empowers a passionate global community to take care of the clothes they live with exceptional fabric care and cleaning expertise.





PROPOSED CHANGES TO BRAND STRATEGY

BY KRISTA LANDERS



REBRAND

The goal of the rebrand is to refresh and modernize the aesthetic to allow the brand's personality to shine through, while staying true to the brand's core values.

Inspiration behind changes

IRA JEAN™ A tribute to eternal femininity and southern refinement! Beautiful floral bouquet of Jasmine and Rose, combines with Musk and Sandalwood. This truly captivating fragrance is then topped with a blend of fruity notes of Pineapple, Raspberry & Peach.

Excerpt from an existing fragrance description



"A tribute to eternal femininity and southern refinement"





BRAND VISION ANALYSIS

Brand Equity, Strategy and Target Audience

BRAND EQUITY

Inspiring Confidence through the power of scent



Brand Purpose:

To elevate customers' lives through high-quality, long-lasting scents that inspire self-confidence, femininity and sophistication

Brand Tonality:

Empowering, confidence, sophistication, femininity, luxury, captivating, enriching, glamorous

Product Equity:

High-quality, long-lasting, premium, unique sensory experience



STRATEGY

Goal: Become a leading brand in the home fragrance industry renowned for producing high-quality products.

Ambition: Increase sales by 20% through 2023 by transcending the home fragrance industry as the go-to source of empowerment and sophistication.

Strategy: Align visual branding and messaging to better reflect company ambition. Develop integrated social media and marketing strategy that puts forward a unique, cohesive brand. Demonstrate the company's mission to empower women. Educate customers about the power of scent and its ability to change state of mind.

TARGET AUDIENCE

Core Target Insight

Reason for purchase:

Customers are seeking an elevated lifestyle



Customers are:

- Wanting to smell good and feel good.
- Looking for a luxury scent that is high-quality, long-lasting and elevates their lifestyle.
- Searching for an instant solution to feel more sophisticated, empowered and confident.



TARGET AUDIENCE

Demographics

- Aged 25-50
- Women
- Located in the United States
- Household income \$75,000+
- Middle Class and Upper Middle Class

Psychographics

Habits

- Frequent social media users, on Instagram, Facebook, TikTok, and Pinterest
- Balance following popular trends with a timeless, classy style.
- Hobbies and interests are activities that elevate their lifestyle, e.g boutique group workout classes, cooking, and home decor.
- They keep a tidy house and value interior design.
- High achievers who work hard and enjoy reward themselves by purchasing luxuries.

Attitudes

- View home fragrance products as a way of elevating their lifestyle.
- They use candles for relaxation, joy, or nostalgia.
- Scent, emotions, and memory are intertwined. Audience purchases in anticipation of a positive emotional response.
- Audience knows there are many brands available, but they are not all created equal. They have purchased products in the past that do not have a strong, pleasing fragrance.

Motivation

- High-end fragrances often purchased as a gift for home decor or to create an ambiance.
- Purchase laundry detergent for clothes to smell good throughout the day.
- Knowing their home and clothes smell good make them feel more confident and chic.

Influences

- Follow celebrities and influencers who have a sophisticated, 'put-together' style. They trust recommendations from their platforms and blogs.
- Live a busy lifestyle so they often shop online. Easily purchase products recommended by influencers, especially when linked directly.
- Read product reviews
- Influenced by experiencing the scent in real life, e.g a candle burning at a specific store.
- Appreciate word-of-mouth recommendations from trusted friends and family.



VISUAL REBRAND

LOGO

PRIMARY



ALTERNATE

TYLER
CANDLE CO



COLORS & TYPOGRAPHY



#444444



#527C70



#B8D3CC



#F8E3A1



#FDFAF5

PRIMARY FONT

Libre Baskerville

SECONDARY FONT

Belleza

AESTHETIC



BRAND PERSONA

If Tyler were a person, they would be: **Reese Witherspoon**



Attributes:

- Classy and sophisticated
- Empowers other women
- Strong work ethic and career-driven
- Confident and natural leader
- Southern charm
- Fun, lighthearted and positive
- Socially savvy

BRAND ARCHETYPE

The Lover

- Creating relationships and evoking emotions
- Motto: 'It feels amazing'
- Customers are drawn to premium brands that make them more attractive to others.
- The focus on aesthetics means a high-class presentation, and only being functional isn't enough for this archetype
- Strategy: use passionate, adjective-rich language to draw customers in, and make them feel affectionate for the brand.
- Strong emotional response and connection with the customer

BRAND BELIEFS

- When customers smell good, they feel good.
- When they smell luxurious, their confidence increases
- Customers who use Tyler will feel like better versions of themselves
- The scent lasts, and so does the feeling

Attributes: Passionate Magnetic Self-improving



SOCIAL MEDIA STRATEGY

Social Media Platforms

Instagram - Daily posting on stories, 2-3 feed posts per week, 2 reels per week

TikTok - 2 videos per week

Facebook - 2-3 posts per week

Username

Facebook - @TylerCandleCo

TikTok - @TylerCandleCo

Instagram - @tyler_candle_company_llc (existing username)

@TylerCandleCo (suggested change)

Profile Pictures



BRAND VOICE

Attributes

- Positive
- Empowering
- Light-hearted
- Inspirational
- Confident
- Feminine

Best Practice

- Use positive, empowering language that inspires joy in the reader
- Avoid negative, depreciating, complaining, shaming, or demeaning words and phrases.
- Have fun! Play into social trends that are exciting and engaging. Have a light-hearted sense of humor, but avoid humor that hurts other people or brands.
- Avoid political topics



CONTENT STRATEGY

Visual Guidelines

- Photos should be clear, with natural lighting. Avoid using heavy filters.
- Photos should not include other brand logos.

Reposting

- Reposting aesthetically-pleasing User Generated Content is encouraged. Always give credit to the creator. Use the camera emoji and tag their username.

Captions

- May refer to brand as 'Tyler Candle Co' or 'Tyler' in captions.
- Hashtags include #Tyler and #TylerCandleCo. Hashtags relating to post content may be used. Discretion is advised. Always ensure messaging is positive and non-political.
- Emojis are allowed and encouraged where they add value to captions. Use sparingly - 1-2 per post.
- Examples of appropriate emoji:

RULES OF ENGAGEMENT

Responding to Criticism

- Tone: compassionate and polite
- Approach: for customer complaints due to product defects, apologize publicly and move conversations to private channels (ask them to DM privately with their order information).
- For suggestions which may be negative in tone, a sample response would be "Thank you for your suggestions. We are working on new ways to expand our product line and look forward to announcing new scent blends in the future."
- For misinformed comments that are untrue, correct the commenter. For example, user comments that they heard Tyler tests products on animals, Tyler would respond by stating that they do not test on animals. Use a polite but firm tone - never rude.
- Competitors Never mock or demean others Where possible, avoid comparison. Focus only on the benefits of Tyler and what its product offers the customer



SOCIAL MEDIA CONTENT THEMES

Name (Internal)	Hashtag (External)	Content Formula(Content Bucket + Format + POV)	Frequency	Barrier/ Strategy Description
Hub Theme 1: How To Posts	#LaundryHacks#CandleCare#Selfcare	Educational + Shortform video + action shots of candles and laundry detergent being used Educational + Blog + descriptions of best practice	Every other week	People may wonder whether the product is worth it. Explainer posts educate the audience on how to use the products correctly. The audience feels reassured that if they buy the product, they won't waste it by user error. They understand why there is a need for the product because they are shown how it works.
Hub Theme 2: Inspirational Quotes from famous Women	#MondayMotivation	Inspirational + typographical image + inspirational quotes from women	Every Monday	Audience is unsure whether their product is worth it. Tyler posts inspirational quotes about style, confidence, and fragrance from influential women to remind the audience that a good scent can positively impact your life.
Hub Theme 3:Fragrance Friday	#FragranceFriday	Promotional + Image Carousel + product placement photos & reference images relating to fragrance attributes	Every Friday	Audience may be unwilling to buy a scent online that they are unfamiliar with. Each week Tyler will highlight a specific fragrance and describe its characteristics, suggest seasons/occasions/uses it would be good for.
Hygiene Mainstream Holiday: International Women's Day	#WomensDay	Connection + photo + women behind the Tyler brand	March 8th	The audience wonders why they should choose Tyler over other brands. Tyler attaches a positive emotion to their products by associating itself with strong, inspiring women. They audience feels confident as they are reminded of female empowerment.
Hygiene Cultural Holiday 1:World Sleep Day	#LaundryHacks#SelfCare	Promotional + Photo + Airy bedroom photo	March 17th	The audience questions whether they need this product. Tyler shows the audience that when your bed sheets are washed in their scented laundry detergent, you feel more relaxed and that its easier to drift off to sleep.
Hygiene Cultural Holiday 2: National mom and pop business owners' day	#ShopSmall#SmallBiz	Educational + Photos + Images of the founders and behind-the-scenes action shots	March 25th	The audience questions whether buying Tyler is worth it. This post explains the founders' story and that they were compelled to create the products because they wanted a long-lasting, high-quality scent that made a lasting impression, and they could not find one they liked. It reassures the audience that they product must be good if the founders made it out of a necessity.

CONTENT STRATEGY

Using the Logo on Social Media Posts

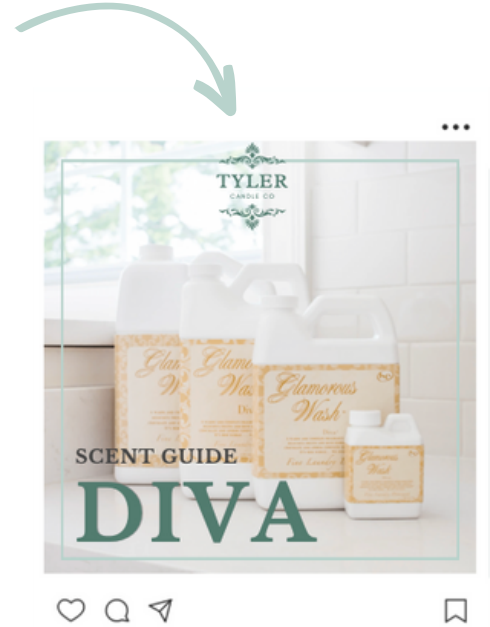
The Tyler logo should be placed in the top center for certain posts.

Use the logo for:

- Fragrance description posts e.g Fragrance Friday
- Typographical Images e.g
- Any posts which contain text on the image itself

Do NOT use the logo for:

- Posts containing only photos (no on-screen text)



CONTENT BUCKETS

Hub Posts

- Use White background and black text, or green background and white text for infographic posts.
- Belezza font
- Thin border around text

Hygiene Posts

- For holidays or special events, use an appropriate picture of Tyler products that are related to the event.
- For example, during Christmas use a picture of a Tyler candle among christmas decorations.

CONTENT SAMPLES

Hub Theme 1 - 'How to'

Content Bucket:

Educational + Typographical Image + Descriptions of Best Practice

Frequency: Every other Tuesday

#LaundryHacks

#CandleCare



TYLER
CANDLE CO

LAUNDRY CARE

Tips for washing denim

- Turn garment inside out to prevent abrasion
- Pre-treat any stains
- Use cool water for blue or dark denim
- Use mesh garment bag for delicate denim with special detailing, distressing, or embellishment




Is your denim fading? Your favorite Jeans shrunk? Check out these #LaundryHacks to keep your denim in tip top condition 🍃



TYLER
CANDLE CO

CANDLE CARE

Trim the wick to at least 1/4 inch to ensure a clean burn.




PSA: Trim. The. Wick!

#CandleCare 🕯️



TYLER
CANDLE CO

CANDLE CARE

Cherish the first burn!

Burn your candle for at least two hours on the first burn so that the wax melts across the entire jar.



This will prevent it from tunnelling.



Burn baby Burn! 🕯️

To prevent tunnelling, make sure to burn the candle for atleast two hours until the wax melts across the top. #CandleCare

CONTENT SAMPLES

Hub Theme 2 - Inspirational Quotes

Content Bucket:

Inspirational + Typographical Image + Inspirational quotes from women

Frequency: Every Monday

#MondayMotivation



CONTENT SAMPLES

Hub Theme 3 - Fragrance Friday

Content Bucket:

Promotional + Image Carousel + Product Placement Images

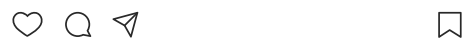
Frequency: Every Friday

#FragranceFriday

Image Carousel 1



Meet Diva, our signature scent! 🕯️
A warm and complex fragrance, this iconic smell will have people's heads turning. #FragranceFriday



Meet Diva, our signature scent! 🕯️
A warm and complex fragrance, this iconic smell will have people's heads turning. #FragranceFriday

CONTENT SAMPLES

Image Carousel 2



A sophisticated Queen. High Maintenance, and proud. 🦁
#FragranceFriday

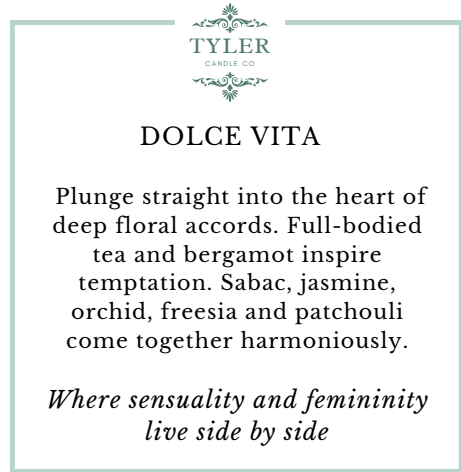


A sophisticated queen. High Maintenance, and proud. 🦁
#FragranceFriday

Image Carousel 3



It's #FragranceFriday! Check out our beauty, Dolce Vita. The fragrance that inspires sensuality and femininity. Wear her to date night or the dog park, she's perfect for every occasion. 🦁



It's #FragranceFriday! Check out our beauty, Dolce Vita. The fragrance that inspires sensuality and femininity. Wear her to date night or the dog part, she's perfect for every occasion. 🦁

CONTENT SAMPLES

Hygiene Posts



On the first day of Christmas, my true love said to me...
One Glamorous Candle 🕯️

Happy December 1st! We have our advent candle burning.



It's World Sleep Day! 🌙

Here's our top tip: wash your sheets in our Glamorous Wash detergent for the BEST night sleep you've ever had 🤪
#SelfCare



Happy International Women's Day!

We are SO proud to have a team of amazing, strong, confident women. Who run the world? Girls!
#WomensDay 💕