

# Cool leather

## Brand Messaging Strategy Guidelines

**Cool leather Designs** sells handmade designed luxury leather products to consumers that want to purchase uniquely designed genuine leather goods at an affordable price.

### **Company Mission:**

To be the premier designer of unique handmade leather products and to build a customer-centric yet innovative brand with a direct focus on providing our customers with the maximum value for their money.

**Why this is important:** *If this is in fact your mission, you need to think through what you'll have to invest in and do to achieve it. Walk the walk.*

### **Brand Position:**

A genuine leather design company that understands the importance of creativity in design and fearlessness in business process and growth through customer-centric methodologies.

**Why this is important:** *If you want people to think/feel a certain way about you when they hear/see your name, everything you do as a company will need to be considered (even as far as staff member tone and behavior when answering the phone).*

### **Unique Value Proposition:**

A unique company that creates innovative handmade designs to meet the everyday demands of their customers at an affordable price point. We are also built on a customer-centric driven business model that always puts customer satisfaction over profit.

**Why this is important:** *If you want to stand out from the competition and make a connection with your target buyer, you need to be clear on how you're different and why they should care about you.*

**Reasons to Believe Our Claims:**

Our top customers say that *"I love this backpack! Material is great, color is also beautiful! fits my camera and 13" laptop perfectly and the fit is so good that I don't even feel that I'm carrying that much weight on my back."*; *"I'm extremely happy with the size, colours and apparent built quality."*; *"Beautiful colour and leather."*; our team consists of experienced designers who've worked in handmade workshops as well as design studios for years.

**Why this is important:** *You need to confirm in advance how you will support your claims in the marketplace as well as in sales conversations, meetings with reporters, etc.*

**Brand Attributes:**

Committed, passionate, creative, intelligent, thoughtful, careful, innovative, customer-centric, and honest.

**Why this is important:** *It helps to agree on the human aspect and personality of your brand. It can define/shape your culture and will ultimately inform your brand's look and messaging.*

**Messaging Tone:**

We want to add value by showing our customers how to own the look of luxury at affordable prices. We are proud of our capabilities from both a creative and human standpoint and strive to be relevant and helpful to our clients express their unique style every single day.

**Why this is important:** *This helps confirm your philosophy and guiding principles, and sets the stage for how you will consider detailed messaging and branding elements later in the process.*

**Elevator Pitch:**

We give our customers luxury, durability and style at a reasonable cost. **Cooleather** is a leather design company that produces stylish genuine leather products, carefully designed and handcrafted from natural leather. We help customer's look and feel good at a price they can afford.

**Why this is important:** *If you take a stab at your elevator pitch (articulation of what you do that gets the person to say; "Great, tell me more.") based on the other elements, it sets the foundation for how you will express your value in 30 seconds or less. You may change it later as you flush out your brand story and messaging, but it can be helpful to include a first take in your strategy.*

**Tagline(s):**

"Live bold and embrace your style."

**Why this is important:** *Similar to the elevator pitch, it can be good to take a stab at a tagline early in an attempt to boil down your brand's message for the benefit of employees. This can be refined as you flush out your messaging.*