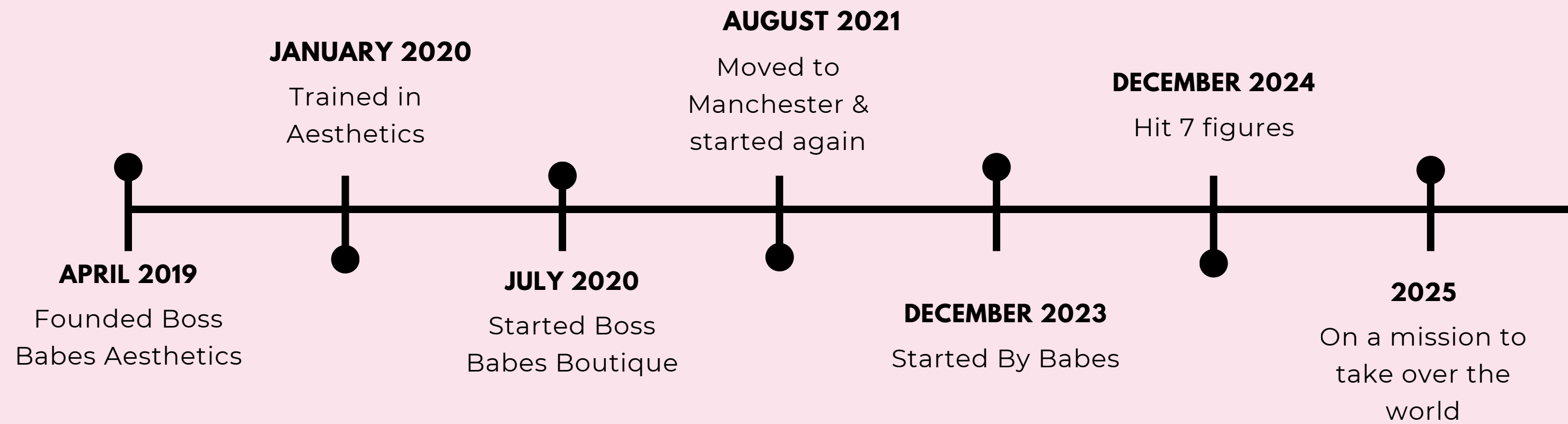




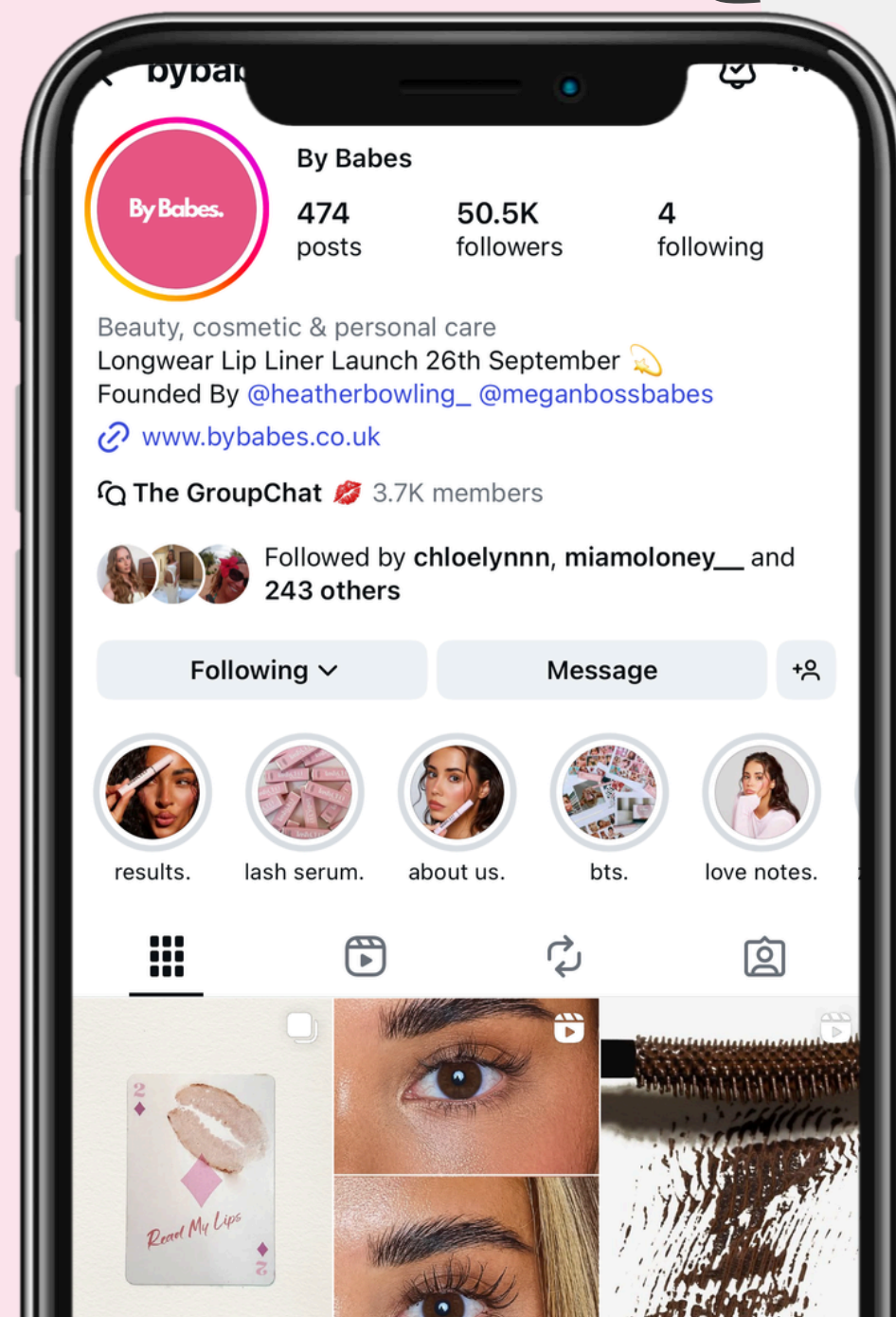
Building **A Brand** With Out Of The Box Thinking

MEGAN JONES



The Journey.

All things ByBabes.



Launched December 2023
Done 4 million in sales in less than two years

Had One Hero Product until July.

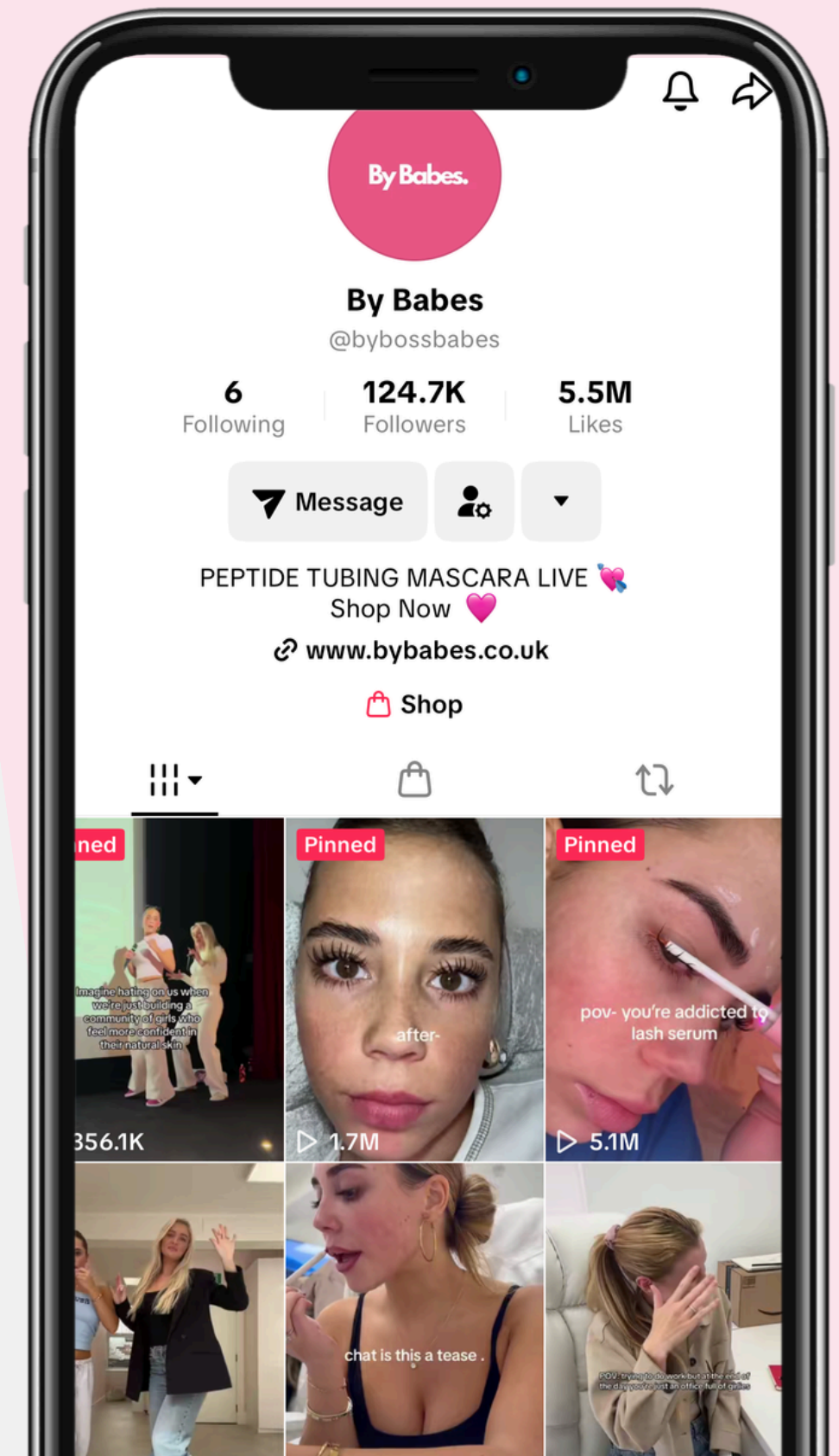
Built a super strong community

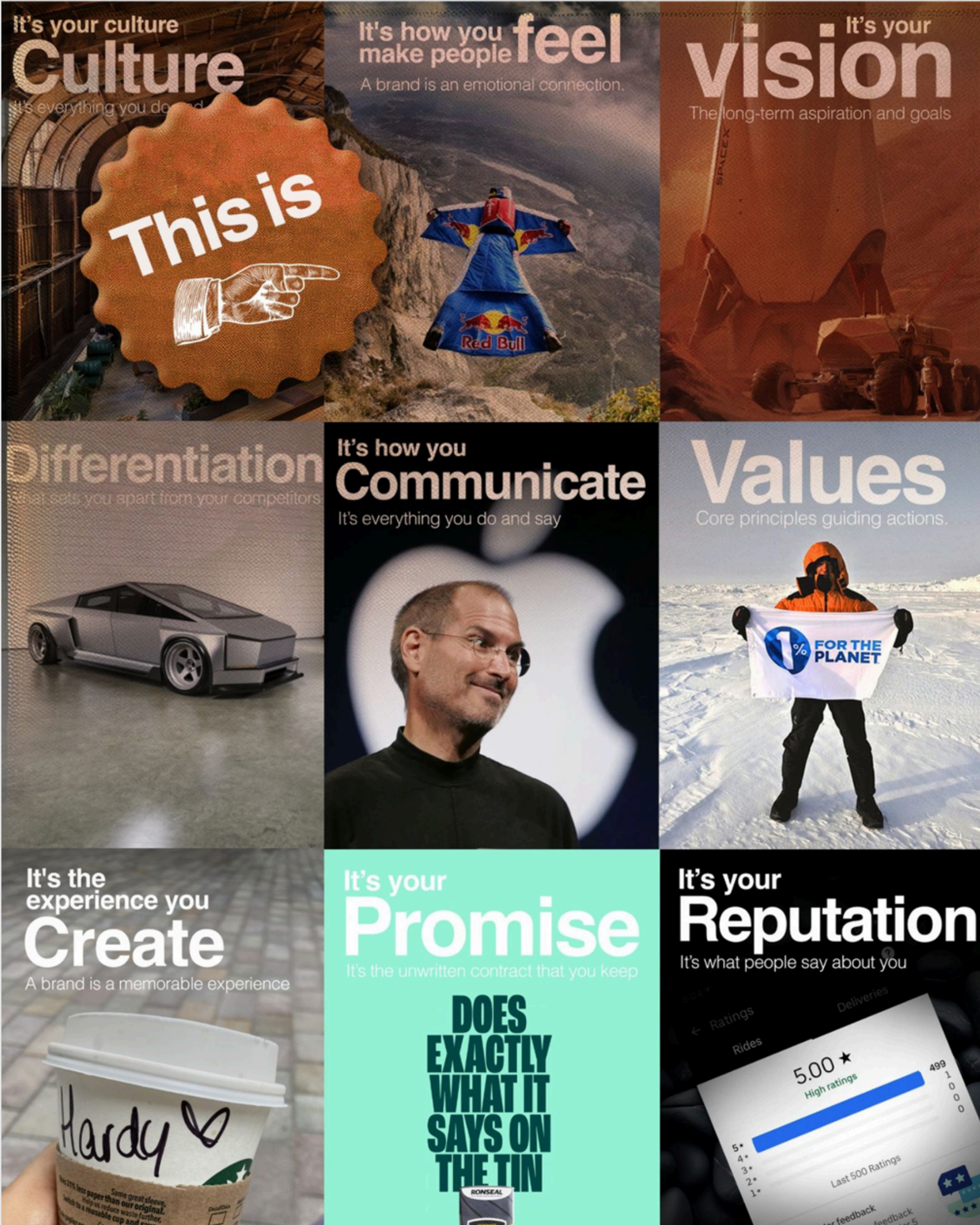
Have built strong brand values

Over 100,000 orders

Target audience is females aged 16-25

Brand Values : empowering, playful, confident, results driven





What Is Branding And Why It Matters?

- TRUST BUILDING •BRAND LOYALTY
- COMMUNITY •LONGTERM
- NO INSTANT ROI



The Purple Cow.

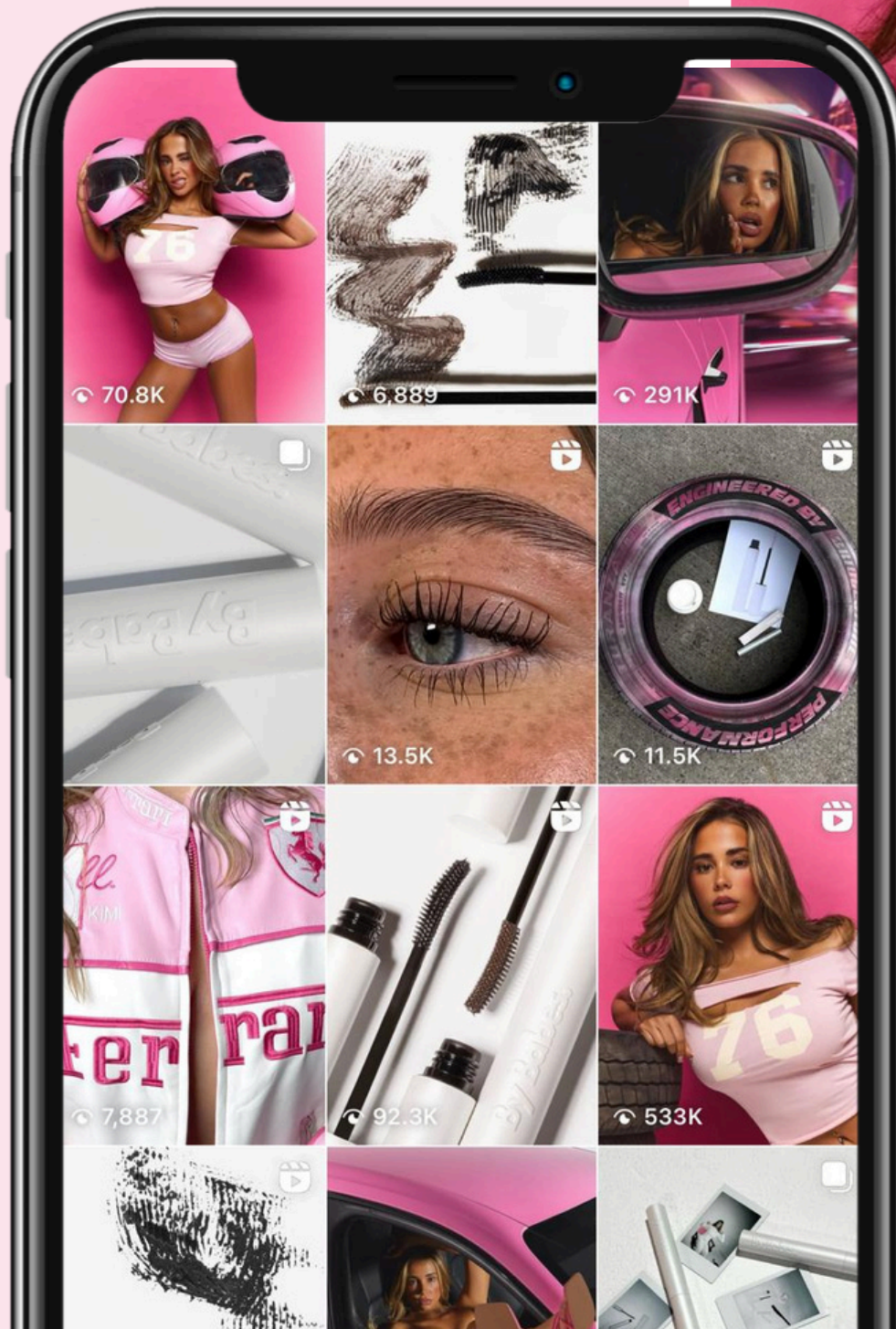
The Purple Cow Theory, by marketing expert Seth Godin, proposes that in today's saturated and attention-poor market, traditional advertising is ineffective, and the only way for a product or service to succeed is to be "remarkable"—unique, interesting, and noteworthy enough to be naturally talked about.

Just as a purple cow in a field of regular cows would grab your attention, a "Purple Cow" business or product stands out, generating buzz and making marketing itself unnecessary because the offering is already worth marketing.

By Babes.

Mascara Campaign

Engineered For Performance
Built To Go The Distance
World First Formula



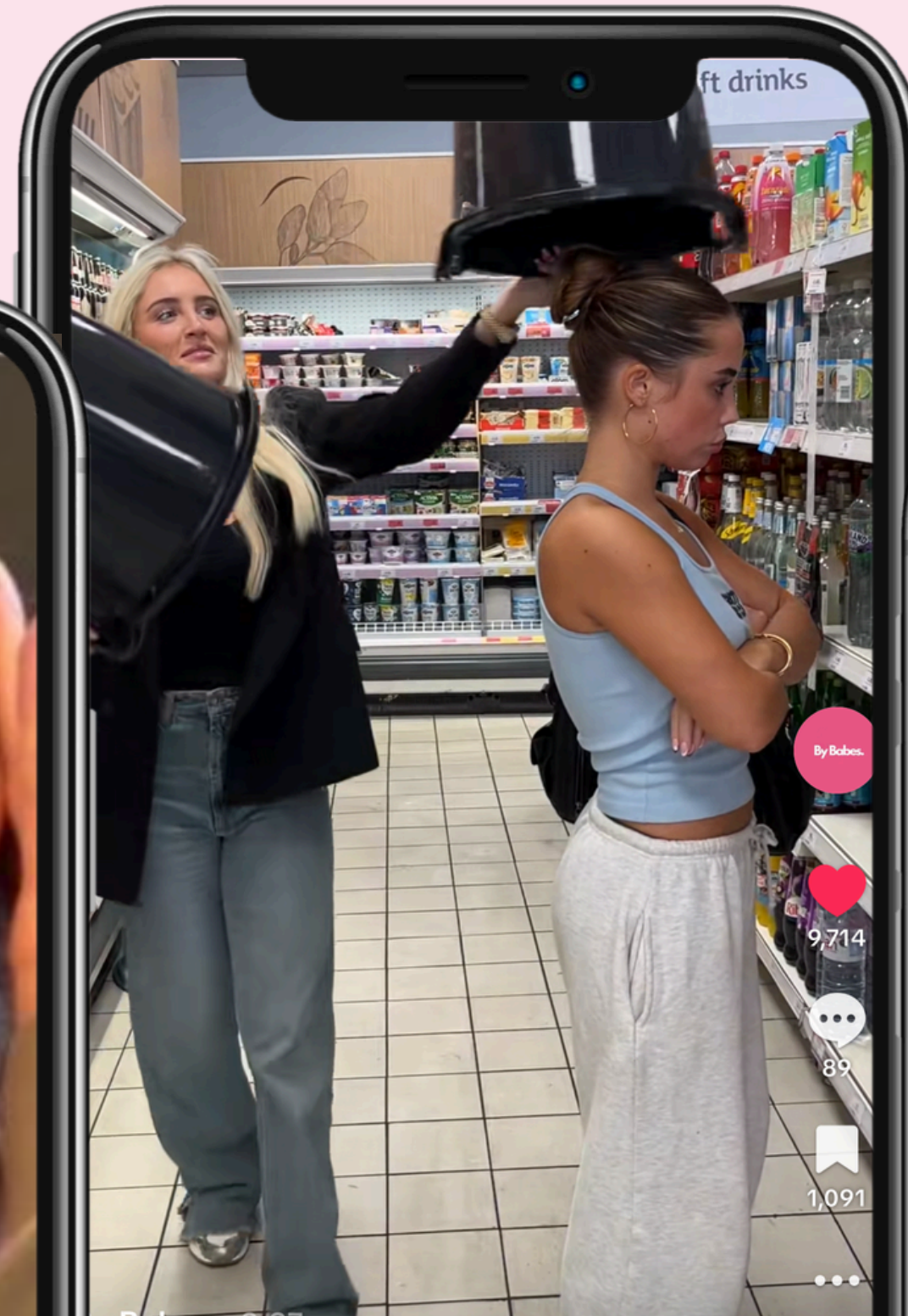
Purple Cow Theory Applied To By Babes.

BUCKET ON HEAD
IN SAINSBURYS **2.6M VIEWS**

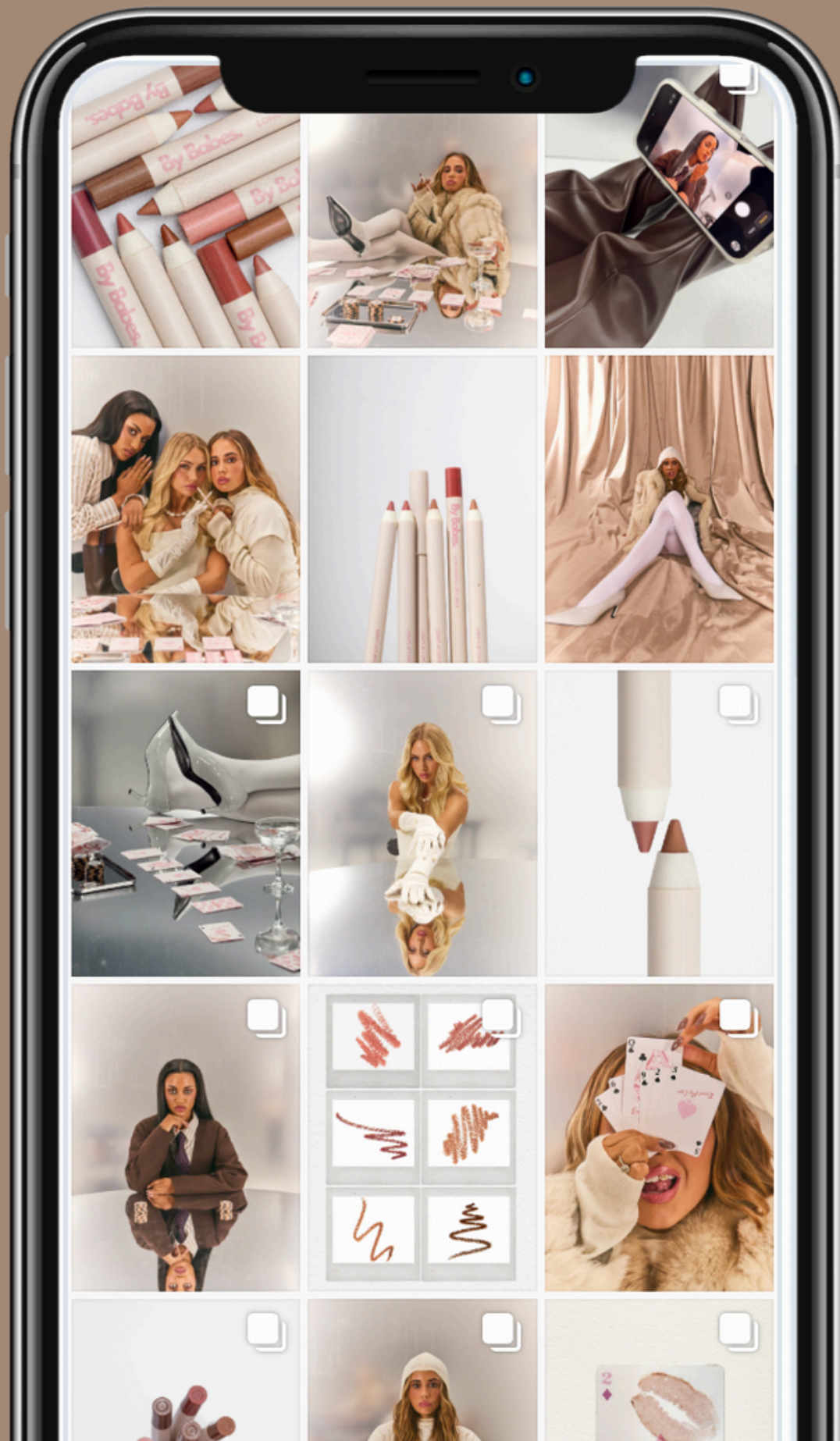
PINK BRANDED PORSCHE
WITH PARKING TICKETS

CEO FACE TATTOO
6M VIEWS

RAGE BAIT



Lip Liner Campaign - ByBabes.



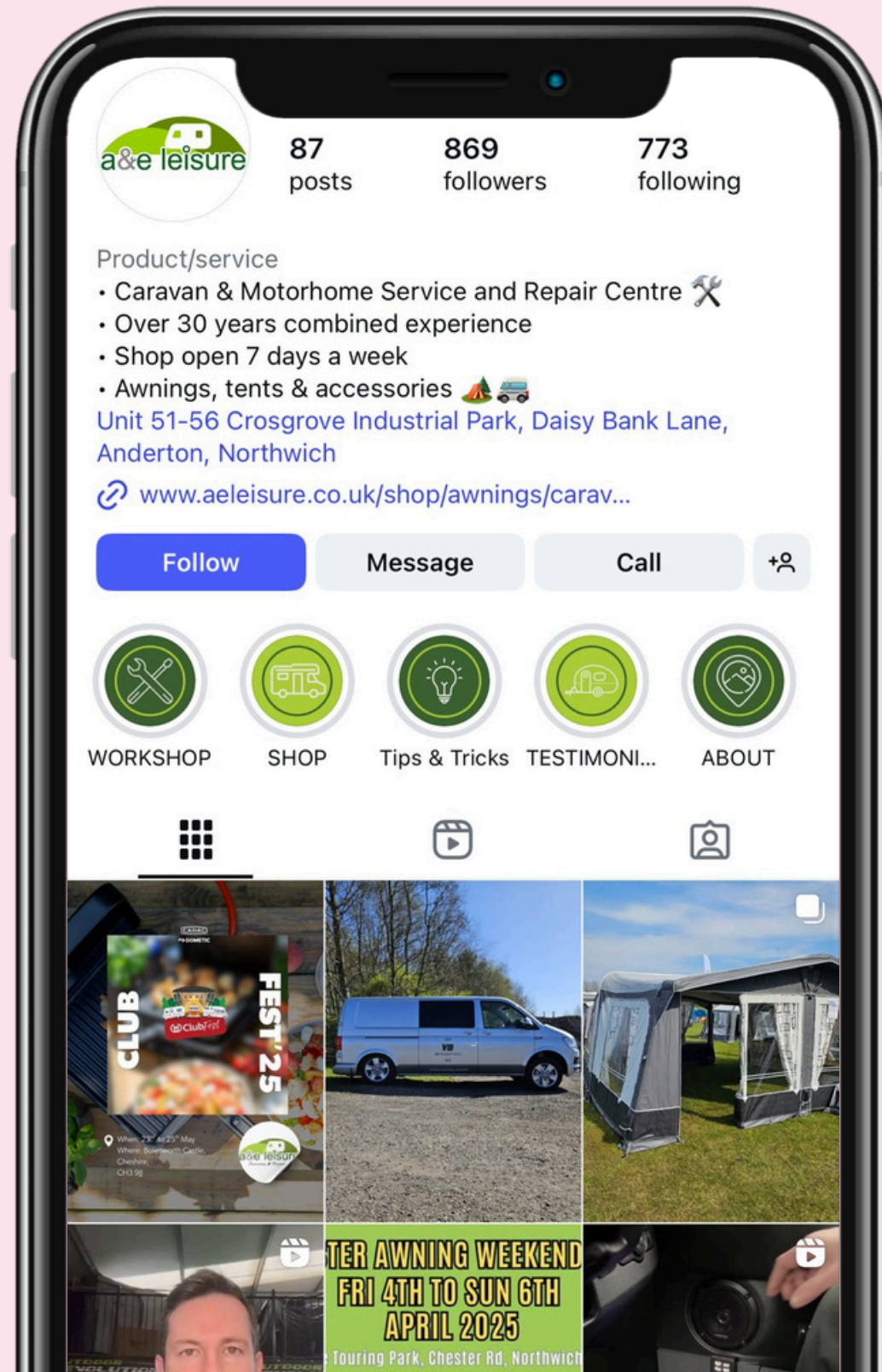
Every Move Counts, Read My Lips
Every Shade Is A Power Move
Long Lasting, Smudge Proof Lip Liners For When Stakes Are High
Get Game Face Ready





How To Elevate Your Brand With Out Of The Box Thinking

Step One- Target Audience & Mind Map



Target Audience:

Age: 40–60

Lifestyle:

Have children

Active - enjoy exercise
and hiking

Early risers (up at 6am)

Avid readers (fiction
books)

Coffee lovers (black
Americano)

Wine enthusiasts (red
wine on weekends)

Emotional Drivers

Family Time

Friendships

Relationships

Themes & Associations

CAMPING & OUTDOORS

- Fire, stars, tent, s'mores
- Hiking, sleeping bag, lantern
- Forest, lake, wildlife, fresh air
- Backpack, cooler, compass
- Campground, fishing, trail mix, flashlight
- Adventure, summer, Christmas

CARAVANNING & ROAD TRIPS

- Caravan, towing, road trip, holiday park
- Awning, gas bottles, leveling blocks
- Hitch, toilet cassette, solar panels, annexe
- Caravan park, site fees, reversing, stabilizer legs
- Water tank, fridge, reversing camera
- Electrical hookup, breakaway cable
- Freedom

“The key is to make people feel something”

Step two - Decide on Theme & Plan Messaging

Concepts/ Themes- Use Claude.ai / Google Gemini



Theme: Christmas Family Time



Campaign Taglines:

"All I want for Christmas is s'more camping gear"

"Sleighing it in the great outdoors"

"Deck the tents with boughs of holly"

"Silent night, starry site"

"Home is where you park it this Christmas"

"Let it glow, let it glow, let it glow (camping lights)"



Step Three - Campaign Visuals

Pinterest- Look At Competitors, Trending, Other Brands- doesn't have to be in your niche.



Step Three - Campaign Visuals



Step Four - Idea Development



A&E LEISURE GROTTO

- Branded baubles on christmas tree
- Branded blankets/ socks
- Branded mugs
- Branded huge oversized presents
- Branded christmas sack



A&E LEISURE CHRISTMAS VILLAGE

- Sign saying hot cacao.
- Sm'ore camping gear.
- Let it glow, sleigh repairs.
- Branded stockings etc

Step Five - Content Ideation & Creation

Relatable Content Ideas Brand Awareness, Engagement

POV: You're trying to set up Christmas decorations on your caravan in 30mph winds Shows fairy lights getting tangled, wreaths flying off, stockings blowing away "The struggle is real... but our wind-resistant camping accessories have got your back! 🌲👉"

POV: When your camping Christmas dinner depends on a single gas burner
Dramatic music as someone juggles cooking turkey, vegetables, and Christmas pudding "Plot twist: Our portable camping kitchen sets make Christmas dinner actually achievable ✨"

POV: Trying to find the perfect Christmas tree when you're camping Shows increasingly desperate attempts to find/transport a tree for the caravan "Why we invented our collapsible Christmas tree holder... problem solved! 🌲"

POV: When it's Christmas morning but your caravan toilet cassette is full Horror movie music "The Christmas morning nobody talks about..."

POV: Your Christmas lights trip the campsite electricity every 5 minutes Lights going on and off, frustrated faces in darkness

POV: Trying to wrap presents in a 6ft caravan with your entire family watching
Chaotic wrapping attempts in tiny space

Value Content Ideas Build Trust, Engagement

"How to Make Perfect Campfire S'mores (Christmas Edition)"

- Use cinnamon graham crackers
- Add crushed candy canes to chocolate
- Pro tip: Our extendable marshmallow roasting forks keep you safe from sparks
- Bonus: Make them with Christmas tree-shaped marshmallows

"5 Ways to Keep Your Caravan Warm on Christmas Morning"

- Draft excluders around doors/windows
- Thermal curtains (our winter camping range)
- Hot water bottles in sleeping bags
- Portable heaters (show safe usage)
- Layer rugs and blankets

"Christmas Dinner Meal Prep for Caravan Camping"

- Pre-prep vegetables at home
- One-pot Christmas dinner recipe
- Our space-saving cookware sets
- Storage solutions for leftovers

"Christmas Morning Traditions You Can Do While Camping"

- Outdoor present opening setup
- Hot chocolate bar station
- Christmas morning nature walk
- Our portable speakers for Christmas music
- "Winter Caravan Maintenance Checklist"
- Winterizing your water system
- Battery care in cold weather
- Checking seals and awnings
- Our winter maintenance kit essentials

Benefits?

1. Gives your brand a personality gives people something to talk about
2. Makes you unique
3. Positions you as the leaders and the experts in what you do
4. Increases brand awareness which helps people go through the awareness stages and sales funnel from cold to hot
5. Long Term helps increase sales, build customer retention and create a legacy brand





Any **Questions?**