



GENERATION OF
CHANGE

PRIMARY

Customer

Our Primary customer:

Profile:

Female

15-23 years old

Gen Z

Activist

Activities:

Yoga

Running

Meditation

Social activities: events,
live music, bars, pubs
etc..

Likes:

Manifestation

Positive affirmations

Shops:

Depop

Vinted

Vestiaire

Follows:

Jay Shetty and other
mindset coaches

Positive quote pages

Owns:

Plants

A journal

A planner

WE ARE ADVOCATES
FOR THE FUTURE





FORGET THE NORM

EXPRESS YOURSELF



MARKETING

Social media

Marketing which focuses on

- Transparency
- Community
- Education

Behind the scenes
Sharing favou

Raise levels of engagement:
Social media platform algorithms favor accounts who have high engagement levels. To raise our engagement levels we will be creating instagram stories that are interactive.

Valuing the customer is extremely important: Giveaways show customer appreciation and they are an opportunity to get more reach.



