

ONGO⁺ **MAX**
ENERGY SPRAY

**BRAND
GUIDE**

BRAND PROMISE

A complete brand promise is comprised of four things:

WHO WE ARE

+

WHAT WE DO

+

HOW USERS FEEL

+

WHAT USERS GAIN

Embodying and exuding these four subsets at every opportunity, we can keep brand and communication consistent. In doing this, ONGO will guide the perceptions and expectations of the brand.

WHO WE ARE

ONGO is a brand new concept in energy.
More efficient. More cost-effective. More convenient.
We are a brand who want our users to succeed.
We are the cheer squad, the motivational speaker, the team-mate.

WHAT WE DO

ONGO provides a boost when you need it most.
Energy. Convenience. Ease.
We identify with our users.
We help them meet their goals.

HOW USERS FEEL

ONGO users feel empowered, capable, ready.
Users are full of energy and free of guilt.
They feel validated and motivated.
They feel heard.

WHAT USERS GAIN

ONGO users gain energy. But that's not all.
Time. Confidence. Motivation.
They have more room in their day to achieve.
They gain access to success.

BRAND PROMISE

ONGO.
Efficient energy.
Empowering you to
succeed with ease.

VERBAL CUES

- use informal tone ✓
- use active voice ✓
- use present tense ✓
- use staccato sentence structure ✓
- use energetic descriptors ✓
- use accessible language ✓
- right-align where possible ✓

- be overly verbose ✗
- use too many adjectives ✗
- use run-on sentences ✗
- use condescending language ✗

APPROVED COPY

TAGLINES:

Efficient energy for busy lives.
Multi-tasking made easy.
Energize on the fly.
Guilt-free energy.
Sin-free energy.

BRAND DESCRIPTORS

WE ARE ALWAYS:

energized ✓
alive ✓
efficient ✓
motivated ✓
buzzed ✓
easy ✓
innovative ✓
strong ✓
dynamic ✓
supportive ✓
accessible ✓

TAKE CARE TO AVOID BEING:

complex ✗
compulsive ✗
forceful ✗
scholarly ✗
over-friendly ✗

WE ARE NEVER:

tired ✗
lacklustre ✗
lazy ✗

QUICK-PITCH

A revolutionary, new, distraction-free way to gain energy and make more of your time throughout the day.

ONGO offers better productivity + efficiency by delivering a convenient, compact oral spray. Diet-friendly and made with high quality, natural active ingredients, ONGO provides cost-effective peak performance — in just three sprays.

COMPLIANCE

APPROVED:

efficiency: ✓
by way of being spray based,
compact + available on the go

caffeine: ✓
three sprays = one cup
of coffee or energy drink,
quantity comparisons are fine

AVOID:

safety: ✗
no discussions centering on
safety - the topic brings more
suspicion than good.

efficacy: ✗
no mentions of concentration,
or specificity around efficacy

science: ✗
no reference to any unproven
science: speed, absorption etc

AUDIENCE PERSONAS

JOHN DOE

demographics | 32 yo professional » male » lives alone
» earns 70k + per year »

background | has just bought his first property » into fitness » part of an ultimate league » works in tech »

media | snapchat, instagram, facebook, news apps » podcasts at the gym » doesn't read newspapers » sub to mens health » watches netflix but doesn't have cable »

goals | would like to meet someone » promotion at work within a year or so » fitness gains and speed » renovate new house » would love a dog »

challenges | not enough time for all the things he wants to achieve »

CASSIE O

demographics | 29 yo working mother » female » lives with husband and 1 child » works part-time as a nurse » earns 15k+ per year »

background | has a child under 2 » works nights sometimes for extra \$\$ w/o childcare costs » does most of home and childcare » husband works 50-60hr p/w in aerospace » live in 2 bed 2 bath home between both their workplaces

media | pinterest, instagram, facebook » reads trashy mags on night shift » doesn't have a lot of time for tv but will watch netflix after baby is asleep » POS in-store » sometimes gets amazon fresh delivery »

goals | another child » maybe bigger house/extension on current home » wants to send baby to good pre-school » would like to have time for yoga/pilates »

challenges | on her feet, always » to-do list is unending » not much time for a date night/any romance

MIKEY

demographics | 55 yo transport driver » male » lives with his partner (both divorced) » earns 40k per year »

background | co-owns home with partner » likes to play snooker and golf » has 2 grown-up kids from previous marriage »

media | facebook » has cable, watches a lot of news » exposed to outdoor ads while driving » POS in gas stations/services »

goals | would love to semi-retire and spend more time golfing » saving to take partner and kids on holiday » DIY yard landscaping »

challenges | drives very long journeys » gets tired easier than he used to »