

CHEE

Bottled Water for Your Soul

CHEE water

CHANGE. HELP. EVOLVE. EMPOWER.

After the death of his wife Melanie, Barry Crystal felt lost and decided to go on a spiritual journey to try to cope and find answers after the devastating loss.

While on this journey to self discovery, Barry met a man in India who changed his life. This man was living on almost nothing, drastically cutting out every possible extravagance or convenience in his life, just to be able to save enough money to eventually move to America.

This dedication to transforming a life resonated with Barry.

Barry leveraged his already existing business of a small natural soda company to launch a CHEE water line to CHANGE, HELP, EVOLVE AND EMPOWER people to transform their lives – through inspiration offered by CHEE or the organization’s efforts due to their commitment to the mission.

CHEE water

CHANGE. HELP. EVOLVE. EMPOWER.

- * **But why water?**

- * Water is the most simplistic and organic way to transform **anyone's** life. The health benefits are endless.
- * Water is drunk by everyone and Barry felt he could reach the most amount of people to inspire and help transformation
- * Already had the distribution network from his natural soda company
- * The message of this water will encourage people to keep pushing forward and try to improve their lives

Key Insight Summary

Company

Integrate the CHEE brand Idea, establish a brand that stands for something

Integration of brand pillars: Change, Help, Empower, Evolve.

Category

Brands are defined primarily by location (source), with an emphasis on mineral makeup

Have a high quality product in terms of minerals and meeting the market's standards, but still focus on the message rather than physical makeup of the product.

Customer

Prefers bottled water to tap because of accessibility and health benefits, but worries about the environment

Address customer pain points by revolutionizing the traditional water bottle with creative /environmentally friendly design

Competition

Unique Approach

There is an opportunity to be more emotional in our approach by offering more than refreshment to our customers – we are allowing them to feel good about themselves mentally (not just physically)

Brand Strategy

Competitive Positioning and Messaging Attributes



"Taste the Difference"

- Untouched by Man ▪ Premium

Taste



"Look Deeper"

- Exotic Source ▪ High Quality Inside & Out



"Live Young"

- Health ▪ Stay Active



"The Ultimate Refreshment"

- Elegant ▪ Sparkling ▪ Unique



"America's Premium Water Since 1871"

- History ▪ Tradition ▪

Luxury

ICELANDIC H₂O
GLACIAL
Water From Iceland



Domestic Source

Exotic Source



Economy

Brand positioning strategy

- * Inspiring transformation
- * Change, Help, Evolve, Empower

CHEE water is a revolutionary luxury water bottle company in that it stands for more than just individual fulfillment. When customers drink our competitor's water, it is to benefit themselves directly (either physically in terms of health benefits, or mentally in terms of feeling refreshed or younger, etc.).

However, CHEE water is about transforming lives, and allows our customers not only the opportunity to be inspired to transform their own lives, but also to be an active participant in changing other's lives by supporting our brand.

CHEE water offers our customers the empowering inspiration and tools to add transformations to their lives (either small or big), and also makes them feel good about themselves since their purchase directly contributes to CHEE's efforts to transform the lives of others – of the people who the extra help to change and evolve.

1. **Brand Attributes (or Values)**

- Transformation
- Inspiration
- Improvement
- Positivity
- Hope
- Human connection

2. **Brand Position (or Brand Essence)**

- Inspiring transformation
- Change, Help, Evolve, Empower

3. **Proof Points (or Reason to Believe)**

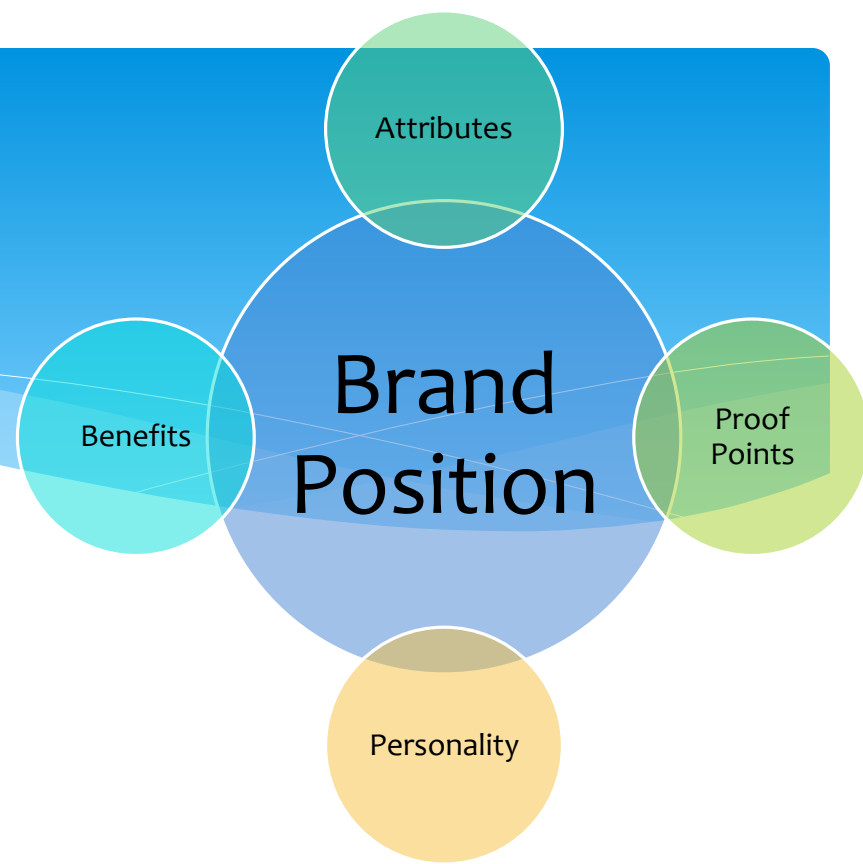
- Core Value personally connected to the founder
- Establish cause-based website
- Hiring policies, free water program
- Speaking opportunities
- Donations per-month (website voting system)

4. **Personality**

- Optimistic, positive, warm
- Genuine

5. **Benefits**

- Every time you open a bottle of water, you feel like there's hope and inspired
- Feel good about yourself for contributing towards helping others
- Seen as a good Samaritan and positive person



How CHEE helps transform lives

- **Core Value personally connected to the founder**
- **Establish cause-based website**
- **Hiring policies, free water program**
- **Speaking opportunities**
- **Sponsor inspirational authors, magazines, speakers**
- **Donations per-month (website voting system)**
- **Team up with healthy products / organizations with similar vision**
- **Establish a mandatory employee volunteer program**

Brand strategy: introduce brand

- * Sample messages
- * Water that feeds your soul...
 - * CHEE for life...
 - * CHEE for change....
 - * WATER for CHEE...
- * All messaging states brand name and expresses change and transformation that the brand stands for.

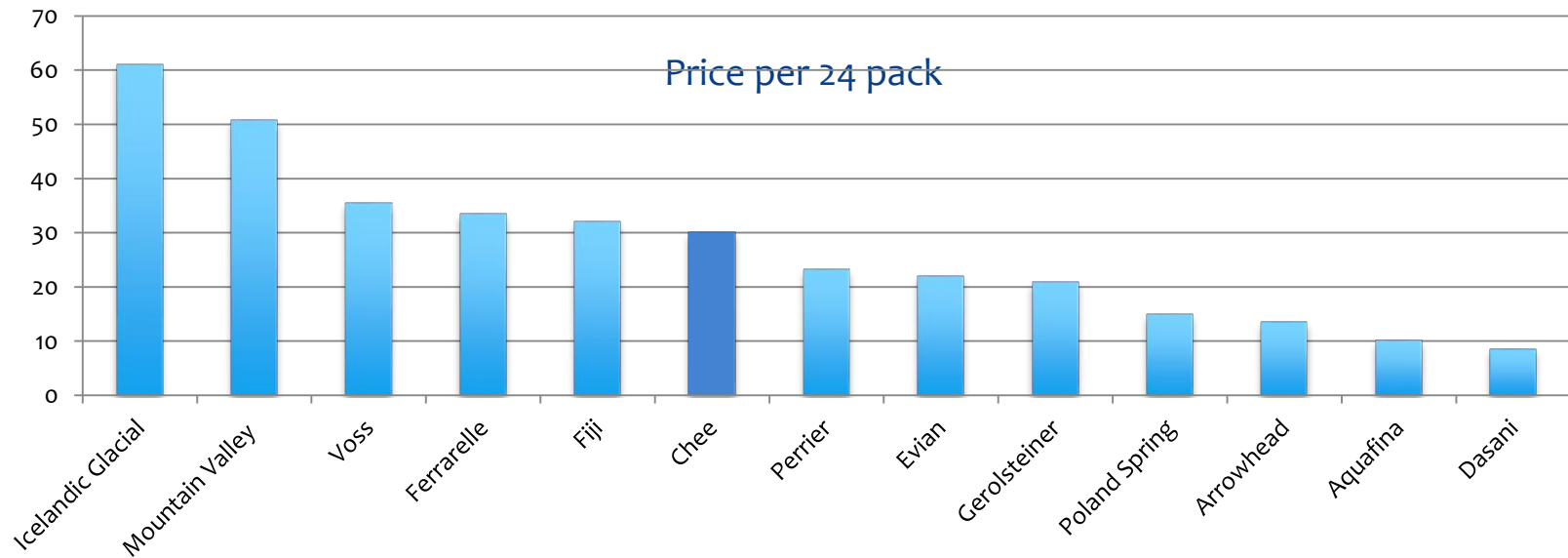
Sample inspirational quotes

- * The greatest pleasure in life is doing what people say you cannot do. - Walter Bagehot
- * There is no such thing in anyone's life as an unimportant day. - Alexander Woollcott
- * It's never too late to be what you might have been. - George Eliot
- * It is one of the beautiful compensations of this life that no one can sincerely try to help another without helping himself - Charles Dudley
- * A day will never be anymore than what you make of it. Practice being a doer! - Josh S. Hinds
- * Nobody can go back and start a new beginning, but anyone can start today and make a new ending. - Maria Robinson

Brand strategy: introduce brand

- * Water Source - Hawaii

- * Very relaxing and clean environment. Locals consider it almost spiritual.
- * Underground tunnels high in the mountains and near sea level. Thousands of gently sloping, basaltic lava flows that comprise the bulk of the island volcanoes are a vital part of Hawaii's water resources. In Hawaii, basaltic lava flows in which rainwater or dike-impounded water collects are the principal aquifers in the state. The water pools in large lens-shaped bodies commonly called a Ghyben-Herzberg lens.



Target Customer



Arielle Tucson Journalist

- Female 30
- Single, lives in a city
- \$80,000 HHI

Arielle is a young, single female who enjoys living in San Francisco. Arielle has a successful career as a journalist and loves her job. At the office, she is professional and driven, while feeling a deep obligation to being thorough and reporting the truth.

Arielle is a health conscious individual, but practices balance in her life. She lives by the 80/20 rule, where she strives to be healthy 80 percent of the time and leaves 20 percent for self indulgence.

Arielle is socially active and enjoys meeting new people. In her free time she can be found in the gym, at yoga, reading a book in the park or doing a group outing such as hiking. She enjoys having a good time and being young/taking advantage of the many opportunities that present themselves living in San Francisco.

Arielle is socially aware. She wishes she could volunteer more but hasn't made the time in her schedule. She is very well read and keeps up to date with important issues. She participates in 3ks to raise money for causes and gives spare change to homeless people.

Motivations / Needs

- To be a good person
- To be healthy and happy
- To live an active, fun and rewarding life
- To find the inspiration to remain positive/upbeat even on a bad day

Pain Points / Frustrations

- Wants to be cool but not pretentious
- Water bottles are bad for the environment
- It is hard being a good person
- It is hard to stay healthy and fit
- It is hard to stay positive

Needs from CHEE

- Inspiration/a small pick me up
- To feel like a good Samaritan
- To be seen as a good Samaritan/positive person
- A healthy, environmentally friendly water bottle

The CHEE Brand is organic and fresh...

CHEE

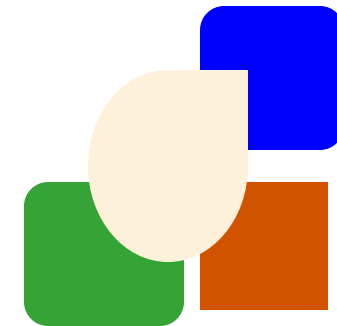


1-800-CHEEWTR
www.CheeWater.com



Play on Chi, meaning
life force in Chinese
and in Japanese -
Earth

CHEE for Life...
Water for CHEE...



Green = Plants, Blue
= Water, Earth Tone
= Warmth



LOGO=transition of one color into another —
are a distinguishing element of our brand. They
mirror the ever-changing environment in which
we operate, as well as the transformative
nature of life.

Typography

- * Typography- The type is leaves that represent the organic and fresh feel of the brand.



General rules for logo use

General rules for logo usages:

- * The CHEE logo consists of the CHEE name created in custom-designed letterforms. The logo has been created as master artwork. The size, colors, proportions and spatial relationships of the logo may not be altered. Always use the approved digital artwork. Do not redraw or recreate the logo. It can never be used on colored, patterned or photographic backgrounds. When reproduced in printing, the full-color logo is always printed CMYK.

General rules for logo use

General rules for logo usages:

- * Clear space
 - * Clear space is the area surrounding the logo that must always be free of text or any graphic elements. It ensures that the logo appears distinctively in any environment.
- * Minimum size
 - * To ensure the clarity and legibility of the CHEE logo, a minimum size has been established for reproduction.

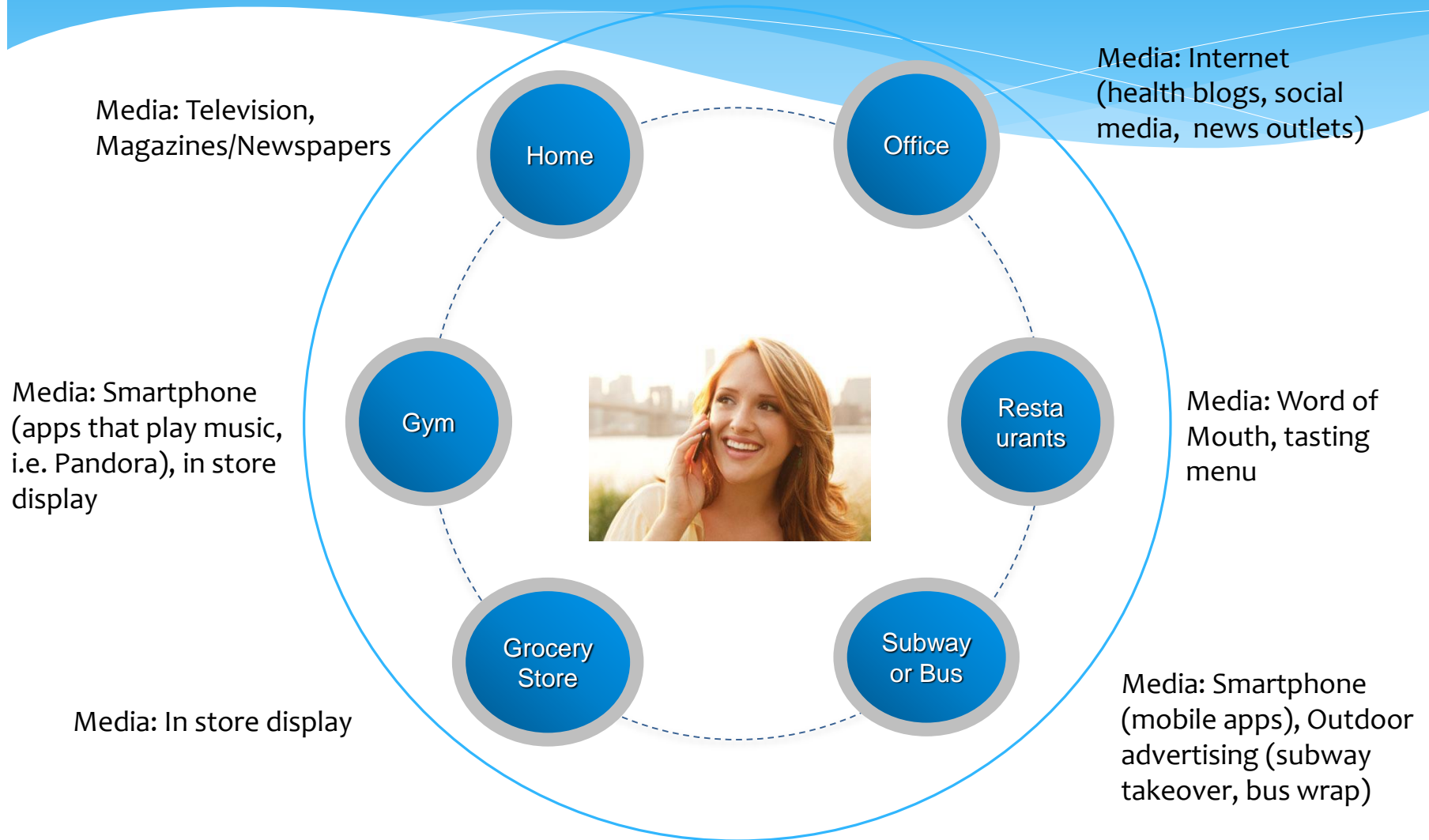


General rules for logo use

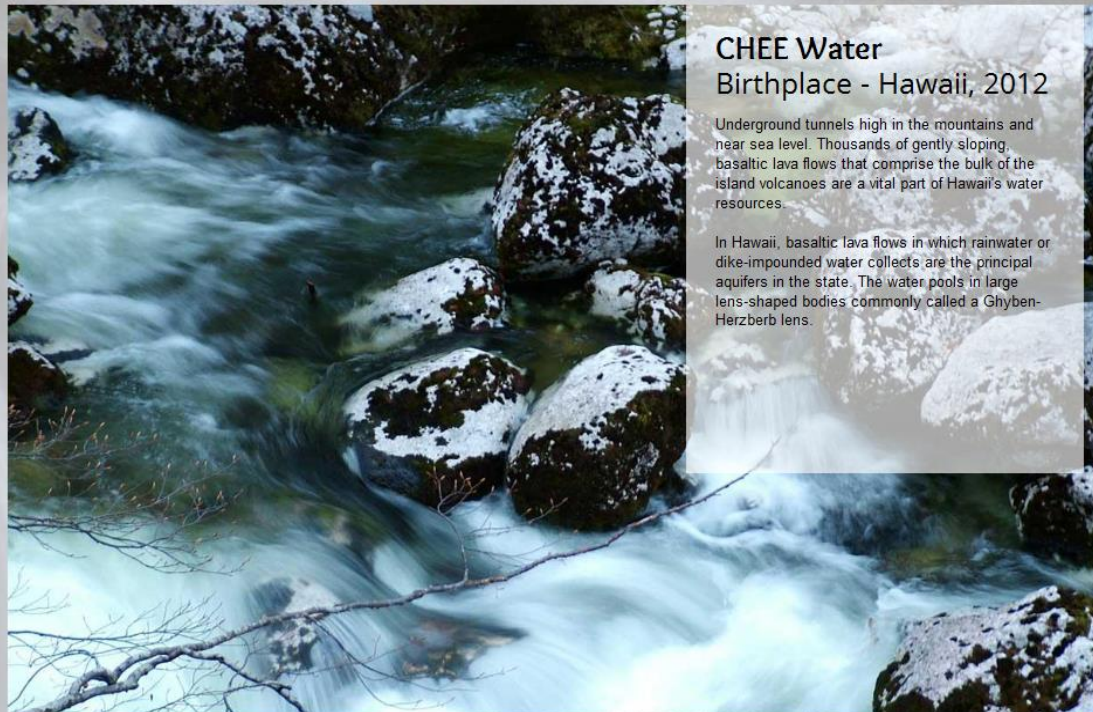
Incorrect logo usage:

- * Do not place the full-colored logo over any photograph.
- * Do not recreate the logo.
- * Do not stretch or distort the logo.
- * Do not rearrange or break apart the letters of the logo.
- * Do not add any text to the logo.

Touch points



Website



CHEE Water Birthplace - Hawaii, 2012

Underground tunnels high in the mountains and near sea level. Thousands of gently sloping, basaltic lava flows that comprise the bulk of the island volcanoes are a vital part of Hawaii's water resources.

In Hawaii, basaltic lava flows in which rainwater or dike-impounded water collects are the principal aquifers in the state. The water pools in large lens-shaped bodies commonly called a Ghyben-Herzberg lens.

Twitter



Chee Water

@CheeWater

Change, Help, Empower, Evolve! To create more positive results in your life, replace if only with next time.

New York, NY · <http://www.cheewater.com>

Edit your profile

4 TWEETS

21 FOLLOWING

3 FOLLOWERS

Tweets >

Following >

Followers >

Favorites >

Lists >

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Tweets



Chee Water @CheeWater

1m

Nobody can go back and start a new beginning, but anyone can start today and make a new ending. - Maria Robinson What will you change today?

Expand



Chee Water @CheeWater

2m

A day will never be anymore than what you make of it. Practice being a doer! - Josh S. Hinds Tell us what productive things you did today!

Expand



Chee Water @CheeWater

3m

It's never too late to be what you might have been. - George Eliot Share a story of how you overcame a challenge to achieve your dreams!

Expand



Chee Water @CheeWater

14 Aug

Our goal is to make the world a better place one person at a time. Share the story of how you overcame your struggle and changed your life.

Expand

Facebook

The image shows a screenshot of a Facebook page for 'CHEE Water'. The page header includes the Facebook logo, a search bar with the text 'Search for people, places and things', and the page name 'CHEE Water' with a 'Home' link. Below the header, there are navigation tabs for 'CHEE Water', 'Timeline', 'Now', and 'Highlights'. The main content area features a profile picture of a water drop with the text 'chee water' and a cover photo of water splashing. The page name 'CHEE Water' is displayed with '1 like' and a settings icon. Below this, the category 'Food/Beverages' is listed, followed by the description: 'CHEE Water is the new purified water brand that quenches thirst and the soul.' There are buttons for 'About', 'Photos', and 'Likes' (showing 1 like). A 'Highlights' dropdown menu is visible. The main feed area contains a status update from 'CHEE Water' posted 14 hours ago, featuring a quote by Maya Angelou: "Someone was hurt before you, wronged before you, hungry before you, frightened before you, beaten before you, humiliated before you, raped before you... yet, someone survived... You can do anything you choose to do." -Maya Angelou. Another status update from 'CHEE Water' is partially visible at the bottom left, posted 16 hours ago, with the text "All our dreams can come true - if we have the courage to".

facebook Search for people, places and things CHEE Water Home

CHEE Water Timeline Now Highlights

chee water

CHEE Water
1 like

Food/Beverages
CHEE Water is the new purified water brand that quenches thirst and the soul.

About Photos Likes

Highlights

Status Photo / Video Event, Milestone +

What's on your mind?

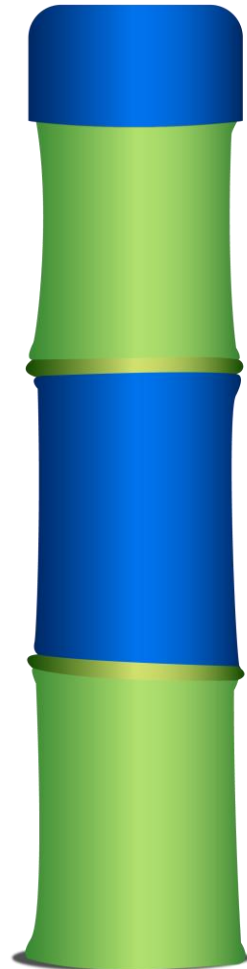
CHEE Water
16 hours ago

"All our dreams can come true - if we have the courage to

CHEE Water
14 hours ago

"Someone was hurt before you, wronged before you, hungry before you, frightened before you, beaten before you, humiliated before you, raped before you... yet, someone survived... You can do anything you choose to do." -Maya Angelou

Packaging



- * **Bamboos** are of notable economic and cultural significance in Asia, used as building material , food source and in Chinese medicine to treat infections and healing.
- * **Bracelet-**



Print Ad

“Nobody can go back and start a new beginning, but anyone can start today and make a new ending.”

-Maria Robinson



CHEE water is a revolutionary luxury water bottle company that is committed to transforming lives. We hope to be able to inspire you to take the next steps in your own life, while also touch those in need by our commitment to do whatever we can and to offer every opportunity available.

Please go to chee.com to learn our story of transformation, from a natural soda company to a water bottling company with a true purpose, and help us change lives all around the world...including yours.

CHEE WATER

CHANGE, HELP, EMPOWER, EVOLVE

CHEE

CheeWater.com

Experimental Brand Activation

- ◆ **Oscar Leonard Carl Pistorius-** a South African sprint runner, known as the "Blade Runner"-
Spokesperson



- ◆ **Give away in Central Park/ Health Food Stores -
Samples**

- ◆ **Talk Shows- Explain Brand Ideal**



TODAY



Kathie Lee
& Hoda

The Brand Equity Report

Financial / Lead Generation

- Responders to public relations pushes (press releases, etc.)
- Number of features/mentions in targeted media outlets
- Stock price, placement on Fortune 500, etc.

Customer Brand Perception

- Brand recognition and awareness
- Social media presence (Twitter, Facebook), are targeted followers/influencers following us?
- Campaign measurements (results vs. expected outcomes)
- Company awards for excellence (within the water space, for health, most admired company, best place to work, etc.)

Benchmarking Performance - Competitors

- Brand preferences within the luxury water bottle market
- Share of voice (social media, word of mouth, media placements, advertisements, etc.)

Brand Performance Inside the Organization

- **Success of the organization's internal implementation of the brand (track readership, comments on Chatter/internal intranet, feedback from internal CRM reports)** – this will help us make improvements based off of employees feedback, which will help us a) better engage our employees and b) strengthen our brand through making stronger measures
- **Employee survey** -- this will demonstrate our dedication to our employees and our willingness to improve based off of their suggestions, as well as pin point clear opportunity areas