



CALFLOWERS' VIEWING PARTY
13TH OF JANUARY

HELLO



A photograph of two women in a florist shop. The woman on the left, with short dark curly hair and wearing a white lace dress, is smiling and looking at a pink flower held by the woman on the right. The woman on the right, with long dark hair and wearing a light blue sleeveless top, is also smiling and looking at the flower. They are surrounded by various flowers, including red carnations and pink roses in the foreground. In the background, there are shelves with white pots and a wooden trellis. The image has a soft, warm lighting and a slight blur in the foreground and background.

MARKETING AMBITION

More Americans enjoying
more flowers more often



MARKETING CHALLENGE

We've been trained to see flowers as special & therefore, not for everyday

MARKETING OPPORTUNITY

The emotional, mental and physical benefits of flowers are astounding and undeniable



JOB OF MARKETING

Turn buying flowers
into a personal routine



FROM



TO

LOOK TO CULTURE

SELF
CARE
ISN'T
SELFISH

\$ 4 5 0 B

+250%

44%

of Millennials practice self care



The New York Times

ANALYSIS

When Did Self-Help Become Self-Care?

What began as a method of improving one's life has become something much kinder — and stranger.



The New York Times

Why Self-Care Isn't Selfish

People

2020 Made Americans Even More Excited to Practice Self-Care, According to a Survey

Three-quarters of Americans surveyed believe self-care can relieve stress



BuzzFeed

Quizzes

TV & Movies

Shopping

Videos

News

Tasty

38 Affordable And Splurge-Worthy Luxuries To Buy Yourself If You're Practicing Self Care

Affordable skincare, cutesy coffee cups, ice cream subscriptions, and much, much more.

The New York Times

Can Fashion Be a Form of Self-Care?



BAZAAR

SUBSCRIBE

SIGN IN

Beyoncé Opens Up About Her Self-Care Journey and Rejecting Diet Culture

Mental Health Awareness Week: 11 self-care Podcasts You Need to Hear





celestebarker • Following



celestebarker This wellness game is rough.

#celestechallengeaccepted #celestebarker #funny
#gwynethpaltrow

1w



tracyandersonmethod

1w 167 likes Reply



gwynethpaltrow IVE MADE IT

1w 5,537 likes Reply

— View replies (68)



goop We're seeing double

1w 835 likes Reply

— View replies (4)



FLOWERS ARE SELF CARE MADE EASY

Flowers positively impact our mental
& physical well-being



OVERVIEW

AUDIO PLATFORMS

Audio and Podcasts



OWNED MEDIA

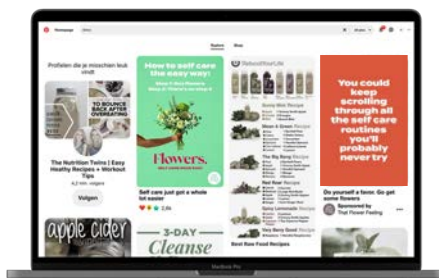
Truck wraps, POS



that
flower
feeling™

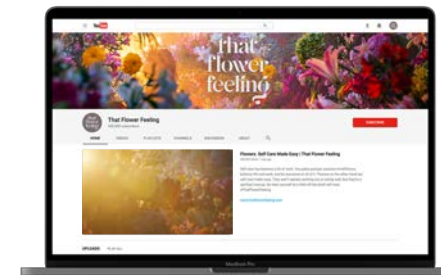
PINTEREST

In-feed display and video



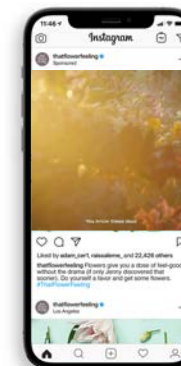
YOUTUBE

Pre-roll and mid-roll



INSTAGRAM

Sponsored posts and stories



INFLUENCERS

Collaborations



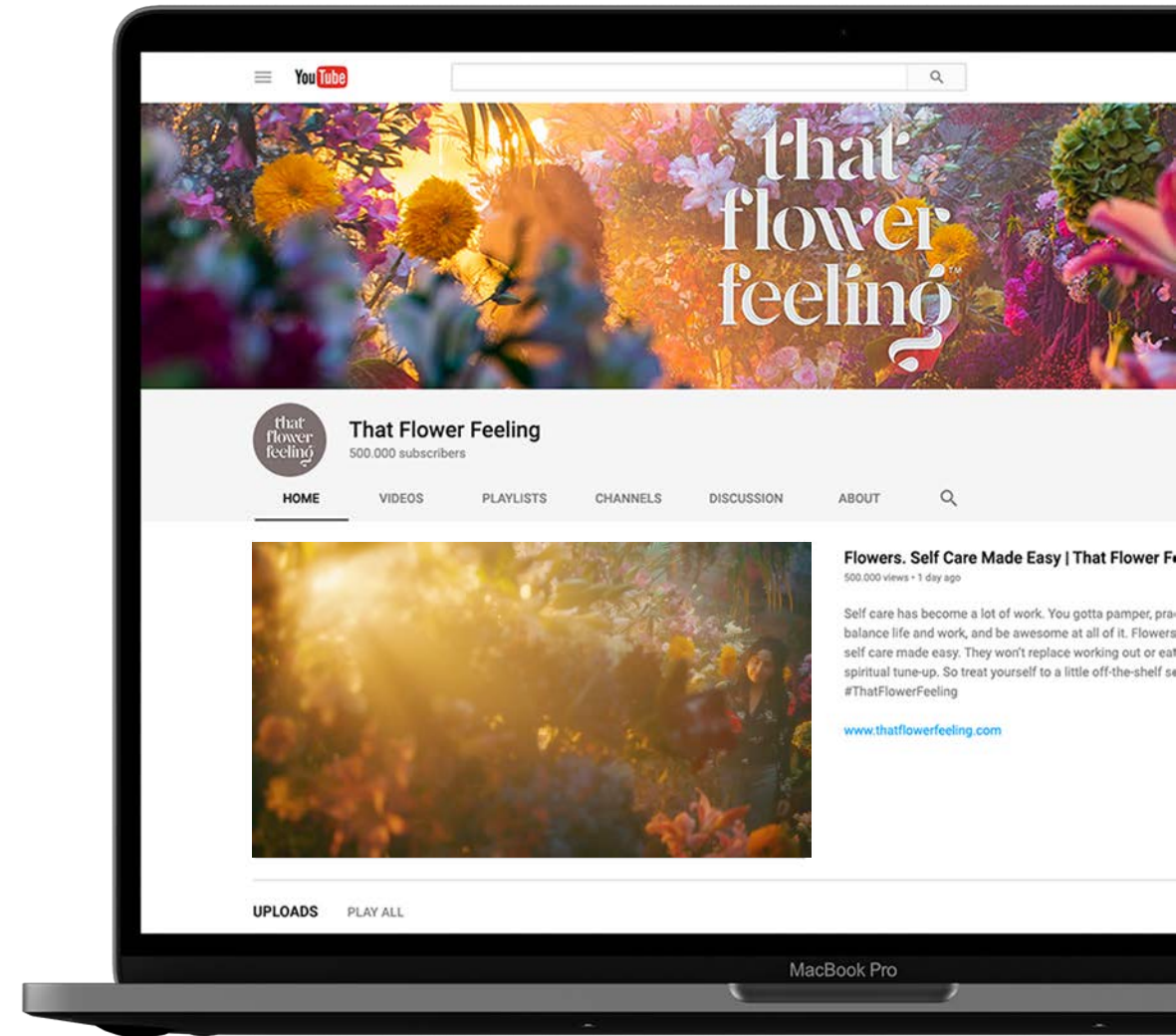
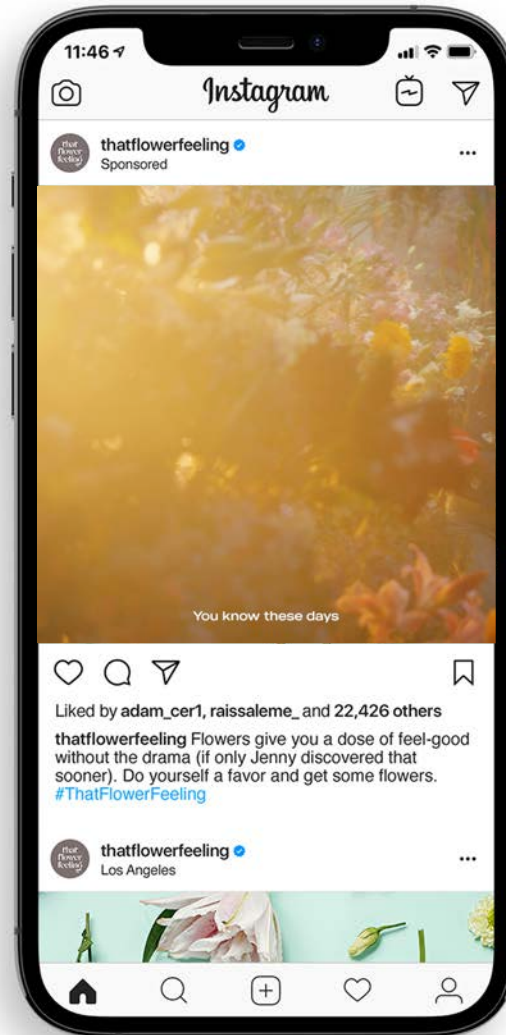
OVERVIEW

Together the campaign will reach
52.5 MM impressions

VIDEOS

Available for social
and Youtube:

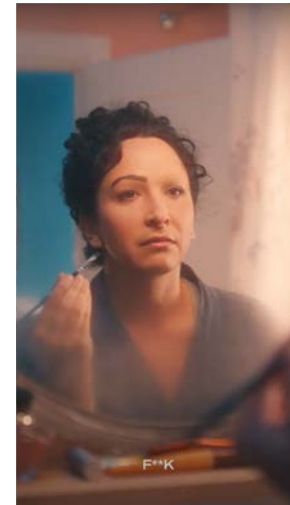
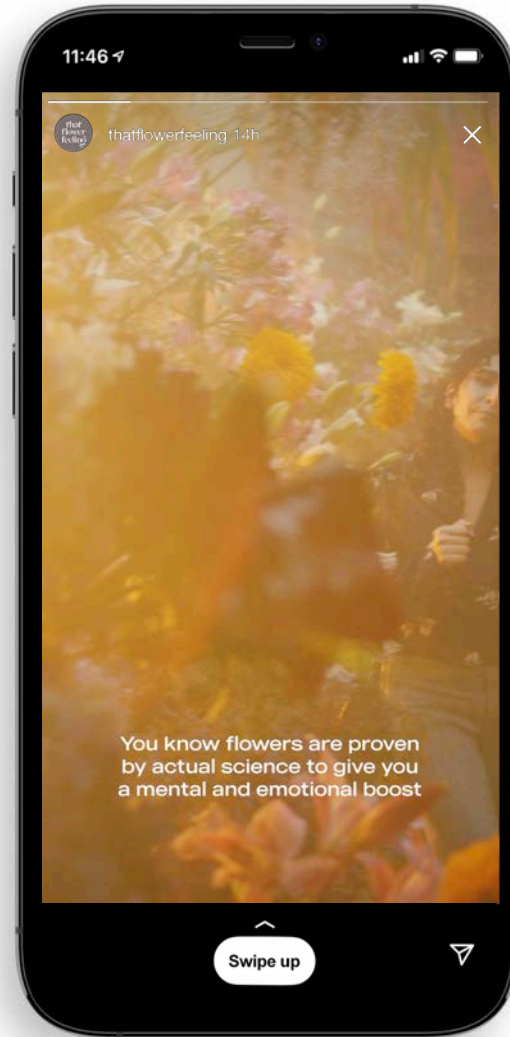
- 1x 60 seconds
- 2x 30 seconds
- 4x 15 seconds
- 3x 6 seconds



INSTAGRAM STORIES

Available for Insta stories:

- 5x 15 seconds



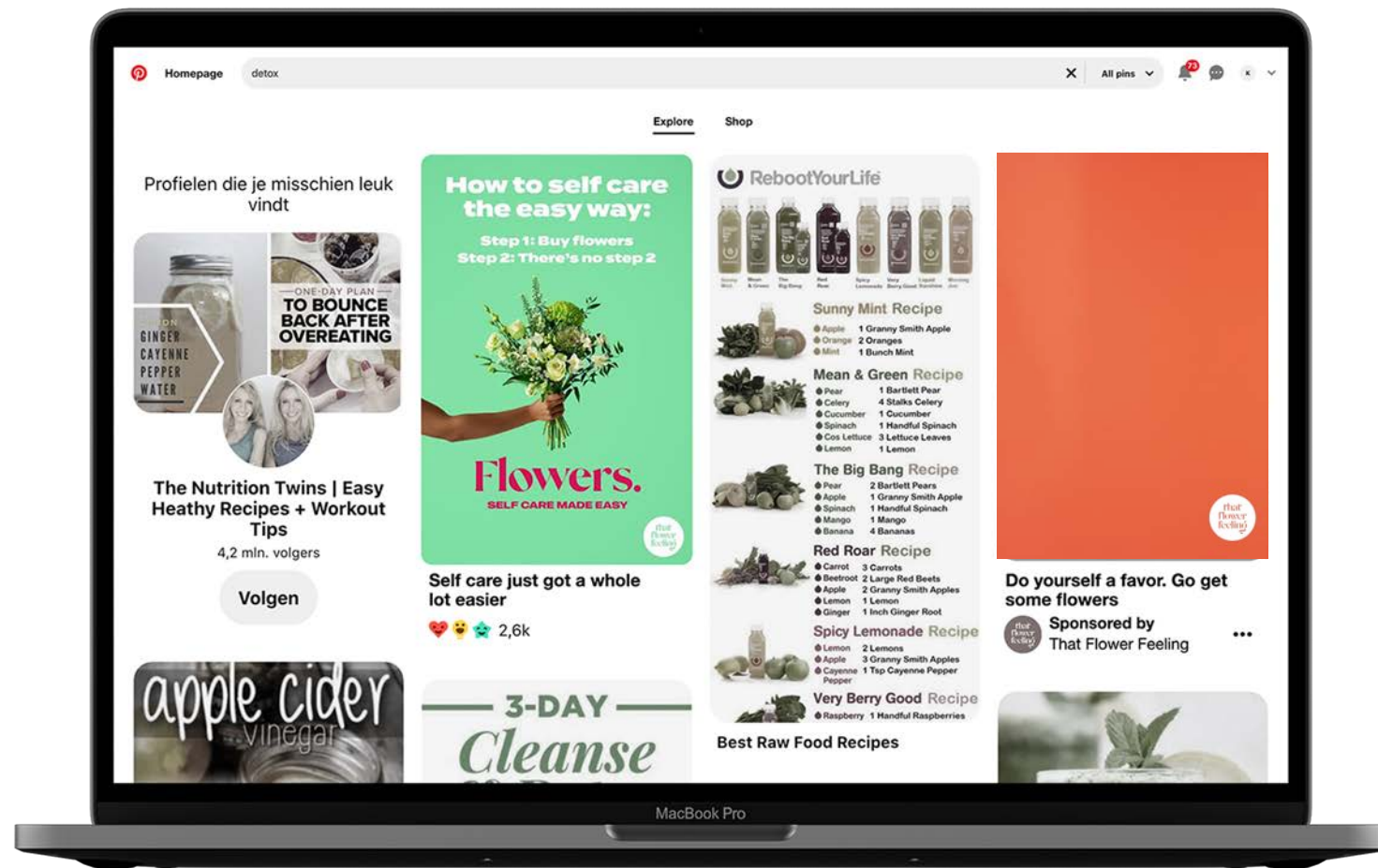
POINT OF SALE



PINTEREST

Available:

- 6x video
- 5x still

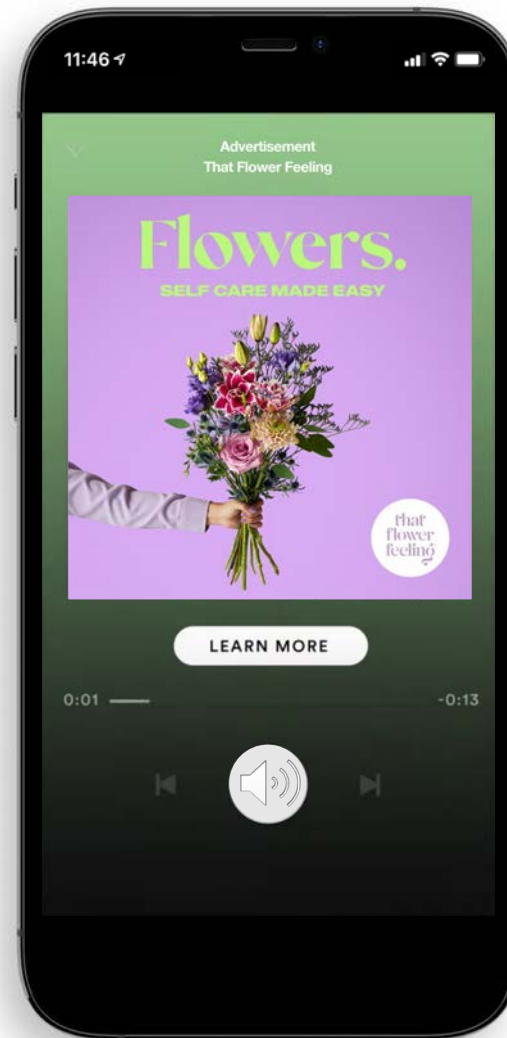


DIGITAL AUDIO

Available audio:

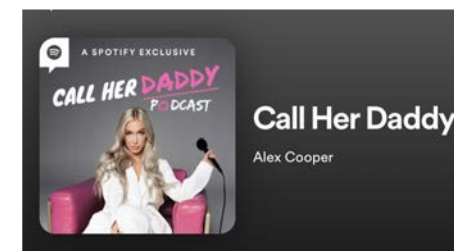
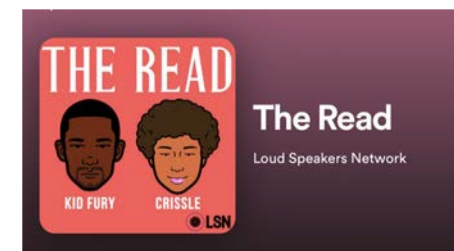
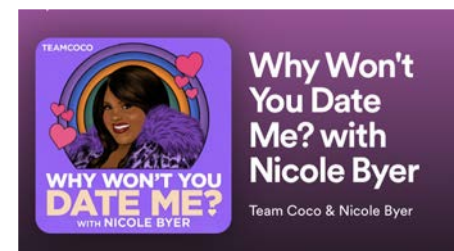
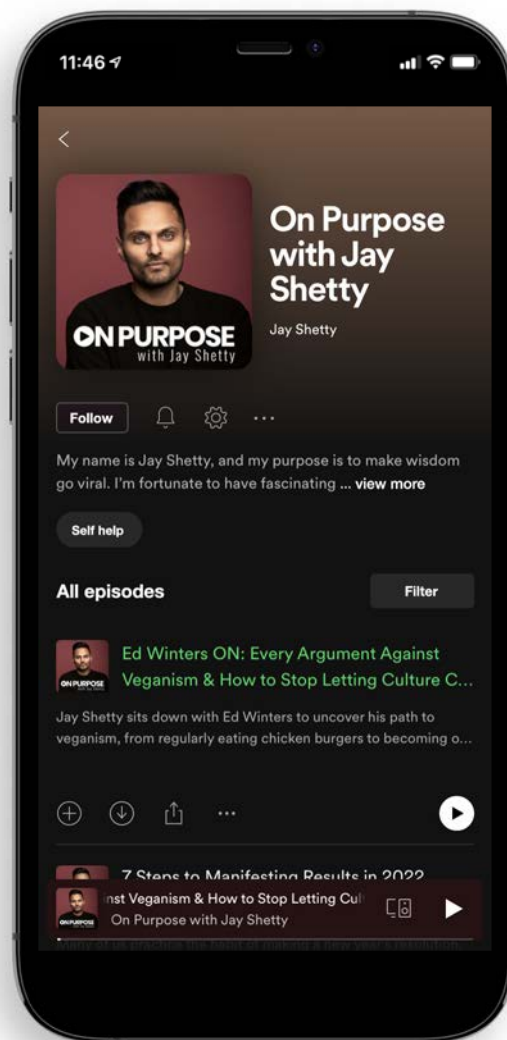
- 60 seconds
- 30 seconds
- 15 seconds

* To be aired on digital streaming platforms.

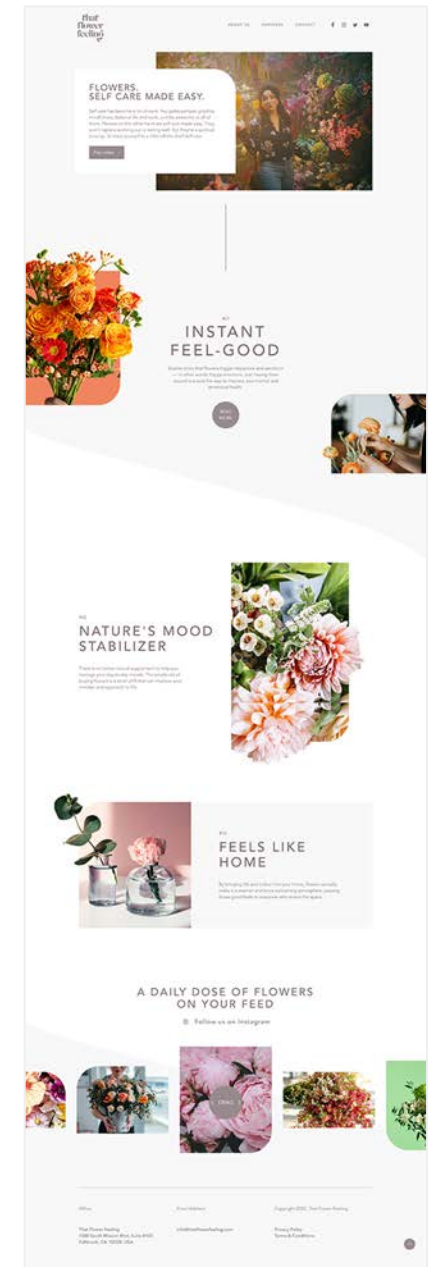
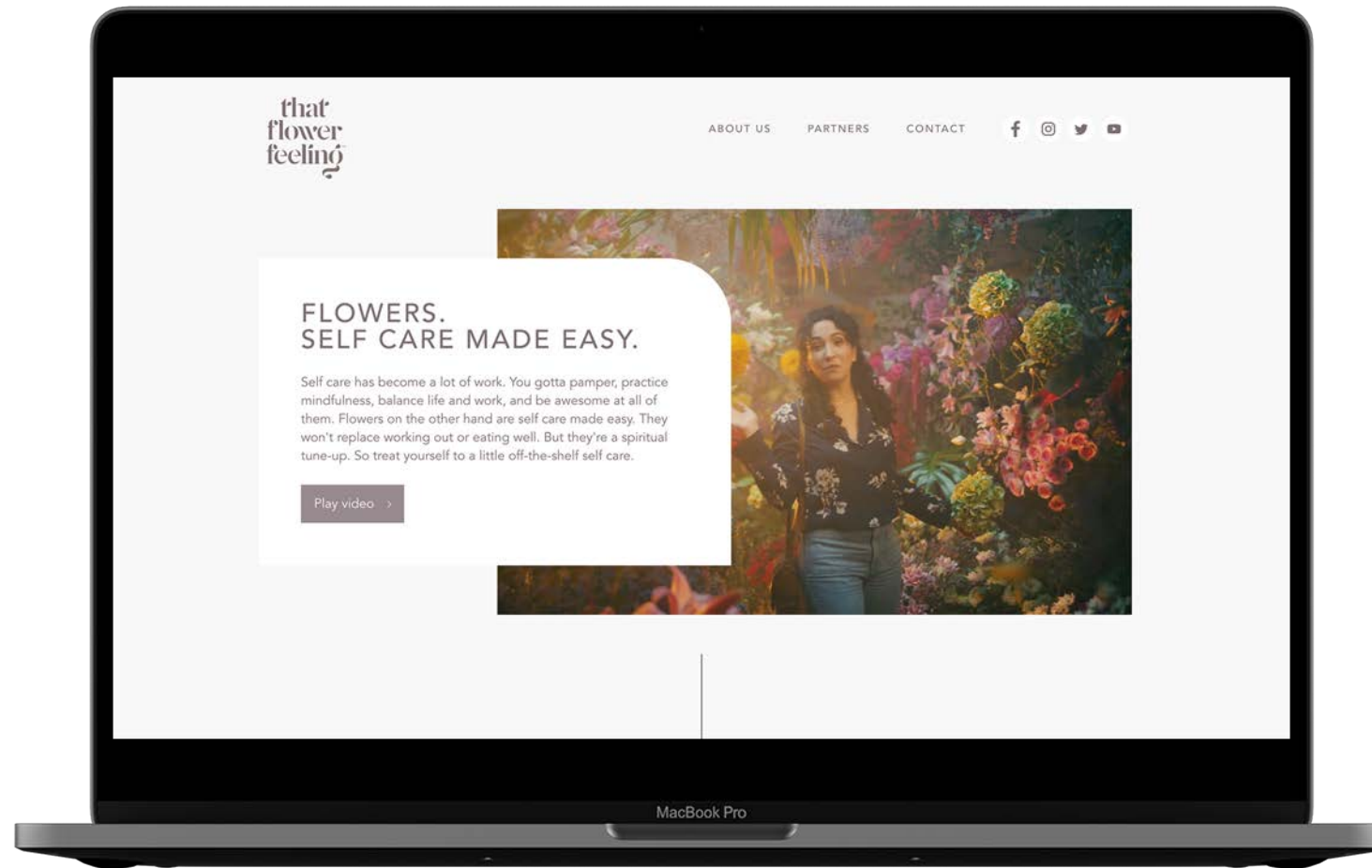


PODCASTS

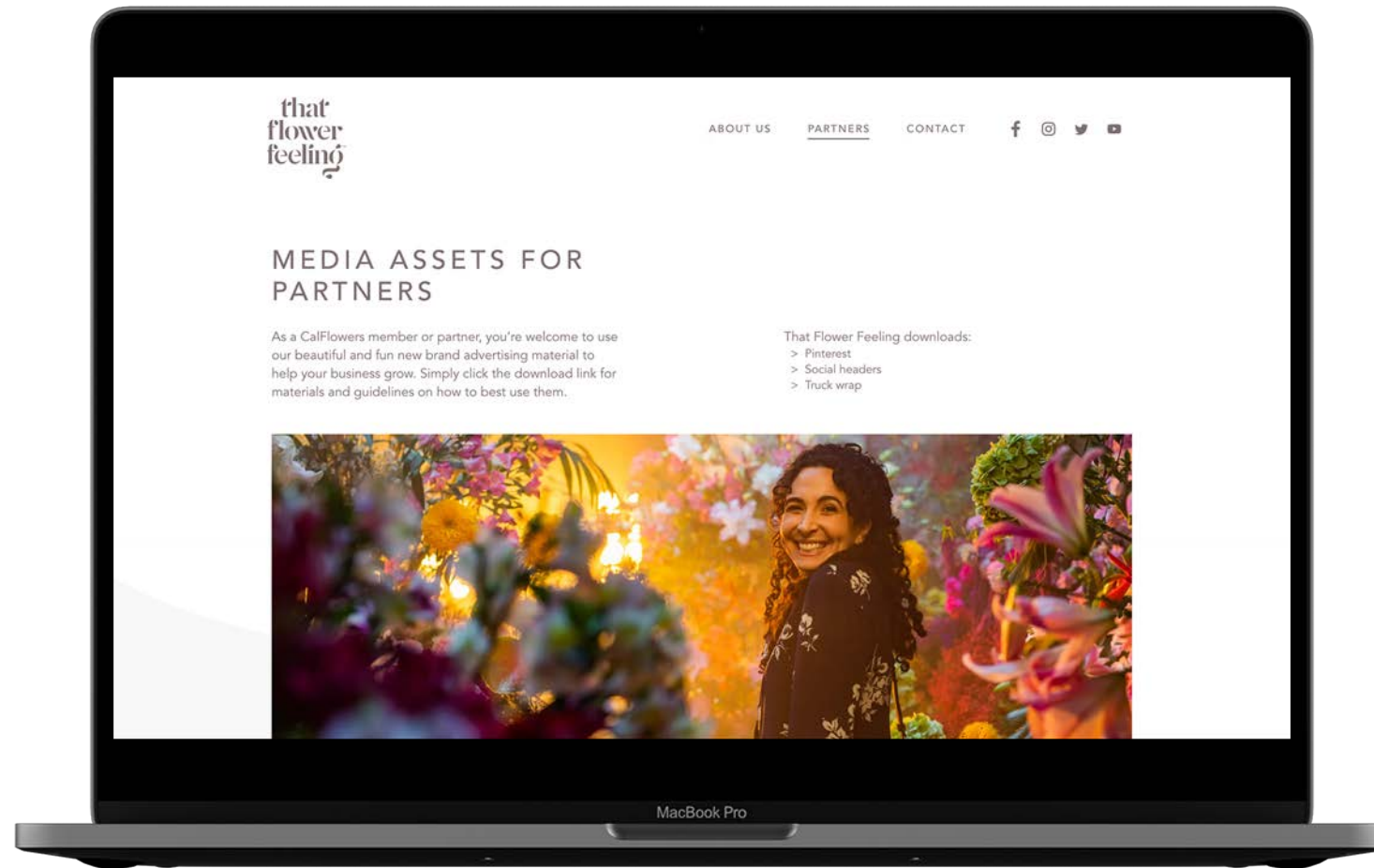
Podcast hosts will read custom versions of our message to their audiences.



WEBSITE



PARTNER WEBSITE



GUIDELINES



CONTENTS

STRATEGY	04	CORE IDENTITY ELEMENTS	14
Overview	05	Overview	15
AUDIENCE	06	What we look like	16
Overview	07	Logo	16
BRAND IDEA	08	Layout	20
Overview	09	Typography	21
TOE OF VOICE	10	Imagery	24
Overview	11	Brand Colour	26
COMMUNICATION STRATEGY	12	Digital	30
Overview	13	BRAND SUPPORT	44

STRATEGY | OVERVIEW

CONTENTS

HELLO

We're 'That Flower Feeling.' Nice to meet you!

Our mission is simple—get more Americans enjoying more flowers more often.

We don't care if people buy flowers from an upscale florist, farmers market or grocery store. We simply want people to surround themselves with flowers regularly.

Our humorous, memorable and share-worthy campaigns will highlight the amazing benefits of flowers beyond their obvious beauty, specifically their usefulness for everyday wellbeing.

We want to amplify reach beyond our own platforms and channels through collaborations with sector, influencers and other brands, because that's the best way to grow and bring that flower feeling to more people.

This document provides essential guidelines and tools to develop strong and consistent campaigns, content and promotional materials.

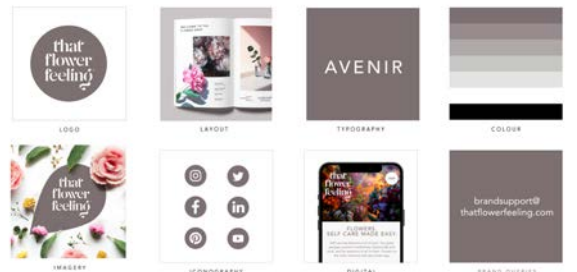
AUDIENCE | OVERVIEW

CONTENTS



CORE IDENTITY ELEMENTS | ASSETS

CONTENTS



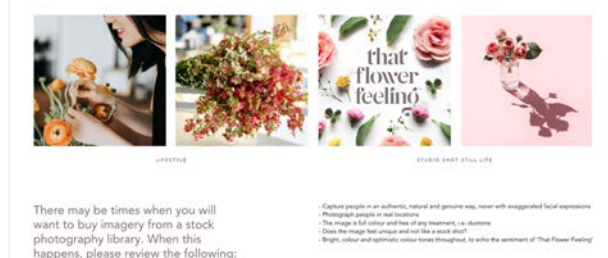
CORE IDENTITY ELEMENTS | LOGO | OVERVIEW AND USAGE

CONTENTS



CORE IDENTITY ELEMENTS | IMAGERY | HOW TO SEARCH FOR IMAGERY

CONTENTS



CORE IDENTITY ELEMENTS | BRAND COLOUR | USAGE

CONTENTS

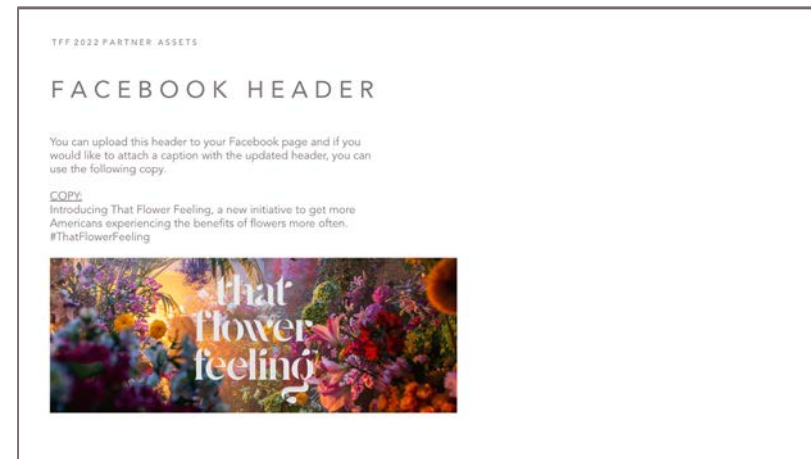
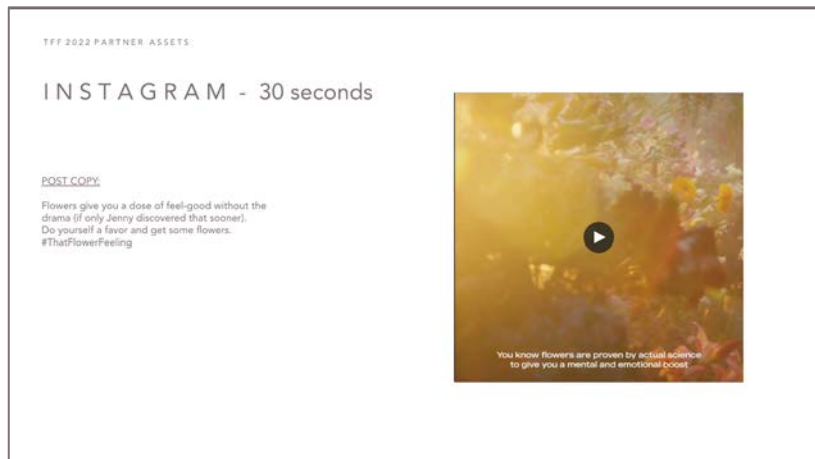
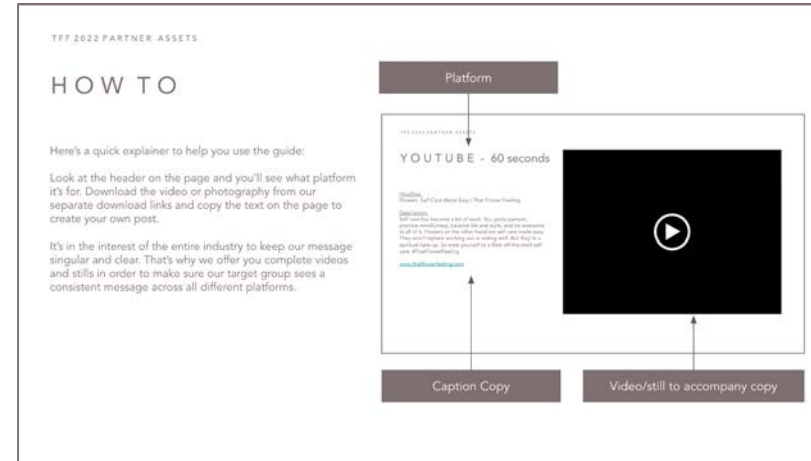


CORE IDENTITY ELEMENTS | DIGITAL | ASSETS

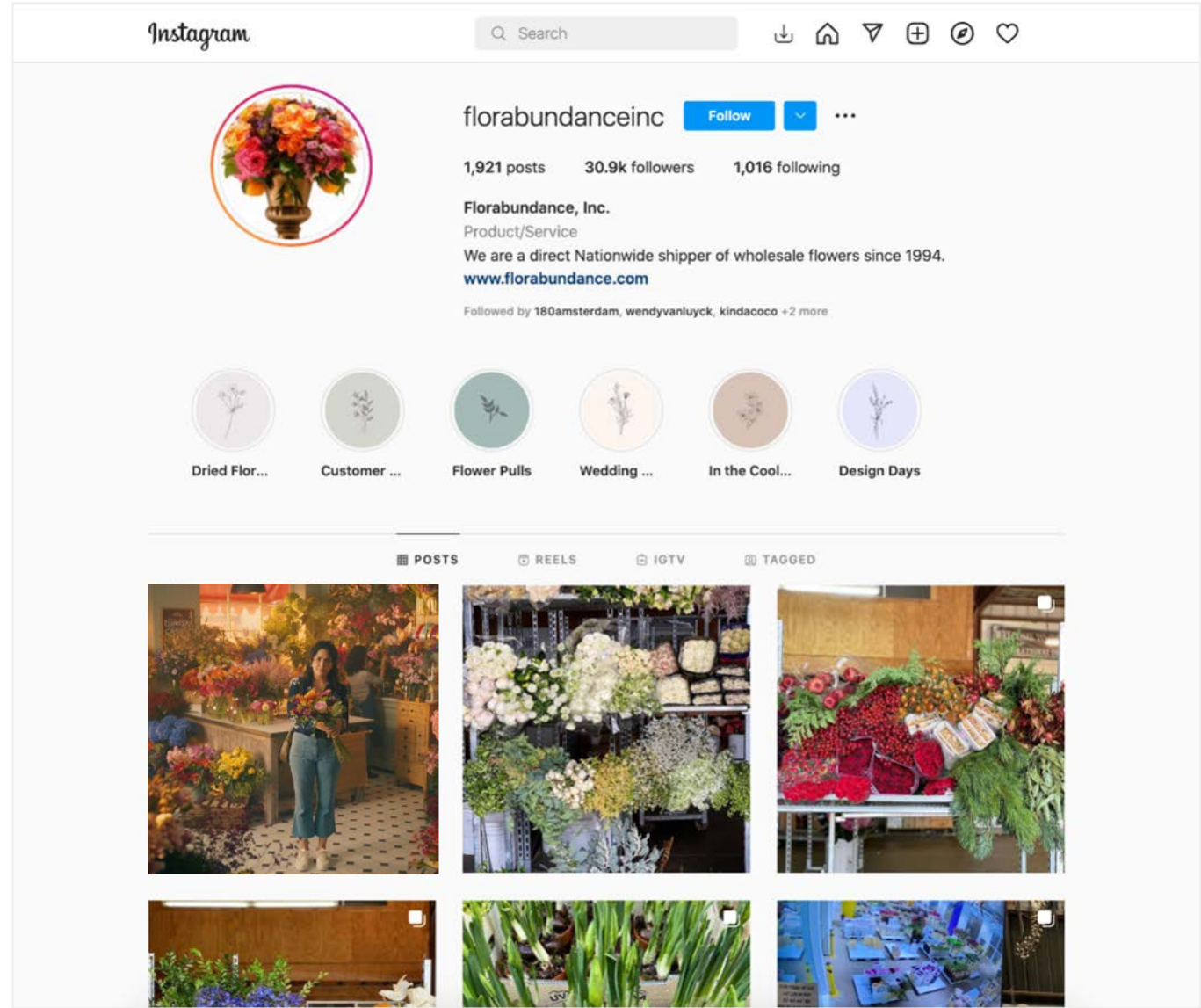
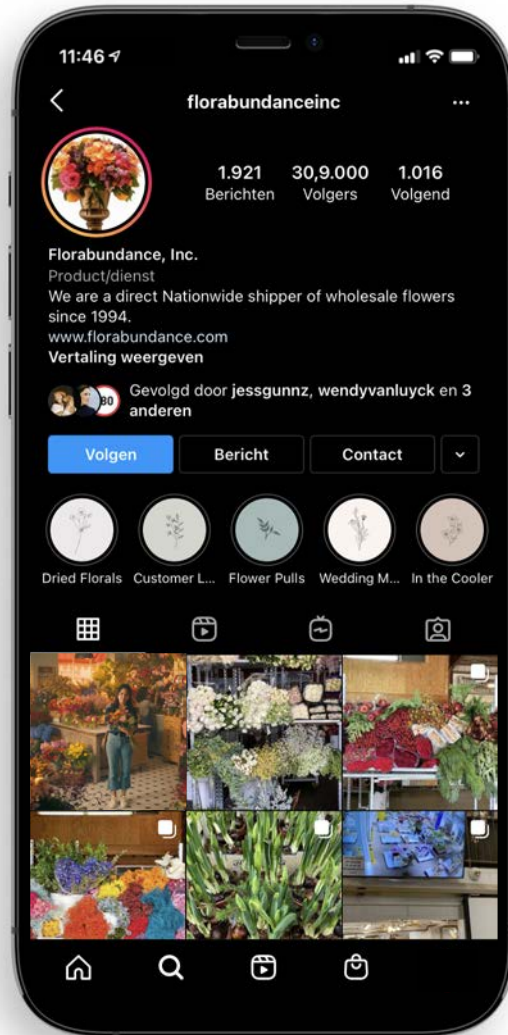
CONTENTS



GUIDELINES



ROLL-OUT ON YOUR SOCIAL



MAKE IT EVEN MORE VISIBLE



EVERYWHERE



COLLABORATE - SPREAD - CONTRIBUTE

We're at the start of something big and it's for all of us, so let's make it big together.

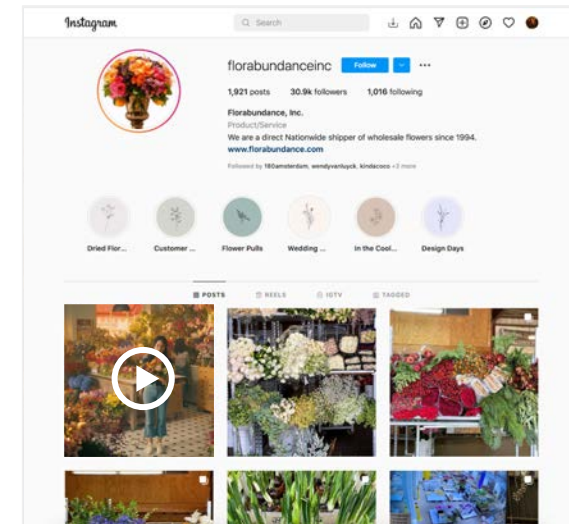
That Flower Feeling
is a brand



This is
our campaign



How you can
amplify it



QUESTIONS?

Please help us amplify the campaign by following That Flower Feeling on social media

 @thatflowerfeeling

 That Flower Feeling

THANK YOU

PROPRIETARY INFORMATION & COPYRIGHT NOTICE

This presentation is strictly private and confidential and intended for internal purposes only.
The presentation contains material which is the copyright and moral rights of 180 Amsterdam BV & CalFlowers.
The presentation also contains un-licensed Third Party images. This presentation is disclosed under the strict conditions that the viewer shall not by any means copy or part with possession of it or any part of it.