Brand guideline manual for natural haircare line: Company X

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Abstract

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This Bachelor's thesis analyses and examines future branding guidelines for Company X. The overall objective is to achieve knowledge in branding based on the theory using brand strategy canvas as a development tool that will lead to end product ***Brand Guideline Manual***. Company X aims to start producing natural haircare products for its target group in the Finnish market, and the product is to be launched in summer 2021.

The thesis begins with an introductory chapter that goes through this study's aim, research question, and objectives. The thesis's project objectives were to determine how to create a brand that will stand out from the competitors and understand the target market and consumer's needs. Start-up's need to think of strategies for how to make the company successful.

Chapter 2 shares the company information, revealing its vision and mission from the branding perspective. The theoretical part aims to gain knowledge and understanding of branding, discussing practical ways to create a brand image as a start-up company. Branding image needs to be thought carefully to forebode how Company X wants to be seen in its customers' eyes.

The empirical part applies the theory along with the brand planning tools such as the brand strategy canvas. Research methods in this study were customer observations via Facebook groups and interviews of several salespeople. The study is based on the theory, Facebook group observation, and salespeople interviews.

The study found out that branding consists of various elements such as logo, slogan, story, colours, typography, and images. These elements create emotions and images of the brand for the customers. Branding is the tool for leading the business, but in the end, the customer will decide how the brand is seen. For these reasons, it is essential to start thinking about Company X's purpose and values. Aim of the Company X is to differentiate from the other brands that share the same core message to the customers that are: sustainability, eco, and natural.

Keywords
Brand, Brand Strategy, Brand Awareness, Natural Hair Care

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1 Introduction

This study aims to create a Brand Guideline Manual for my own start-up company called in this study Company X. In the future, the company will provide other products. For that reason, I have decided that only the company's brand name for this particular product group will be revealed. Company X's mission in the future is to provide natural haircare products that are not only affordable but also effective. Company X's starting point will be based on this study, planning the company image primarily with branding. Branding is a big part of any company because brands are tapping into deeper human needs. Branding can be looked at in several aspects: target customers, target market, company message, and image. (Vaid & Cambell 2003, 6-7.)

The company building strategy is to review branding, find key elements of starting brand building, examining the brand strategy canvas. Following insights will be reviewed with brand strategy canvas (Woods 2020, 15.): User insight, competitive environment, product features, rational benefits, emotional benefits, key messages, brand positioning statement, company values, and brand personality. The aim is to use brand strategy canvas as a development tool to create an end product that is Brand Guideline Manual.

The world is changing not only because of the COVID-19 but also from several angles, consumer behaviours, political changes, working methods. There are many ways to approach company building strategies, such as design thinking, new work, and lean management. Branded Interaction is claimed to be more strategic and focused on its revised edition, structured in five steps: discover, design, define, deliver, and distribute. (Spies & Wenger 2020, p. 5-7.) These five steps are followed in my brand creation process, starting with the target market, defining competitors, designing the visuals, delivering a brand image, and distribute brand elements.

Brand positioning at an early stage is essential in this competitive changing world, knowing where to start and the ultimate direction to be taken with company branding. Today brand loyalty is more fragile than it used to be. The reason behind this is the constant information that people are sharing. Branding is a significant contributor to the company, and it can be the main factor when creating customer relationships that build trust between the company and the consumer. (Philips 2006.)

There can be several factors that are affecting consumers choosing the right brand for them. Those can be cultural, self-image, physical, relationship, or reflectional. These can

be divided into two categories external and internal. Nevertheless, a good brand is created when people notice if the brand would disappear from the market and how it can be made authentic to stay in the consumers' minds. (Philips 2006.)

1.1 The product

The thesis aims to create a product: Brand Guideline Manual for Company X, using the brand strategy canvas as a development tool. Manual will also consist of a brand logo and setting the brand colours and typography. I find branding a valuable starting point for my company for several reasons. People tend to choose products based on their perceived value. (Boksberger and Melsen 2011, 504). In this case, having a valuable product itself needs to have a brand that engages consumers constantly using Company X products.

As a company owner, I find it valuable to know the best way to bring out the natural haircare line in the market, make a brand that stands out from the others, and the main aspects for consumers to buy certain products. This study is an excellent chance to create a valuable brand for the natural haircare line, deepening customer understanding, focusing on the consumer's behaviours and perception of natural haircare.

1.2 Project objective

My ultimate goal for years has been entrepreneurship. For years beauty has been my passion. I have become a consumer of natural skin care products that I find compelling for my skin in past years. Interest in natural haircare is coming from the lack of good products in the market. That is why I would like to start my own haircare brand, which has the elements I have found effective in my haircare. I use products that are not made specifically for hair care. Though, these ingredients can be transformed into hair care products.

I have had a company in the past that failed because of the following reasons: lack of funding, insufficient knowledge, and unreliable partners. For this reason, I wanted to study business at Haaga-Helia, which has given me an education, information, valuable tools, network, and knowledge of my skills, values, and higher self-esteem on my journey to become an entrepreneur. I have learned branding and entrepreneurship in my studies, which will help accomplish this study.

The aim is to understand the target market to create products that meet consumers' wishes, not only being sustainable but also making lasting brand with products that significantly affect haircare. These days people are aware of the ingredients that are used in the products. For this reason, natural cosmetic products have increased the popularity, also

having a reputation of sustainability (Wischhover 2018). It is essential to create a brand that will support these segments, responding to consumer needs with a clear brand image.

Personally, branding studies have been focusing on the big brands that have achieved their permanent placement among consumers. However, these companies have started as small businesses that have grown in time to today's known brands. I have learned that brand positioning at an early stage is an important starting point for the company. For example, when thinking of a luxury brand, Aston Martin is a car that only certain people with a certain income can afford it. If you compare Aston Martin to Skoda, it is straightforward for which brand people would pay more. The reason for this is the right branding strategy that is made by establishing relationships with the customers.

1.3   Benefits of the study

Having a properly planned branding strategy will help the company to discover the best marketplace. The aim is to create a Brand Guideline Manual for Company X to make a clear brand image. The manual can be used when planning the marketing or clearing brand image to other parties such as investors, marketers, and other essential influencers. This study gathers beneficial information on the Finnish market's natural haircare competitors. The purpose is to gain relevant information about different branding strategies, what kind of tactics can make an efficient brand in the chosen market.

The study will help understand the brand personality and the brand belonging between other natural haircare segments. The core value is to familiarise helpful information in the branding field by going through several theoretical studies, building a beneficial Brand Guideline Manual for the company before running the business.

Because this study is for my own company, motivation is high, setting time and effort for the project. It is essential to learn how the most prominent brands have achieved their permanent placement on the market, what does it take to create a brand that will stay in people's minds and make them a loyal customer.

1.4 Thesis structure

The thesis is divided into four main product development stages that help the reader understand each chapter heading. The aim is to have an end product called Brand Guideline Manual that has been gone through step by step in chapter 5, and the end product can be found (appendix 3). This study also finds out the best logo, colours, and style for the Company X hair care brand. The Theoretical framework helps to review the brand strategy canvas that clears out the brand image. Chapters have been chosen based on today's brand creation, guiding step by step how to approach the topic of making the best brand for my natural haircare product line.

Project step 1
Company overview, what are the future mission and vision of the company.

Project step 2
The theoretical framework starts by defining branding with brand management, brand loyalty, brand positioning, brand storytelling, and logo creation.

Project step 3
Step three goes deeper into different segments of Company X by using brand strategy canvas and creating ***Product: Brand Guideline Manual*** chapter 5 and (appendix 3)

Project step 4
The end of the study goes through the conclusion, evaluation, and learning outcomes.

2 The Company X

Company X will start selling the products first at the Finnish market, beginning with a small batch to see what the feedback is toward the brand and the products. According to Statista (2020), the natural cosmetic market will grow in Finland by 9,6%, 2020-2025. The goal is to review the theory behind the brand-building to start running the business with the created brand for the natural haircare line, creating a brand image for Company X.

Simple things stay in mind better than complicated ones (Carter, Fajardo Townsend 2017, 259); the aim is to have a simple brand name and logo. This study will lead to Company X's brand creation because, at this point, only the products are settled. The thesis will concentrate only on the branding; company name and other administrative procedures will be discovered outside of this study.

Company X's mission is to create suitable products for all hair types. These products are natural without any silicones, parabens, sulfates. The company's goal is to develop products in a customer-oriented manner. The products' purpose is to have an excellent price-quality ratio, quality, and a pleasant scent. The products focus on scalp care, later developing shampoo and conditioner based on the scalp ph. level. The aim is to have produced products that can help in several scalp issues. These ingredients have proven their efficiency since I have had an atopic rash on the scalp removed with this method and ingredients.

Most natural haircare producers provide these vision elements natural, eco, and sustainable (Wischhover 2018). Vision elements are the core of Company X, though branding will be based on new elements that competitors do not have. Because competition is fierce, Company X needs to find ways to create value that others are not providing. For this reason, branding is just a small part of business creation. Nevertheless, one of the essential aspects of starting a business is to create elements that differentiate from competitors.

3 Brand Theory

The theoretical framework will focus on the brand strategy canvas elements to have good theoretical knowledge in different branding segments shared among branding experts. Several different sources show the importance of branding, and branding is also a fun and creative activity. I have consciously chosen theoretical sources that I find helpful for my company's brand building. Therefore, it is essential to go through the theory to understand different people and their preferences and what is behind the branding process.

3.1 Branding

Brands can reduce a company's risks by giving a specific image toward the outside for the consumers. Hence, this can only happen if the company acts following its values when it appears to the customer in unison. (Kotler & Pfoertsch 2006, 3.)

Branding can be defined in several ways. According to Vaid & Cambell (2003, p. 8), brands represent different things to different people. For some people, brands are representing a lifestyle or personality. People can define their character through the brand based on living and what the brand represents. As Disney and Muji have created "no-brand" moniker, several companies claimed not to brand nor wanted to brand the company. Still, these companies are having well designed strong brand today. Even the mission of mentioned companies was not to have a brand. (Vaid & Cambell 2003, 8.)

The word brand is coming from the farmers who identified their animals by leaving marks on them. Term brand is originally from the word *brandr* that means "to burn." Today word brand means different statements depending on the company's value creation for the customers, which has implemented its personality through several channels, such as radio, TV, and the internet. The brand is the company's value promise, what are they standing for, and knowing the target audience. (Vaid & Cambell 2003, p.10-12.)

The brand is not a trademark, patent, copyright, and design. These are brand images of the company that can also be identified as a person. A brand can be defined by how most people are experiencing the company. There is no particular reason why a specific brand would go above other brands. However, one of the reasons could be a strong identification with the brand's products or conception. One significant factor may be products that differ from other service providers or an entirely new product group that the brand acquires. (Valette-Florence & De Barnier 2011, 3-5.)

3.2   Brand awareness

The meaning of brand awareness comes from the customer's awareness of the brand, how consumers recognize the brand, and can they relate to the brand's product or service. Hence, there is more to the brand awareness also involving linking the brand-to-brand name. Brand elements need to serve the recognition of the brand products. When it comes to the competition, customers need to understand the product/service where the brand is competing. A company needs to ensure that the essential functions are provided to the customer. (MAANZ 2008, Keller 2003, 77.).

There needs to be more than just plastering the streets with the company's logo to create brand awareness. Knowing the company does not mean that customers would necessarily buy from the company. Thus, a company needs to have a meaningful and relevant brand coming inside the company. (Kotler & Pfoertsch 2006, 282.)

3.3   Brand management

The importance of the brand comes from the differentiation toward products because product features can be copied easily. Brands are created to differentiate products. A successful brand needs to represent companies' values providing value-based promises to the consumer. Brand management consist of many features, below main four steps: (Keller, Aperia & Georgson 2008, 15)

1. Brand Positioning- Identifying and Establishing.
2. Brand Marketing Campaigns- Planning and Implementing.
3. Brand Performance- Measuring and Interpreting.
4. Brand Equity- Growing and Sustaining.

Identifying starts with defining the competitors to have a clear view of where the brand should be positioned with respect to the competitors. The company's offer needs to be designed, that the image will stay in the target consumer's mind. Brand elements can be chosen to stronger the brand position with one or several elements. Elements can be logos, slogans, characters, symbols, and packaging. Marketing campaigns are an excellent way to create brand associations, linking the brand to memory. Campaigns are essential to be measured to be able to understand the effects that they may have. Even the brand message should be consistent, and brand management should be done through many categories across the market segments. (Keller, Aperia & Georgson 2008, 15-20.)

Brand management means that the company has created a brand that evokes consumers' feelings so that the company was intending to be seen by the target audience. For example, Red bull is not seen as sugar and high caffeine drink, even though the ingredients show it is a sugar and high caffeine drink. Red Bull is seen as energy given beverage that gives the feeling of excitement. (Rosenbaum-Elliot, Percy & Pervan 2015, p. 5-6.)

Brands that are rising above others are playing a fundamental role in consumers' life. When thinking of a famous brand in mind, it has created easy access, satisfaction, and solving the problem that consumers may have. Consumers often choose a brand they already know for which they have created a lasting emotional bond over the years. Over the years, these brands have built a strong customer understanding that they maintain on purpose, sometimes renewing the concept in a customer-oriented manner. (Rosenbaum-Elliot, Percy & Pervan 2015, p. 5-9.)

However, consumers are also ready to try new products from time to time, which means that the new brand also can create lasting customer relationships. Exploring often happens through the customer's needs and the desire to try new products. The company can influence by providing enough information about the product and ensuring a high-quality customer experience. (Rosenbaum-Elliot, Percy & Pervan 2015, p. 5-9.) Figure 1. is shown the brand involvement, brand attributes, and consumer benefits.
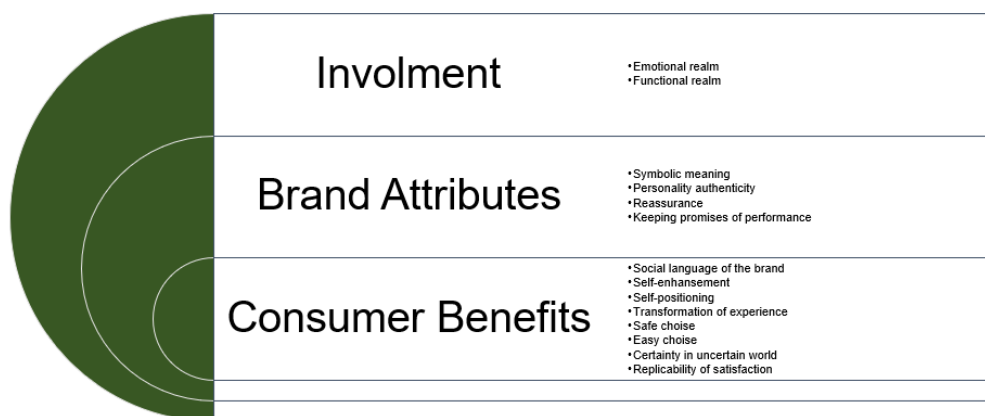

Figure 1. Strategic brand management (Modified from Rosenbaum-Elliot, Percy & Pervan 2015, p. 5)

Brand management can be looked at differently, getting to know the brand's strengths and weaknesses better. Heding, Knudtzen & Bjerre (2020, 3) are introducing eight approaches

to gain a deeper understanding of how to create customized branding strategies. The following subchapters will reveal the two most relevant approaches for this study.

3.3.1 The consumer-based approach

We live in over-communicated times because of the various channels that provide an enormous amount of information regularly, on our daily basis. The consumer approach concentrates on the consumer that is middle of the brand seen as the brand's owner. To get to this point, the company needs to know the consumer perspective to capture consumers' attention. The consumer approach can stimulate consumers' minds with images, feelings, experiences, tastes, and smells. For example, Volvo has created an image of safety with manufacturing cars that are heavily structured and well tested. The consumer-based approach can be understood with brand awareness. Does the consumer recognize the brand? What are the images that come to the consumer's mind seeing the brand? (Heding, Knudtzen & Bjerre 2020, 85-94.)

3.3.2 The personality approach

The personality approach has been one of the advertising tricks for companies for decades. A brand personality can exude users because of identity or stereotype, but there may be a desire to identify with the personality and therefore feel part of it. Thus, companies need to be aware of the brand personality, what kind of message it is sending to the consumers, and who can be related to the brand personality to capture the audience's attention. A person can represent several things, having multiple meanings. For example, strong can be identified as a masculine message or personality type. For these reasons, awareness of the brand personality needs to be thought through carefully. (Heding, Knudtzen & Bjerre 2020, 115-123.)

3.4 Brand loyalty

Brand loyalty can be built through individualized customer understanding. Many large companies have created a database to spot customers' preferences and requirements. Many companies are focused on existing customers base rather than trying to get new customers constantly. (Kotler 2012.)

According to Holland & Menzel Baker (2001, 36.), brand loyalty means that the consumer has a solid commitment to the brand. A brand that has achieved a loyal customer base has gained the customer's trust. The brand has succeeded in preserving the value and

quality of the customer. From the company perspective, loyalty is created by solving consumers' problems to make a commitment towards the brand. (de Chernatony & McDonald 2003, 439.)

Example of customer loyalty and where it can be based on. Customers can choose a restaurant because of previous experience, lack information about other restaurants, and settle for known concepts. When customers are testing new restaurants, the experience should be comparable to similar restaurants or better. Customers can also be having emotional attachments towards the restaurant having a strong emotional connection with the staff. Research shows that several factors are affecting brand loyalty. Figure 2. is showing consumers' trust that is linked to attitude and customer loyalty. (Chaudhury & Holbrook 2001, 82–83.)
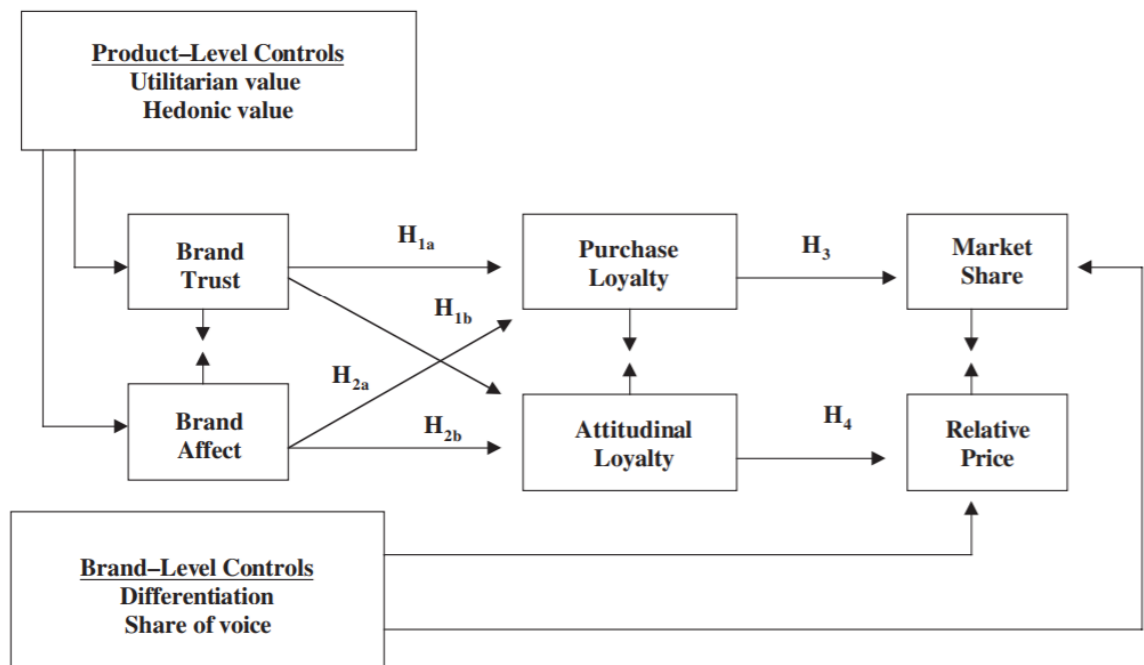

Figure 2. A Model of Brand Loyalty and Brand Performance (Modified from Chaudhury & Holbrook 2001, 82–83)

Figure 2. shows that brand trust and effect are the starting points for getting loyal customers. Brand trust comes from the affections and the effects of the brand, making the products that people find valuable. These features lead to purchase loyalty as well attitudinal loyalty. (Chaudhury & Holbrook 2001, 82–83.)

3.5 Brand positioning

Brand positioning starts with the core message to the target audience. These can be verified with five P's: product, price, place, promotion, and personnel. The company needs to think of the places it wants to be seen. For example, in social media, what are the channels that the target group is using. Brand image can create a brand's memory for consumers, and a vice versa strong brand can create an image. The image can define a strong brand, instantly knowing what the brand is from the image or hearing and knowing some parts of the brand story. (Alsem & Kostelijk 2020, 3-5.)

What aspects characterize the dimension of the brand? The core values of a brand should be defined to highlight the essential dimensions of the brand. What the brand represents should be designed for a specific target market. With the help of mental maps, the brand position can determine how customers see and understand the brand. Thus, helping in product development, finding out the customer's attitudes, feelings, beliefs, images, opinions, and experiences. (Keller 2003, 151.)

Because of the technological improvement's consumers buying behaviours have changed, nowadays customers instead find the products or service then companies their customers. According to Ruokolainen (2020), the paid advertisement does not bring customers. Customers are more likely to purchase the product based on the reviews and recommendations from friends, influencers, or bloggers. The company's reputation is in the middle of service and needs to be top quality. For this reason, 's companies cannot rely only on product quality. (Ruokolainen 2020.)

The company cannot decide how customers see the company brand. The image is created in the consumer's mind. A brand is always an exclusive experience. Although the company can try to lead consumers in the wanted direction with an advertisement, the audience will decide how they feel about the brand at the end of the day. (Ruokolainen 2020.) Figure 3. below illustrated Keller's (2003) brand pyramid.
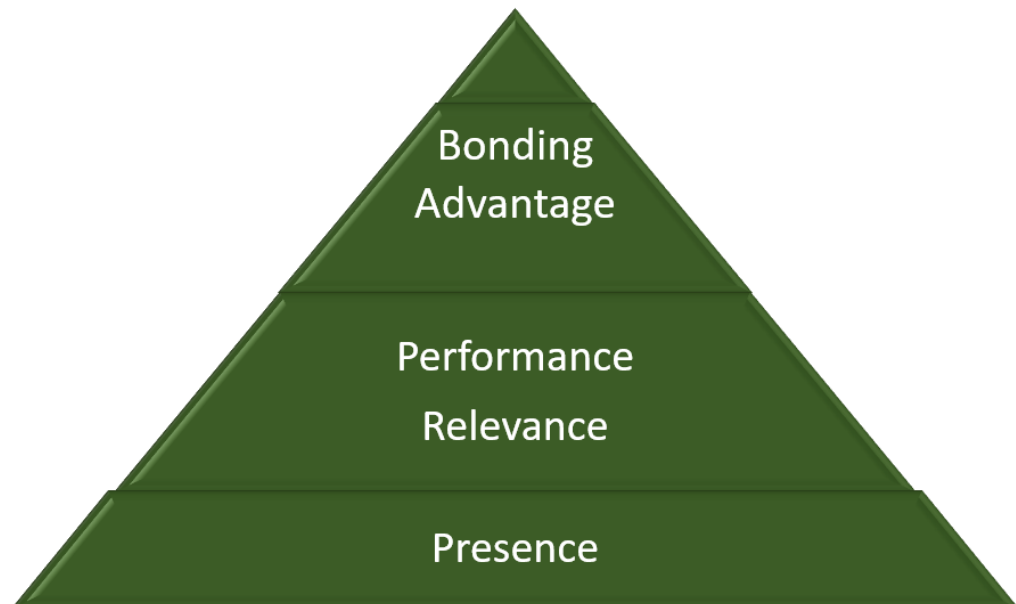
Figure 3. Brand Pyramid (Modified from Keller 2003)

Keller (2003) has presented possible brand position relationships that customers may have toward the brand. The top of the pyramid represents high brand loyalty where the customer is committed to the brand. In stage four, loyalty is existing at a high level. Stage three customers can recognize the brand. In this stage, the company needs to find out elements to rise above the competitors. Two lower steps show that customers do not have emotional attachments towards the brand. In this case, products or services can be evaluated based on the price. (Keller 2003.)

Brand positioning should start inside of the company. What the company is from inside, it more likely is showing the same to the outside. To be able to position a brand, it needs to figure the relationship towards the customers. Figure 4. shows the most important relationships when the organization is making decisions of brand positioning. (Alsem & Kosteljik 2020, 29).
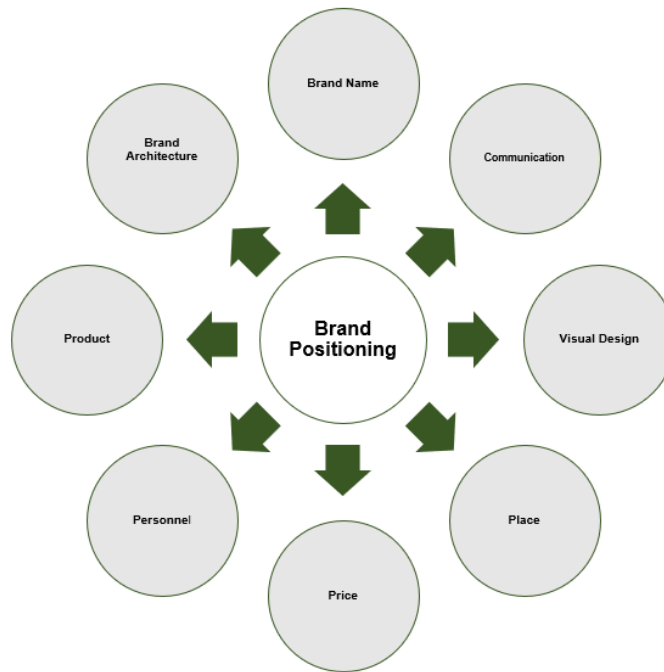
Figure 4. Positioning and other decisions in the organization (Modified from Alsem & Kosteljik 2020, 29)

3.6 Brand storytelling

Putting the customer at the heart of the brand by storytelling, the research confirms that stories are 22 times more memorable than other types of information. Various hormones can be produced by the brain, such as dopamine, cortisol, endorphins, and oxytocin. When thinking of a learning method, the best ways are through stories, pictures, and videos. Stories capture the listener, and a good story arouses interest, affecting emotions and other senses, evoking different feelings making the story memorable. People's days are filled with stories. For that reason, it is only smart to have a tremendously appealing story for the company as a part of the customer journey. (Rodriguez 2020, 7-9.)

Immersive storytelling is a new method for companies to include customers in the storytelling process by inviting them to the story. IKEA is one of the companies that has harnessed immersive storytelling by making an app where customers can view how furniture will look on a particular floorplan. Immersive storytelling can be told in several different ways that can be created, for example, 360 videos (live streaming), video games providing mixed reality rather than wait for a customer to find the company going where the customers are. (Rodriguez 2020, 105-109.)

Marketing the brand story differentiates from the usually made marketing plan for the company. It is testing the story among the customers. Consistency in the brand story is one of the critical elements for future survival. Even though the world is continuously changing, companies need to think through a good reason to keep up with trends. For example, Gillette had a "Toxic Masculinity" campaign that did not go so well, getting away from their target audience, e.g., men, ending up losing their market position. (Rodriguez 2020, 131-136.)

Companies need to think about what market channels to use, who the story is for, and who will share the story to succeed. What are the aspects that will engage the story with the target audience? The company should take sensitive factors into account when telling the story to build trust within its customers. (Rodriguez 2020, 137-139.)

Brand storytelling can be starting with the brand mission, setting the goal for the story. What is the reason the company is telling the story and finding resonation statements that customers share with the brand? Ideally, the desired brand story is also the ideal identity that they show outside of the company. However, what a company is communicating and how people conceive the information, such as Disney's brand mission, is simple" to make people happy," a simple statement made by the company and yet succeeded in the market with this simple line. Although Disney has created these emotions and feelings for their customers, storytelling is in the company. (Rodriguez 2020, 5–13.)

3.7   Logo creation

Logos are made to differentiate from the competitors. Nevertheless, sharing the communication message is just a tiny part of the brand. The logo is the company identity that can symbolize the company, idea, person, or object. The company's core message can be made with a logo. After having the core message, the brand is made by the audience. Hence, a logo does not need to describe every aspect of the company. Logo can positively impact the company image, and it can even save poorly managed corporations. (Adams, Morioka & Stone 2006, 12-17.)

It all begins with design and repetition; a well-designed logo can help reveal the full potential of the product. The logo should not describe the business literally, more likely show the values and identity. For example, many fashion designers have their own name as a logo because they have a personal brand, and the designs are the signatures. Colours play an essential role in brand creation; blue colour can be considered masculine and pink feminine. The most liked colours are blue, red, green, yellow, and purple. (Adams, Morioka & Stone 2006, 25-30.)

Colors stimulate our brains in many ways. Also, colors have their own meaning. Several studies testify to people's reactions to specific colors. These reactions can be influenced by many factors such as preferences, education, and even culture. In neuromarketing, colors play a significant role and can even lead to higher sales results.

Meaning of the colours below:

Blue- trustworthiness, harmony, and spirituality
Red- attention, immediacy, danger, love, hate and encourage
Yellow- optimism, youth, clarity, masculinity, and envy
Green- growth, renewal, rebirth, health, nature, freshness, peace, calm, and freedom
Black- elegance, mystic, classy, and conservativeness
White- innocence, purity, new beginnings, and perfection
Purple- calmness, creativity, femininity, magic, and wisdom
Orange- warmness, encouragement, aggression, softness, and friendliness.
Pink- politeness, charm, romance, and sweet

Mentioned colours are mainly used in marketing because they have been proven their efficiency. Blue is the most common colour in the business world because it is related to trustworthiness. Red draws attention in the marketing, and it stands out from the other colours. Yellow brings clarity, and it is used to draw attention, for example, in the stores. Dark green represents money and finances. Black colour can also mean death and losses. The white collar on the garment symbolizes status. Purple is often used as a marketing color for beauty products. Orange is combined with impulsive shopping, and it is a favorite color for marketing because it encourages to buy. Pink in the marketing is related to children and romance. (Birren 2000.)

4   Development Method

This chapter aims to highlight the methods used in this study to create a product Brand Guideline Manual. Chosen methods for product development are Facebook group observation, salespeople interviews, and brand specialist interview. Chosen Facebook groups are Luonnonkosmetiikkaa that has 31 t., Kotimainen luonnonkosmetiikka 2,9 t. and Curly Girl Suomi 79 t. users. Interview of Start-up branding specialist Kalle Viira through NewCo Helsinki. For Company X, I have interviewed salespeople from Ruohonjuuri, Kicks, and Stockmann, Questions about haircare interviews can be found in (appendix 3).

According to Maree and Van Heerden (2020, 2), people like and share information about brands they like the most. Observation is an excellent way to look at people's behavior and buying habits, enabling a genuine and honest opinion from the customer's direction. The goal was to obtain as truthful and honest information as possible. Facebook groups were full of useful information about the hair care products on the market and their effects on different hair types.

Salespeople's interviews were chosen as a method because they share valuable customer insights, also knowing the best products in the market and latest trends. The store interviews have also been done partly from a customer perspective. Hence, letting salespersons know the purpose of the interview at the end. Brand specialists' view on branding confirmed my thoughts in which direction I want to go with Company X's branding. Findings of the observation and the interviews are presented below.

4.1   Facebook group observation

The company's centre is the customer without customers there is no company (Cook, S. 2010, 7). For these reasons, it is relevant to know the customer's needs and products used daily. Observation for this study was provided by following conversations in various Facebook groups to get an idea of potential customers for Company X, using the desktop model.

Observation in Facebook groups was done in seven days to get the best information, and the timeline was from 8th of March to 14th of March. I have joined these groups already before because of the interest towards natural skin and haircare. My role during the observation was to stay neutral and read the commentary made by the group members without participating in the conversation. Facebook groups had loads of valuable information, having group members that are active daily.

People in Facebook groups share their hair care routines and favourite products, especially in the Curly Girl Suomi group. This group was particularly interested in the content of the products and their effects on different hair qualities. Thanks to social media, people are more aware of the ingredients in hair products. The most popular products are those that do not contain silicones, parabens, and sulfates. However, in natural cosmetics groups, people find more interesting skincare products. The reason for this seems to be ineffectiveness in natural haircare products.

Documentation was done with excel that can be found in (table 1) Findings made the customer persona creation process more valuable, gaining the best insights of the possible customers.

Table 1. Facebook group Luonnonkosmetiikka, Kotimainenluonnon kosmetiikka, and Curly Girl Suomi observation 8th to 14th of March 2021

Observation 8th to 14th of March				
	Age	Popular products	Why using certain product	Matter of the Price
Luonnonkosmetiikka	25 to 45	Soap bars for hair	Zerowaste	No
Kotimainen luonnonkosmetiikka	25 to 45	Soap bars for hair	Domestic	No
Curly Girl Suomi	20 to 50	XZ	Effectiveness	Yes

Table 1. shows that the age average in Facebook groups was 25 to 50. The most popular natural cosmetic haircare products were soap bars. The most popular product for the curly girl method was market product XZ. The most important aspects of buying natural products were zero waste, domestic, and effectiveness. Especially in the domestic and zero waste products, the price did not matter. It only matters when the quality of the low-price product is comparable to a high-priced product.

4.2   Natural hair care interviews 2021

I interviewed salespeople of Ruohonjuuri, Stockmann, and Kicks to see the marketplace of natural haircare. The interviews were held in Itäkeskus Helsinki on the 5th of March. The aim was to see how popular natural haircare products in the market are and who the customers are. Interviews were done spontaneously entering the store. Hence, I let salespeople know why I asked specific questions at the end of the interviews. The aim was to get answers from the customer perspective because customers are in the company's middle. I wanted to find out the most popular products and the reasons why they are popular. How popular and significant is the natural haircare market, what are the reasons people are buying products, what kind of marketplace natural haircare products have in different stores.

It turned out that natural cosmetic haircare products are not as popular as natural skincare products. Natural cosmetic hair care brands are still very few, and the industry seems to be more focused on skincare. However, a few brands have managed to break through, such as Organic shop products. Organic shop products are popular because of the low price. According to the salesperson, price is a very decisive factor in the purchase decision. A salesperson also mentioned that the products of the organic shop are also suitable for the Curly Girl Method. Though, many natural cosmetic hair products do not seem to be as efficient as chemical ones. (Salesperson Ruohonjuuri 2021.)

Kicks do not sell any natural cosmetic hair products. According to the salesperson, the most popular brands are Continu and Budgie. Continu markets itself as vegan, responsible, and locally produced. However, the INCI list starts with water and contains a lot of alcohol, and valuable ingredients can be found at the end of the INCI list. According to a Kick's salesperson, their customers are not interested in the INCI list but rather believe in product ads and statements. Nor have completely natural cosmetic products been successful at Kicks. (Salesperson Kicks 2021.)

Stockmann sells very few natural cosmetic haircare products. Stockmann's customers are not so interested in product content, and if they buy natural cosmetic products, the desire contributes to sustainability. Stockmann's best-selling products are still chemical products, and sales of natural cosmetic products are minimal. Product sales are also not very active, and it is not easy to find out information from the salesperson. WeCare products were mentioned as the most popular natural cosmetic products.
After all, the buying decision is influenced by many factors such as recommendations, product effects, and influencer assessments. (Salesperson Stockmann 2021.)

4.3   Brand specialist interview

I found out that Start-ups can get branding guidance through NewCo with branding specialist Kalle Viira. We had a phone interview for one hour on the 25th of March, discussing questions that can be seen in (appendix 4). Kalle has many years of background in several fields of business, for example, traveling, restaurant, educating, marketing, start-ups, and branding. Today Kalle is helping start-up companies with brand building, offering different packages on web service design based on the company's needs. Kalle has also given lectures on branding in NewCo Helsinki and Mercuria. According to Kalle, a business building should start from the problem solving toward to the customer. The brand is not just the features it starts with problem-solving, having strong knowledge of how this

problem can be solved, and customer in the middle of the business. The main point is the way the company is operating. (Viira 2021 25.3.2021)

5 Brand Guideline Manual

This chapter aims to create a Branding Guideline Manual for the natural haircare Company X, with a brand strategy canvas that will be developing tool for the brand creation. Figure 5. Shows visual image of brand strategy canvas (Woods 2020, 15).

Figure 5. Brand Strategy Canvas. (Woods 2020, 15)

The following chapters will help understand how to create the company's best brand, with a revealed theoretical framework such as brand management, brand positioning, and storytelling. Brand strategy canvas has been done relying on the reviewed theory. Using theories while creating the canvas, for example, Jung's archetype model is a very functional and helpful tool for brand strategy canvas. The model helps understand the competitors' identity and what identity Company X wants to have for the brand.

5.1 Brand strategy canvas

The purpose of the brand strategy canvas is to create a brand that customers consider when purchasing natural haircare products. The aim is to go through each section of the canvas in the subchapters to help build Company X brand identity for the future to have, ready brand image for the right target audience.

According to branding specialist Kalle Viira (25.3.2021), a brand building should be started with knowledge of productization and storytelling: why the product exists and containing the product. First, the values and after visuality. At the end of the day, it is the customer's decision how they see the brand. (Viira 25.3.2021)

The more specific insights I can gain from the brand strategy canvas (appendix 1), the easier it is to know what brand elements are. The brand is a long-term initiative for relationship building with the customers to gain their trust and loyalty. Nevertheless, consistency from the beginning with the brand image will lead to long-lasting relationships with customers.

As in chapter 3.5 is pointed out that brand positioning starts with five P's: product, price, place, promotion, and personnel. It is important to know the customers of the brand to spot the right place for product sales. Brand positioning in product development means finding out the customer's attitudes, feelings, beliefs, images, opinions, and experiences. The following subchapters go through points in the brand strategy canvas for Company X.

5.1.1 Customer Insight

Company X will focus on the Finnish market that is smaller than the global market. Also, the company is placed in Finland. As a new entrepreneur, I have gained knowledge of the natural cosmetic market in Finland with my previous studies, a project done for the natural cosmetic company from Finland, and myself consumer of the natural cosmetic products. Products of Company X are made for the women that are in the centre of the whole process. Aiming to create an appealing brand of natural haircare products in the Finnish market.

When thinking about the natural cosmetic field's main driving action, purchasing from the customer's site is the ingredients. Most people think that natural cosmetics are less allergenic than ordinary ones, even though some of the herbs can create allergic reactions. According to Matic & Puh (2016, 60), natural cosmetic buyers are more likely to try new brands in the natural cosmetic field than consumers using ordinary products. The article

claims that consumers with healthy living are most likely also users of natural cosmetics. (Matic & Puh 2016, 58-60). Natural cosmetic users are looking for a healthy lifestyle and products that are not consisting of any chemicals.

When doing interviews and observations, it became clear that the natural cosmetic haircare market does not have a compelling haircare product. For this reason, it is not enough for a brand to only be natural, organic, and sustainable. I have tried all the haircare lines that Ruohonjuuri offers. Unfortunately, all of the products have been a disappointment for my standards. Same with the chemical ones, promises sound good, but the effects are not speaking for them.

Brand awareness is created systematically and consistently, having clear guidelines for how the company is looking and sounding toward the customer. Important features can be created with images, sharing the brand story, blog, or right influencers sharing the same values. It is better to concentrate on the niche market, not trying to be everything to everyone. With this strategy, the masses will eventually follow. Simplifying rallying point when looking at the most significant brands that are leading the market. This is seen in the logo as well solving simple problems with consistent services and products. Having in core of the business the products, services, and way to work. Knowing the target market is important to know who the products are addressed. (Viira 25.3.2021.)

5.1.2 Customer persona

I have created three different customer personas based on the theory in chapter 3.3., own findings interviewing salespeople in Ruohonjuuri, Stockmann, Kicks, and observing Facebook groups Luonnonkosmetiikkaa that has 31 t. users, Kotimainen luonnonkosmetiikka 2,9 t. users and Curly Girl Suomi 79 t. users. The age range in the groups is various.

People in Facebook groups share their hair care routines and favourite products, especially in Curly Girls groups. These groups were particularly interested in the content of the products and their effects on different hair qualities. Thanks to social media, people are more aware of the ingredients in hair products. The most popular products are those that do not contain silicones, parabens, and sulfates. However, in natural cosmetics groups, people find more interesting natural skincare products than haircare. The reason for this seems to be ineffectiveness in natural haircare products.

The intention is to focus on marketing products for women from age 20 to 50. These users are the largest group and potential customer segment for Company X. Created personas

will reveal each persona's daily routines, pain points, key influencers, factors in purchasing decisions, social media habits, aspirations, and preferences. Personas are based on own findings while doing the observation and interviewing salespeople.

These personas can be seen below in Figure 6. Is presenting women aged 20 that is a student. This young woman is the Gen Z generation, choosing eco-conscious products daily. She is active social media user who constantly search for new information about beauty products that are natural and affordable. Figure 7. Share's information of women aged 30, she is a store manager. She is a self-conscious millennial that is trusting salesperson recommendations. Figure 8. Presenting women aged 50 who works as a nurse. This woman knows her needs, wants, and demands in the beauty field, naming herself as a beauty junkie. She represents the generation of baby boomers, trusting in friend recommendations when buying products.
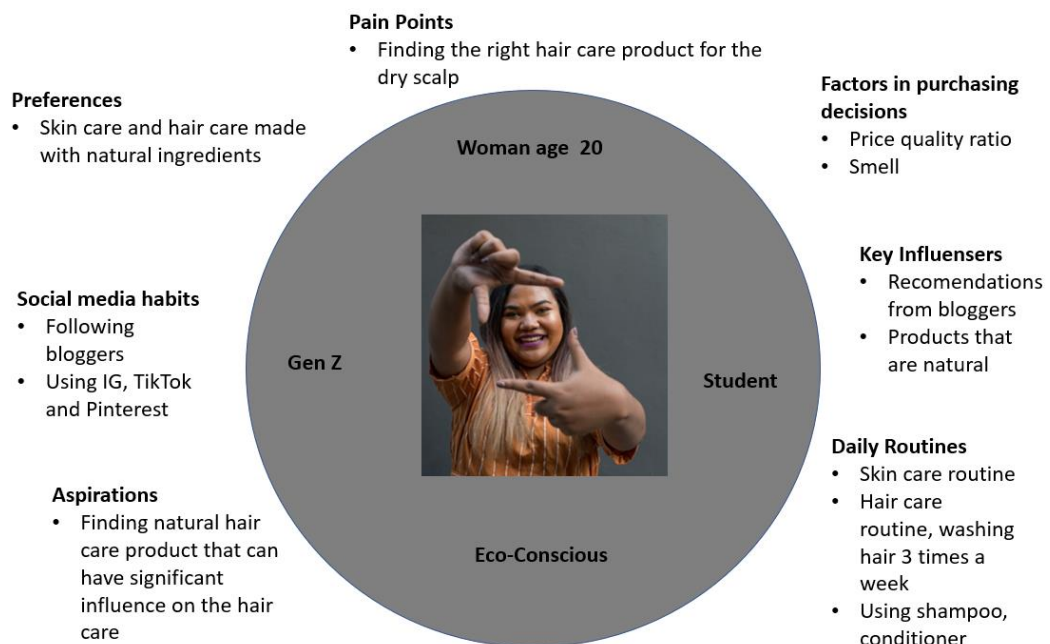
Figure 6. Customer persona age 20 for the Company X

Gen z generation is interested in finding haircare products that can significantly influence the hair. Information's about haircare, and best routines are searched on social media. For example, in the Curly Girl Facebook group, women, age 20, actively share information about their haircare routines and products they find compelling.

Pain Points
- Wasting to much money on the hair care products that are not working

Preferences
- Trying products before buying
- Uses natural cosmetic products

Factors in purchasing decisions
- Recommendation from the salesperson

Woman age 30

Social media habits
- Following bloggers and reading reviews
- Using IG, Facebook and Pinterest

Millenial

Key Influensers
- Recommendations from influensers and bloggers

Store Manager

Aspirations
- Having glowing skin and hair that looks healthy

Self-Conscious

Daily Routines
- Daily skin care with several products
- Trying the CG routine, mainly to moisturise hair

Figure 7. Customer persona age 30 for the Company X

Millennials are active Facebook users, and the majority in all the Facebook groups that I observed. Millennial women know what they want from their haircare products, looking carefully into the ingredients list of the products and sharing information in the groups. In the groups, it became clear that price does not matter the quality of the product instead. Hence, products that have the same quality with different pricing brand does not count the price instead.
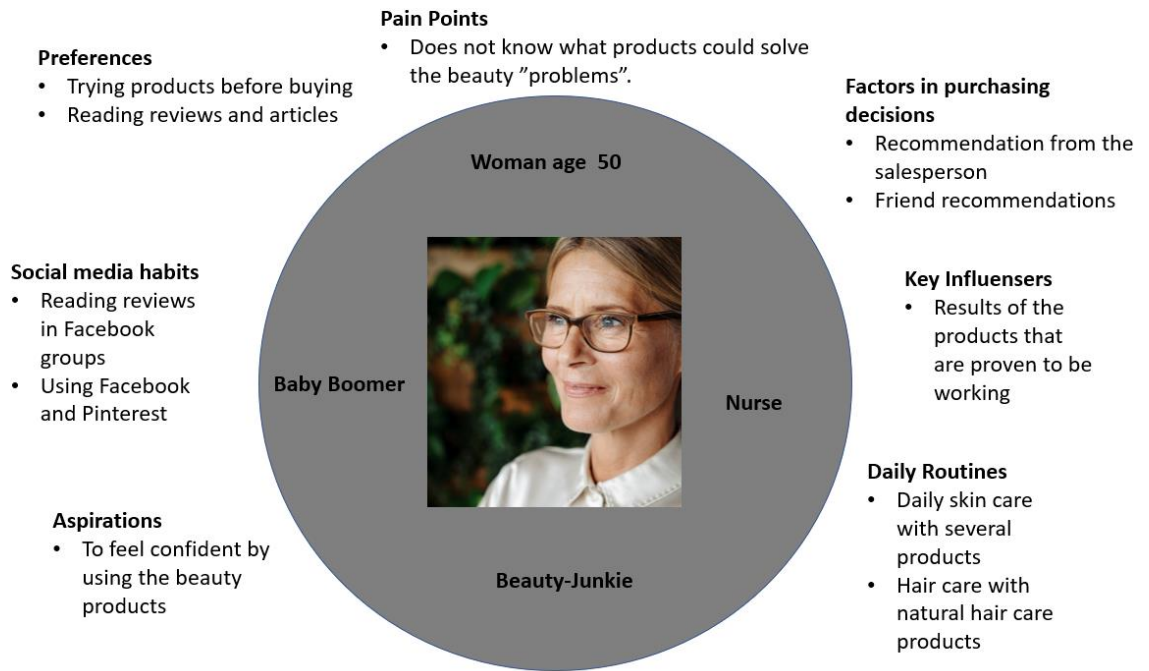
Figure 8. Customer persona age 50 for the Company X

(sources of the customer personas: own conceptualization based on the theoretical discussion above)

Baby Boomers are active in the Facebook groups, especially in Curly Girl Suomi. Women aged 50 share their haircare routines actively. While observing this age group on Facebook, it became clear that price does not matter. These women care mainly in recommendations of other group members or their friends.

5.1.3   Competitive environment

Competition reviewing for Company X starts with Ruohonjuuri (2021) website because Ruohonjuuri is the primary retailer for natural products in Finland. Comparing competition will help Company X find the correct pricing for its hair care products. The aim is to have affordable products that are still top quality. Though the competition building is much more than just a price, according to Prahalat & Ramaswamy (2004, p.4-6), competition can be created with co-creation with customers and making an experience according to customers' needs.

However, the new product line must determine the price at which to enter the market. Therefore, it is good to look at competitors' prices based on facts and not opinions, such as product experiences that vary according to their evaluators. In (table 1) price comparison between haircare products on the Ruohonjuuri website (2021.)

Table 2. Natural haircare products by the price group (sources: own conceptualization based on the Ruohonjuuri 2021)

Competitors by price range from highest to lowest			
50€-75€	**25€-50€**	**10€-25€**	**0€-10€**
John Masters organics	Inkuto	Khadi	Organic Shop
	Whamisa	Frantsila	Lavera
	John Masters organics	Evolve organic beauty	Evolve organic beauty
	Flow Cosmetics	Attitude	Urtekram
	MuruMuru	Unique Haircare	Organic Kitchen
	Amazonas	Cattier Paris	
	Luonkos	John Masters organics	
		Sante	
		Uberwood	
		MuruMuru	
		Flow cosmetics	

This shows that several competitors' price is between 10 euros to 25 euros (table 1). Based on these findings, I would categorize my product line with a price of approx. fifteen euros depending on the manufacturing costs. The aim is to produce products that anyone can afford.

When looking at the Finnish market competitors, it is hard to define what brands are standing out, especially when it comes to natural haircare. When going through the Facebook discussions about hair care products, I could not find my exact favorite product among natural haircare. In the Curly Girl group, most attention was getting Whamisa and Organic Shop, which divided opinions among the users, and essential market products such as XZ emerged as one of the market's top products. Hence, it was clear that people are looking for natural haircare products. The problem seems to be a lack of good products that would be worth the price.

What occurred in the groups was that natural haircare products are more expensive than the market products. Therefore, the benefits are not apparent when using natural haircare products. Though Organic Shop has low price natural haircare products, some users have noticed quality changes in the development, claiming producing expenses.

When thinking of branding from the Company X site, it has become clear that the products need to be effective, especially having moisturizing elements because of the Finnish climate that is not only drying the skin also the hair. When thinking of the curly girl trend for creating curls with a particular method, it can lead to different trends that can keep hair

moisturized. People have different hair types that can be one of the elements creating products. There are already products, for example, for dry hair, dyed hair, lifeless hair. Though the ingredients are almost the same only branding is differentiating.

Company X could concentrate on creating a product line for the scalp's wellbeing, building brand awareness, and staying in people's minds as a product and as a brand. When thinking on scalp skin, it needs the same moisturizing elements as the face or body. Many products are focused on moisturizing hair, and those for the scalp contain a high amount of alcohol that dries the scalp. Company X's products will have the same good elements that many natural skin care products have, in the form of a scalp mask. These elements are as good to the scalp containing only a small amount of alcohol, for example, Cetearyl alcohol, which is moisturizing. People should avoid products containing alcohol Denat; this ingredient contains in many products because fewer other preservatives are needed. (Paula's Choice 2015.)

5.1.4 Product features

Company X's mission is to build a successful brand and produce products with beneficial features and benefits. Table 3. reveals the two starting product features and benefits. The company's main idea is to create low-cost natural haircare products in the Finnish market. Differentiation between competitors is the pricing, ingredients, and new products on the market. Production is coming from a company that is located in Latvia, offering quality at a reasonable price. The most detailed product description would be an affordable natural haircare product for the scalp that will keep the ph. levels in order.

Table 3. Products, Features, and Benefits (source: own conceptualization)

Product	Feature	Benefit
Fermented Rice Water Mask	Natural product INCI starts with Rice Water	Rice nurtures all skin types, does not leave greasy hair
Hydrating scalp serum with ph 4,7	Serum in spray bottle	Does not leave greasy hair, easy to apply with spray bottle

The company's starting point is to focus on the niche market, be an expert on one field, and expand to other areas. I have been investigating tips from different bloggers. One of the valuable sites has been Private Label, which shares information on starting a low-budget hair care line. In the beginning, it is good to test a product with small patch order to see what the feedback is from the customer's site. Nevertheless, the product is made for the customers. For that reason, it needs to be changeable to customer's needs. (Private Label 2021).

5.1.5 Rational benefits

Rational benefits tell the brand's experience to the customers, determining why it matters to people. (Woods, 28). The tangible benefits of the product line created by Company X are to meet customer demands, specifically in need of natural hair products. Many Natural Cosmetics companies have focused on large-scale production, especially when it comes to Finnish companies.

The purpose is to provide products that are easy to use and understand. The main goal is to create good, scented hair products, a challenge to achieve in natural cosmetics. The products must be of good quality, natural, and give the consumer a high sense of value when using the products. Many natural cosmetics products are perceived as products of certain types of people, especially in Finland. (Salesperson Ruohonjuuri 2021.)

5.1.6 Emotional benefits

Company X wants to create emotions for its customers: nurtured, exclusive, pampered, special. The next question would be how to create these emotions among the people? If Disney wanted to create emotion "happy," what was the reason this message succeeded? (Rodriguez 2020, 11). Company X needs to have a niche with the products and the customers, creating an experience to evoke emotions among the right people.

Emotions can be evoked in many ways with visuals, brand name, slogan, or offering an utterly new product or service that has demand to fulfil the consumers' needs. Company X is coming from the own need to have certain products that are not yet in the market, having emotions toward the products. While doing the interviews, it became clear that even people are more aware of the product ingredients, it is still unknown for many consumers. Company X aims to create feelings with the INCI list evoking trustworthiness and confidence towards the product and the customer.

5.1.7 Company values

The Company's X values are based on the values that are naturalness, purity, freshness, and love for me. Because of this, the market area is natural cosmetics. Healthy lifestyles and beauty are close to my heart and core in the Company X values. Cosmetics has been my passion for many years, and I have used many thousands of euros on different products. I firmly believe that when you do something with passion, success is guaranteed.

The company is not just about products and business, but much more, intending to be a work of art that equals the company brand. It is also a functional product line combined with visuals without being too cliché and yet has similar values that the other natural cosmetics companies share sustainability, pureness, and organic. Figure 9. is showing Company X's core values.
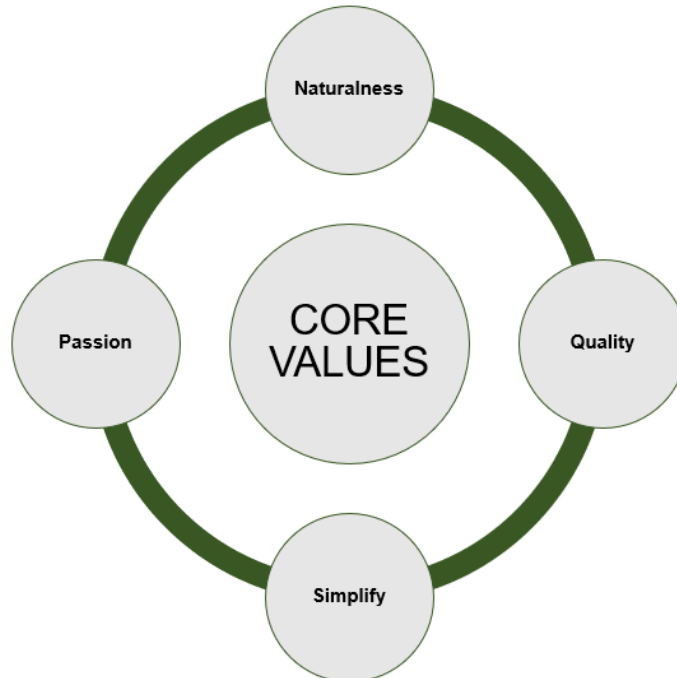
Figure 9. Core Values of the Company X (source: own conceptualization)

These four values are driving Company X in its further development. The reason for starting to build the company is a passion for haircare. I have a thin typical Finnish hair type; my scalp gets creasy, and before, it even tend to smell bad. The smell is now gone with my own created product, and my scalp is moisturized as never before. Keeping scalp in balance does not require a long INCI list, instead of keeping it simple with the right ingredients. Natural ingredients are not harmful if compared to chemical ones. Since my products are treating the scalp, all components must be natural because the skin absorbs ingredients. These three elements lead automatically to the fourth element: quality, choosing the purest ingredients for the product line. (Paula's Choice 2015.)

5.1.8 Brand personality

Brand personality is defined by Aaker (2016, 7) in (figure 12) brand personality dimension framework. It is figuring out the best characters for Company X based on attracting the target audience.

One of the approaches to create brand personality is using the brand archetypes tool. For example, Jung has created 12 possible brand archetypes. Focusing on what do the consumers want to be seen as and how they mid see themselves. Brand personality is part of the storytelling, creating a clean and consistent message for the consumers. (Jung, 2014.)

For example, Dove has created the personality of a "Real Beauty" advertising with real-life women that are most likely using the products and are the target market. If looking at Nike's brand personality, anyone who has the body is the athlete, creating a hero image when looking at the brand archetypes. (Wertime 2002.)

Most natural cosmetic brand identities have the same core message: sustainability, ecological and natural. I would archetype a natural cosmetic user as an innocent, safe person who is wise and knowledgeable because of these statements. Figure 10. shows Jungs 12 possible brand archetypes. (Smith).

Figure 10. Jung's archetypes (Modified from Lauren Smith Brand Research)

When I think of the brand archetype for my Company X, it has to differentiate from the other brands. The line that says "sustainable, eco, natural" is consumed, having the same slogan as others will not make my brand stand out even if it is sustainable, natural, and eco.

Brand personality is defined by the Aaker (2016, 7) brand personality dimension frame-work. It is figuring out the best characters for Company X based on attracting the target audience. Figure 11. reveal the brand personality of Company X with one adjective per section.

BRAND PERSONALITY

SINCERITY	EXITEMENT	COMPETENCE	SOPHISTICATIO	RUGGEDNESS
↕	↕	↕	↕	↕
Transperent	Imaginative	Succsessful	Femine	Tough

Figure 11. Brand personality of Company X (Modified from Aaker 2016, 7)

In subchapter 3.3. brand management, the best approach to the company's brand person-ality would be the personality approach 3.3.4. As a company owner, it is important that people relate themselves to the brand. Because the brand is made for women, it is im-portant to create an image of femininity. If Company X's brand were a person, it would be a woman who is successful, feminine, honest, and has the excitement to take care of her-self.

5.1.9 Key messages

According to Rodriguez (2020,8) the well-told story will wake up the brain and make the listener feel that they are part of the story. Story of the Company X needs to be further in-vestigated. The story's main elements are products coming from the own need, helping my hair and scalp feel better.

The key message is that the hair can be taken care of with two simple natural products that make their own haircare methodology. Taking care of the hair and scalp is a project were consumer needs to commit for a more extended period, miracles do not happen overnight. My brand's story is not to make promises I cannot keep. Instead, the aim is to be transparent in all actions.

Figure 12. shows key messages of the Company X brand, which can eventually help build the brand story. As a conclusion of my Company X's story, it will be based on the factors; own need, proven to work, and mystic ingredient. The story should have elements that will make women share the story of the brand, but most importantly, share the benefits of the product.

BRAND PROMISE	Healthy Scalp, Healthy Hair		
POSITIONING STATEMENT	Natural Hair Care segment		
TARGET AUDIENCE	Women age 20-50		
MISSION	Provide new scalp care method on the market		
TONE OF VOICE	Effective Products that are easy to use		
ELEVATOR PITCH	With these two products, your scalp will feel amazing, imagine what this could mean to your hair.		
BRAND PILLARS	**Differentiation**	**Relevance**	**Knowledge**
HEADLINE BENEFITS	Effective natural hair care products	INCI list of the products are what your scalp needs	Proven to work whit own experience
SUPPORTING EXAMPLES	Product INCI starts with rice water or aloe vera	Simple ingredients with short INCI list	Own scalp has never been in better condition

Figure 12. Key messages of Company X brand. (Modified: SalesForce 2020)

Briefly Centre of the story is not about sustainability, naturality, and ecological even though these elements are part of the brand. The intention is to take a story approach that goes deeper, having a meaningful character to engage people with the brand, differentiate it from the other natural cosmetic brands. The aim is to put the customer in the centre of the brand, choosing the product because it is convenient, not only for ethical reasons. Figure 13. will show condensed key ideas of each section of the brand strategy canvas. (Woods 2020, 15.)

Brand Positioning Statement

Must meet all five criteria:
important, unique, believable, actionable, sustainable.

Ⓐ Audience

Who are they and what is their
most important psychographic
need or desire as it relates to
the brand's category?

For:

Ingrediends Spotter

Ⓑ Description

What is the simplest
description of the product?
Or what is the broader, more
strategic frame of reference?

Hair care treatment _____ is:

Products for scalp wellbeing

Ⓒ Benefit

What is the unique, primary
benefit or point of difference
of the product?

that:

Supports scalp ph.

Ⓓ Proof

What are the factual, meaningful
and provable reasons to believe
the primary benefit or point
of difference?

because:

Product has been tested

Ⓔ Payoff

What is the ultimate emotional
payoff for the customer or user?
Does it answer the need in the
audience section?

so that:

Product is worth, by answering the
needs

Brand Essence

What is the core idea or defining
concept of the brand? Is it tangible
or attitudinal? (Unique, succinct,
pithy, and ideally 2-4 words.)

Effective natural hair care
product for the scalp

Figure 13. Brand positioning statement. (Modified from Woods 2020, 15)

One of the important brand messages is the ingredients list, and for that reason, the primary audience is women who care about ingredients. The product line is focused on the scalp wellbeing that supports the ph. levels of the scalp. I have tested products to make sure that they work in the needed way.

5.2   Brand visuals

The Brand Guideline Manual (appendix 3) shares information of the Company X customer persona, product features, core values, brand personality, key messages, logo, typography, story behind the brand, colors, other imagery, voice, and tone. Manual is created of the findings in the theoretical framework as well brand the strategy canvas. Chapter 3.3 points out how the company's offer can be designed that the image will stay in the target consumer's mind. Brand elements can be chosen to stronger the brand position with one or several elements. Elements can be logos, slogans, characters, symbols, and packaging. The importance is to be consistent with the brand element for customers to remember the brand.

Chapters 3.3.3 and 3.3.4 shared information on the consumer-based approach and personality approach that I chose to work toward to my brand. The aim is to have a customer

in the company's centre, offering products that truly benefit without false promises. Brand personality is coming from inside of the company because the products are made for own need. It is sending the right message for women in the same situation: feminine products for women who want to take care of their appearance.

The logo design started with the brand's story, consisting of a need for natural haircare products containing certain ingredients. Because the brand is created from the need, it feels very personal, and for that reason, logo creation started with two first letters of my name becoming Hele. I wanted to have an element that would have deep meaning and bring good luck to the brand.

Figure 14. shows different typography options for the brand Heleä, there are several ideas of the logo. The first idea was the infinite symbol, but I also wanted to try other possible options to ensure that the infinite symbol was the right choice. The idea for the infinite symbol came from the Hele name; when adding the letter, A, it becomes Helea. Adding the Infinite symbol on the top of the letter A looks like the letter Ä when Heleä has a vivid, bright, and melodious meaning.

Figure 14. Logo options Heleä.

Typography was created with several different fonts seen in (figure 14). The aim was to have a clear font that is easy to read and understand. The plan in the future is to stay consistent with the same font and same logo.

Choosing colors for the brand was the most challenging part of the brand image creation because of many good options. In Figure 15. Is presented three colors that I find best for my brand: rose gold, dark velvet green, and silver.

Figure 15. Possible coloring options for Heleä.

I have only one brand that I admire, and it is Chanel, the best part of the brand is the simpleness. Simpleness was my goal when creating a brand because, for me, it equals classy style. The first idea was to have white packaging with a silver or rose gold logo, simple and pretty. The accident created a logo where the bottom was dark green when using the logo creation tool, and it looked luxurious. Also, in subchapter 3.7. color green represented perfect elements for my brand, nature, renewal, health, and freedom. Figure 16. Is presenting chosen coloring and chosen typography for the brand.

Figure 16. Chosen coloring and typography for the brand Heleä.

At the end of the project, I am pleased with my product. I have revealed several logos, coloring, and typographic options for my brand. Time will tell if the elements please customers as well. I do think that without this project, I would not have succeeded with my brand creation in the way I did. I spent several hours reading dozens of books about branding and another dozen hour going through suitable elements for my brand.

I feel that there is much more to do with the Brand Guideline Manual in the future, thinking through other packaging elements. Also, including guidelines of the company itself. At this point Brand Guideline Manual serves its purpose because the company is at an early stage. The brand story will be polished in the future because many product elements are secret. At this point of the study, a deeper story will be told to the audience later.

6 Conclusion

The thesis's purpose was to create a comprehensive Brand Guideline Manual for the own Company X. Developing tool for the study was a brand strategy canvas that led with step-by-step questions about the company to understand the direction of the company image. The Manual can be found in (appendix 3) of the study. The study concentrates on the Finnish market where the business starts operating, doing the interviews and observations in possible retailer stores for the brand.

I now understand the brand's purpose and how big part branding is for the company's success. From the beginning of the thesis process, it has been clear that branding is the starting point for Company X. Branding does not only create the company image. It goes deeper into the core of the business. During this process, it has become clear that several tools are helpful when starting the company. Creating a company strategy will lead to better success, pointing out which direction the company is going and what factors could work for its benefit.

For example, in chapter 3.1, even if the company did not want to have a brand, becoming successful leads to a brand. Different brand approaches were introduced in chapter 3.2. helped to acknowledge that branding can be approached from various angles. Beneficial for the brand would be to think through all the approaches to see what is the best one for the own company and concentrate on the relevant approaches. In this thesis, I mainly focused on the personality approach because I want my customers to be the center of the brand. Hence, I have my personal feelings of affection for my products, which has led to a certain kind of logo that has become clear during this study.

First, the brand strategy canvas considered the target market and customer personas of Company X. It was apparent that the target market will be Finnish consumers. The brand will launch its products first in Finland. Even though the Finnish market is small, it is the market that I know the best. Also, the competition is not as fierce as in the global market. Essentially, branding was the main issue for Company X. This thesis was conducted to have a clear vision of its image toward the customers. Carefully planning the company's brand image is also cost effecting, tangling all the possible scenarios that could go wrong in the branding. As in chapter 3.9, Gillette made huge branding mistakes, concentrating on irrelevant advertising that had nothing to do with their target audience.

Several tools have been used to create the brand image using a large scale of different methods to figure out what direction Company X is going. For example, with the 12 brand

archetypes in chapter 5.3.7, it became clear how other natural haircare brands have branded their products, finding out that they all have the same consumed message. The aim is to have the same values but differentiating messages to create a strong iconic brand as time passes.

The company's next steps are polishing the brand image to start making a marketing plan and finding the channels to market the products. The company will begin producing with small product patch to test the products. Overall, Company X now has a brand image to be classy simple, modest, high-class product line with a robust, transparent, imaginative, successful, feminine, and tough personality. The brand story is not an ordinary story pointing out the Finnish nature. The more likely story is based on the effectiveness of the products and lifestyle. Even though the brand name is created, the company name has not been decided and therefore not revealed in this study.

7 Evaluation and Learning Outcomes

This thesis process came at the right time because Company X's planning is to start producing the products after finishing my studies in Haaga-Helia. I had a clear vision of the company values that I attached to the brand since my branding knowledge was merest. Likely when choosing final courses, I enrolled for the branding course to gain more branding knowledge.

Interest in branding came from the thoughts; how have other companies created strong, lasting brands? With theory learning, it became clear that strong brands are made with hard work, and it takes time to establish iconic brands. Nowadays, there are several methods created to help to find the right brand message and image. I have learned that brand positioning is very valuable. Knowing the exact price section brand should be existing. Knowing the target customers will help with the correct pricing. It is important to understand what specific customer segment is ready to pay for the product. Though, the price is not the decisive factor if the product has proven its effectiveness. Having established a brand is made from several factors depending on the brand message, target audience, and the competition.

One of the biggest learnings has been the clear, unified message that is most important from the perspective of the expert and the theory of branding; company's internal values, which are reflected in it throughout the brand. Solving the problem will also lead to better success in the market.

Primary learning came from the customer observation that helped create target customers: women from age 20 to 50. I find it more efficient to observe people and read reviews that they have made about products than do qualitative or quantitative research. With observing, real opinions are revealed. With interviews or questionnaires, people start to think about what they should answer instead of what they would like to answer. The best advantage is to be part of the target customer group. It makes product creation easier because technically, I could be creating the products for myself.

Through the observations and interviews, it became clear that the price matter, especially in the natural haircare market. The reason for this is the non-existent beneficial difference between cheap and expensive products. Most low-cost products do the same thing as costly competitors. Though, people are willing to pay more for products that are domestic or ecological. Based on these findings, it can be assumed that the competition is between

brands. Also, products divide opinions into different categories; what fits one may not suit another.

Overall, this study has gained valuable information for my Company X. It has been the setter for the brand image, having a clear vision of my brand personality and identity. With the study, I am aware of the competitors and their core message to the customers knowing how to differentiate. The theory for the study was informative, easy to read and understand. However, it was not easy to keep the topic branding in the center of the project because there are many things to do with Company X that would benefit the company creation.

The thesis provided the needed information for my Company X about branding and how to proceed with the future branding process. Interview with start-up brand specialist Kalle Viira (25.3.2021) showed that Company x brand is going in the right direction. The reason for this is a clear, simple logo, carefully thought brand core values, right colors for attention capturing, and knowledge of what ingredients are suitable for the scalp's wellbeing.

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Appendices

Appendix 1. Questionnaire Ruohonjuuri, Stockmann and Kicks.

Questionnaire

21.3.2021 Ruohonjuuri, Sokos and Kicks Itäkeskus

What is the most popular hair care product and why?

What people are looking for when buying hair care products, how much brand affects?

Which product has got the best reviews , for what reasons?

Do people find natural cosmetics hair care products as effective as other hair care products?

How much the INCI list influences buying decision

What factors affect purchasing decision when buying hair care products?

Appendix 2. Interview Start-up Brand Expert Kalle Viira in cooperation with NewCo Helsinki

| Brand Image Creation	
Where to start building a brand?	
How to increase brand awareness?	
How to start brand marketing?	
What is the unifying factor in the biggest well-known brands?	
What is the most important element of a brand?	
What does brand credibility mean and how can it be achieved?	
What is consistence of brand value?	
How to stand out as a brand today's world?	

Appendix 3. Brand Guideline Manual for Company X
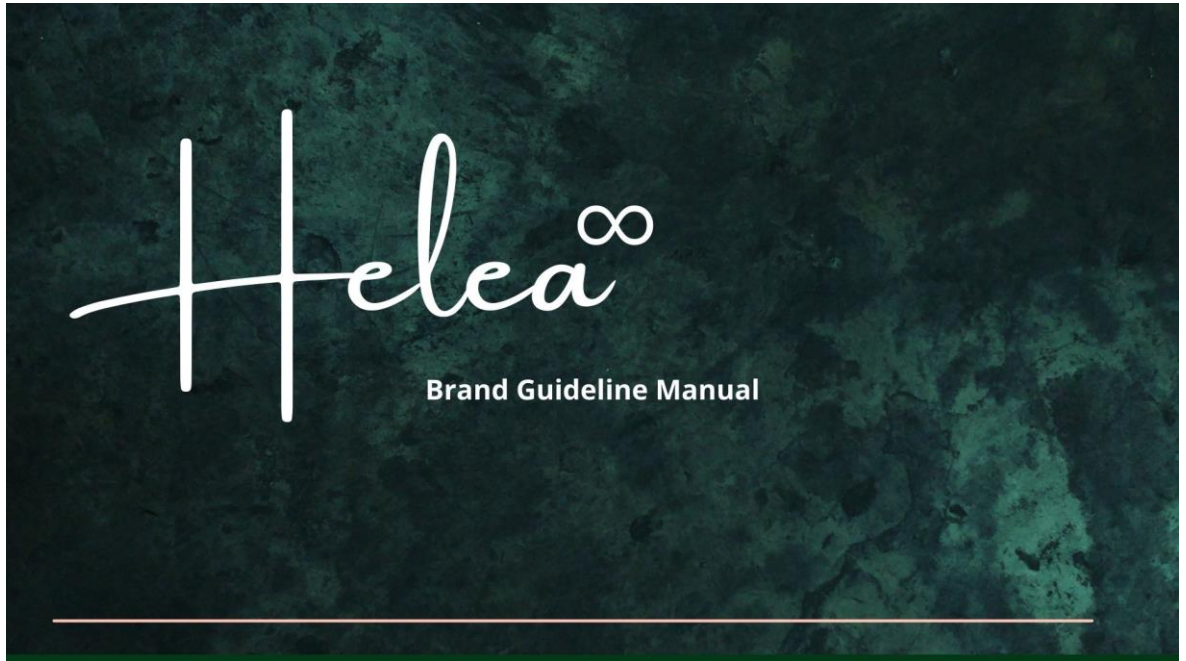
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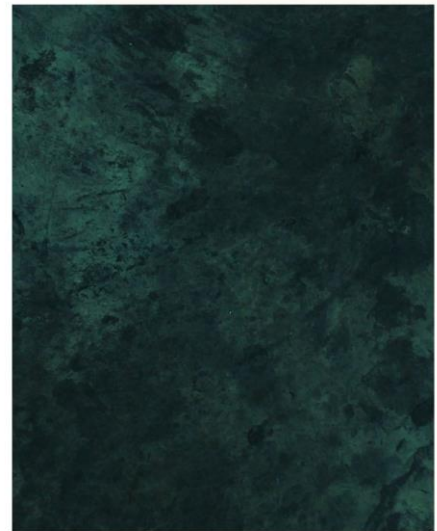
Introduction

This is a Brand Guideline Manual of a brand called Heleä that has an infinity symbol close to the letter A. Infinity symbol is close to letter A because it gives the reader the feeling of A becoming an Ä, when the brand name changes to Heleä that means bright, vivid or melodious in Finnish where the brand is coming from. The original name was planned to be Hele that comes from the founder's name Heidi Levänen. The infinity symbol has a meaning of never-ending, representing for Heleä unlimited opportunities in the hair care market and life-lasting customer relationships. This Brand Guideline Manual presents the main points of the brand Heleä.

Customer persona's

Persona 1

Pain Points
- Finding the right hair care product for the dry scalp

Preferences
- Skin care and hair care made with natural ingredients

Factors in purchasing decisions
- Price quality ratio
- Smell

Woman age 20

Gen Z

Student

Eco-Conscious

Social media habits
- Following bloggers
- Using IG, TikTok and Pinterest

Key Influensers
- Recomendations from bloggers
- Products that are natural

Aspirations
- Finding natural hair care product that can have significant influence on the hair care

Daily Routines
- Skin care routine
- Hair care routine, washing hair 3 times a week
- Using shampoo, conditioner

Persona 2

Pain Points
- Wasting to much money on the hair care products that are not working

Preferences
- Trying products before buying
- Uses natural cosmetic products

Factors in purchasing decisions
- Recommendation from the salesperson

Woman age 30

Millenial

Store Manager

Self-Conscious

Social media habits
- Following bloggers and reading reviews
- Using IG, Facebook and Pinterest

Key Influensers
- Recommendations from influensers and bloggers

Aspirations
- Having glowing skin and hair that looks healthy

Daily Routines
- Daily skin care with several products
- Trying the CG routine, mainly to moisturise hair

Preferences
- Trying products before buying
- Reading reviews and articles

Pain Points
- Does not know what products could solve the beauty "problems".

Factors in purchasing decisions
- Recommendation from the salesperson
- Friend recommendations

Woman age 50

Social media habits
- Reading reviews in Facebook groups
- Using Facebook and Pinterest

Baby Boomer

Nurse

Key Influensers
- Results of the products that are proven to be working

Aspirations
- To feel confident by using the beauty products

Beauty-Junkie

Daily Routines
- Daily skin care with several products
- Hair care with natural hair care products

Product features

- Main feature is the INCI list in a center Fermented Rice Water in all products.
- Products are made to nurture the scalp.
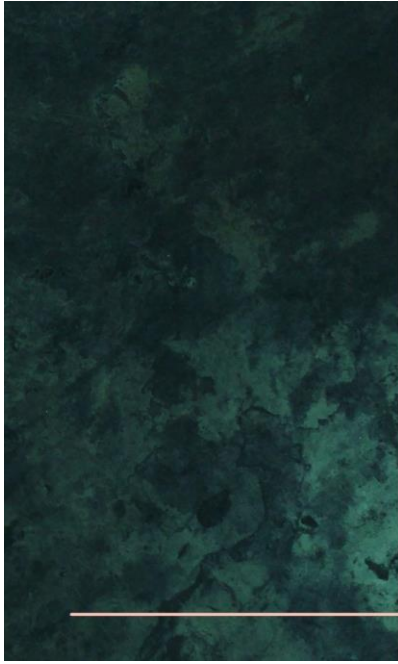- Main message is healthy scalp healthy hair

Core values

- Naturalness
- Quality
- Simplify
- Passion

Brand personality

- Transparent
- Imaginative
- Successful
- Femine
- Tough

Key Messages

- Proven to work
- Simple ingredients
- Natural hair care
- Products with Fermented Rice Water and Aloe Vera

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Logo

The logo of the hair care series is a text with an infinite symbol. The logo has its origins from the brand's story. The logo is representing the brand and its core values, which are naturalness, quality, simpleness and passion.

Helea∞

Color Palette

The logo is velvety dark green because it brings a sense of luxury. The purpose is to create certain emotions with colors. Green is associated with health, nature, freshness, and peace. The product package is mainly white, having velvety dark green elements, and the text is velvety dark green.

Typography

The typography used in the logo is Amsterdam one with font size 100. Font size can be changed if necessary. Typography must be the same in all situations in order to maintain uniformity, to remain in people's minds. The infinity symbol should not be right on top of the letter A, it should be one millimeter to the right as in the picture on the right site.

Helea∞

Other Imagery

The brand's products consist of rice water and aloe vera. The products are also vegan, as well as natural cosmetics. Below listed example images can be used to describe products in the form of images.

Voice and Tone

The brand Helea wants to convey a positive message to people with colors and a symbol. Green is the color of growth, renewal, and rebirth. The aim is to communicate to customers the regeneration of the hair and especially the well-being of the scalp. Helean slogan is a "***healthy scalp grow healthy hair***." At the heart of the brand is therefore the well-being of the scalp, which enables the growth of healthy hair.

Summary

The purpose of this manual is to bring out the identity of the brand. A big part of a brand's identity is its logo, color scheme, and the story behind the brand. This guide was created specifically to review the company's brand, not its products. The aim of the guide is to ensure that the image of the brand stays consistent no matter where it shows up. This will pay off big time in the long run, as your company will generate the familiarity and reliability that open the doors to brand loyalty.