



Creative Brand Positioning Ideas



ampagency
inspired

Who We're After: The Enthusiastic Achiever



WHO SHE IS

A life-loving dynamo with style and verve

HER LIFE IN A NUTSHELL

Settle? Never. She's a supermom, a fitness enthusiast and a go-getter in her career

SHOPPING MODUS OPERANDI

Her every purchase speaks to her emotions and reflects her vibrant self



Our Rallying Cry



BEHAVIOR CHANGE GOAL

Bring Cool Gear from the shadows to the spotlight: get people to recognize, know and love the Cool Gear name and what it stands for!

OUR MESSAGE

Cool Gear's vibrant designs add some joy to your daily routine!



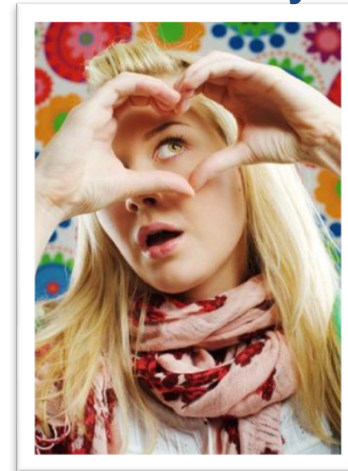
Creative Directions

Cool Gear's vibrant designs add some joy to your daily routine!

Personality



Individuality



Reviewing the Creative Directions

Concept Statement

This is not necessarily consumer facing language. Its purpose is to demonstrate the tone, the mood, and the overall attitude of the concept.

- Is the tone on brand?
- Does it speak to the consumer? Is it relevant?
- Is it ownable? Have you seen anything like this by other brands in your competitive set?
- As a company will you be able to rally behind this idea?

Look and Feel

This is not a final ad or creative campaign but is reflective of the overarching look and feel and of the concept.

- Is the look and feel on brand?
- Is it reflective of the consumer lifestyle and mindset?
- Will it stand out or grab the consumer's attention?
- Is it ownable? Have you seen anything like this by other brands in your competitive set?



CONCEPT #1

quirky,
sassy



jokey,
smiley



fancy,
stylish





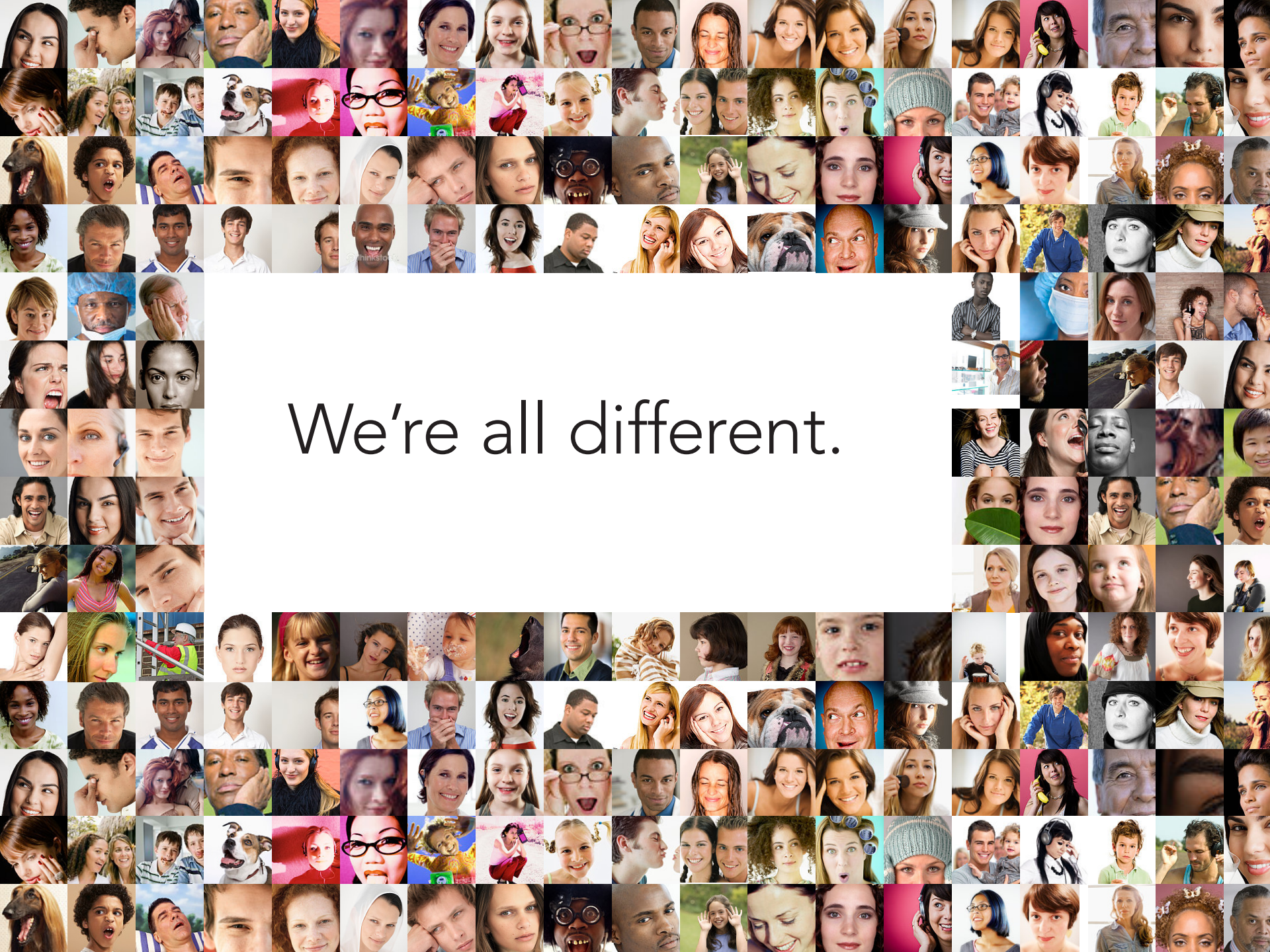
loves PB&J
sandwiches

loves
Cindy Lauper





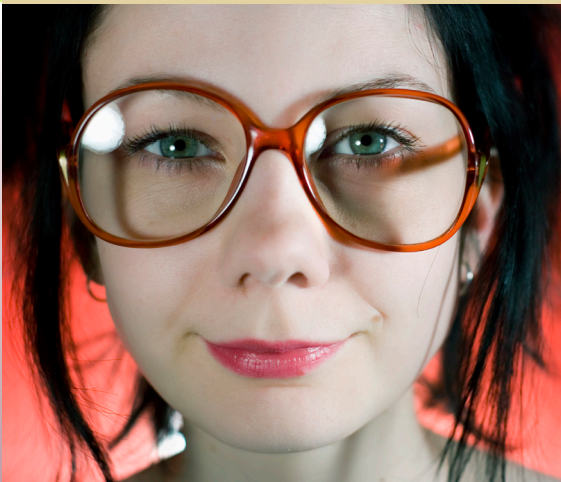
loves
modern art
and
Saturday
morning
cartoons



We're all different.



Cool Gear
celebrates the
difference with
100s of designs.



So that you
can find
the one
that goes
with you.



COOL 
international[®]
GEAR

Goes with you.



Goes with you

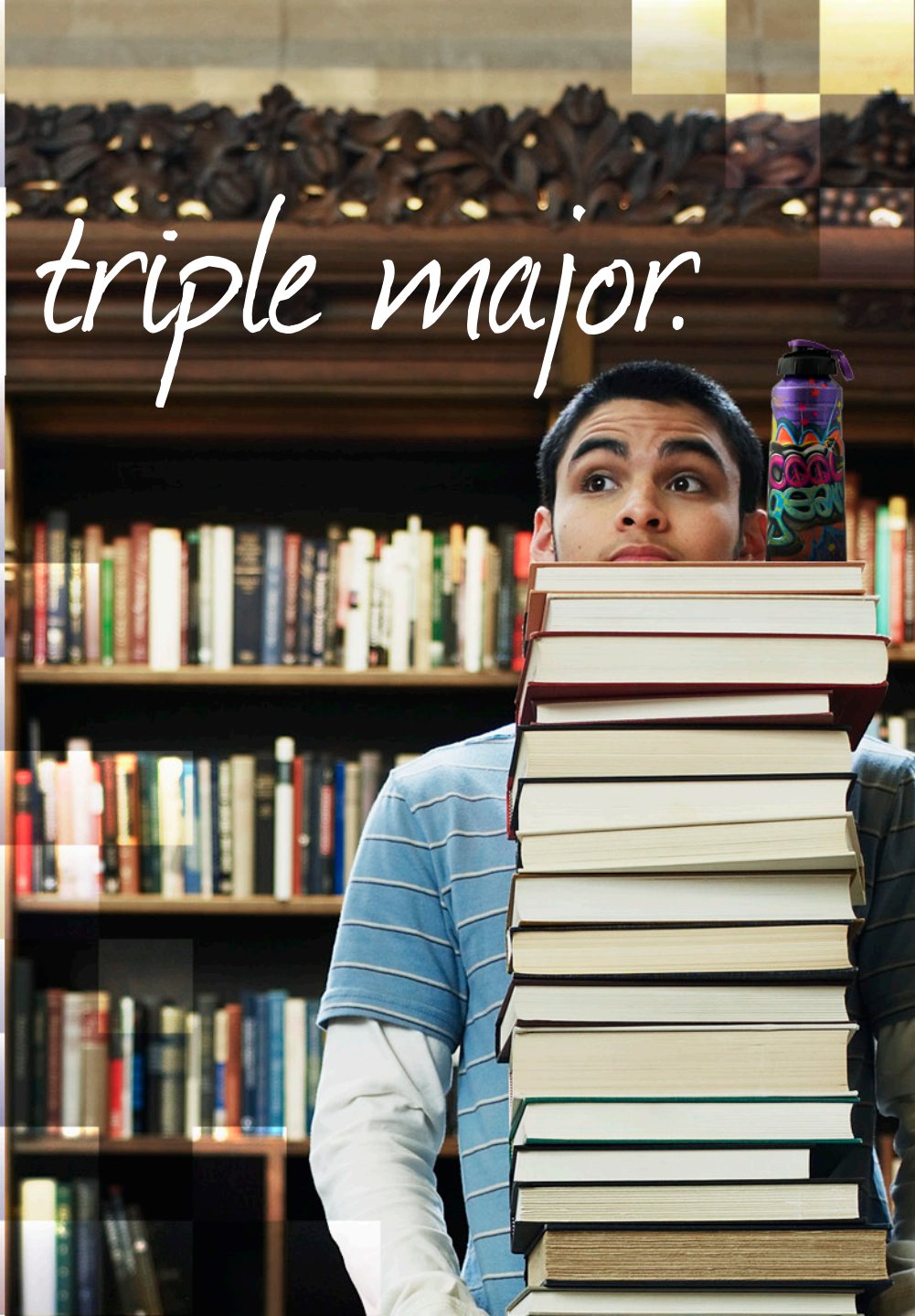
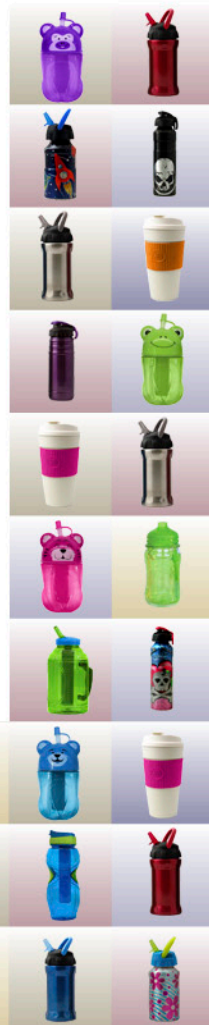


to the gym.



Goes with your

triple major.





Goes with you



*on every
adventure.*



Goes with your



*personal
gourmet lunch.*



Goes with your



*business
casual.*



*And your
casual
casual.*



COOL 
international®
GEAR

Goes with you.

CONCEPT #2



She's a this, he's a that.
And that's fine if you're just like everybody else.



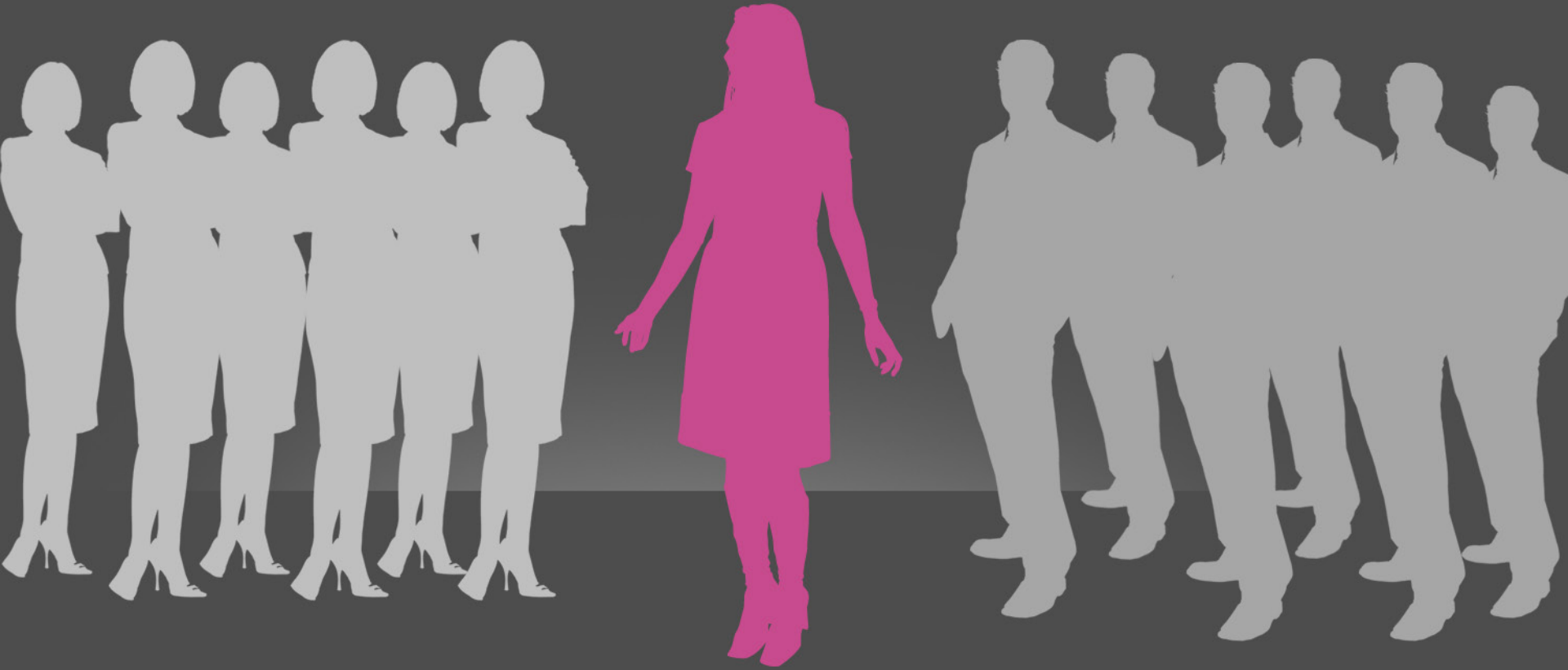
But what if you *stand out* from the crowd?



If you *skip* when they walk, *zag* when they zig



and—this is important—
if you *dance* when everyone else wants to give up and sit down



then you know how it feels to be a *dash of color* in a sea of grey.



Cool Gear helps you celebrate your *joie de vivre* with hundreds of designs. So that you can refresh yourself, and the world around you.



COOL 
international®
GEAR

Refresh
Yourself

Refresh

THE PATH TO

enlightenment



Refresh

Mozart



Refresh

HAUTE

cuisine



Refresh

THE WAY

the wind feels





COOL 
international®
GEAR

Refresh
Yourself