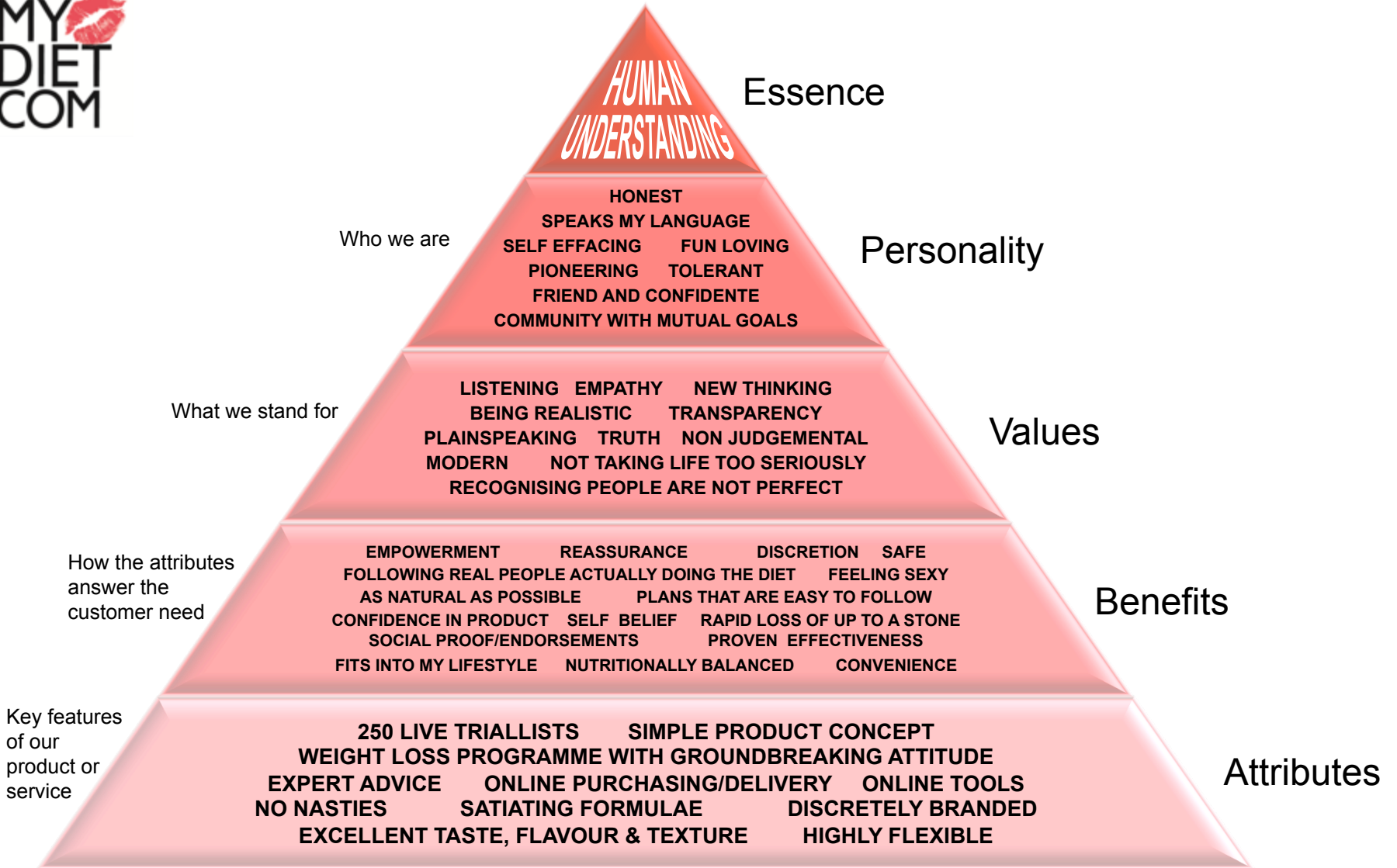


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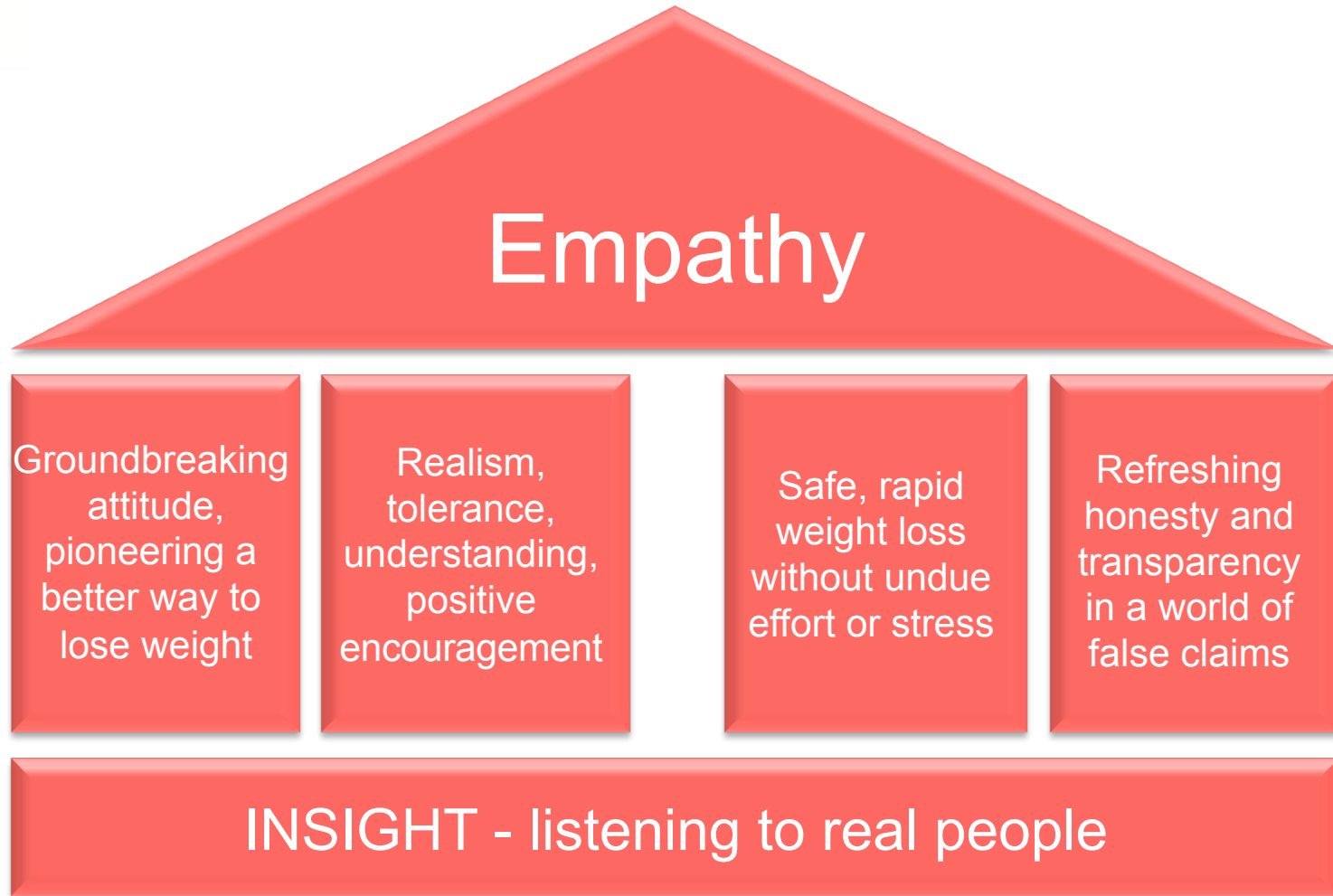
Brand essence and positioning



Brand Pyramid



Brand architecture



Copy platform

- Not the usual ‘brand to consumer’ voiced format
- ‘Consumer to consumer’ in dialogue fashion
- Very bloggy, from the hip, unstructured, conversational and wordy/chatty/venting, sometimes controversial, always emotive
- Engaging and believable, but excitedly advocating the product and empathising with our audience
- Anti-advertising copy, written mostly in first person plural, by women actually using the product
- Leaves you wanting to find out more on the website or social media pages

Copy platform written in the research group

A new way to kiss yoyo diets goodbye

Most diet plans leave a nasty taste in your mouth and the feeling that, looking back, the only thing we really lost was pounds, in the purse area. So isn't it about time we changed the rules? Forget everything you've ever known or heard about dieting. Forget diets none of us can stick to. Forget tasteless meal replacements full of nasties. Forget having to stick to an embarrassing regime that doesn't let us live our lives as we want or need to and, most of all, forget going to meetings, and sitting with morbidly obese people discussing the most boring subject in the world, or worse still getting lectured. And forget feeling guilty when our lives take a turn that means our halo slips or we just don't want to bloody diet today.

Us Kiss My Dieters understand. How come? Because women like us who are sick of old ideas, dieting scams and unfulfilled promises, have used our experiences to help create a new online diet plan with a whole new attitude and approach towards how weight loss fits into our lives. To be honest, there's nothing new about the format – shakes, bars and soups, delivered to your door, plus meals you choose or prepare yourself. But before you dismiss this as just another meal replacement diet, we should point out that in tests ladies like you raved about the taste, texture and flavours – and that was before we told them it was a diet product!

They also loved the fact that we didn't bullshit them. Yeah sure, you're gonna fall off the wagon. We all do. Or we just make a decision to let our hair down for a while and eat without stressing about calories, or eat what you're cooking your man because you want to savour the moment. After all, life's too short to spend the whole of it permanently dieting. So why can't diet plans just cope with real life like that? That's what we asked ourselves. Then we invented one that does.

The thing we all liked best about it was the fact that almost all of us who tried this diet plan lost up to a stone in three weeks, without it feeling too difficult, or expensive. And we loved the way the experts and mentors helped us through the ups & downs, during and afterwards, without being judgemental. We loved the 'Cheat Days', and were very thankful for the 'Been Bad Recovery Plan'. We enjoyed being able to design and personalise a plan to fit around our work or other individual needs, and the fact that we could eat normal food every day, at home or eating out, have the odd glass of wine and still stay on track. We adored the simply sexy recipes in the Kiss My Cookbook, and the useful app which made us laugh. Some of us girls even said we wanted to be a part of offering this diet plan to the world because it has changed our lives. They are now part of the business team. We've gone from ladies who lunch to ladies who launch!

So if you've got something coming up that you need to look and feel stunning for, your mirror's not a true reflection of the real, sexy you, or you just want to downsize a bit, visit kissmydiet.com and get the lowdown on the first weight loss programme to recognise that life can be a bitch.

Brand positioning

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A weight off your mind

Stop bitchin', start losing

Who actually likes dieting? And when we only want to lose a few pounds, why should going on a diet mean having to turn our lives upside down?

Most of us just want to feel sexy again and knock 'em dead when we show up at the beach , gym , wedding , party , date , other . This new weight loss programme ticks all the boxes, allowing us to do what we want each day, cook or eat a decent meal, and even enjoy a treat now and then, like a cheeky glass of vino.

You could lose up to a stone in three weeks

Follow 250 real women trying the plan, and see how we're doing at www.kissmydiet.com. What've you got to lose?

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A weight off your mind



#charlotte@kissmydiet.com

No ifs, **no butts**

Who actually likes dieting? And when we only want to lose a few pounds, why should going on a diet mean having to turn our lives upside down?

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A weight off your mind



[#charlotte@kissmydiet.com](https://twitter.com/charlotte@kissmydiet.com)

The real meal deal

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Lose weight while you call the shots

Who actually likes dieting? And when we only want to lose a few pounds, why should going on a diet mean having to turn our lives upside down?

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Shake packaging

- Mirror surface boxes with motivational messages for when you open the kitchen cupboard
- Discreet sachet when decanted from outer box to use at work/out of home



Soup packaging



Motivational lines



Motivational lines



Possible repeat
design on sachets
for subliminal
branding



Extending the range into energy bars and shakes

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TITE GEL

The range developing, extending the brand franchise



Front of Carton

