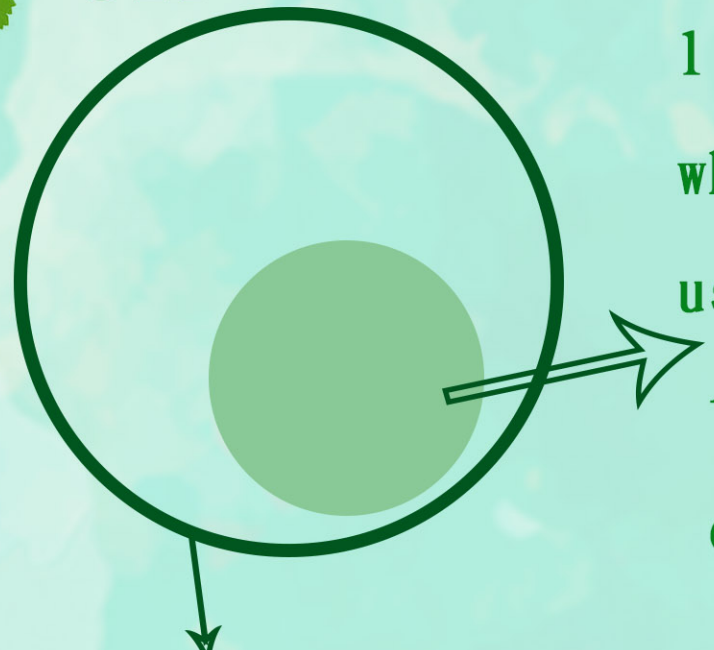


STP



1.7 millions is the number which we can attract customers using a pessimist stabce to have a clear view of our regular goal

19 millions habitant is the largest group reachable when we use the 81.5% of people interested in nature on the 23 millions habitant of taiwan

Who?	Age, number?	Goals
Sportive people	15-20 500,000	Self-Improvement Self Care Growth
Young Professionals	20-25 1,000,000	Endurance Health Portable Drink
Young Parents	25-30 200,000	Kid's care Energy Sustainable growth

- * Core values
 - Simplicity
 - Taste of nature
 - Mellow
 - The best
- * Brand positioning
 - Only necessary ingredients
 - Unique
 - Personal experience
 - Remarkable
- * Personality
 - Pure
 - Luxury
 - Optimistic
 - Relaxed
 - Health
 - Energy

PRODUCT

* Theme: Simple/pure/natural

Grape-leaves:

- Put to cover private parts of god Eros in Greek myths
- natural
- energetic
- fresh
- heart-shaped: love

* White:

- pure
- don't have the extra additives

* Green:

- optimistic
- relaxed
- health

* Infinite:

- recycling
- environment friendly



* Some kinds of product information

* QR code:

- origin of product
- cookbook: ideas to create new way to eat
- know more special promotions...

* Price: NTD 40

PLACE



-7/11

-Other convenience stores

-Mom-and-pop stores



PROMOTION

TV Commercial

Product Placement in TV program

Internet Campaign

-Internet Celebrity

-Instagram Worthy

-Micro Film Competition

Hunger marketing

Emotional decision-making

Season limited flavors

E-coupon

