



Bloomé

Simplicity is Beauty

Elle Mannion

Elle in a Bottle

Elle is thoughtful, creative, and purpose-driven — qualities that shine through this sparkling botanical drink.

Just like the blend of rose and yuzu, she brings together freshness and warmth, balancing innovation with intention.

The drink's sustainable and minimalist design mirrors Elle's values: stylish yet conscious, refined yet approachable.

Its gentle sparkle reflects her energy — bright, curious, and quietly confident, always leaving a lasting impression without needing to be loud.





The Innocent — Bloomé Primary Brand Archetype

Essence: Purity, optimism, and authenticity. The innocent seeks harmony and believes beauty is found in simplicity.

Motto: "Simplicity is beauty."

Goal: To create a sense of calm and positivity — offering moments of peace & clarity in a cluttered world.

Core Traits:

- Honest
- Uplifting
- Gentle
- Pure
- Trustworthy
- Naturally Elegant



The Innocent — Bloomé Primary Brand Archetype

Voice & Tone: Soft, sincere, reassuring, and graceful. Uses sensory language (light, air, bloom, calm) and avoids harsh or complex phrasing.

Emotional Impact: Makes people feel refreshed, safe, and inspired — as if they're reconnecting with something pure & essential.

Visual Alignment:

- Minimalist Design
- Natural Colors
- Clean Photography



The Creator — Bloomé Secondary Brand Archetype

Essence: Innovation, artistry, and self-expression. The Creator seeks to bring something meaningful and beautiful into the world — blending imagination with craftsmanship.

Motto: “Crafted with creativity, inspired by calm.”

Goal: To transform everyday experiences into works of art — turning a simple sip into a sensory, soulful ritual.

Core Traits:

- Imaginative
- Refined
- Visionary
- Authentic
- Expressive
- Detail-Oriented



The Creator — Bloomé Secondary Brand Archetype

Voice & Tone: Elegant and inspired; speaks with warmth and artistry. Uses poetic, sensory language — evokes texture, color, and emotion.

Emotional Impact: Makes people feel creative, elevated, and seen — inviting them to find beauty in mindful moments.

Visual Alignment:

- Organic Materials
- Art Studio Imagery
- Harmonious Color Palette (blush, cream, sage)

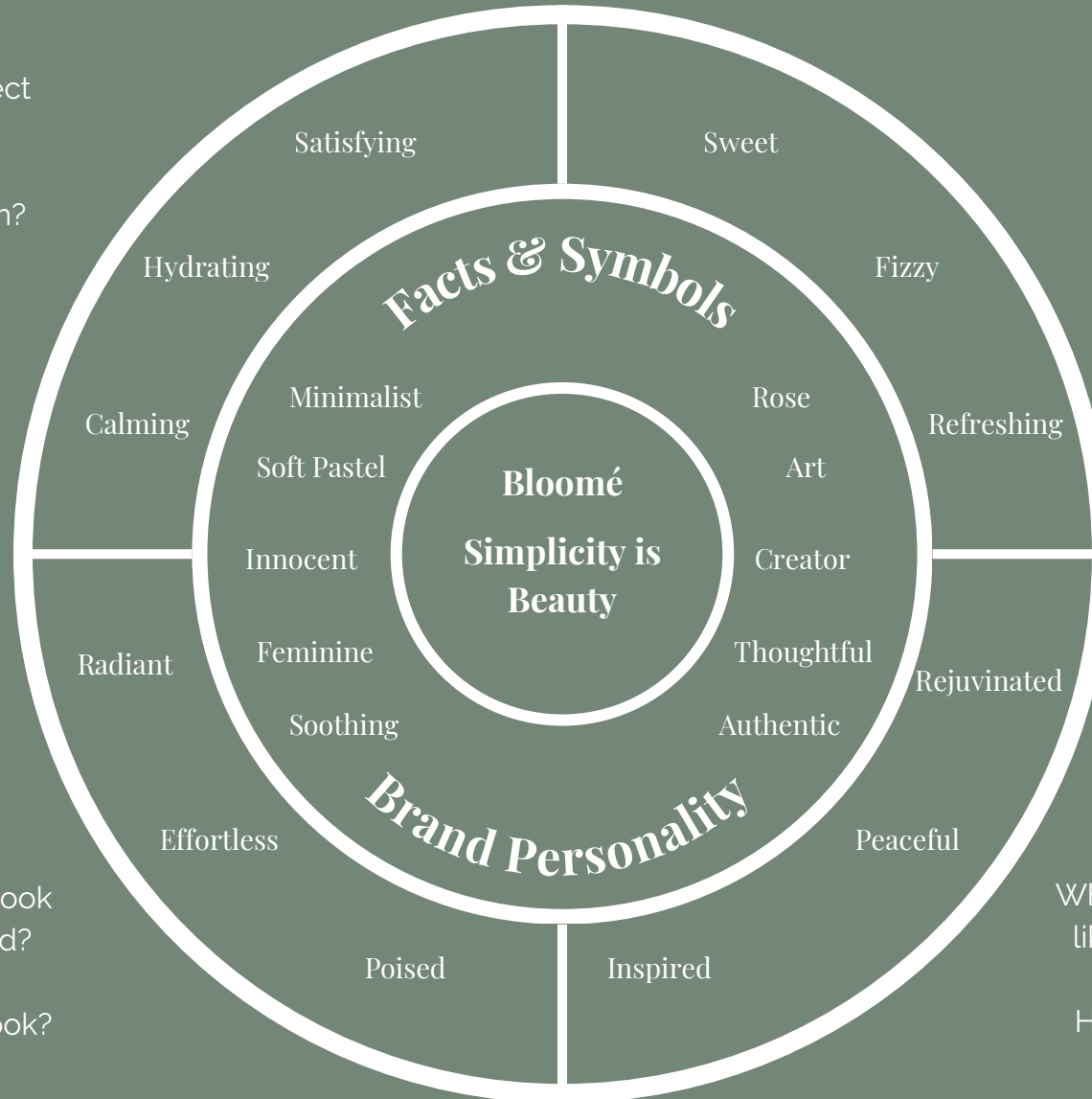
Brand Wheel

Rational

How does the brand affect
the customer?

What does it do for them?

How can the customer best
describe the brand?



What does the customer look
like when using the brand?

How does it make them look?

What does the customer feel
like when using the brand?

How does the brand make
someone feel?

Emotional

Marketing Strategy

Go-To-Market with Bloomé

Brand Overview

Tagline: Simplicity is Beauty

Archetypes: The Innocent (purity, optimism) & The Creator (artistry, imagination)

Brand Essence: Mindful Beauty in Every Sip

Bloomé transforms hydration into a ritual of calm and creativity — a sparkling botanical beverage that celebrates natural simplicity and design.

Product

Bloomé:

A premium sparkling botanical beverage crafted with floral and fruit infusions, adaptogens, and antioxidants. Designed for both refreshments and ritual.

Why it Matters:

Consumers increasingly want beverages that feel beautiful, functional, and emotionally satisfying. Bloomé sits at the intersection of wellness, design, and self-care.



Product

Flavor Range:

- Yuzu Rose — bright, floral, serene
- Lavender Pear — calming & elegant
- Rose Lychee — romantic & delicate
- Jasmine White Tea — gently energizing

Details:

- Light carbonation for a refined fizz
- Vegan, gluten-free, naturally sweetened
- Premium glass bottle (12 o.z.)
- Minimalist design in blush and white



Price

Position: Premium lifestyle beverage

Retail Price: \$4.50 /12 o.z. unit

Multipack: \$14.99 (4 12 o.z. units)

Pricing Justification: Comparable to Recess (\$3.99) and Kin Euphorics (\$4.49), supported by Bloomé's design-forward packaging, glass bottle, and clean ingredients.

Place

Brick & Mortar:

Retail: Whole Foods, Erewhon, Sprouts, Milam's Market

Cafés: Alfred, Joe & The Juice, Bluestone Lane, Navi

Wellness & Lifestyle: boutique yoga studios, spas, design markets

Hotels & Galleries: placed as an upscale refreshment option

Online:

- drinkbloome.com (direct-to-consumer)
- Amazon Launchpad
- Goop Shop collaboration
- Subscription delivery model

People – Target Audience

Demographic:

- **Age:** 20-35
- **Gender:** primarily female
- **Income:** \$60k+ /year
- **Geography:** urban, coastal cities (NYC, LA, Miami, Austin)

Psychographics:

- Values design, balance, and beauty
- Sees hydration as part of self-care
- Follows brands like Glossier, OSEA, Alo Yoga, Reformation
- Engages with aesthetic and wellness creators on social media

Market Insight:

67% of Gen-Z and Millennials seek beverages that “improve wellbeing.”
Bloomé meets this desire through purity, mindfulness, and artistry.

Category, Competition & Trends

Category: Premium sparkling wellness beverages

Competitors:

- Recess (creative but youthful)
- Kin Euphorics (ritualistic but moody)
- Aura Bora (natural but quirky)

Bloomé's Advantage: Blends elegance, femininity, and mindfulness — minimal, not maximal.

Trends:

- "Quiet luxury" aesthetic
- Growth in botanical drinks (+12% YoY)
- Wellness & design crossover (hydration as ritual)
- Rise of sensory marketing & mindful consumption



Promotion: “The Bloom Within” Campaign

A multisensory launch campaign that invites consumers to pause, breathe, and bloom — combining art, mindfulness, and taste.

1. Digital & Social

- **Launch across Instagram, TikTok, and Pinterest** with visual storytelling
- **#SipBloome UGC challenge** — users share their serene routines
- **Creator collaborations** with aesthetic, wellness, and design influences
- i.e. @katherine, @morganstuphealth, @sustainably_rosalie on instagram
- **Spotify partnership:** “Bloomé Rituals” ambient playlist



2. Collaborations

- **Glossier x Bloomé:** limited-edition bottle and content series on beauty & simplicity
- **Alo Yoga:** Bloomé lounge in studios post-class
- **Parsons School of Design:** “Design Your Bloom” student bottle competition



3. PR Moments

- **Bloomé Garden Studio:** art installation & tasting space
- **Sip & Still Sessions:** outdoor mindfulness pop-ups in city parks
- **Press Features:** Vogue Wellness, Kinfolk, Refinery29, Architectural Design



4. Experiential

- **Traveling “Bloom Bar”** at art fairs & fashion weeks
- **Multisensory tasting events** (floral visuals, ambient music, delicate scent diffusion)
- **Seasonal artist collabs:** limited-edition labels inspired by blooms



5. In-Store (off-premise)

- **Blush-toned endcaps** with botanical accents
- **Recipe and ritual cards**
- (e.g. "How to Pause Beautifully")
- **QR codes** linking to Bloomé playlists & slow-living content



6. On-Premise

- **Served at cafés**, spas, galleries, boutique hotels
- **“Bloomé Spritz”** mocktail collaborations
- **Branded tasting** glassware & floral napkin wraps



7. Above the Line

Photography:

- Soft, natural light with pastel tones
- Environments: gardens, studios, rooftops
- Style inspiration: Aesop, Kinfolk, Maison Balzac

Videography:

- Cinematic storytelling focused on calm, creativity, and nature
- Subtle ASMR cues (e.g. fizzing, pouring, flowers blooming)
- 15-30s short-form for TikTok and Instagram Reels



Design & Copy

Logo: elegant serif wordmark with accent on “é”

Fonts: Playfair Display (serif) & Raleway (sans)

Colors: blush pink, white/cream, sage

Tone: poetic, minimalist, uplifting

Slogan: “Simplicity is Beauty”



Key Takeaway

Bloomé bridges wellness & artistry — a drink for those who crave calm in a creative world.

It's not about more energy, more sugar, or more noise.

It's about mindful beauty in every sip.



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