

For internal purposes and sampling



WONDROUS NZ COSMETICS

BRAND VOICE & MESSAGING

2021

Sheril Mittal, IWD
COPYWRITER & CREATIVE

THE BRIEF:

Explore and develop a brand story and messaging for Wondrous NZ cosmetics (WNZC), to be used on the website, product descriptions, and collateral.

CONSIDERATIONS:

WNZC is a new brand of Cosmetics-body & skincare. Using natural ingredients, WNZC is made for women and helps to promote healthy skin.

We are starting with a range that has been designed for eco-conscious customers and caters to women with sensitive skin. The range includes a mix of NZ-made products by various sub-brands including products like skin care, body care, and home decor like candles, etc.

We are an up-market, luxe brand of cosmetics.

Our audience is predominantly Eco-conscious and local focussed customers. But we will diversify our product range to appeal to a wider audience with a range of skin concerns.

Our products are New Zealand made with 100% natural and naturally derived ingredients, vegan friendly and contain no GMOs.

We want to focus on what's IN our products, not what's NOT.
Products will be sold through our website.

We want people to trust our brand. And ultimately, we want them to feel confident in their own skin and to smile again.

Our promise is healthy skin.

Our current tagline is Feel Be-YOU-tiful in your own skin

The tone should be: professional, approachable, up-market, elegant, simple

Brand positioning

Exploring a key line that sums up WNZC's point of difference and approach

NOTE: Key points are

- Ethically sourced
- Eco-friendly cosmetics that sing & celebrate the Buy NZ made movement.

- Sustainable products
- Love your skin
- Love the skin you're in
- Happy skin, naturally.
- Natural ingredients
- Handpicked
- NZ made

- Discovering the ‘Wondrous’ in you
- To inspire a feeling of wonder or delight – marvellous
- Skin care doesn’t need to be complicated
- Be kind to yourself & let your kindness flood the world

Brand story

1. Can you introduce yourself and Wondrous NZ Cosmetics?

* Kia ora/ hello, I am Nicole Deidricks CEO & founder at WNZC (Wondrous NZ cosmetics).

A passionate small business owner and mum of 2. The idea behind WNZC was to curate wondrous experiences that relate to other women especially busy working professionals and mums who have their hands full and often neglect self-care. Wondrous means 'to inspire a feeling of wonder or delight – marvel at'. Therefore, Wondrous NZ Cosmetics is a collective of NZ-Made, skincare & body care products that is kind to you, our environment & will leave you feeling wondrous With this in mind I embarked on a journey of establishing a brand where products are handpicked from various other kiwi small businesses because together we are stronger!

2. How was Wondrous NZ Cosmetics born? How did you start?

Idea about WNZC and what it will entail was clear in my mind, but I was still searching for the right brands to collaborate with. As I began exploring options for wholesalers, I was convinced that our beautiful Aotearoa has so much to offer & my Wondrous Journey with these?(name them here) 3 amazing NZ-made cosmetic brands started. A little back story : I moved with my small family from cape town South Africa to NZ in November 2014, as I & hubby longed to call NZ our home & provide our son with a life filled with opportunities. And so, we reached for the stars and landed in this picturesque paradise we now call our home: could not be happier 😊. I started this collective in 2020 to celebrate natural beauty through amazing skincare & body care products.

When I discovered these products, I instantly fell in love with them & can personally vouch for their quality too. The feeling of amazement about the superior quality of our locally made cosmetics & the feel-good factor -inside & out using these products, being able to support local at the same time, made the idea of sharing these with the rest of you irresistible to me.

So, I jumped right In & went all out with investing my heart & soul in this little venture of mine.

3. What makes Wondrous NZ Cosmetics different? Can you explain your products with details?

Our values are: Trust, Integrity & Respect.

We treat you the same way we want to be treated, so we pride ourselves on great customer service. We care about what we put into our bodies, as well as the environment which is why our products are carefully tested & selected, cruelty-free, made of high quality, all at an affordable price.

We refuse to sell you anything we are not willing to put onto/into our bodies ourselves. We want you to 'Feel be-YOU=tiful in your own skin' so you can be your authentic self & celebrate YOU. These natural products will put your mind at ease with no nasty chemicals & enhance your natural beauty. You only have one face.

4. What reactions do you get from your clients? Do they love your products?

Overwhelmed to say the least with the warmth and positive reviews I have been receiving so far! Kiwis have always been inclined towards nature and eco-friendly skin & body care products so far our products are being well received 😊 here's hoping our WNZC message reaches far and wide and if it helps even one woman out there who needs to be reminded of self-care and self-love our purpose is fulfilled.

5. What are the advantages of Wondrous NZ Cosmetics?

- * Locally made-NZ
- * Only the best-curated collection all in one place
- * Natural ingredients (Kind to you & our environment)
- * Fast Shipping within NZ only.
- * Ethically sourced
- * Eco-friendly packaging (reusable jars & bottles) & compostable courier bags along with recycled cardboard as part of our outer packaging.
- * Handpicked & tested by Nix (CEO)
- * Effective
- * Quality
- * Affordable

Products



Thank you!