BRANDING BOOK



FINAL MARKETING PROJECT Kezia Jennifer Huang





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La Cassia Fragrantica is a contemporary fragrance brand that is launched in 2020 and based in Jakarta Indonesia. La Cassia Fragrantica's main identity carries the natural and elegant fragrance brand.

The brand is named after Kezia, owner of the brand, which came from a Latin binomial name, Cassia or Cinnamomum Cassia. Cinnamomum Cassia or also known as Chinese Cassia is an evergreen tree that is originated from Southern China and cultivated all around Southern and Eastern Asia including Indonesia. Cassia itself is known to be one of the Cinnamomum species that is used for spices from their aromatic bark or it can be known as a sweet-scented spice.



The brand's logo is the figurative outline of the Cassia Buds. It represents the whole concept of La Cassia Fragrantica which also includes the true identity of the whole range of the brand that will include 'the little touch of Cassia scent'.

The brand is made especially for women in Indonesia, who inspired us to create this brand in the first place. The main target market of La Cassia Fragrantica is the middle to upper-class women starting from the age range of 18-30 who lives mainly in the big cities of Indonesia. As Indonesia is one of the richest countries for raw materials and human resources, Indonesia can be a potential country to develop more of the fragrance industry.

The key concept of the whole brand came from the awareness of the owner towards the natural-based fragrance that carries the therapeutical benefits. All of the fragrances are made with love through the homemade method that is also very hygiene and precise to all the ingredients. We aim to give the best fragrance product that carries the identical aroma of Cassia flower to the market.





BRAND'S ETYMOLOGY

La Cassia Fragrantica is a niche fragrance brand based in Jakarta, Indonesia established in 2020. The brand is named after Kezia, owner of the brand, which came from a Latin binomial name, Cinnamomum Cassia or Cassia. Cassia is also known as the Chinese Cassia that is originated from Southern China and cultivated all around Southern and Eastern Asia including Indonesia. Cassia itself is known to be one of the Cinnamomum species that is used for spices from their aromatic bark or it can be known as a sweet-scented spice. ¹

The brand's name is also combined with a french word 'La' which means 'the' in a feminine way. This represents the brand to be targeted to the women's market. While for as the word 'fragrantica' itself, it symbolizes a perfume lovers community. So, La Cassia Fragrantica portrays 'The perfume aficionado (directing to the owner) who translates the unique scent of Cassia to the upcoming fragrance products and brand'.



La Cassia Fragrantica is a contemporary fragrance brand that is named after a sweetscented spice, Cinnamomum Cassia

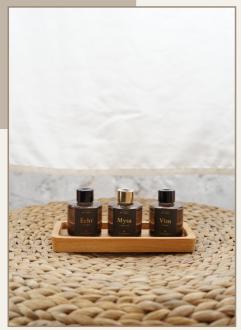
The true identity of the whole range of La Cassia Fragrantica will include 'The little touch of Cassia scent'.

BRAND IDENTITY

VALUE

La Cassia Fragrantica values most the signature scent of ours to be enjoyed by our customers. We valued each and every process that we made it with love and long time of researches. We will always give our best to our customers and open to advices and critics.







VISION & MISSION

Offering a variety of scent with cassia as the base note, we are claiming cassia as our signature. La Cassia Fragrantica aims to make fragrances a huge part of the fashion industry because we believe fragrance creates an identity.

La Cassia Fragrantica's mission is to create fragrances that represent various types of characters and make fragrances a part of our customer's lifestyle.

La Cassia Fragrantica's natural based fragrances support the well being of our customers and our environment.

OUR BELIEF



"WE AIM TO GIVE THE BEST FRAGRANCE PRODUCTS THAT CARRY THE IDENTICAL AROMA OF CASSIA FLOWER TO THE MARKET"

LA CASSIA FRAGRANTICA

BRAND LOGO

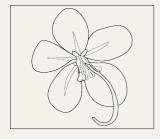
La Cassia Fragrantica's logo consists of both symbol and typography with 3 different colors. The first color is My Soul (Pantone 19-4010), second is Hazelnut (Pantone 14-1315), and lastly Sand Dollar (Pantone 13-1106). These three colors will be the main colors of La Cassia Fragrantica that will affect the packaging colors and logo colors.

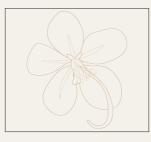
COLORS

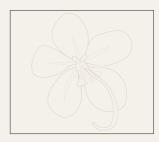




The figures below show the symbol of La Cassia Fragrantica. It illustrates the outline of the Cassia flower. This symbol will be used as the main element of La Cassia Fragrantica.







La Cassia logo 1

La Cassia logo 2

La Cassia logo 3

The figures below represent the typeface of La Cassia Fragrantica logo. The logo is using the 'Copperplate' font which is all in uppercase. The typeface is in the serif font to make it eye-catching and create a distinctive touch. Copperplate typeface also shows classic and timeless characteristics to give more elegancy towards the brand's logo.

LA CASSIA FRAGRANTICA LA CASSIA FRAGRANTICA LA CASSIA FRAGRANTICA

La Cassia typography 1

La Cassia typography 2

La Cassia typography 3

CASSIA FLOWER SYMBOL

LA CASSIA FRAGRANTICA TYPEFACE: COPPERPLATE

IDENTITY: CLASSIC, TIMELESS, ELEGANT



BRAND AROMA

La Cassia Fragrantica has a particular aroma notes of cassia in every of the product scents that the brand offers. However, these notes will be a settle aroma in a very slight amount. It is because we stay true to the identity of La Cassia, the Cassia fragrance will always be included in each product.

Cassia is a Latin word denoting the wild cinnamon. Based on dictionary. com, Cassia (pronounce: /ˈkaSHə/) is the aromatic bark of an eastern Asian tree (Laurel Tree), yielding an inferior kind of cinnamon that is sometimes used to adulterate true cinnamon. Cassia is mainly made for homemade tea blends or additional spices to add on coffee, tea, curries, or masalas. Cassia nearly smells like cinnamon but it is not as sweet as the cinnamon. ²

Cassia is an essential oil that has the characteristic of strong and spicy aroma. Cassia has been used for thousands of years to maintain physical health and promote emotional well-being. Cassia is also known to be one of the oldest known spices to mankind. The main benefit that cassia holds is the warmth that can boost the healthy immune function. ³



NATURAL INGREDIENTS

La Cassia Fragrantica committed to adopting the idea of natural ingredients in every element that we use. As the mission of La Cassia is to provide natural-based fragrances, we believe that these natural ingredients can support the well being of our customers and our environment. What we meant by natural ingredients are by the usage of the harmless perfumer alcohol, 100% pure essential oils, 100% pure carrier oils, and other non-toxic components. We aimed to prevent the usage of synthetic ingredients and other harmful chemicals.





HOME-BASED PERFUMERY

The production process of La Cassia's products will be made through the home-based method. The main reason why La Cassia choose home-based production is that we wanted to contribute completely for the brand. We also wanted to make this brand to be exclusive as it is made with love. Through this method, we ensure that all components added to the products are all safe and hygiene. This production will be under the supervision of a chemist that has the background in cosmetic and fragrances.



THERAPEUTIC BENEFIT

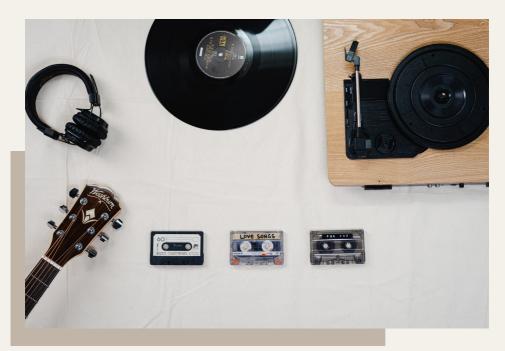
The basic ingredient of the fragrances is the essential oils. Essential oils are believed that it has been used for nearly 6,000 years with the aim of improvising human's health or mood. The National Association for Holistic Aromatherapy (NAHA) illustrates the aromatherapy as "the therapeutic application or the medicinal use of aromatic substances (essential oils) for holistic healing. 4

With the usage of essential oils, the brand believes that a different range of essential oils brings different benefits to human lives. Aromatherapy is considered to be a complementary therapy that involves the psychological impact on everyone. 4



LINKAGE TO THE AUDIO

One of the ways that La Cassia wanted to transfer the brand to the customers is through the instrumental music that is made exclusively for each scent. In this marketing technique, La Cassia collaborates with a music composer. So each music portrays different stories and feelings that the scent itself is aimed to transfer.





SEGMENTATION

La Cassia Fragrantica is segmented as a middle-market segmentation which is the bridge lines. The brand's product can be worn daily and occasionally with the right value of pricing. As a niche fragrance brand, La Cassia targeted the product through both online and offline retail distribution in a limited quantity and careful, authentic personalized product development as a local brand to the local market. ⁵ La Cassia's main consumer relies on the middle market that is in between the mass market and the diffusion market. ⁶



Haute Couture & Couture	
Ready to Wear	
Diffusion	
Middle Market (Bridge Line)	
Mass Market	



PRIMARY

La Cassia Fragrantica is made mainly for young adult women from the age range of 21-30 years old. These women are mainly an entrepreneur, fresh graduates, self employers, or freelancers from the middle to upper class. They are mostly the socially active women who are a fragrance aficionado that seeks for unique scents that can reveal who they are.

As stated before, we encourage women to stay true to who they are and willing to explore more towards the authentic scents. La Cassia is intended for the impulsive buyers who enjoyed to seek and try new products without doubting to make a purchase. This consumers like to purchase natural fragrances. They are those who seek for original products and scents.



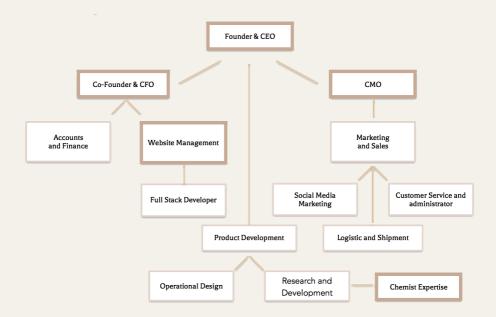
SECONDARY

For the secondary target market, we are aiming for a wider range of women starting from the age range of 18 to 35. These women are mostly college students, fresh graduates, pink-collared, young urban professional, and white-collared women.

They came from the middle to upper class with a wealthy lifestyle and have the interest in fragrances products to bring comfort in their workspace, daily, and home. Our secondary market are those who are aware of their grooming habits and take fragrances as one of their personalized apparel.

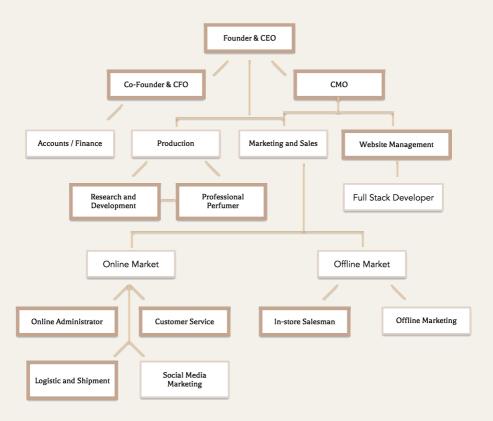
Stating the parallel fact of the wealthy lifestyle women, they are also a hedonistic buyers who are a pleasure seeker towards the products that they found aesthetic and bring joy to them. These consumers also loved fragrances in different forms especially for the therapeutic benefits that the fragrances bring.

MANUFACTURING & ORGANIZATION



At the beginning of the brand development and launch, La Cassia Fragrantica will minimize the number of staff to minimize the budget needed. The total number of staff at the beginning of the launch will only be 5 people who are the CEO, CFO, CMO, Website Management, and chemist expertise. As an addition, the division of website management and the chemist expertise will be handled by the outsourced services. The main logistics to send the products to the customer will be using the shipping services of JNE, JNT, and SiCepat.

As the business started to grow, La Cassia will expand the organizational structure by adding some staff that is divided into four divisions: the accountant and finance, the production team, the marketing and sales team (both for the online and offline market), and the website management. The Co-Founder will act as a Chief Financial Officer that is responsible for the brand's accounts and finance. While the CMO will be responsible for the marketing and sales and to the website management for the web page designs. The marketing and sales division will be divided into the online market and the offline market. The online market will be done by the online administrator, customer service, and logistics, and shipment. As for the Offline market, there will be an additional in-store salesman. The Founder will act as the CEO and responsible for the production and marketing and sales of the brand. The production will add a Research and Development member along with a professional Perfumer.



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PRODUCTS

Eau de Perfume, Scented Candle, Reed Diffuser, Roller Ball Perfume, Sample Set











VOL. 1



story behind



la cassia

Providing the natural-blended fragrances, La Cassia Fragrantica aims to create fragrance scents that are suitable for everyday usage. The first collection of La Cassia Fragrantica are developed for approximately 6 months of research and testing. After testing lots of samples on our laboratory, 3 scents are approved to be launch for our first volume collection. It will features fresh, floral, woody scents with a little touch of Cassia scent in it.

We are highly aware that scents will provide serenity and peace to everybody. Hence, All of our products are crafted locally and is especially for you with love and sincerity. All of the blends are indeed unique and special, therefore we are creating it on a minimum quantity.



SIZE —

EAU DE PERFUME: 30 ML

ROLLER BALL PERFUME: 10 ML

REED DIFFUSER: 50 ML

SCENTED CANDLE: 200 ML

SAMPLE SET: 5 ML

PRICE

EAU DE PERFUME: IDR259,000 - IDR 319,000

ROLLER BALL PERFUME: IDR129,000

REED DIFFUSER: IDR259,000 - IDR319,000

SCENTED CANDLE: IDR 199,000 - IDR299,000

SAMPLE SET: IDR150,000



DISTRIBUTION



ONLINE

Official Websites

Social Media (Instagram, Line, Whatsapp)

E-Commerce (Shopee, Tokopedia, Sociolla)





OFFLINE

Pop Up Bazaars

Multi-Brand Store (Jakarta : Love and Flair, Localstrunk, Unearth Space; Bali : Canaan Bali, BIASA, Asamula)

Official Brick and Mortar (The Second Year)

COMMUNICATION



ONLINE ADVERTISING

Social Influencers Endorsement

Instagram Advertisement

Official Websites

PERSONAL SELLING

Blasting samples to influencers and fragrance enthusiasts.





SALES PROMOTION

Opening Sales

Bundles Discount

Seasonal Sales

Giveaway

INTERACTIVE MARKETING

Banners and Posters in Instagram

QnA session with followers

Product Teasers/Video



EVENTS

Pre-Launch Event

Pop Up Store / Bazaars





PUBLIC RELATION / SOCIAL MEDIA MARKETING

Social Media post to inform followers and customers about the updated information about the brand (new release, sales, etc.)



DIRECT MARKETING

Email subscription:
Subscribers will be notified
if there are new product
launch, additional sales, and
other informations

IN-STORE COMMUNICATION

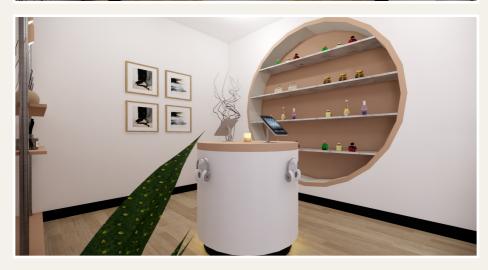




store layout

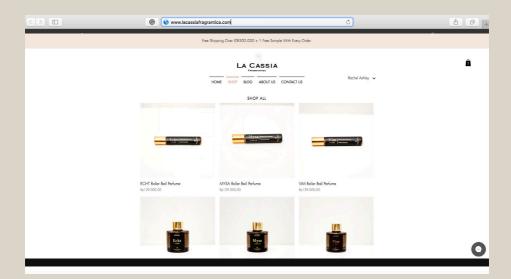




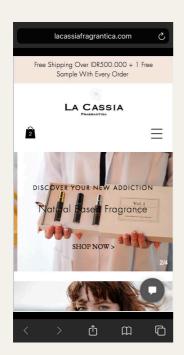


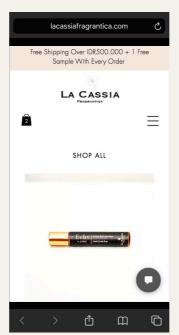
ONLINE COMMUNICATION



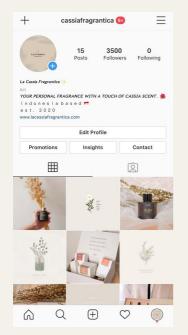


Official Website (pc)





Official Website (mobile)





Official Instagram

ANCILLARY DETAILS



PAPER BAG



BUNDLING BOX





ONLINE PACKAGING





THANK YOU CARD



INVOICE





NAME CARD



CONCLUSION

To conclude, La Cassia Fragrantica is an upcoming local fragrance brand that has the identity of a particular scent: Cassia. The main USP that the brand has are the usage of natural ingredients (harmless and pure ingredients), Homebased Perfumery (ensuring the safety and hygiene), the Therapeutic Benefits (Oils are believed to bring benefits to the human lives), and lastly Linkage to the Audio (each scent that the brand has, are linked to instrumental music).

We believe that the human senses are important to be pleased because it will bring a healthy mind and soul. Therefore, we are creating this brand to transfer the true essence of living.

We also believe that everyone has a different interest in fragrances, hence we are very open to feedbacks and critics from the customers. The brand aimed to give unique scents to the market from our research and development process. We always tried our best to create the best fragrance that anyone could have with the personal touch of Cassia's scent.



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