

**Cloud.10: Diffusing Peace, One Drop at a Time**

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## **Abstract - Executive Summary**

Cloud.10 is an innovative brand that creates high-quality, eco-friendly essential oil diffusers that promote relaxation, well-being, and sustainability. Our primary product combines aesthetically pleasing design with wellness, offering a Bluetooth-enabled diffuser controlled through a dedicated app for seamless user experience. With a primary color palette of calming blues, we aim to evoke a sense of tranquility and professionalism in our products and branding. Our dual-logo design caters to different product lines, reflecting energizing or relaxing qualities.

The aromatherapy diffuser market is growing rapidly, with increased demand in wellness spaces such as spas. To stand out, Cloud.10 positions itself as a luxury brand focused on sustainability. We offer products made from recyclable materials and sustainable sourcing practices. Our high-end diffusers are priced competitively at \$199.99, appealing to eco-conscious millennials who value corporate responsibility.

We plan to enhance brand visibility through strategic celebrity endorsements from figures like Morgan Freeman, Jimmy Butler, and Alicia Keys, emphasizing relaxation and self-care. Additionally, our custom subscription model offers convenient and personal service for essential oil refills, which will increase customer loyalty and engagement.

Cloud.10 is dedicated to developing sustainable practices while delivering premium, customizable aromatherapy experiences. Through cutting-edge technology, environmental responsibility, and strategic marketing, Cloud.10 seeks to lead in the growing wellness industry.

## **Section One - Color Palette, Fonts, & Logo Development**

Cloud.10's color palette has blue as the primary color. The color blue is closely linked with calmness, serenity, and relaxation. "This cool and calming color is often used in bedrooms and offices to promote relaxation and focus. It's like a little slice of serenity in a chaotic world.

So, if you're feeling stressed, surround yourself with shades of blue and let the calmness wash over you (logocoast.com)<sup>1</sup>.” At Cloud.10 our mission is to bring clients as close to calm as possible, we wanted that calmness to begin when seeing our logo.

The color blue is often associated with water. At Cloud.10 we desired to make the connection between the rain and our name being ‘Cloud.’ With rain being a form of water, we knew blue would be one of our primary colors. We want people to be able to recognize our company through our dependable products that motivate strength, clearness, professionalism, and serenity. “Associated with trust and dependability, blue is commonly used ... to instill a sense of professionalism (logocoast.com).”

Once we decided on blue as our company color, we researched what feelings different shades of blue provoke. “Light blue is typically associated with peace and gentleness while Dark blue represents power, strength, and dependability (logocoast.com).” So, instead of having one logo for everyone, we decided to have both a light and dark version of our logo.



Figure 1.1

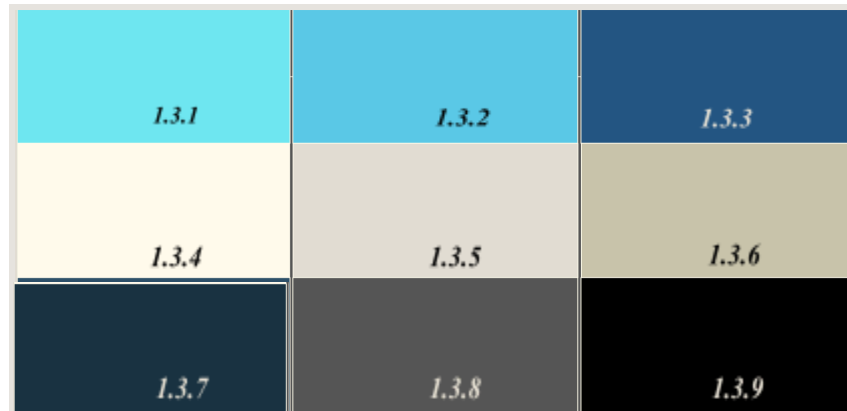


Figure 1.2

*Cloud.10 Primary Logo*

The use of our double logos will primarily be seen on our packaging. For example, the light blue logo (*figure 1.1*) will be advertising oils that are motivating, energizing, and uplifting. The label base color is a pale light blue with a tan stripe (*in Figure 1.3.6*), using darker, deeper tones of blue for the font color (*Figures 1.3.3, 1.3.7, 1.3.8, and 1.3.9*). This allows the light blue logo to be featured prominently on the bottle. (*figure 1.4*)

Our dark logo version (*figure 1.2*) will be displayed on essential oil bottles that promote relaxation, recharging, sleep, and healing. Backed by a navy blue (*1.3.7*) the concept is the same as the light bottle design (*figure 1.5*). The design of our packaging is to a united front, similar designs with a difference in color shades to help determine the difference in product effects.



*Figure 1.3*  
*Cloud.10 Company Color Palette*



*Figure 1.4*



*Figure 1.5*

*Concept art of Cloud.10 Essential Oil Bottles*

While researching our top competitors, we kept tabs on their logos. Not one of our top competitors uses blue or any cool tone color. Most of the companies do not use any color, their logo and company colors are natural tones, white and black. The most common color with our competitors is red. “85% of consumers say color is the primary reason they buy a product (CorpInk.com)<sup>2</sup>.” Since most competing brands use warm tones to represent their company,

Cloud.10's blue was designed to stand out from the many diffuser companies, making Cloud.10 unique and recognizable. Since it's in our name, it seemed obvious that our logo was in the shape of a cloud. So, knowing we wanted cool tones, blue seemed to be the color that would be most effective.

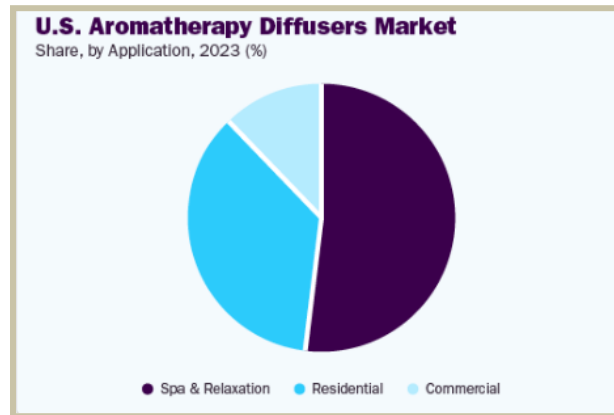
## **Section Two - The Diffuser Market & Competitors**

The aromatherapy diffuser market is growing as more people turn to essential oils for relaxation and stress relief. According to a report by Grand View Research, the U.S., the market size was estimated at \$424.6 million in 2023 and is expected to grow by 8.7% annually through 2030. Spas, in particular, have embraced diffusers to create a calming atmosphere, enhancing treatments like massages and facials. Different essential oils offer unique benefits, from creating a calming atmosphere to boosting energy, making them a popular choice for wellness spaces. As shown in the graph, the spa and relaxation segment dominated 52.5% of the market in 2023, making it clear that aromatherapy continues to play a key role in self-care and well-being.

As demand for diffusers continues to rise, so does competition in the market. Established brands like At-Aroma USA, Alo Yoga, Aroma360, Vitruvi, and Frederic Malle. These companies sell high-quality diffusers, usually priced between \$100 and \$200, attracting customers who want both style and function. Since we want to offer a high-end product, we are setting our price in the same range to stay competitive.

These diffusers have a sleek and modern design, making them both useful and visually appealing. Customers today look for products that not only work well but also fit nicely into their homes. To keep up with trends and meet customer expectations, we are focusing on a clean,

stylish design that blends into any space. By combining a high-end look with smart features, we can stand out from competitors while staying relevant in the growing market.



### Section Three - Eco-Friendly Design

At CLOUD.10, we have built our brand to reduce our environmental footprint and promote sustainable practices, such as circularity, throughout our business operations. Eco-conscious consumers are demanding more from brands, and our purpose-driven focus on sustainability sets us apart from competitors. Our efforts go beyond simple product claims; we embed environmentally responsible principles into our product design, manufacturing, and lifecycle management to ensure we minimize our impact on the environment while delivering premium products to our customers.

A critical aspect of our sustainability efforts is our emphasis on “Designing for Disassembly”. The parts used in our product will be made of one material, and easily detachable, to make reuse and recycling more efficient. Many of our competitor’s products are difficult or impossible to recycle or repurpose once they reach the end of their lifespan, and we believe our pivot will not only drive consumer action but inspire other brands to rethink their sustainability practices. E-waste is a significant crisis in the modern age, polluting soil and affecting the health of colonized communities. Our mission for peace sets us apart from our competitors and drives our mission to be an influence in the sustainability of industrial design.

Our product will use high-quality glass and metals used in our diffusers which can be easily melted down and reused, for our products or others, significantly lowering the carbon footprint and cost of sourcing new materials. We want our customers to feel confident knowing that the materials in their diffusers are carefully chosen to support both durability and recyclability, extending the product's lifecycle and reducing waste. This is part of the reason for our premium pricing, in addition to our personalized service.

At CLOUD.10, we understand that the materials used in our products have a significant impact on the environment. That's why we prioritize the use of sustainable materials in every component of our diffusers. To ensure our mission of being eco-friendly, we will have to work closely with suppliers who share our commitment to environmental responsibility. Our wood, for example, would be sustainably sourced from FSC-certified forests, ensuring that the wood is harvested in a way that supports forest regeneration and biodiversity. This will allow us to offer high-quality wood in our diffusers that align with our customers' ethical standards.

Additionally, the customized essential oils we offer will be sourced from ethical suppliers who engage in sustainable farming practices. We are committed to supporting small-scale farmers and communities who prioritize environmental stewardship and fair labor practices. Through these partnerships, we hope that the production of our essential oils doesn't come at the cost of the environment or the well-being of the workers involved.

We hope to achieve sustainability at every step of the production of our products. Traditional manufacturing methods can be highly energy-intensive, and thus costly to our pockets and our planet alike. We hope that by utilizing renewable energy sources, such as solar power, and minimizing energy consumption during manufacturing, we can develop a strong,

ethically-minded consumer base. In turn, we hope this might inspire other companies in the sector to engage in similar practices.

Wasteful packaging pollutes our planet, so we want our packaging design to be both minimalistic and fully recyclable while staying true to our mission of delivering aesthetic pleasure. We will avoid plastic packaging in favor of paper, cardboard, and other eco-friendly materials. Our diffusers will be shipped in compact packaging, reducing the amount of material used while still protecting the product during transit.

Furthermore, our customers are encouraged to repurpose packaging materials for their own use or recycle them properly. We include clear instructions for recycling and provide suggestions for upcycling, further encouraging a circular economy. This dedication to sustainable packaging helps reduce waste and allows our customers to play a direct role in minimizing environmental harm.

The actions we take at CLOUD.10 are not just about meeting consumer demand for eco-friendly products, but about leading the way in promoting sustainability across the broader home goods industry. Our commitment to the environment is not a passing trend but a long-term strategic effort, aiming toward the betterment of industrial practices in our world, and inspiring customers to purchase responsibly-made, high-quality products.

Our commitment to sustainability goes hand in hand with our mission to create meaningful, personal connections with our customers. People face a barrage of conflict-driven content on their social media feeds, and in their hope for a better world, seek brands that share their values. Our brand seeks to embody transparency and trust with our online audience. Our environmental efforts will be communicated clearly across all customer touchpoints, from

packaging and labeling to our website and social media platforms, ensuring that our sustainability story is heard.

By positioning ourselves as leaders in sustainable business practices, we will not only create an eco-friendly product that customers can feel good about using, but we also foster a community of like-minded individuals who share a passion for protecting the planet. Our sustainability efforts resonate with our target audience, giving us a competitive advantage in a market that increasingly values ethical practices and environmental responsibility.

As consumers continue to demand more from brands, we remain committed to leading the way toward a more sustainable future—one diffuser at a time. Through these efforts, we are not only creating a positive impact on the environment but also fostering a loyal customer base that shares in our vision for a greener, cleaner world.

#### **Section Four - Spokespeople & Celebrity Endorsements**

For Cloud.10, we wanted to select celebrities as spokespeople to endorse our product, reflecting our brand's values through their professional careers and emphasizing the importance of relaxation and self-preservation following hard work. By way of this notion, we have selected three potential candidates based on our research: Morgan Freeman, Jimmy Butler, and Alicia Keys. With all three celebrities occupying major categories of entertainment, we hope to capture the millennial audience with relatability and status, pulling back the curtain on the lives of these public figures and showing how they use Cloud.10 to enhance their lives.

Featured in advertisements and on our website, our celebrity bios will showcase their endorsements of our product. With a recognizable voice famous for his narration, Academy Award winner Morgan Freeman will provide a sense of relaxation that amplifies the effects of Cloud.10. After a tough game, NBA star Jimmy Butler loves to unwind with his Cloud.10 air

diffuser to center his mind and ease his stress. Grammy-winning Alicia Keys will appeal to the desired luxury of the customers, emphasizing self-care and well-being in her creative environments. These celebrities highlight three different situations in which Cloud.10 can be utilized to achieve inner peace, but all come to the same conclusion of promoting personal well-being and healing.

As studied in Angie Basiouny's 2023 article *The Marketing Psychology Behind Celebrity Endorsements* from the Wharton School of the University of Pennsylvania's business journal *Knowledge at Wharton*, celebrity endorsements are shown to work due to both the recognizable figures featured as well as the customers' trust in them. Basiouny notes that "People are more likely to choose products that are endorsed by a celebrity rather than a non-celebrity, and they make that choice faster,"<sup>1</sup> indicating the importance of the spokesperson's status in the eyes of the public. Researchers on the topic deduced that:

Humans [...] will follow the lead of high-status, high-prestige individuals in their group by aligning their gaze or copying their decisions. This behavior is seen [...] in the office, when employees model their work after the top-rated employee. When the leader is successful, others require less evidence to make the same choice.<sup>2</sup>

Basiouny goes on to write that despite the celebrity's status sometimes overshadowing the product, "the celebrity is still building consumer confidence."<sup>3</sup> This confidence in the product is essential when established with the customer, using the bond between them and the celebrity as a basis for their interest in both the product and the brand.

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<sup>1</sup> Basiouny, A. (2023, May 30). *The Marketing Psychology Behind Celebrity Endorsements*. Knowledge at Wharton. <https://knowledge.wharton.upenn.edu/article/the-marketing-psychology-behind-celebrity-endorsements/>.

<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

## Section Five- Marketing to Millennials & Pricing

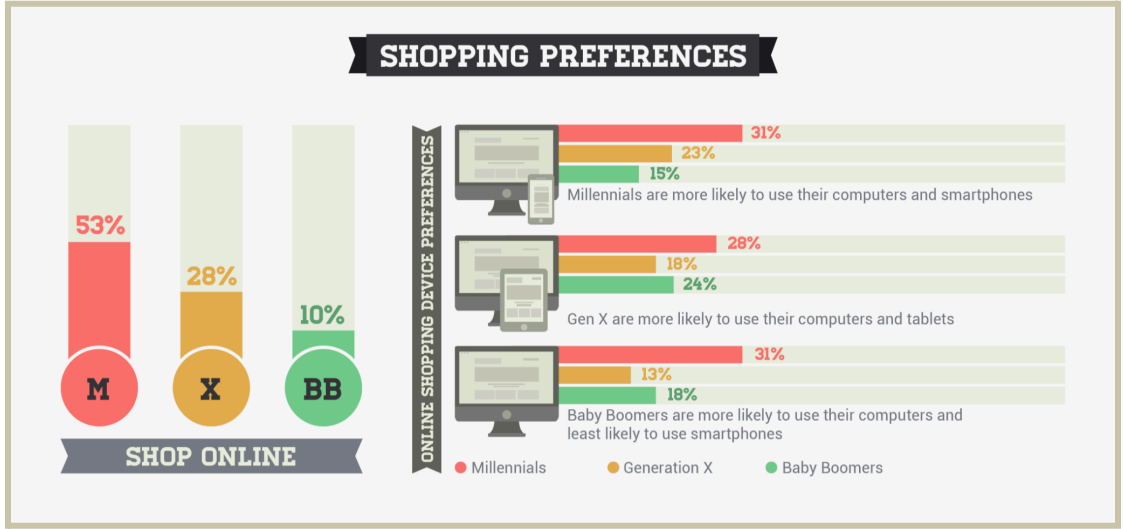
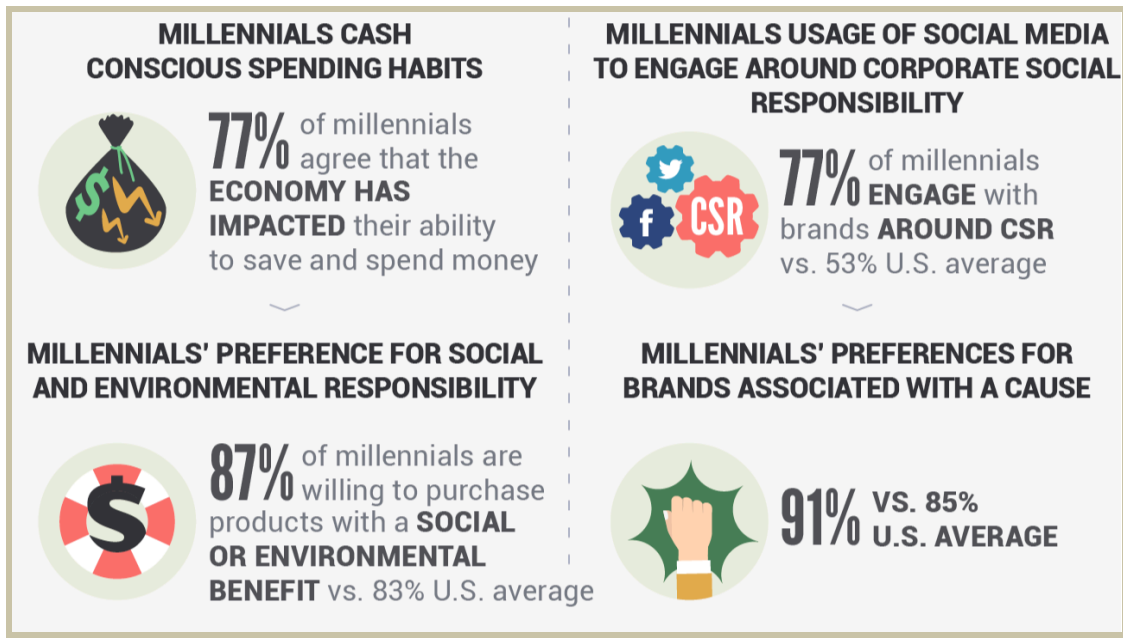
By marketing Cloud.10 as a luxury brand producing an environmentally friendly essential oil diffuser, we feel that millennials would naturally be our target audience due to their preference towards social issues, corporate responsibility, and technology. According to the Dornsife College of Letters, Arts and Sciences of the University of Southern California in their 2023 article *Psychology of Successfully Marketing to Millennials*, “87% of millennials are willing to purchase products with a social or environmental benefit,” as opposed to the 83% average of the total population of the United States.<sup>4</sup> Following this idea, “77% of millennials engage with brands around corporate social responsibility,” versus the 53% average of the total population of the United States, and 91% of millennials prefer brands associated with a cause over 85% of all Americans.<sup>5</sup> Additionally, while 53% of millennials shop online, only 28% of Generation X and 10% of Baby Boomers engage in similar practices, with 31% of millennials being more likely to use their computers and smartphones as opposed to 23% of Generation X and 15% of Baby Boomers, allowing both a marketing strategy and a product based in technology prime for advertising tailored to millennials.<sup>6</sup>

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<sup>4</sup> USC Dornsife. (2023, November 17). *Psychology of Successfully Marketing to Millennials*. Applied Psychology Degree. <https://appliedpsychologydegree.usc.edu/blog/psychology-of-successfully-marketing-to-millennials>.

<sup>5</sup> Ibid.

<sup>6</sup> Ibid.



Based on this information on millennials as a consumer, our brand’s dedication to sustainability, and the integration of technology into Cloud.10’s product, we believe that a fair price for our essential oil diffuser would be \$199.99. As a luxury product, we are setting ourselves apart from our competition with this price point, marketing our brand as high quality and exclusive. Through our target audience of millennials, we cater to high-class professionals looking to relax clients, employees, and themselves during and after stressful days. Not only do

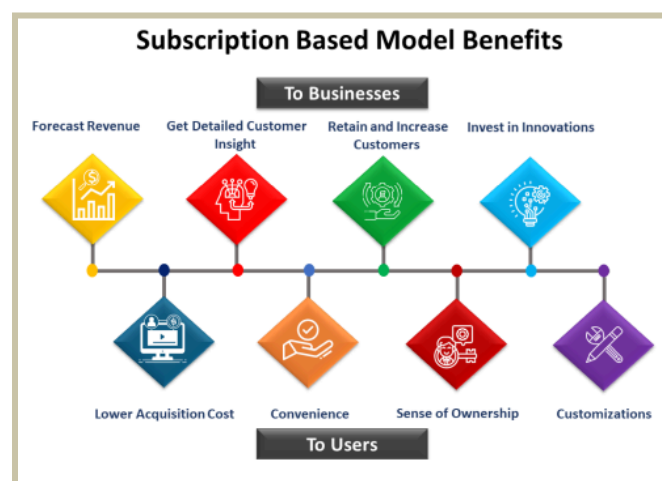
we value this consumer, but Cloud.10 also values itself; our price point will encourage brand loyalty and status among our customers, similarly falling in line with our subscription service of monthly essential oil refills priced at \$24.99, a discount from the regular price of \$29.99. Not only do we gain from our environmentally friendly and technologically progressive model, but so do our customers.

### **Section Six- Subscribing to Our Service**

The use of subscription plan services is beneficial to both customers and companies. The benefit to the customer is that they get more for their money. For instance, companies like Dollar Shave Club put several items into one pack costs, usually costing less than buying each item separately. Next is convenience. Subscriptions are super easy to use. Once you sign up and provide your details, you will keep getting the products or services you signed up for without having to do anything else until you unsubscribe. Next, the benefit to the customer can be the correct choice of products when there are too many choices for consumers to pick the correct item or items. Subscription services use bundling of products chosen for you based on what you like, making it easier to discover new products and services the business offers. Consumers can then enjoy products and new experiences without having to do much research themselves because the business has done the work for them and created a subscription that can reduce time for the consumer. Subscription services help build long-lasting relationships with customers, making them loyal to a brand with consistent income and a lot of consumer feedback. Businesses adjust their products and services to keep the customer happy. In the end, subscriptions help strengthen these long-term relationships with customers and allow for products to be bought regularly.

Businesses can benefit from subscription services in many ways as well. A company that uses a monthly subscription fee can make more money over a year from a subscriber than it would from a customer who makes only occasional purchases. This means the company can count on a steady income flow from each customer with a recurring subscription account. For instance, if a subscription charges users \$9.99 a month for access to products that would otherwise cost \$6.99 each, the business would generate more revenue from a user who subscribed for a year, which would be almost \$120, than from someone who only buys one \$6.99 product a month which would average around \$84.

Another positive for businesses is that a subscription allows the company to have closer contact with customers. The subscriptions allow companies to accumulate data on what customers enjoy and what they don't enjoy. It also allows companies to understand the purchasing patterns of consumers. This ongoing feedback helps businesses to meet the needs of their customers by providing products that are needed and wanted rather than guessing what the consumer wants. Subscriptions help regularly connect with active customers to get feedback on the products that they are receiving. The feedback is instrumental in designing what is needed by the customer and what the business can provide.



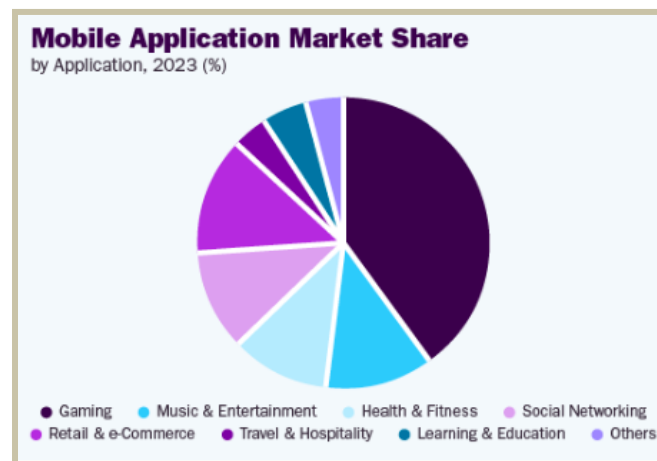
At Cloud.10 we will be focusing the subscription plan to customers purchasing our diffuser for the first time. Offering a free set of essential oils with every first-time purchase, with a discounted price on refills. This will bring a pack of three oils from \$29.99 to \$25.99. The subscription will add the customer's email to a mailing list, where they will receive weekly newsletters, updates on sales, and information on how our company is giving back to the environment. The subscription will also add the customer's birthday, and our computer system will send out birthday cards to our customers on the week of their birthday. The birthday card will have a \$10 gift card to select products in our store. This will help create a stronger loyalty bond with our customers, creating a community of people who know and trust our brand.

### **Section Eight - Integrating Technology**

In today's digital world, people enjoy using their phones and discovering new apps, making a Bluetooth-connected diffuser is a fun and convenient addition. According to a report by Grand View Research, the global mobile application market was valued at \$252.89 billion in 2023 and is expected to grow at a CAGR of 14.3% through 2030. As shown in the graph, health and wellness apps rank among the most popular. As technology advances, diffusers are evolving with smart features like Bluetooth, allowing users to control them directly from their phones. This not only provides easy access to settings but also offers real-time insights and a more interactive experience. By integrating an app with Bluetooth capability, our diffuser stays on top of trends, making it more engaging, user-friendly, and connected to modern wellness routines.

Bluetooth diffusers make aromatherapy more convenient and customizable with smart technology. With app control, users can easily turn their diffuser on or off, adjust mist intensity, and set schedules directly from their phone. Automated features allow the diffuser to remember scent preferences, adjust settings based on the time of day, and sync with daily routines like

waking up or winding down for bed. Personalization adds to the experience by offering tailored essential oil recommendations, letting users save their favorite scents, and even providing exclusive discounts on frequently used oils. Refill alerts ensure customers never run out of their favorite scents, making aromatherapy effortless. Additionally, Bluetooth connectivity allows brands to gather insights on customer preferences, helping improve product recommendations and engagement through loyalty programs, rewards, and notifications about new scents or special promotions. Smart troubleshooting features, such as cleaning reminders and maintenance alerts, also help keep the diffuser in good condition. By combining technology with wellness, Bluetooth diffusers offer a seamless and enjoyable aromatherapy experience that fits effortlessly into daily life.



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