

CLOUD.10

IMC Campaign

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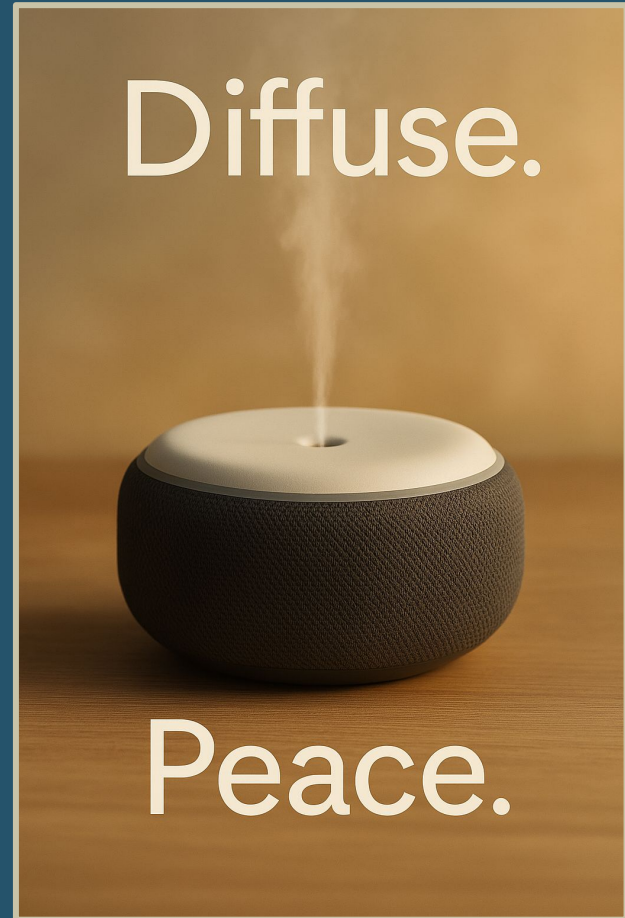
Ren Zisser - Brand Identity Developer

April 17th, 2025



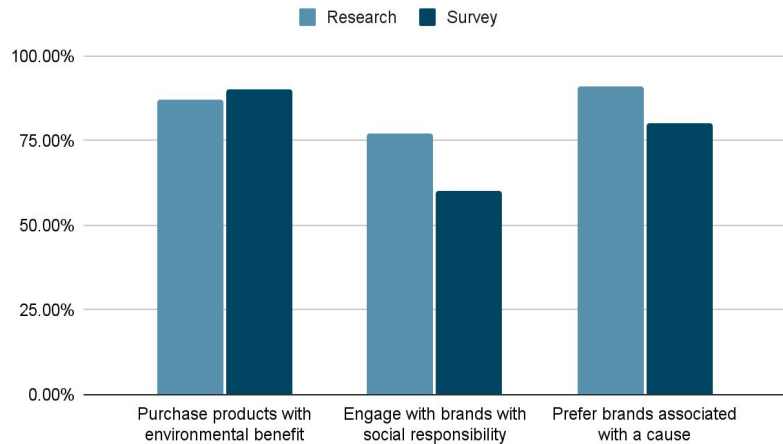
Executive Summary

- Market research & audience insights
- Competitive positioning & brand identity
- Content strategy & creative assets
- Ad placement & distribution
- Budget & performance metrics
- Optimization plan & next steps



Market & Consumer Insights

Millennials & Eco-Friendly Brands



Sources: University of Southern California & Grand View Research

Audience Personas

- High-class millennials
- Stressed at home and work
- Focused on self-care
- Eco-friendly

Market Trends

- Global essential oil market valued at \$23.74 billion in 2023
- Expected to grow annually by 7.6% from 2024 to 2030

Buyer Journey

- Wants to relax at home and work
- Cloud.10 provides environmental diffuser
- Calls them to unlock their inner peace

Growth Opportunity

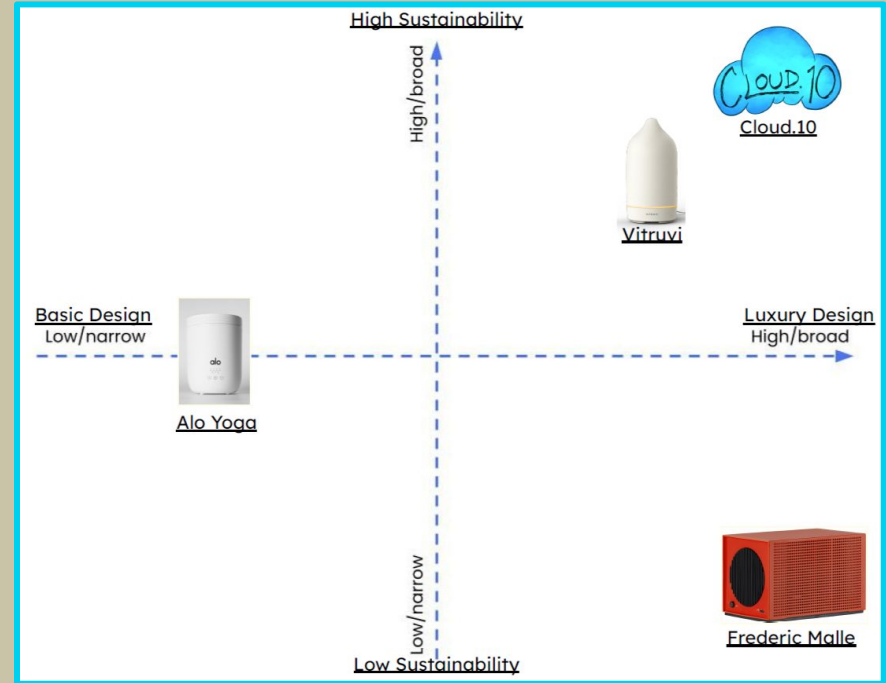
- Release during market growth
- Allows for brand expansion, investor curiosity, and consumer interest



Competitive Analysis & Positioning

Unique Value Proposition

- Portable design, modern technology, eco-friendly focus, and premium approach
- Turn any space into a permanent sanctuary, or take your comfort on the go
- Relax while respecting the planet
- Cloud.10 isn't just a diffuser... It's a statement

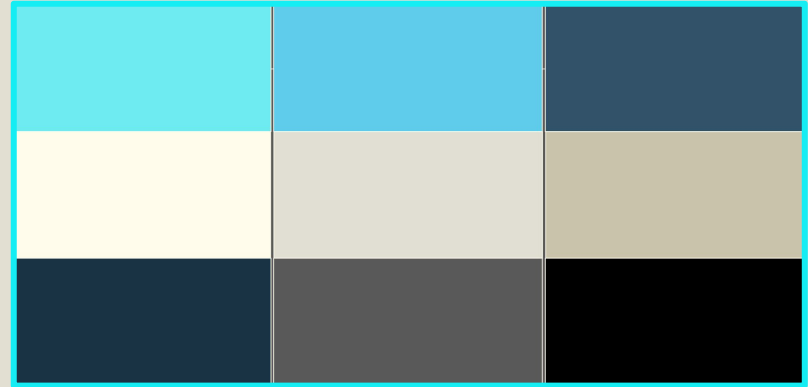


Campaign Timeline

<u>Timeline</u>	<u>Strategies</u>	<u>Activities</u>	<u>Metrics</u>	<u>Budget Allocation</u>
January - February: Foundation	Positioning & awareness	<ul style="list-style-type: none">- Launch website, social medias, & email campaign- Begin daily posts	<ul style="list-style-type: none">- Website traffic- Social media engagement	40%
March - April: Engagement & Conversion	Lead generation & nurturing	<ul style="list-style-type: none">- Retargeting for website visitors- Case study ads- Limited time promotions	<ul style="list-style-type: none">- Email open / click rates- Conversion rates- Time spent on website	40%
May - June: Expansion & Loyalty	Customer conversion & retention	<ul style="list-style-type: none">- Incentivized customer referrals- Customer appreciation posts	<ul style="list-style-type: none">- Conversion rates- Customer lifetime value- Referral program participation	20%
Ongoing Throughout Campaign	Campaign optimization	<ul style="list-style-type: none">- Consistent messaging- Gather user data	<ul style="list-style-type: none">- Competitive positioning success- Overall ROI	Included in above allocations

Brand Identity

“Diffusing Peace, One Drop at a Time.”



Primary
Logo



Secondary
Logo



Cloud.10
Typeface



Brand Identity

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll
Mm Nn Oo Pp

Qq Rr Ss
Tt Uu Vv Ww
Xx Yy Zz

Rubik Bubbles

Lexend

Messaging Framework

“Transform your space into a sanctuary with premium aromatherapy.”

“Come home to calm. Cloud.10 diffusers blend sleek design with therapeutic-grade essential oils to help you unwind, reset, and elevate your everyday.”



At-Home Relaxers



Messaging Framework

*“Clear your mind.
Elevate your workspace.
Stay in flow.”*

“Power your productivity with peace. Whether you’re in a boardroom or a home office, Cloud.10 helps you stay calm, focused, and on your game — one breath at a time.”



At-Work Professionals



Messaging Framework

*“Optimize recovery.
Breathe deeper.
Recharge naturally.”*

“Your cooldown just
got an upgrade.
Cloud.10 is perfect for
muscle relaxation,
breathwork, and
post-workout clarity.”



Athletes & Fitness Enthusiasts



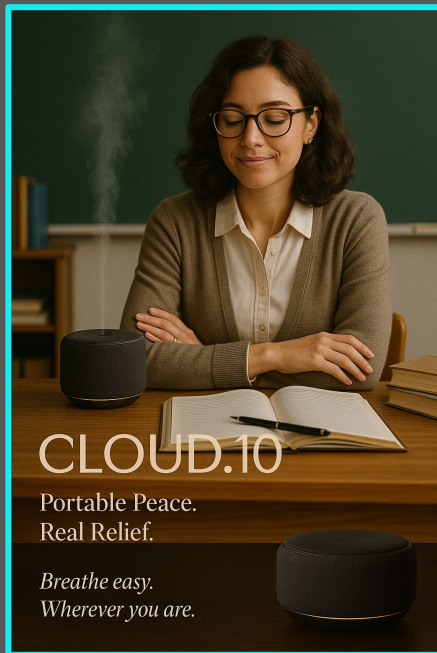
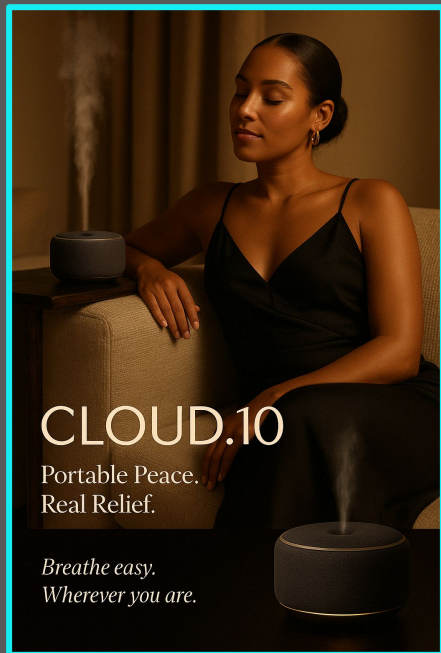
Ad Storyboard



“Find peace on the road. Take yourself to CLOUD.10”



Ad Mockups



“#UnwindAnywhere. Where do you reach CLOUD.10?”



Ad Mockups



“#UnwindAnywhere. Where do you reach CLOUD.10?”
“Defuse the situation. Unwind with CLOUD.10”

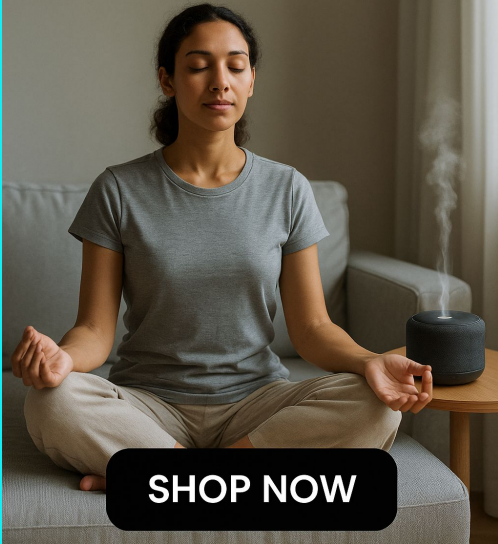


Landing Page

CLOUD.10

Unwind anywhere.

Let us take you to CLOUD.10.



[SHOP NOW](#)

Unwind
anywhere.

Let us take you to
CLOUD.10



Ad Banner

CLOUD.10
Unwind anywhere.



**Defuse the situation
with CLOUD.10**



Email Campaign

Welcome to Your Journey to Calm

Dear [Name],

Thank you for joining the Cloud.10 family. We're excited to be part of your self-care journey and help transform your home into a personal sanctuary.

At Cloud.10, we believe that everyone deserves moments of peace in their daily life. Our mission is to make aromatherapy simple, effective, and beautiful.

Getting Started is Easy

1. **Fill** your diffuser with water to the fill line
2. **Add** 5-7 drops of your favorite Cloud.10 blend
3. **Power on** and select your mist setting
4. **Breathe** deeply and enjoy

[Explore Your New Calm](#)



Dissemination Strategy

Ad Placement Strategy

- Social Media (Facebook, Instagram, & TikTok)
- Email
- Blog Posts

Content Distribution Plan

- Media
 - Owned
 - Paid
- 6 Month Strategy

PLATFORM	MON	TUE	WED	TRU	FRI	SAT	SUN
INSTAGRAM	Product photo		Story poll (fav scent)		Reel: diffuser setup for the weekend (Ad)	Story repost	
TIKTOK		Trending sound/video		Diffuser tip		Get ready for bed video (Ad)	
FACEBOOK	Wellness tips		Blog tip or diffuser care tip		Sale promo post (Ad)		Repost
EMAIL				Weekly newsletter			
WEBSITE							Blog post

Budget Breakdown

\$400,000



CASTING

\$270k for 3
recognizable actors



PRODUCTION

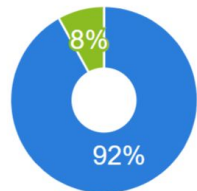
5 Day shoot
\$50k High-end
visual effects
\$25k Director
\$8k Photographer,
\$5k VFX supervisor,
\$2k sound



MARKETING

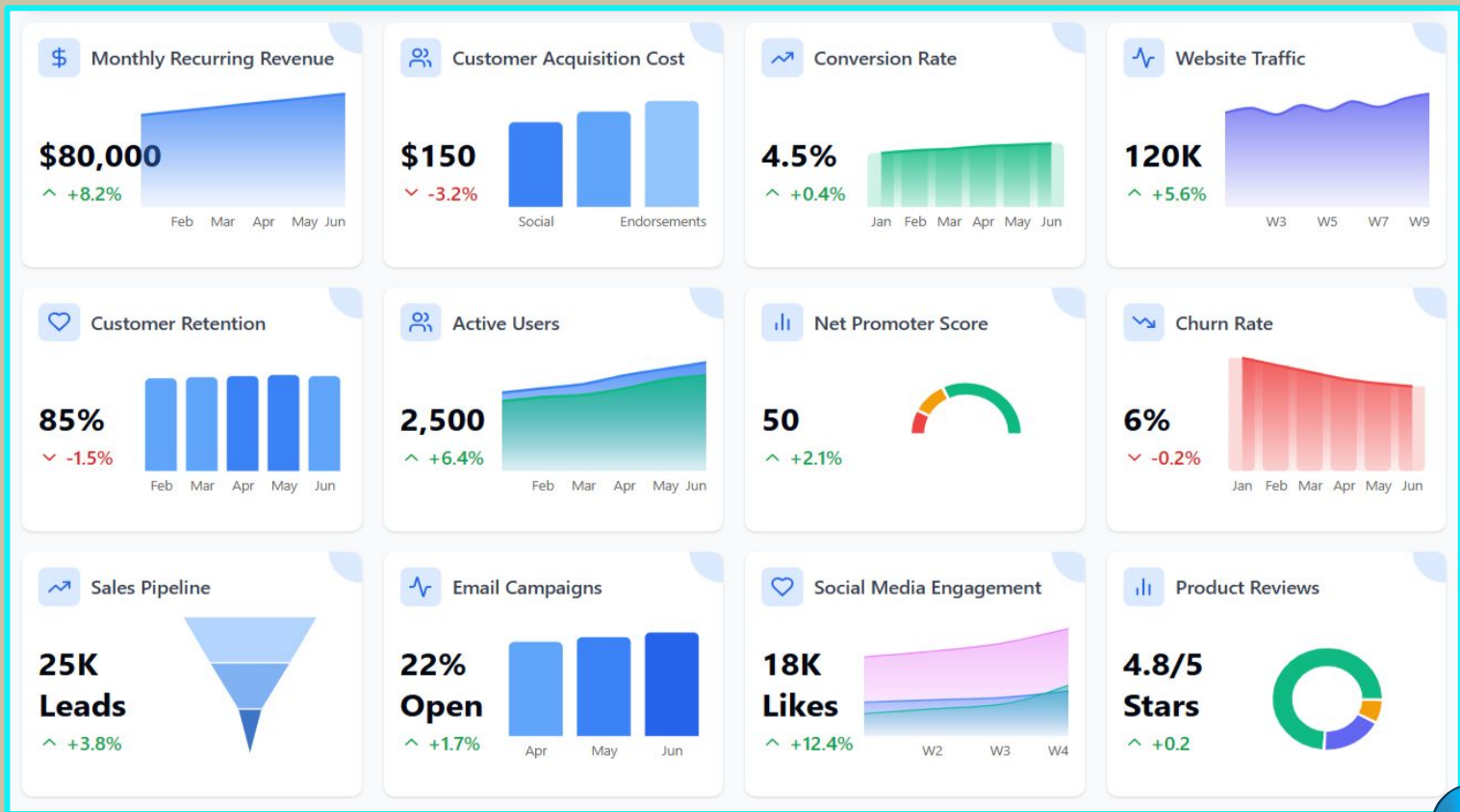
\$40k for Hulu
placement = 1 mil
impressions

Investment Gain	\$35,000.00
ROI	8.75%
Annualized ROI	18.54%
Investment Length	0.493 years



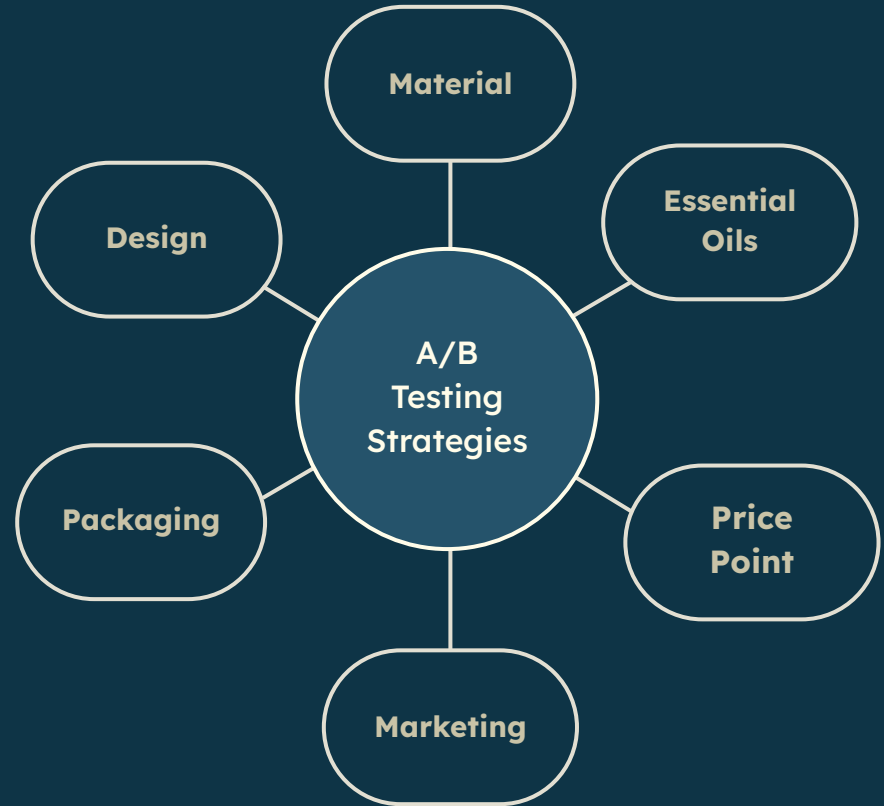
■ Invested
■ Profit

KPI Dashboard



Optimization Plan

- Get Customer Feedback
- Consider customer opinions
- Make Product Updates
- Update Packaging
- Expand Product Line
- Follow Trends



Final Summary & Next Steps

Key Takeaways

- CLOUD.10 meets rising demand for eco-conscious wellness
- Targets high-end millennials focused on self-care
- Provide a strong strategy and clear branding
- Combines convenience with a high-end image

Recommendations

- Keep focusing on paid ads to drive awareness
- Partner with influencers
- Expand to new platforms for wider reach



Cloud.10

Thank You!

Comments, Questions, Concerns?



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