

BRAND MESSAGING GUIDE



The House Champagne

TABLE OF CONTENTS

- 01 BRAND IDENTITY
- 02 CUSTOMER PROFILE
- 03 BRAND STORY
- 04 BRAND VOICE



BRAND POSITIONING

Serving your home a glass of style and organization

At The House Champagne, our designs blend what matters most: a functional style that works seamlessly with how you live. We strive to serve our clients' homes a round of function and flair that restores peace and sparkles with personality.

summarizes the unique way you are going to change the world and how you're set apart from the competition



BRAND PROMISE

With our full-service design solutions, you can sit back and take a load O.F.F. while we infuse your home with organization, flow, and function.



how you help your customers overcome specific challenges and the big promise you deliver

CORE BRAND VALUES

Service

We provide full concierge service for our clients, enabling them to take a load O.F.F. while we create improved organization, flow, and function to their homes.

Purpose

We value the benefits peace contributes to a home and use interior design and organization to support seamless, stress-free home living.

Creativity

We love planning designs and storage solutions that represent the personality and lifestyle of our clients.

Integrity

We operate as a top shelf company, being trustworthy and reputable in providing elite design and space solutions built to last.



BRAND PROFILE



The House Champagne is a CAREGIVER.

We value service above all else.

We stand against the anxiety and chaos felt by unorganized clutter and generic design. We're frustrated that our clients can be full of life, but their homes don't reflect their personalities. It pains us to see homeowners choosing between improved home design or organization solutions when they sincerely need and desire both services.

We seek to change this by restoring peace to our clients' homes through improved organization, flow, and function and by providing thoughtful design and functional storage solutions that represent our clients' robust persona and values.

CUSTOMER PROFILE



Crystal is an Lover.

She values intimacy above all else.

Crystal is experiencing frustration from her disorganized, generically designed home. She hates digging through piles of clothes and clutter to find that one accessory for her kid. Dinner parties come with the fear and dread of her guests judging the haul of knick-knacks stuffed in her poorly designed closet. Her time is limited, and she can't

spend it creating a design for her home and setting up an improved storage system. Crystal has a robust personality but is tired of her house not matching her demeanor and style. In fact, her home drains her unique approach to life.

Crystal is looking for a unique design and organization solution to help her achieve increased peace, flow and function in her home.

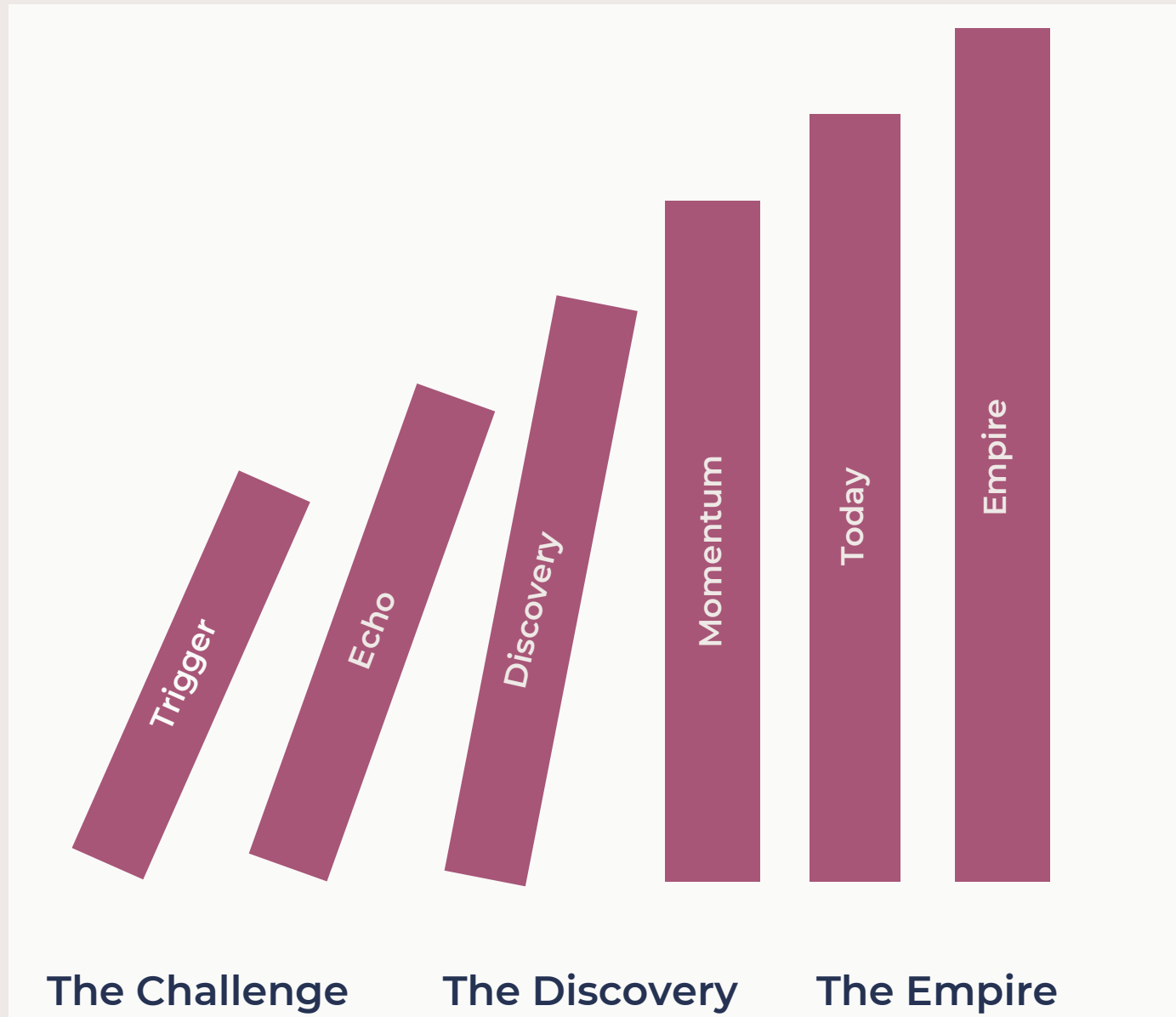
BRAND STORY



How we're chasing our big dream

BRAND STORY DOMINOS

Each segment of your brand story is like a tipped domino leading to the next defining moment.



[THE CHALLENGE: ORDER]

As a teenager, Bianca first discovered interior design when she styled her “moonlight” bedroom—complete with bright yellow walls and a dark blue ceiling. A pure work of art in her 13-year-old mind!



Since then, she’s honed her design skills and blended her love for creativity and organization through a career in operations management.

BRAND VOICE



How we'll tell the story

BRAND TONE

METICULOUS

CONSIDERATE

PROFESSIONAL

LUSH



BRAND LANGUAGE

Infuse

term used for champagne references

Dazzle

term used for champagne references

Toast

term used for champagne references

Raise a Glass

term used for champagne references

Robust

term used to define our services

Refresh

term used to define our services

Serve

term used for champagne references

Thoughtfully Designed

design that intentionally framed around the personality and needs of our clients

OUR RALLY CRY

Like opening your favorite bottle of bubbly, a well-organized and designed home brings delight and flow to your day. There's a sense of calm as everything is in its rightful place, and your home looks and feels like you.

At The House Champagne, we infuse tailored design and organization solutions to restore peace, flow, and function to busy homes.

Let's uncork the full potential of your home and create a space that not only dazzles the eye but also makes home living easier.



unifying call to action to draw in your people

Thank you!

It's been a pleasure crafting your Brand Messaging Guidebook. Don't hesitate to reach out for your next project.



LET'S STAY IN TOUCH!

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