



HAND OUT SWEETHEART

SWEETHEART

Provides a fair, natural and happy choice. The name Sweetheart was created by the thought of sugar, which is sweet and heart because we believe that everybody has the heart to create a better world. The name Sweetheart shows affection and has a feminine association with something dear to take care of.

SUGAR ON-THE-GO

With products for on the road, Sweetheart completely understands the needs of Millennial Mums and feels the urge to provide great products that are tasty, quick and easy on-the-go.

What products would you like to see?



ABOUT SWEETHEART

Vision

We strive to make it easy for human-beings to take care of the world and themselves.

Mission

Sweetheart provides a fair, natural and happy choice which is quick and easy to enjoy.

Values

Sweetheart has the following values, which are expressed through the entire communication:

- Fair/Sustainable
- Natural
- Transparent
- Happy
- Accessible
- Easy

The USP's (Unique Selling Points)

- Collaborations with companies who source locally
- Environment friendly production
- Customisable products
- Sustainable & recycled packaging
- Organic products
- 100% sustainability from A-Z

The ESP's (Emotional Selling Points)

- Creating a better world
- Helping sugar farmers by giving them a fair income
- Created to fit into a Millennial Mums lifestyle
- Real connectivity with the local farmers to create happy products
- Telling the stories of sugar farmers

LOYALTY PROGRAM

Increasing the retention rate is very important for a branded concept and this could be done by creating a loyalty program. Sweetheart's loyalty program will be created in three different ways.

- Videos (how to use and combine sust. sugar - Youtube, website, blog)
- Facebook & Tiwtter - show own experiences, thoughts, findings and usage of sustainable sugar.
- Collecting Sweetheart Points - discounts and customisable products

Packaging

Sweetheart's packaging is created with recycled products. This contributes to the overall brand image where we help to create a better, sustainable and happy world. Examples of these packages are shown in the collage.

Transparency

As mentioned earlier, transparency is important for Millennial Mums. Sweetheart ensures this by specifically mentioning what ingredients are used and where these ingredients come from.