

BAREFOOT LIVING

brand book





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BRAND CORE

MISSION

We want to continue inspiring, connecting, and engaging with our customers on an emotional level by creating close memories from home. We strive to be the brand that brings joy, love, and relaxation to everyone's soul.

VISION

We strive to be the brand that offers a durable and inspirational mix of homeware products, which are not only made from high-quality material but also ethically and sustainably sourced.

Materials



handcrafted & natural

Homeware



Eclectic mix

Til's world



being part



restful mature
Love for BFL customers (CRM)
Sustainability Passion Inspiration
Natural design
Feel-good products High-quality
Friends & family vibe **Authentic** clean
friendly **Positive** Brand Ambassador
relaxed

PRIMARY BRAND STRATEGY

- ✓ A Look & Feel that brings coastal living, countryside, gardening, and rustic styling together with a seasonal angle.
- ✓ Connection of brand image with close memories from home that inspire customers on a deeper level.
- ✓ Sustainable, durable, and ethically sourced materials

SECONDARY BRAND STRATEGY

A reliable supply chain

High-quality natural materials

Code of conduct that reflects the brand values and standards

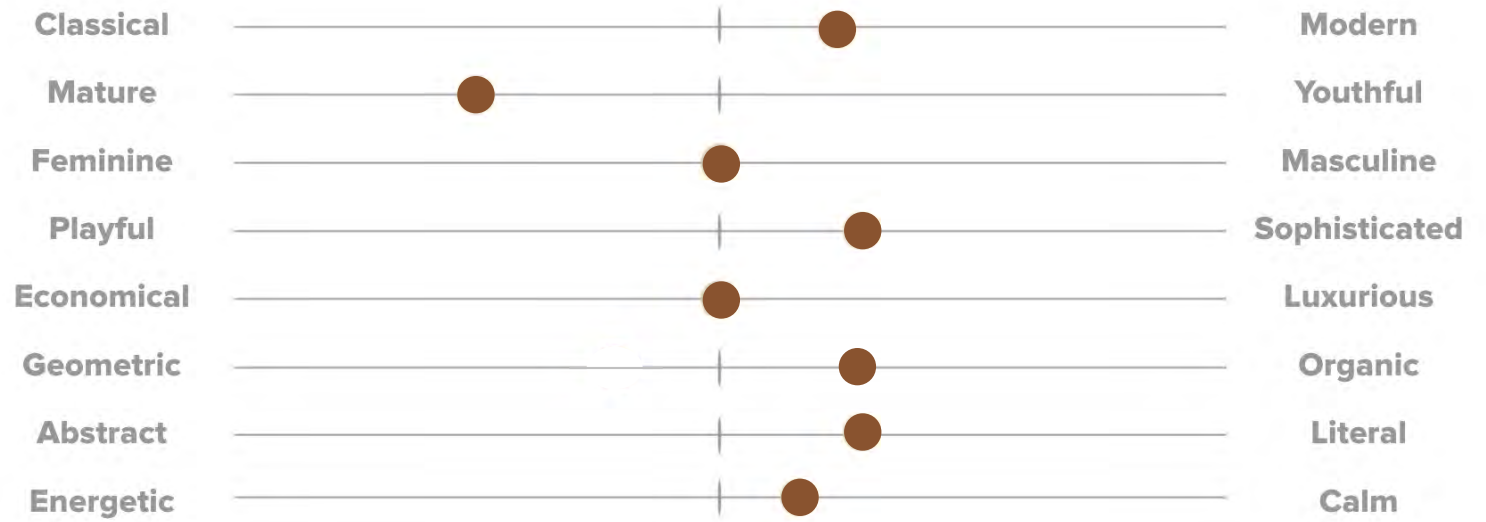
Sustainable and durable fibers/
materials sourced ethically

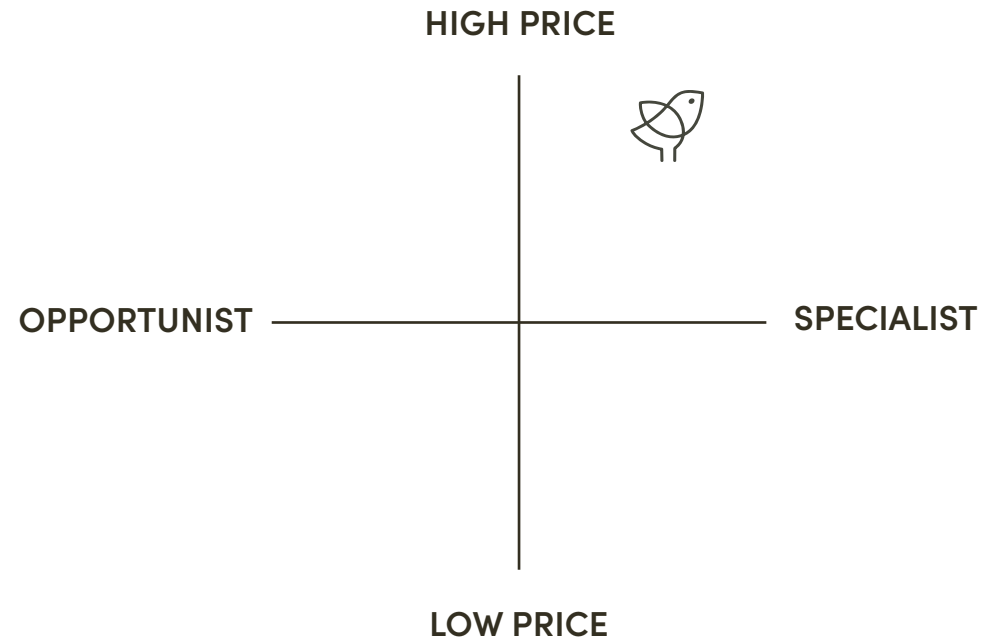
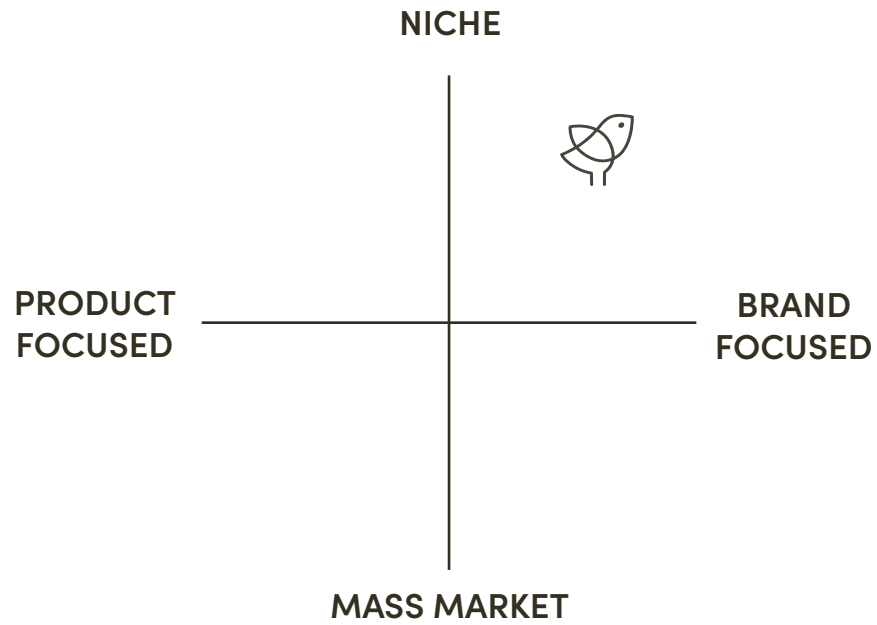


BRAND PERSONALITY

E V E R Y M A N	GOAL Be part of our BFL family		MARKETING NICHE Common touch, solid virtues, gives a sense of belonging	Connect to others - social
	BELONGING You are just like us – and we are just like you.			
	BRAND MESSAGE When we treat each other with honesty and kindness we can live together in harmony.	BRAND VOICE Friendly Authentic Humble	TRAITS Supportive & faithful; the person next door; down to earth	DRAWBACKS Blend in too much

I N N O C E N T	GOAL To be happy, authentic, and feel good		MARKETING NICHE We want to continue inspiring, connecting, and engaging with our customers and be seen as trustworthy, reliable, and honest, associated with morality, good virtues, and simplicity.	Yearn for Paradise - Freedom
	SAFETY 'Life is too short, just enjoy it'			
	BRAND MESSAGE The most wholesome things in life are unadulterated and pure, which should be connected to close memories from home.	BRAND VOICE Friendly Honest Personal	TRAITS Mature, Pure, Relaxed Loyal, Sustainable	DRAWBACKS Could be naive or boring





Highly attractive and largely unaddressed market for Barefoot Living – high potential due to missing direct competitors

Unaddressed market for Barefoot Living

No comparable brands in the market

Only individual categories of Barefoot Living are represented by smaller specialists

The unique business model and products offer a high potential to become even more of a monopoly

Strengthening and expanding the current market positioning with strong branding and product expansion



Important parameters of current customers based on Google Analytics

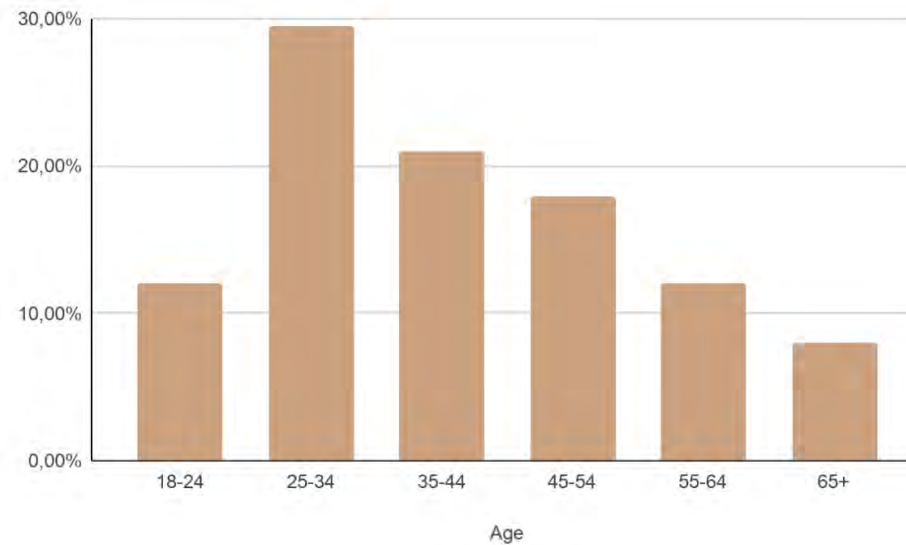
DEVICE

63% Mobile
30% Desktop
7% Tablet

OPERATING SYSTEM

47% iOS
23% Android

AOV: 134,29€
Returning visitors: 16,7%





10.716 likes



81% female



19% male

AGE

32% 35-44
27% 45-54
27% 25-34



83% GER	9% Hamburg
4% AT	7% Berlin
3% CHE	4% Munich
2% SP	3% Cologne
1% US	2% Vienna



46.604 likes



89% female



11% male

AGE

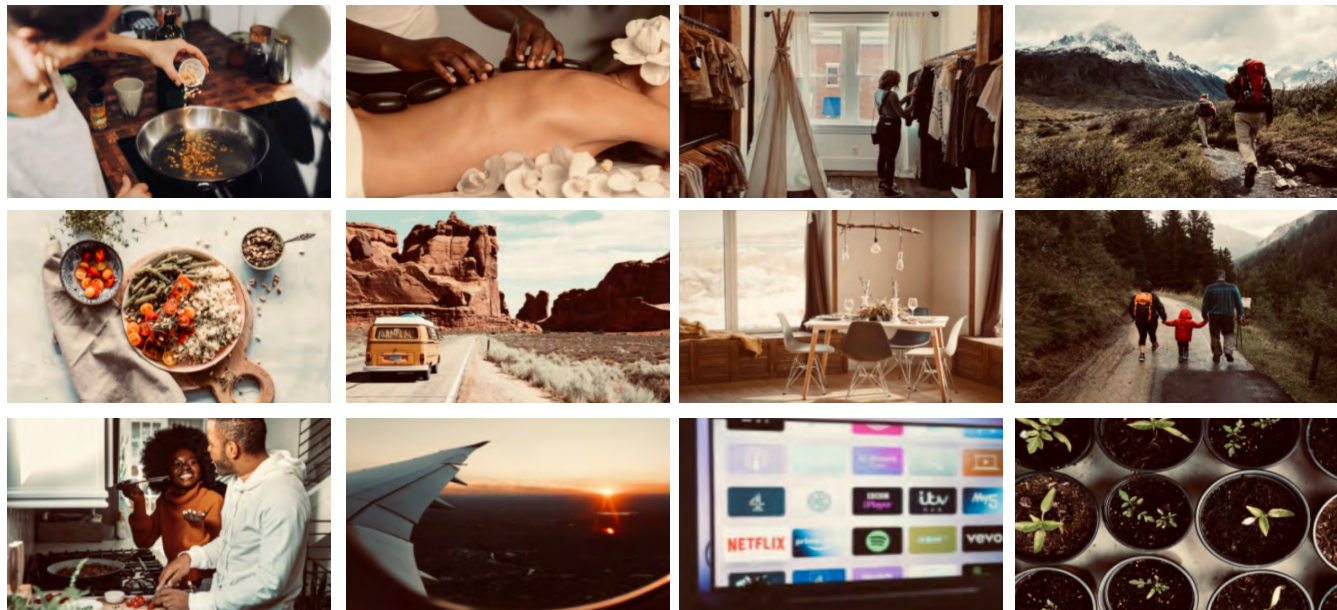
33% 35-44
27% 45-54
27% 25-34



92% GER	3% Berlin
3% AT	1% Vienna
1% CHE	
1% SP	

We've analyzed the interests of the Barefoot Living customer to get a full picture.

This forms the starting point of our brand strategy.



Online-Shop: Buyer Persona 1 – Meet BIRGIT



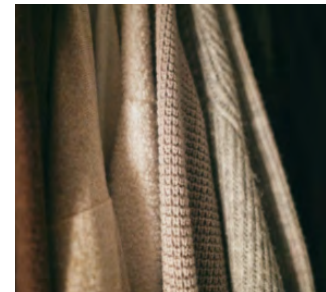
43 years old
working Mom
medium/ high income



Character:
online affinity, interested
in: interior, family, eco &
sustainability



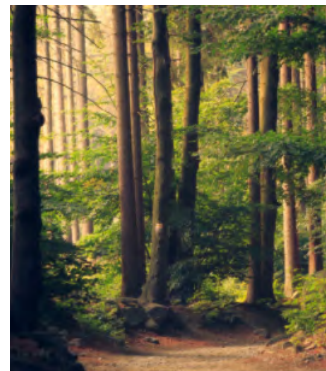
Motivation:
Natural aspect & high
quality of products; fan of Til
Schweiger and his movies



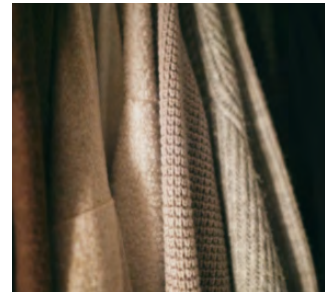
Purchase decision:
recommendation, test
results, price, online shop,
emotion, design



Touchpoints:
Inbox flyer, website, magazines,
movie placements, NL,
Facebook, Pinterest



Online-Shop: Buyer Persona 2 – Meet HANNAH



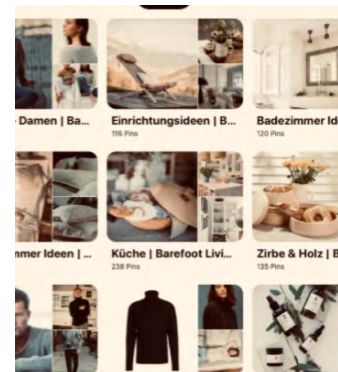
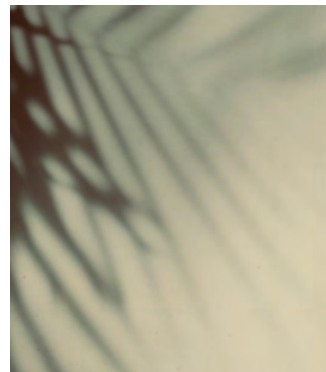
28 years old
Working in an agency
medium

Character:
High online affinity,
interested in new trends:
interior, fashion,
sustainability; friendship

Motivation:
Goes with the trend (look of
products) but also has her own
sense of style; big ambassador
for sustainability

Purchase decision:
Social media, WOM (friends),
online shop,
emotions, design

Touch points:
Especially active on SoMe
(IG, FB, Pinterest), website,
movie placements



Online-Shop: Buyer Persona 3 – Meet THORSTEN



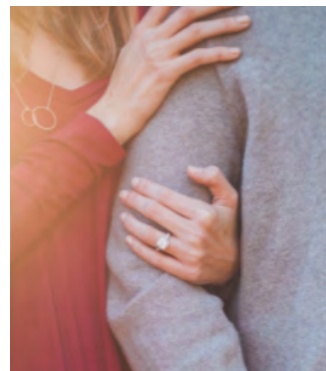
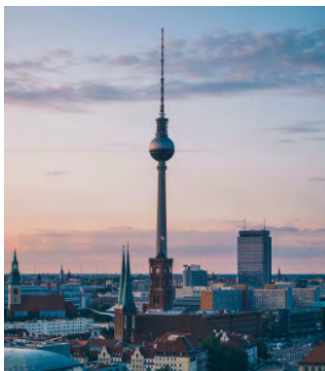
34 years old
Media businessman
medium/ high

Character:
constantly crafting on his house, financial security is important, sustainability, made in GER, quality of products is important

Motivation:
partner, family,
quality of products

Purchase decision:
price, delivery time,
quality, materials

Touch points:
Test sites, Amazon, advice,
reviews, web shop



WHAT
CUSTOMERS
APPRECIATE
ABOUT BFL

PRODUCT



- high-quality, natural materials, handcrafted
- sustainable products
- products from movies people love
- "Til Schweiger's world"

ORDER PROCESS & SHIPPING



- fast delivery (within one week)
- well informed about the entire process, feeling 'in good hands'
- packaging: unboxing experience
- 'feels like a gift from a close friend'

CUSTOMER SERVICE - ADVICE



- behave like friends
- one big 'BFL Family'
- informal, friendly tone
- problems are solved immediately; highly customer-oriented
- exchange runs smoothly and quickly
- accessibility by telephone

Webshop is the most important sales channel with a revenue share of 91%

Revenue share (2020)*

WEBSHOP

90.5%
(545,2K)

AMZ

9.5%
(57,4K)

Retail formats

- Restaurant Henry likes Pizza (Mallorca) - commissioned business model
 - sales area: 35 sqm
 - <http://henrylikespizzasantanyi.com/>
 - Contract talks in preparation
- Barefoot-Boat (Regensburg/Passau) - commissioned business model
 - <https://www.donauschiffahrt.eu/barefoot-boat/>
 - Contract talks in preparation

TONE OF VOICE

STONE OF VOICE

Barefoot Living's tone of voice focuses on the **community** aspect. With our ToV, we want to convey a feeling of **belonging to Til's world, the BFL family.**

Not only do we want our customers to feel a part of our world, but we also want them to **share this feeling of belonging with their family and friends.**

How we can convey this feeling:

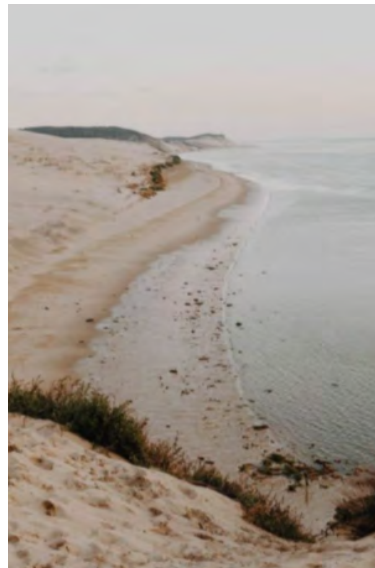
- We use an **informal form of address**: du/ihr (choose plural wherever possible to highlight the community character) to create a **feeling of closeness**
- We sound like **friends**: grounded, humble, honest and at eye level with our customers
- We are **inclusive**, not exclusive: everyone is welcome
- We sound **casual, relaxed and calm**, not witty, sassy or 'loud'
- We **inspire** our customers to build the home of their dreams, but we're not know-it-alls (the choice is theirs, we can only 'suggest' and inspire)
- We don't take ourselves too seriously, **we are human** – just like our customers

LOOK & FEEL

LOOK & FEEL

Mediterranean
Coastal
German Countryside
Earthy Elements
Wood
Stones
Sand
Water





LOOK & FEEL

Human Interaction
Get-together



IMAGERY GUIDELINES

- Moderate warm light
- Late summer afternoon: no harsh sunlight, play with shadows
- Saturation and contrast on the lower end
- Filmic/Paper look and feel
- Plenty of calm space
- True to colour post-production, product colours should not be affected
- Rough surfaces
- Minimal but lived in styling, personal touches, not a lot of fabric layers
- Not perfectly folded textiles, not very messy either
- Natural objects as decorative elements (woods and stones especially)
- Human interaction with the products

Candid poses of models

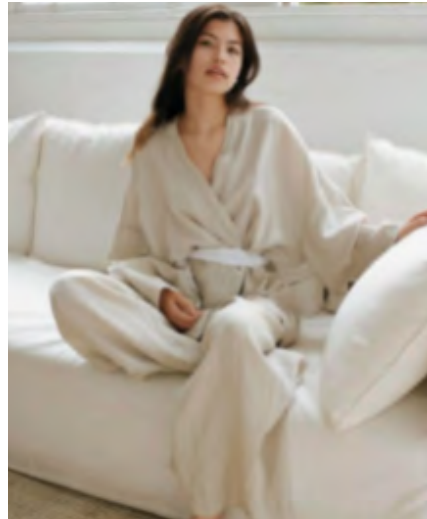
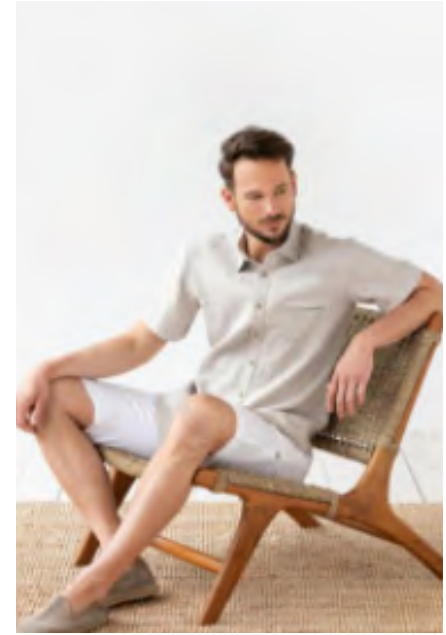
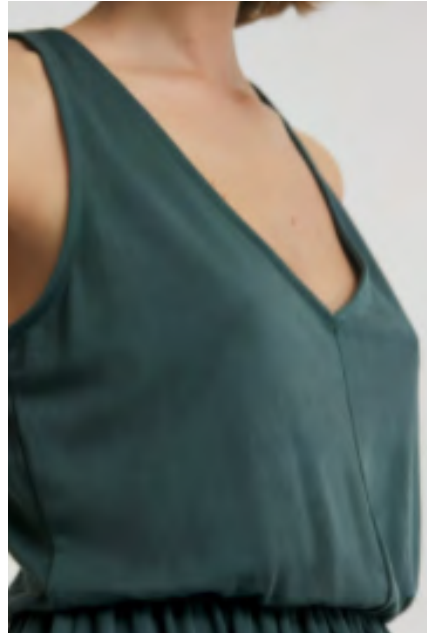


- Smooth and slow camera movement
- No direct look and talk to the camera
- Slow calming editing, but no slow motion in post
- Actual shooting audio, sounds of nature, and people chatting
- Voice-over by Til





Click [here](#) for the detailed presentation



Click [here](#) for the detailed presentation

GRAPHIC GUIDELINES

COLOURS

Nature
Warm
Light
Muted
Natural
Dry & light
Earth
Calm



#C3AD8B
PANTONE 4249 C



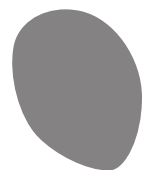
#DBD0BE
PANTONE 13-0907



#DCD7D4
PANTONE 13-0002



#4B4B50
PANTONE 19-0201



#848283
PANTONE 17-0000



#D9D9D6
PANTONE Cool Grey 1 C



#E3E5DF
PANTONE 12-4302



#333F48
PANTONE 432 C



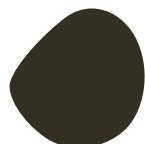
#768692
PANTONE 7544 C



#B0B7B9
PANTONE 4274 C



#DBE2E9
PANTONE 649 C



#332f21
PANTONE Black 2 C



#6A7866
PANTONE 4182 C



#C4CEC2
PANTONE 4176 C



#F1EEE6
PANTONE 11-0608



#503130
PANTONE 19-1317



#89532F
PANTONE 7567 C



#D8AE48
PANTONE 14-0952

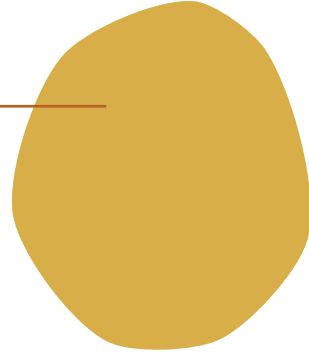


#CCA580
PANTONE 15-1125

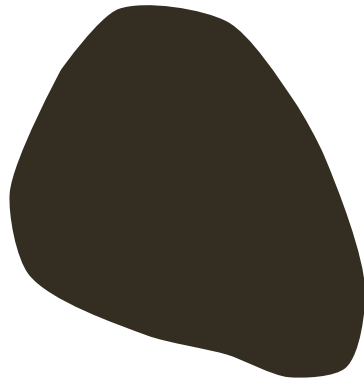
BRAND COLOURS

accent colour

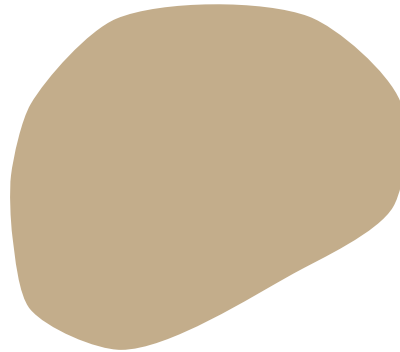
use when darker colours are on the background and high attention of user is needed, like CTAs, stickers, promo codes etc (examples shown on next slide)



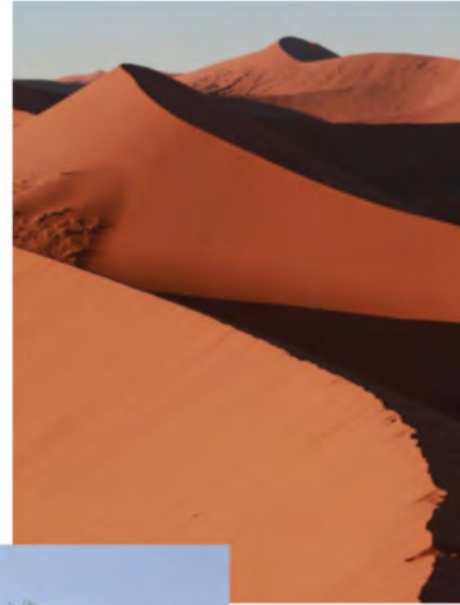
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PANTONE 14-0952



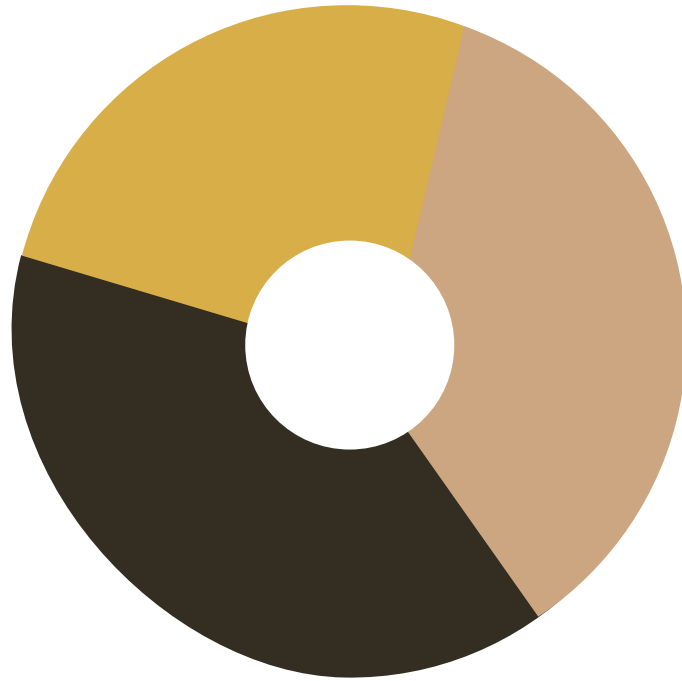
#332f21
PANTONE Black 2 C

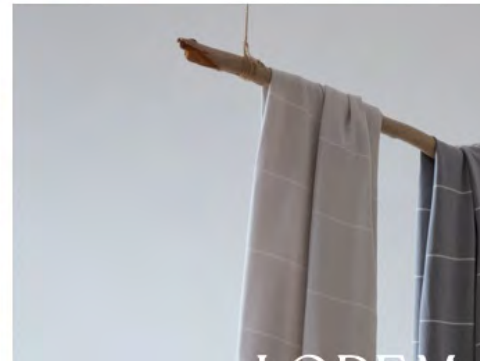
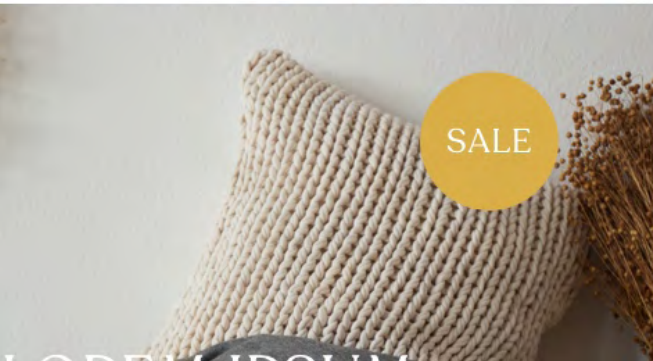


#C3AD8B
PANTONE 4249 C



BRAND COLOURS





FONTS

Classic

Solid

Personal /

signature

BODY COPY: SOFIA PRO

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADERS: RECOLETA

Recommended to use in capital letters

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



WEB SAFE FONT: CENTURY GOTHIC

Use the web safe font on channels that require live copy.
Apply typography rules for brand fonts to the web safe font.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SPECIAL FONT: BELLUGA

Use when a signature look needed (print & online media)

abcdefghijklmnopqrstuvwxyz





We added a half-circle that represents a nest (symbolic for home).
The form of a smile gives the logo another positive connotation.

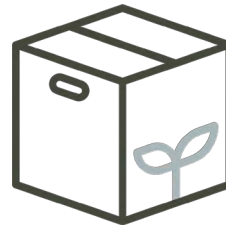


NAVIGATION



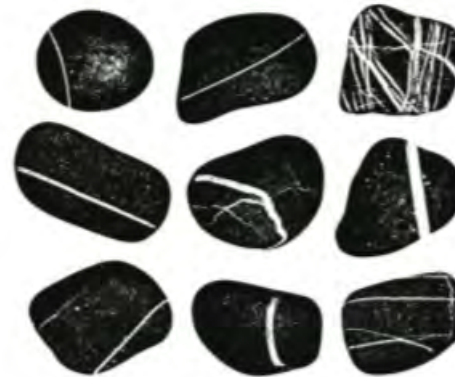
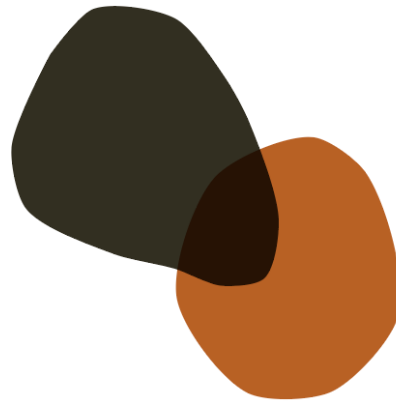
PRODUCT

We want to go for simple lines with little details or a special twist.
Adding a bit of colour adds makes the icons more lively while keeping it simple.



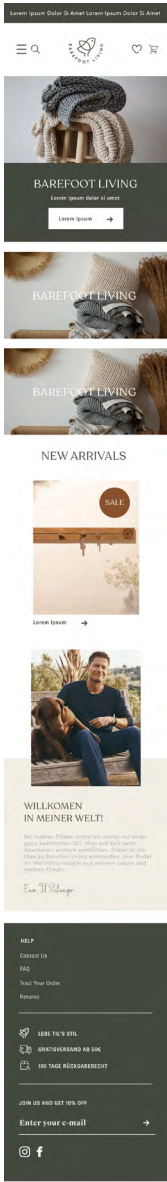
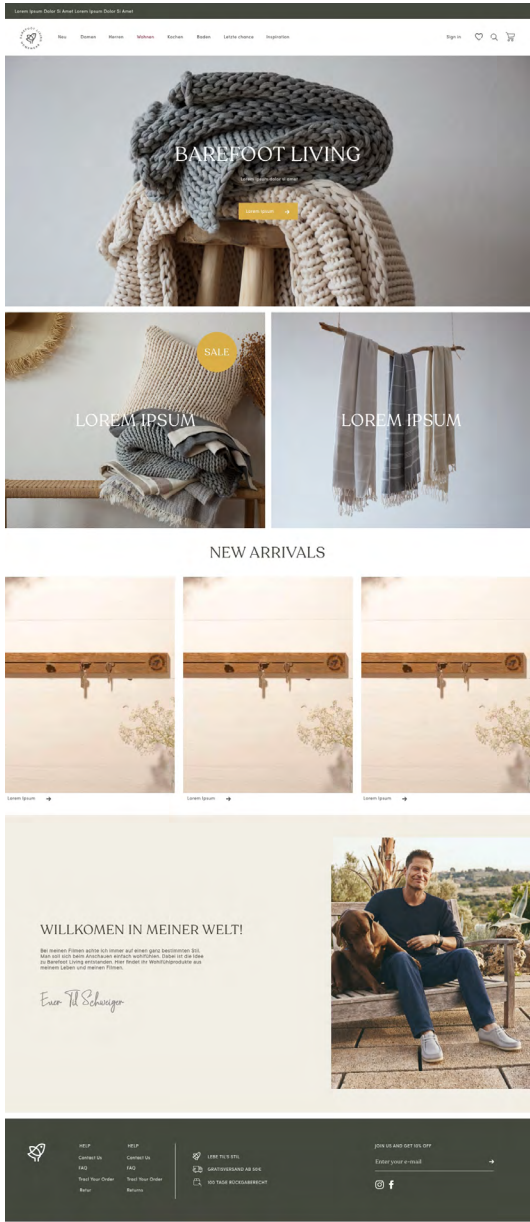
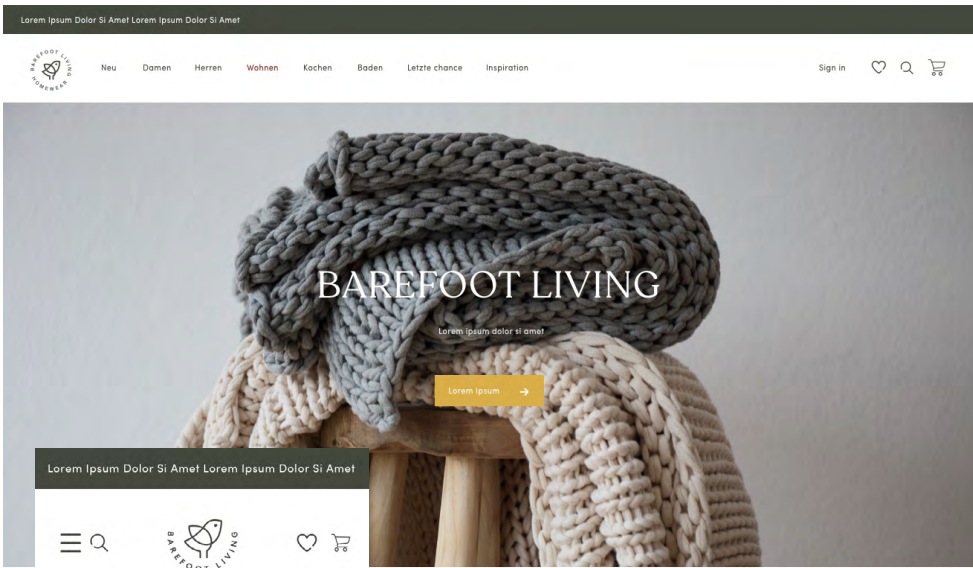
We emphasize the natural character by shapes and forms inspired by stones and wood.

Forms can be overlapping and semi-transparent, reflecting the charming imperfections of natural-derived elements.





WEBSHOP



SOCIAL MEDIA/& DISPLAY ADS

BAREFOOT LIVING

10 \$
off everything

OFFER

SHOP NOW

BAREFOOT LIVING

10 \$
off everything

SHOP NOW

BAREFOOT LIVING

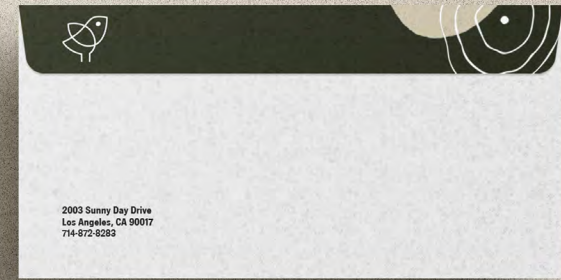
10 \$
off everything

SHOP NOW

BAREFOOT LIVING

10 \$
off everything

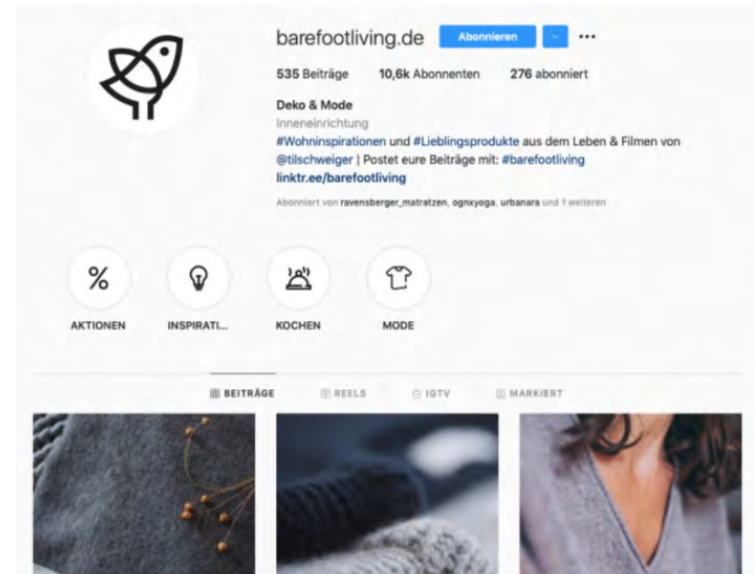
SHOP NOW



SOCIAL MEDIA

Status quo - Instagram - 10,7k

no emotional content (e.g. little video snippets)
most engaging posts: Til, Cashmere, BFL Store & Hotel



Status quo - Facebook - 46,6k

the biggest channel (should not be underestimated)
will preliminary be used for offers (15% off Cashmere)
will be similar to our IG Feed
posts with people and fashion are best performing



Goal: We want to create a stronger bond with the Barefoot Living community

How will we get there?

- **Speak inclusively and make it more personal: 'we' – creates a sense of community**
Example: Til asks the followers: Don't you think this weather calls for cuddling up under a cashmere blanket?
- **More video content (see: IGTV Zirbenholz Brottopf 3k vs. Q&Q 300 views)**
- **Dynamic imagery with people interacting over static imagery**
- **Give our audience the feeling that they can identify with it, relate to situations shown**

