


<b>purpose</b>	Inspire the Builders Of Tomorrow. Invent the future of play. 
<b>character</b>	Imagination. Creativity. Fun. Learning. Caring. Quality.
<b>promise</b>	Endless play.
<b>tribe</b>	5 - 9 year olds. Mostly boys. Kids that have active imaginations, deep desires to create, and love to play.
<b>niche</b>	Construction toys that are fun yet limitless in their education ability.

<p><b>purpose</b></p>	<p>We believe beauty should be a source of confidence, and not anxiety. That's why we are here to help women everywhere develop a positive relationship with the way they look, helping them raise their self-esteem and realise their full potential.</p> 
<p><b>character</b></p>	<p>Values — Real, Keeper of Promises, Beautifully Uncomplicated, Optimistic, Timeless          Personality — Alive and aware of the issues facing its people &amp; will share a point of view on them.          Look — Dove's beauty is natural, but never unattractive. Dove makes it clear that it sees beauty in imperfections, and doesn't worship stereotypes.          Sound — Whatever Dove says must ring true. Its voice is clean and clear, pure and uncluttered. It is eye level and unpretentious. Dove speaks only when it has something to say.</p>
<p><b>promise</b></p>	<p>Functional Promise:          Dove promises its consumer that it will make no product that does not genuinely improve the condition and feel of her skin and hair.</p> <p>Emotional Promise:          Gives a woman a highly personal, unexaggerated, uplifting little feeling about her own beauty. And because it is a private and small feeling, it is actually bigger and more meaningful to her.</p>
<p><b>tribe</b></p>	<p>There is a point when a woman discovers who she is. When she stops the frantic search and accepts herself, imperfections and all. When she is guided by what feels right to her, not by what feels right to others. This understanding comes to some women at 20, to others at 50, to some, never. Our target is more mature, more accepting of herself. That's not to say she's perfect, or without her share of insecurities. It just means she is more centered.</p>
<p><b>niche</b></p>	<p>Beauty Without Artifice. To bring out the real beauty in people without the superficiality.</p>

pebble

**purpose**

We want to pioneer and collaborate to invent the future of wearable devices to simplify people's lives.

**character**

Values — Function, Pioneer  
Personality — Geeky, Practical  
Look — Clean, Modern Tech  
Sound — Average Joe

**promise**


A watch that simplifies your life and that you'll love using everyday.

**tribe**

Technology enthusiasts that enjoy customizing their life's objects to suit their lifestyle. Believes in openness, collaboration, and practicality.

**niche**

Collaborative wearable watch with an open platform that encourages customization.

<p><b>purpose</b></p>	<p>To capture the beauty of the world and move people.</p> 
<p><b>character</b></p>	<p>Values — Real, Inspiration, Engagement          Personality — Optimistic, Cheeky, Down-To-Earth          Look — Clean, Approachable, Captivating          Sound — Amusing, Friendly, Unpretentious</p>
<p><b>promise</b></p>	<p>To capture beautiful photos that realistically portray people and the world. 'Take away 10 pounds'.</p>
<p><b>tribe</b></p>	<p>Women who are self-conscious about their weight and looks. They're constantly jealous of the 'prettier' people on Instagram and deeply desire for their friends to comment on their selfies with the words, "You're so damn hot!" But the issue is not just getting the comments, it's actually believing them.</p>
<p><b>niche</b></p>	<p>'Real You' patent technology lens that captures photography with zero distortion to present true reality imagery — people photos look more flattering.</p>