Communications Guidelines

For Trelish Foods & Beverages

Objectives

- 1. Defining the considerations
 - a. Audience
 - b. Trelish as a brand
- 2. Deriving communication recommendations based on above
 - a. Identify focus topics
 - b. Discuss the SEO stand-point
 - c. Define actionable pointers

Defining the Considerations

Key Considerations - Audience

- Age Group 22 50
- Men have expressed more inquisitiveness towards product, purchases primarily done by women
- Middle class and upper middle class (not upper class)
- Aspirational & enterprising
- Preference for a VFM & hassle-free product
- Experimental previously exposed to instant coffee and/or ground coffee

Key Considerations - Audience

Continued...

- Seeking/approaching experiences, be it -
 - A middle-aged mother setting up her home-baking business
 - A graduation college student taking their first solo trip (with/without informing people)
 - o A senior citizen exploring sizzlers at their grandkids' request
- However, the radicality of the actions they take isn't the point.
- These actions are merely suggestive that someone discovering liquid brews for the first time would need to be communicated with accordingly. Focus on ease and relatability.

Foundation of Trelish

Trelish's personality is best described as -

- Carefree yet conscious exercises freedom, however knows its own limits and constraints
- Straightforward and witty, yet not rude/misbehaving
- Feel-good
- Practical
- Empathetic and loyal

Foundation of Trelish

Continued...

- Easy-going and hassle-free
- Seeker of experiences, yet not a fan of unnecessary complications
- Progressive yet rooted Modern in beliefs yet cherishes simpler joys
- Not pretentious
- Inclusive regardless of age, gender identification, caste, creed, ethnicity, ideals, religion, interests

Defining the Guidelines

Recommendations for Trelish's Communications

Considering these attributes and facets of personality, Trelish's communication guidelines (across the board) can be defined as -

- Say more in less words (especially works for social media)
- However can dabble into deeper thoughts & long-form content at times (applies to social media as well)
- Avoid complicated communications & getting into technicality (ex: how do we roast our coffee)
- Use simpler words (ex: lovely/beautiful instead of exquisite)
- Have quick and witty comebacks and commentary on situations
- Comment on opportunities and trends, yet avoid controversies, political, or religious commentary

Recommendations for Trelish's Communications

Continued...

- Cheerful & fun to read
- Give friendly and practical advice
- Motivating its community to take a break, practise self-care, and shoot for stars
 - However, avoid overt motivation (ex: Gary Vaynerchuk)
- Supportive & educative yet not encyclopedic
- Not insensitive & doesn't support bullying

Things We Talk About

Focus Topics

- Product ease of use, a ticket to go places (or bring them to you), and VFM
- Relatable real-life experiences may be product related or not
- Ideas, dreams, and hopes
- Trends, memes, and puns

Website - The SEO Stand-Point

Organic discoverability is driven by Quality of content - relevance to search phrases, keyword usage, etc

Key Considerations -

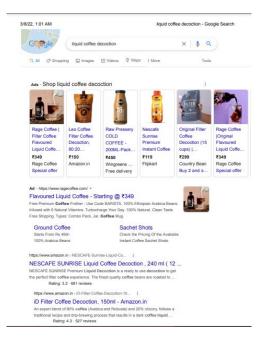
Liquid Brew is not a very commonly used term. Commonly used/searched for terms include -

Keywords	Avg. Search Volume (Monthly)
coffee decoction	5000
id filter coffee	5000
filter coffee decoction	500
id coffee decoction sachet price	50

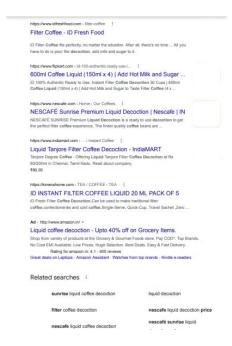
Data time-frame - 1 Feb, 2021 - 1 Jan, 2022

GREEK ALPHABE MEDIA

Results Against Search Phrase - 'Liquid Coffee Decoction'







Actionable Pointers

On Website -

- Focus on the product, its USPs, and experiences
- Be informative but not too technical
- Use of relevant keywords and keyphrases (as highlighted in previous page)
- Get to the point quickly, expand later (especially applies while defining product attributes or blogs).
 Extending this to copy -
 - Headlines Short (less than 7 words) and aimed to drive attention swift, impactful, and intriguing
 - Subheadings Can go slightly longer (but still limit to 15 words) and aimed at expanding and adding context to headline - clarifying and meaningful

Actionable Pointers

Continued...

On Social Media & Other Extensions -

- Focus on relatability & shareability of content
- For most media formats, audience today barely consume the first line, if at all. So, even when describing certain situations, people, or emotions, open with a small one-liner (less than 15 words).
 And switch to next paragraph.
- Portray the product majorly as a companion & enabler
- Cliches and stereotypes do work however use them sparingly

Thank you