

# ELEVELA

o r g a n i c s

TribeAgency was presented with an **opportunity** to take the germ of a **new business venture** and in turn created a **complete and vast brand** and **full supporting product line business**.

## Market Outlook

Every business starts with an idea that generates an ambition to share that idea with others, whether it is a product, service, or new technique. Unfortunately, most business ideas rarely make it beyond this first phase due to the uncertainty of the next steps to take and direction to follow. Having the support and proper guidance to take your business to the next level can make a difference in its success or failure.

## Opportunity

Elevela started out as just that, an idea for an organic line of lotions and oils that elevate the senses and nourish skin from the outside in. In order to get their business off the ground, the creators of this new product line needed a name, a brand identity, packaging, and strategy to enter the marketplace. They looked to TribeAgency's creative thinking and marketing expertise to take their idea and make it a successful company with a brand image and destination.

## Solution

TribeAgency started with the most important element of any company, the name. The most imperative task was staying on track with the idea of organic products that use natural scents to improve one's mood while finding a name that was not already trademarked, still had an available domain name, and had universal integrity. TribeAgency researched an extensive list of initial name possibilities. After multiple brainstorming sessions, the list was narrowed down and all names were checked for legal clearance, eventually Elevela was chosen as the company moniker.



After naming the company, the next task at hand was to define the brand and create a whole brand identity. TribeAgency worked closely with Elevela to pick a color pallet and design that spoke to the natural soothing elements of the products as well as the purity of the ingredients. TribeAgency and Elevela settled on a dark chocolate brown background, playing off earthy tones, with faint flowers and citrus fruit slices in the background that correspond with the aromas of the products. This design portrays the simplicity of the ingredients while capturing the complexity of the fragrances and is used on all traditional and digital marketing materials developed by TribeAgency.



## ELEVELA CASE STUDY

STRATEGY CREATIVITY TECHNOLOGY

WEB INTERACTIVE PRINT MOTION IMMERSIVE

DEFINE DESIGN DEVELOP DEPLOY



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Now that Elevela had a name, logo, and identity TribeAgency had to source a structural packaging solution for the lotions and oils that kept the integrity of the product in place during its shelf life. Elevela is free of parabens and phthalates so the packaging needed to hold to the organic standards of the company and keep the product free of chemicals that can leak from some plastics. The team settled on a polyethylene thermoplastic bottle made from petroleum that not only keeps the lotions and oils organic and free from chemicals, but is also 100% recyclable.

With all the key packaging and branding elements in place, TribeAgency then prepared product shots and detailed product descriptions to use on all marketing materials. Using their in-house photo studio, TribeAgency produced professional images of each lotion and fragrance and created product descriptions that speak to the senses. All these materials are used on the website and informative materials distributed to wholesalers.

### Results

TribeAgency was presented with an opportunity to take the germ of a new business venture and in turn created a complete and vast brand and full supporting product line business. Elevela now has all the materials they need to spread their belief that what you put on your body is just as important and what you put in it.

