FizzJoy

BRAND BOOK

BY GIOVANNA BRUNO

THE HEALTHY BUBBLES FOR EVERY ADVENTURE



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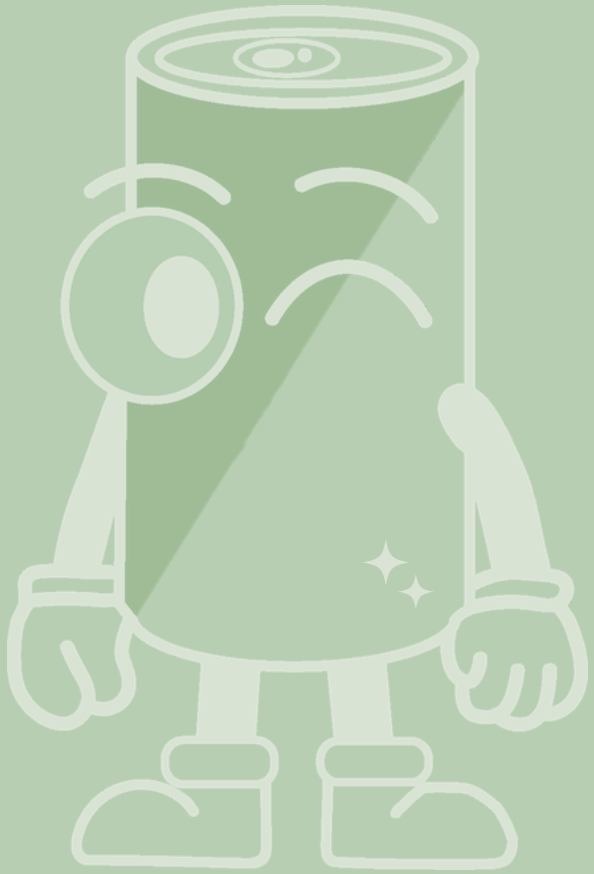
12 **APPENDIX**
Mood boards, visuals, sketches, supplementary materials, or extra content from the development process

13 **WORKS CITED**

1.

INTRODUCTION & PURPOSE

Assignments 1 - 3

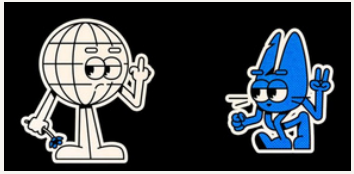


MOOD BOARD

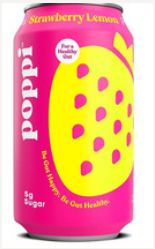
For my Brand, I've chosen a fictional probiotic soda brand called 'FizzJoy.' Its purpose is to provide a healthier alternative to everyday sodas, offering the same enjoyable taste, with significantly less sugar, natural Ingredients, impactful protein, and gut-healthy benefits. I created "FizzJoy" because I'm a big fan of popular brands like Olipop and Poppi, and wanted to take on the challenge of building my own Brand. The challenge is to create an eye-catching and delicious product that stands out in a competitive market.











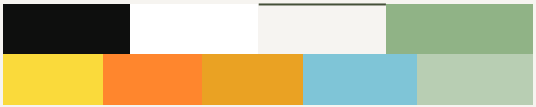












VISION AND PURPOSE

Guiding Principles:
Core philosophies steering decisions.

- **Transparency –** Clear labeling and honest communication about ingredients.
- **Wellness –** Prioritizing health without sacrificing taste or enjoyment.
- **Adventure –** Encouraging playful exploration through flavors and experiences.
- **Community –** Building a brand that connects people through joy and shared values.
- **Playful Design –** FizzJoy embraces bold, colorful packaging and vibrant product experiences that reflect the brand's joyful spirit, making every can as fun and uplifting as what's inside.

Vision Statement:
"To deliver a delicious and innovative soda that makes taste, nutrition, and wellness exciting—our top priority—so everyone can enjoy it, anytime and anywhere."

Mission Statement:
The brand's current focus and purpose.
FizzJoy creates delicious, protein-packed, better-for-you sodas made with clean ingredients and bold flavors, supporting digestive health and giving people a fun alternative to traditional sugary drinks.

FUTURE ROADMAP

PHASE 1: ESTABLISHING THE BRAND (2025–2026)

Milestone 1: (Brand Launch) – Develop a strong visual identity, website, and social media presence that advertises and spreads the word of the brand.

Milestone 2: (Package Reveals) – Launch fun, colorful cans that reflect FizzJoy's playful spirit.

Milestone 3: (Initial Signature Flavors/Product Line) – Develop and release a product line of the first three signature Fizzjoy flavors.

Milestone 4: (Consumer Feedback Launch) – Collect early opinions, taste-test notes, and survey data on flavors, nutrition, and packaging design.

PHASE 2: GROWING A COMMUNITY AND AWARENESS (2027–2029)

Milestone 5: (Nutrition Campaign) – Roll out "See-Through Label" campaign highlighting clean and health-beneficial ingredients.

Milestone 6: (Community Events) – Pop-up tastings, colleges, fitness collaborations, gym partnerships, festivals, and outdoor adventure sponsorships.

Milestone 7: (#SipTheJoy Campaign) – Launch the #SipTheJoy campaign, where customers share their favorite FizzJoy moments on social media. Using the hashtag #SipTheJoy, fans can show off their adventures, connect with the community, and spread FizzJoy's fun, healthy, and joyful refreshment.

Milestone 8: (Ongoing Feedback Loop) – Use events, pop-ups, and social media polls to gather real-time customer input and guide flavor innovation.

Milestone 9: (FizzJoy Personality Quiz Campaign) – Launch an interactive "Find Your FizzJoy" (#FindYourFizzJoy) personality quiz on the website and social media. Customers discover which mascot and flavor match their personality, encouraging engagement, sharing, and personalized product recommendations.

Milestone 10: Flavor Creation Event – Host both live and digital events where customers can suggest new flavor ideas and vote for their favorites to become the next featured FizzJoy drink. The hashtag #VoteForTheFizz will be used across social media to promote the event and build excitement.

PHASE 3: EXPANDING IMPACT (2030–2032)

Milestone 11: (National Distribution) – Enter major grocery, health food, online, and convenience store retailers across the U.S.

Milestone 12: (Sustainability Initiative) – Transition to 100% recyclable cans and launch eco-partnerships.

Milestone 13: (Functional Line Expansion) – Launch new product line of 3 new flavors.

PHASE 4: GLOBAL JOY (2033–2036)

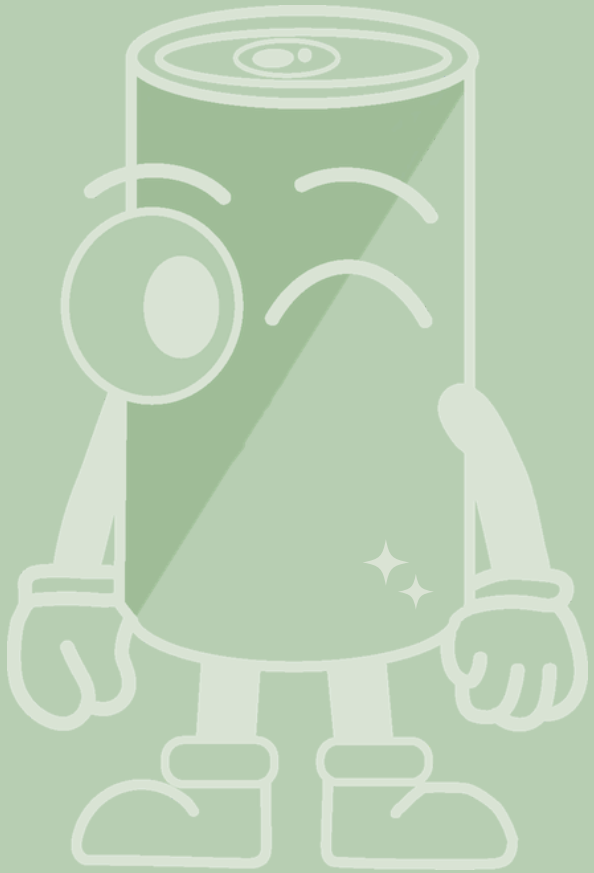
Milestone 14: (International Expansion) – Bring FizzJoy to global markets.

Milestone 15: (Social Impact) – Create a "FizzJoy for Good" fund donating a portion of profits to health and wellness programs in underserved communities.

2.

CORE VALUES

Assignments 3





HEALTH-FIRST

FizzJoy exists to redefine soda as a nourishing beverage rather than an indulgence. By prioritizing protein, fiber, and low sugar, the brand reinforces its mission to support everyday wellness without sacrificing taste.



TRANSPARENCY

FizzJoy builds trust by being open about ingredients, nutrition facts, and sourcing. Clear labeling and honest communication ensure customers feel confident about making healthier choices.



COMMUNITY & ADVENTURE

FizzJoy believes drinks should bring people together and fit seamlessly into life's moments—whether that's at the gym, on a hike, at a party, or just relaxing at home. By supporting connection and adventure, the brand encourages people to enjoy FizzJoy anywhere, anytime, with anyone.



SUSTAINABILITY

FizzJoy supports a healthier planet and healthier people. Eco-friendly packaging and responsible sourcing aligns the brand with modern consumers who value environmental responsibility alongside personal wellness.



FIVE CORE VALUES



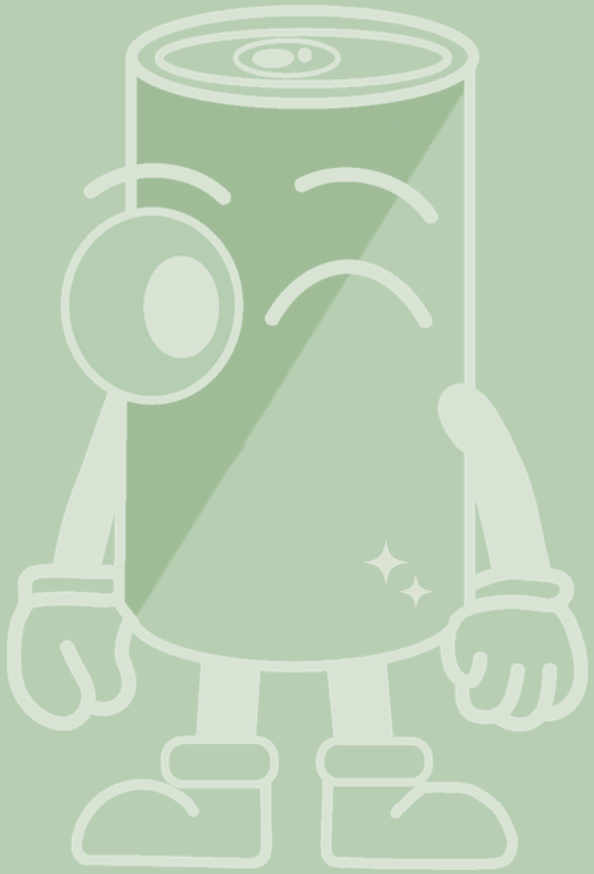
UPGRADE

FizzJoy challenges the status quo of soda by merging functionality with refreshment. By pioneering a beverage with added protein and fiber, the brand positions itself as a trailblazer in the better-for-you beverage space.

3.

AUDIENCE INSIGHTS

Assignments 4





PERSONA SHEET

NAME: AVERY QUINN

Age: 25
Sex: Female
Location: Seattle, Washington
Status: Single
Education: University of Washington
Major: Nursing
Occupation: Nurse
Income: $86,070

STATEMENT

"For me, the best drinks are the ones that fit my lifestyle—light, refreshing, and full of good benefits."

BIO

Avery Quinn, 25 — Nurse, Seattle, WA
Avery is a busy nurse who values clean, nutritious options to keep her energized through long shifts. She enjoys hiking, exploring new foods, and staying connected to wellness trends. For her, the perfect drink is refreshing, fun, and offers tangible benefits without the guilt.

CORE NEEDS

1. Sustained Energy
- A beverage that helps her stay alert and energized through long, demanding shifts without the crash of sugary sodas.

2. Clean Nutrition
- Drinks made with simple, trustworthy ingredients that support her wellness goals (low sugar, added benefits like protein and fiber).

3. Convenience
- Quick, easy-to-grab options that fit into her fast-paced, on-the-go lifestyle.

FRUSTRATION

1. Sugary Sodas: Traditional sodas are loaded with sugar and leave her feeling guilty or sluggish.
2. "Healthy" Drinks That Disappoint: Many wellness drinks taste bland, are overpriced, or don't deliver meaningful benefits.
3. Lack of Transparency: Confusing labels and unclear ingredients make it hard to trust what she's drinking.
4. Limited Options On the Go: At hospitals, cafes, or convenience stores, she often finds only sugary or artificial options.

PERSONA SHEET

NAME: DANIEL MARTINEZ

Age: 32
Sex: Male
Location: New York, New York
Status: Married
Education: MIT
Major: Business
Occupation: Financial analyst
Income: $92,070

STATEMENT

“I need something that keeps me fueled and focused—something that supports my workouts and my workdays without slowing me down.”

BIO

Daniel Martinez, 32 — Financial Analyst, New York, NY

Daniel is a driven financial analyst who values efficiency, balance, and performance in every part of his life. Between long hours at the office and regular gym sessions, he looks for clean, functional options that fuel his focus and fitness goals. For him, the perfect drink is refreshing, protein-packed, and energizing—something that keeps him going strong without the sugar crash.

CORE NEEDS

1. **Sustained Energy**
   - A drink that supports his gym and fitness goals with added protein and fiber, keeping him energized throughout long workdays and workouts.
2. **Healthy Efficiency**
   - A quick, nutritious option that’s low in sugar and made with clean ingredients—perfect for his busy, structured lifestyle.
3. **Balance & Refreshment**
   - A flavorful alternative to traditional sodas that delivers real benefits without compromising on taste or satisfaction.

FRUSTRATION

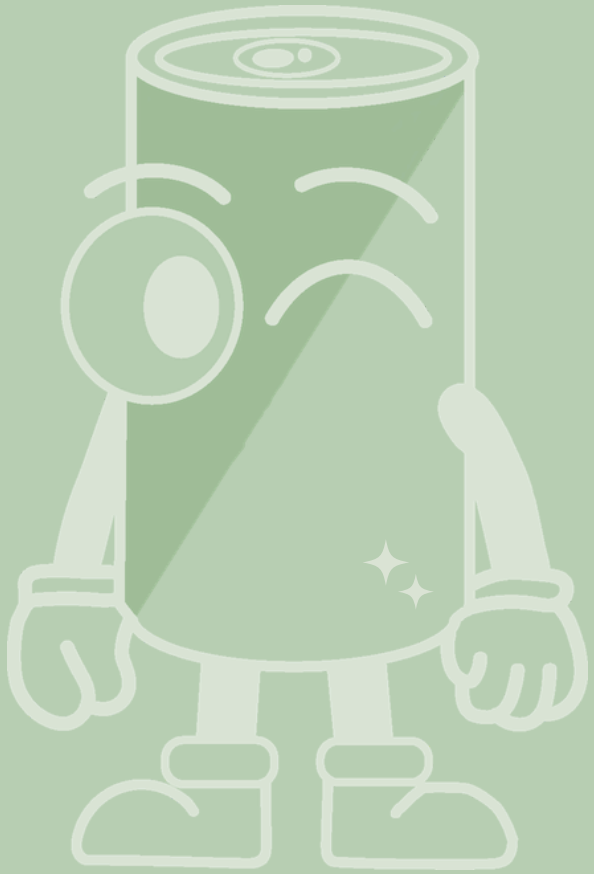
1. Overly Sugary Options:
Most beverages spike his energy temporarily, leading to crashes and poor focus.
2. Lack of Functional Drinks:
Many so-called “healthy” drinks lack meaningful nutritional value or are too bland to enjoy.
3. Unclear Branding:
He dislikes products that hide ingredients or make vague health claims.
4. Limited Healthy Choices on the Go:
Between commutes and gym visits, finding a drink that fits his needs and lifestyle is difficult.



4.

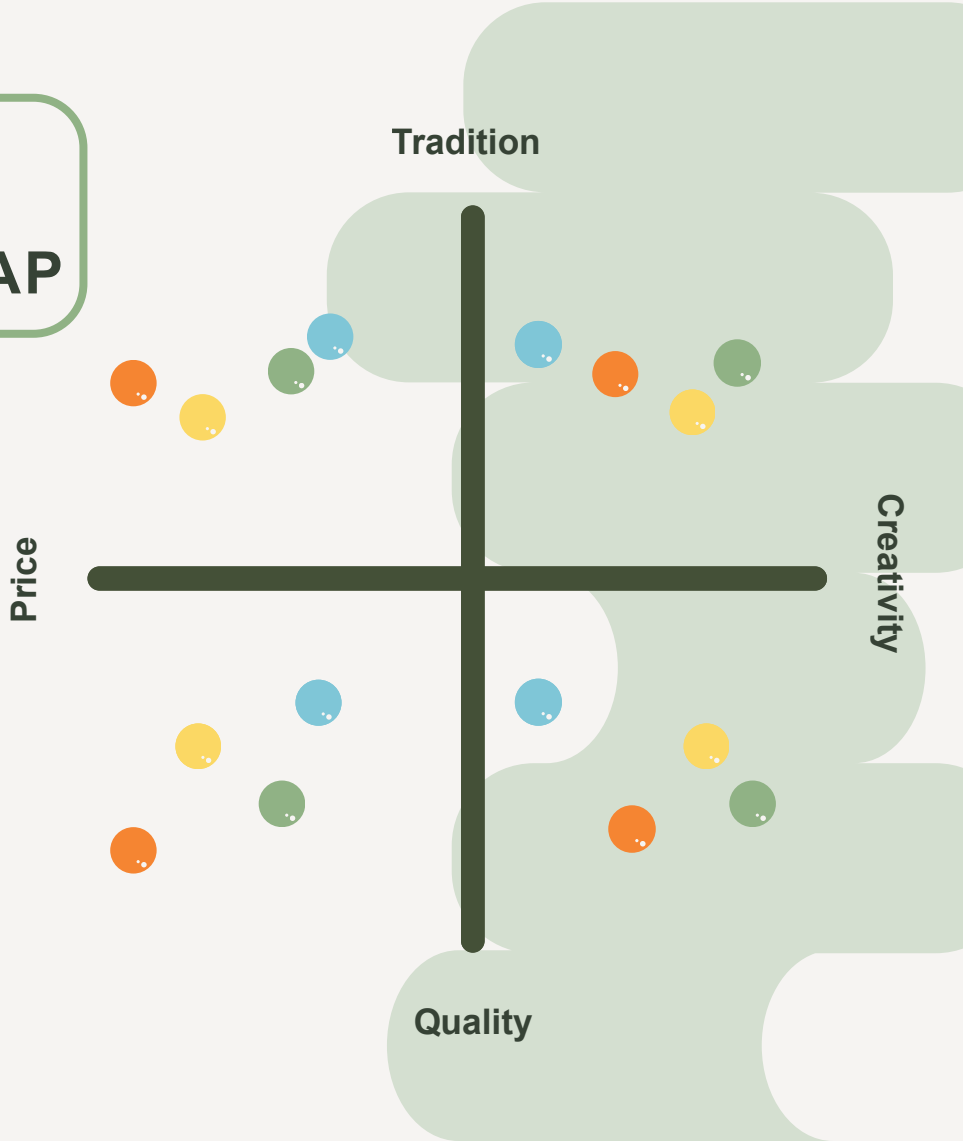
BRAND POSITIONING

Assignments 5



FIZZJOY COMPETITIVE LANDSCAPE MAP

Positioning Statements:
"For health-conscious Gen Z and Millennials, FizzJoy offers a fun, protein-packed soda with fiber and low sugar that supports wellness without sacrificing flavor because we blend clean ingredients with bold, innovative design made for any occasion."

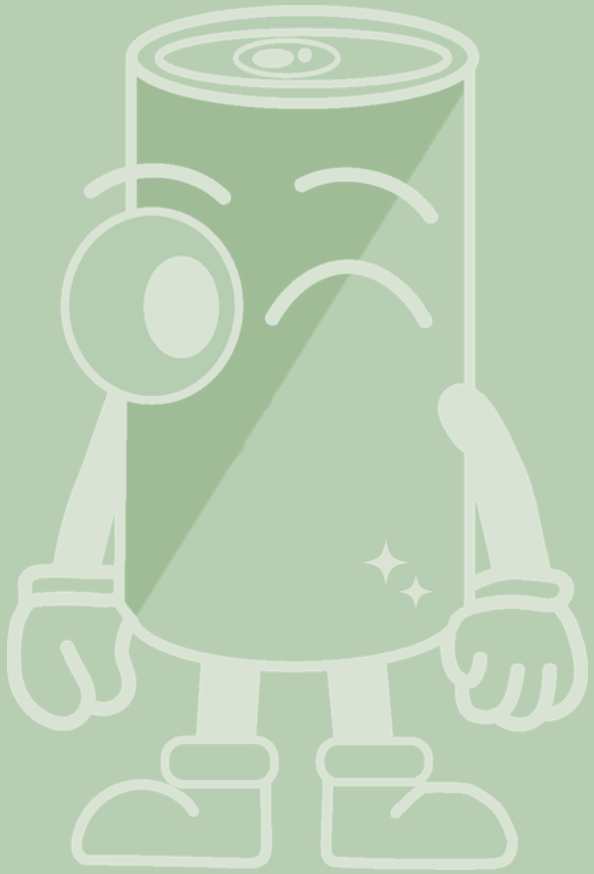


= FizzJoy
= Poppi
= Olipop
= Slice

5.

VALUE PROPOSITION

Assignments 6

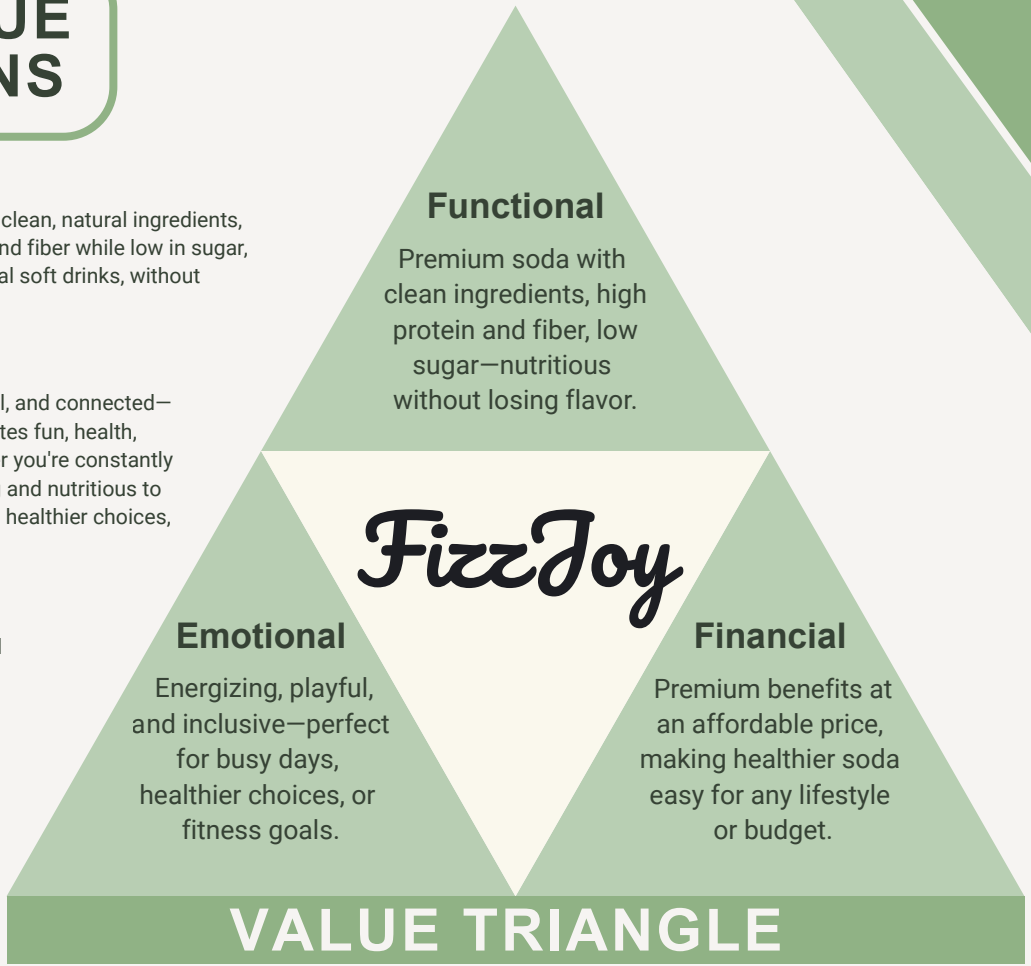


FIZZJOY VALUE PROPOSITIONS

Functional Value:
FizzJoy offers a premium-crafted soda with clean, natural ingredients, delivering a beverage that's high in protein and fiber while low in sugar, providing a nutritious alternative to traditional soft drinks, without sacrificing flavor.

Emotional Value:
FizzJoy makes people feel energized, playful, and connected—like they're part of a community that celebrates fun, health, and adventure. It's made for anyone, whether you're constantly on the move and need something refreshing and nutritious to get through the day, looking to make simple, healthier choices, or using it to support your fitness goals.

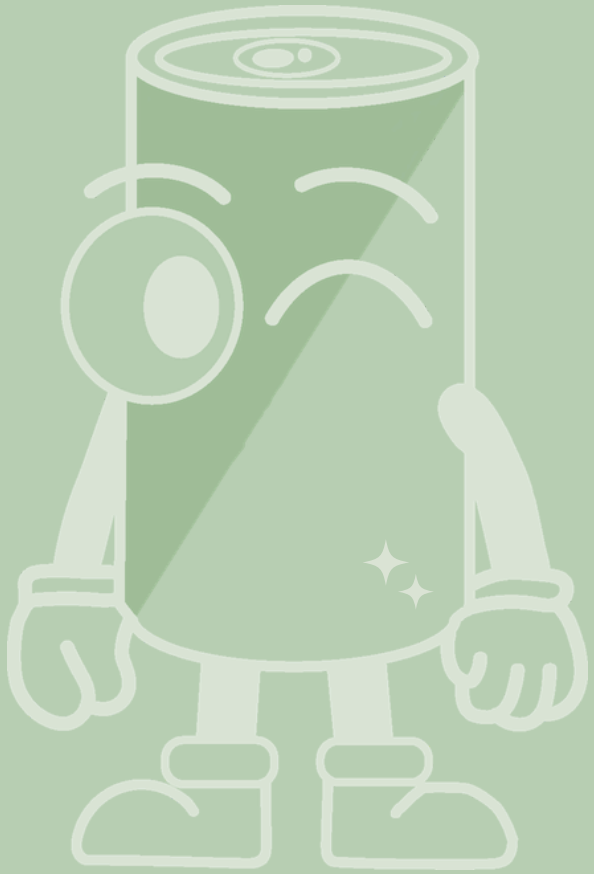
Financial Value:
FizzJoy provides premium-quality functional benefits at an accessible price, making it easy for people to choose a healthier soda without overspending. By offering nutrition, clean ingredients, and great taste at everyday affordability, FizzJoy ensures that better choices fit seamlessly into any lifestyle or budget.



6.

BRAND PERSONALITY

Assignments 7



FIZZJOY BRAND ARCHETYPE CHART

BRAND PERSONALITY:

FizzJoy's tone is upbeat and inviting, encouraging customers to join in the fun while feeling confident about what they're drinking. Playfulness shines through its retro-inspired packaging, mascots, and witty campaigns that engage people directly. Innovation is expressed through bold launches of low-sugar, protein-, and fiber-packed sodas, as well as new customer-inspired flavors. Transparency is reflected in clear ingredient labeling, accessible nutritional information, and open communication that builds lasting trust with the community.



PLAYFUL:
FizzJoy brings its brand to life with bold colors, retro-inspired designs, playful mascots, witty messaging, and interactive campaigns—like flavor voting and customer feedback—creating an engaging and memorable experience.



UPGRADE:
FizzJoy reimagines soda with protein, fiber, and low sugar—continuously innovating with bold and refreshing flavors inspired by its community.

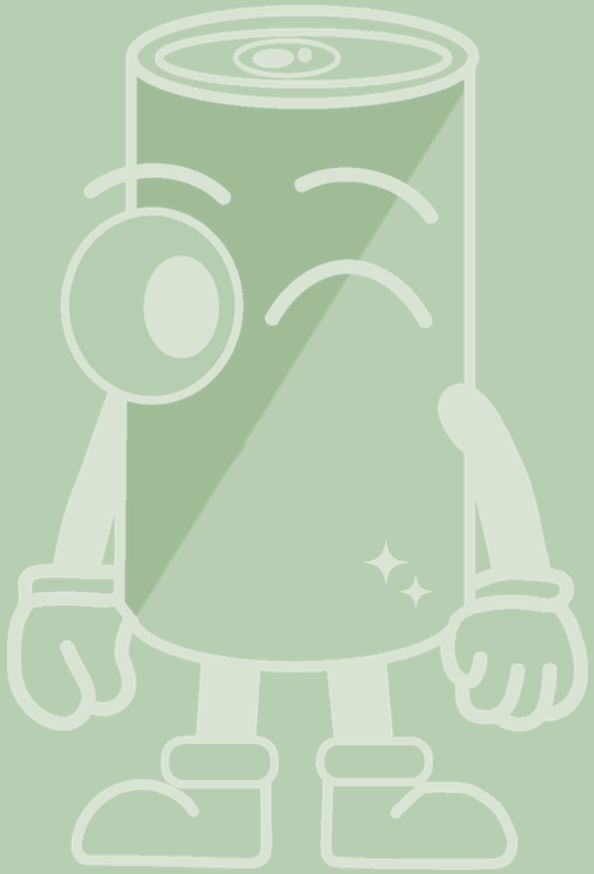


TRANSPARENT:
By clearly sharing ingredients, nutrition, and health benefits, FizzJoy earns lasting trust and credibility with its consumers

7.

MESSAGING FRAMEWORK

Assignments 8





SOCIAL MEDIA MOCKUP

Tagline Message:
"Together, We Make Joy Taste Better!"

Key Message:
FizzJoy crafts better-for-you sodas with clean, natural ingredients—high in protein, fiber, and flavor—so everyone can enjoy refreshment that fits every lifestyle. Now, we're putting creativity in your hands! Join our Flavor Creation Event and help choose the next sparkling tonic by sharing your ideas and voting for your favorite. #VoteForTheFizz.

Calls-to-Action (CTAs):

- **Website:** "Discover All The Flavors FizzJoy Has To Offer"
- **Social Media:** "Join the FizzJoy Fun – Send In Your Suggestion And Vote For The Next Flavor"

SOCIAL MEDIA MOCKUP

Tagline Message:
"Which FizzJoy Are You?"

Key Message:
FizzJoy delivers better-for-you sodas crafted with clean, natural ingredients—high in protein, fiber, and flavor—so everyone can enjoy refreshment that fits every lifestyle. Through the "Find Your FizzJoy" quiz, you can discover which mascot and flavor match your unique personality because joy tastes better when it's made just for you!

Calls-to-Action (CTAs):

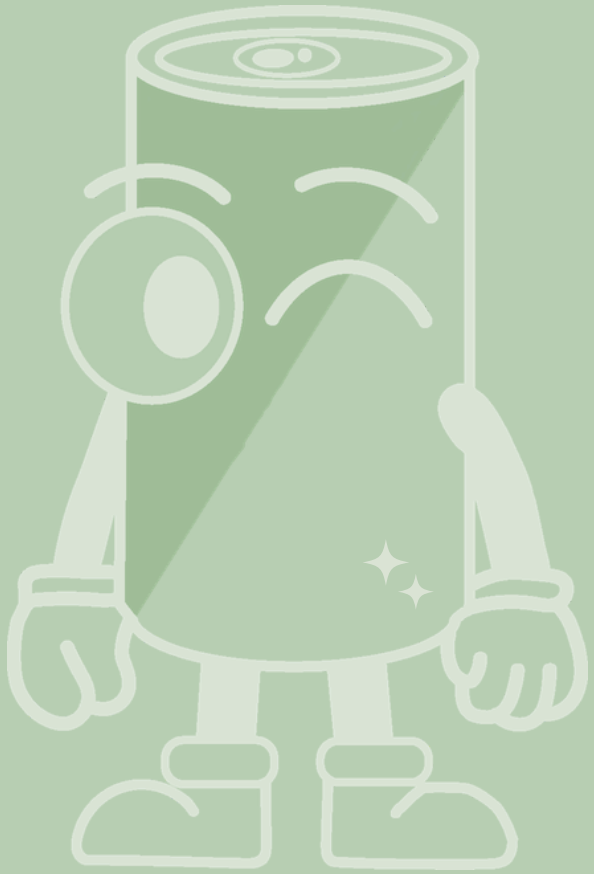
- **Website:** "Discover All The Flavors FizzJoy Has To Offer"
- **Social Media:** "Take the Find Your FizzJoy quiz and discover which flavor and mascot match your personality!"



8.

VISUAL & VERBAL IDENTITY

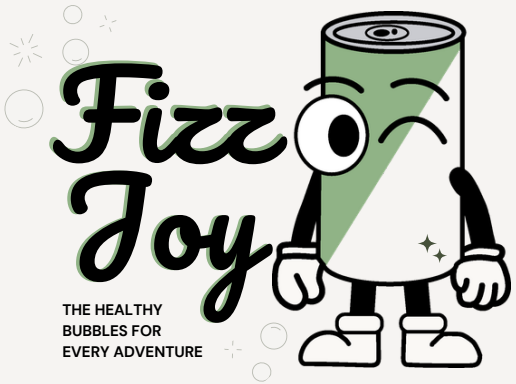
Assignments 9



MINI STYLE GUIDE

Logo

FizzJoy



Color Palette

Primary colors

#000000 #b8ceb3 #ffffff #f6f4f1 #90b386

Secondary packaging colors

#fad763 #fbd664 #7fc6d7 #5d76ba #f58532 #eaa223

Typography

Pacifico

A B C D E F G H I J K L K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l k l m n o p q r s t u v w x y z

DM SANS

A B C D E F G H I J K L K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l k l m n o p q r s t u v w x y z

MINI STYLE GUIDE

Tone of Voice:

FizzJoy's tone of voice is conversational, upbeat, and authentic. It speaks with a friendly, playful energy that invites everyone—no matter their lifestyle—to join the fun while staying informed about the benefits and ingredients behind their drink. Designed for anyone to enjoy on any occasion and every adventure, the brand uses approachable language with a touch of light humor, curiosity, and positivity, reflecting its vibrant and inclusive personality.

Alignment with Values:

Transparent → Clear and honest communication highlights FizzJoy's commitment to clean ingredients and nutritional transparency, helping customers make informed choices and building long-term trust.

Groundbreaking → Messaging emphasizes innovation and originality, showcasing FizzJoy's forward-thinking approach to developing protein-infused, fiber-rich, and low-sugar sodas that redefine the beverage experience. The brand also creates flavors inspired by its community's desires, turning customer feedback into refreshing, one-of-a-kind creations.

Playful → The language embraces humor, creativity, and positivity, making every interaction feel lighthearted and engaging while fostering a sense of community and fun.

Design Principles:

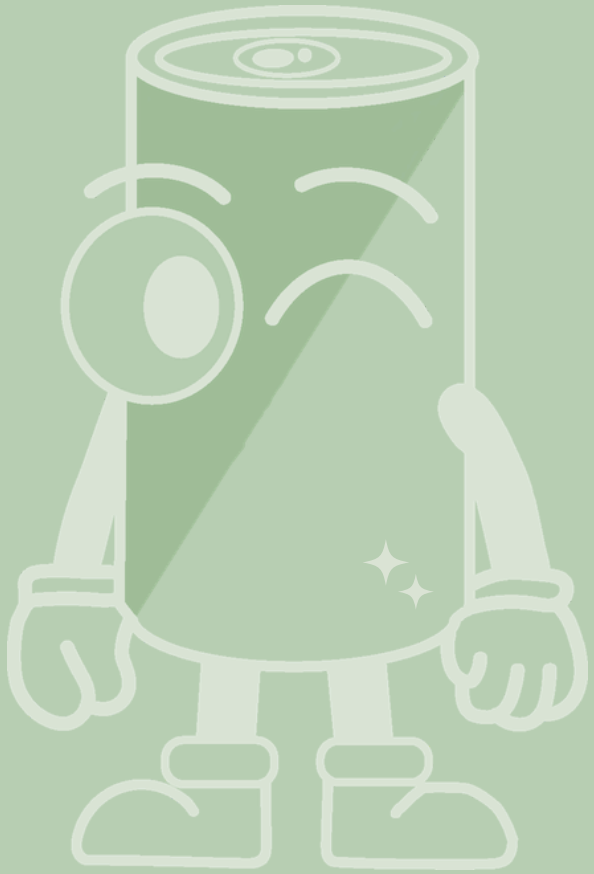
FizzJoy's design follows bold, clean, and playful principles.

- **Bold:** Strong typography, mid-contrast layouts, and vibrant graphics make the brand instantly recognizable.
- **Clean layouts:** ensure readability and highlight transparency in labeling and messaging, striking a balance between playfulness and professionalism.
- **Playful visuals:** such as bright, slick color accents, playful main and minor mascot illustrations, and vibrant retro-inspired patterns, packaging, and marketing materials—reflect the brand's fun and energetic spirit while also creating a memorable identity.

9.

CUSTOMER JOURNEY AND TOUCHPOINTS

Assignments 10



FIZZJOY CUSTOMER JOURNEY MAP

Receiving a personalized thank-you email featuring creative drink-mixing ideas and an exclusive invitation to join the FizzJoy Adventures Club, where members can connect, share experiences, and discover upcoming flavors.

Sharing their favorite FizzJoy moments on social media using the hashtag #SipTheJoy, allowing fans to showcase their adventures, connect with the community, and spread the brand's vibrant, joyful spirit.

Participating in limited-edition flavor voting polls inspired by community feedback, where fans help shape future releases and feel directly involved in FizzJoy's creative flavor-making journey.

Earning points on every purchase made through the official FizzJoy website, unlocking exclusive rewards, early access to new flavors, and special event invitations.

AWARENESS

Potential customers discover FizzJoy through vibrant, adventure-driven social media content, influencer collaborations, and community events that showcase its fun and health-conscious spirit. The brand also appears at festivals, tastings, campuses, gyms, and outdoor events—connecting wherever joy and energy thrive.

CONSIDERATION

After discovering FizzJoy, customers visit its website and social media to explore clean ingredients, nutritional benefits, and community values. They watch reviews, read how it supports active lifestyles, and attend tastings. On the review page, they share flavor feedback, while detailed descriptions highlight each soda's ingredients and benefits—showing FizzJoy as both fun and functional.

DECISION

After exploring FizzJoy's flavors, benefits, and lively community, customers are ready to dive in. Whether discovered at a festival, online, or through friends, FizzJoy makes trying it easy and exciting. With a smooth online store, bold retail displays, and limited-edition bundles, customers can enjoy FizzJoy anywhere — from grocery stores to rest stops. Exclusive deals, rewards, and seasonal offers make joining the FizzJoy movement even sweeter.

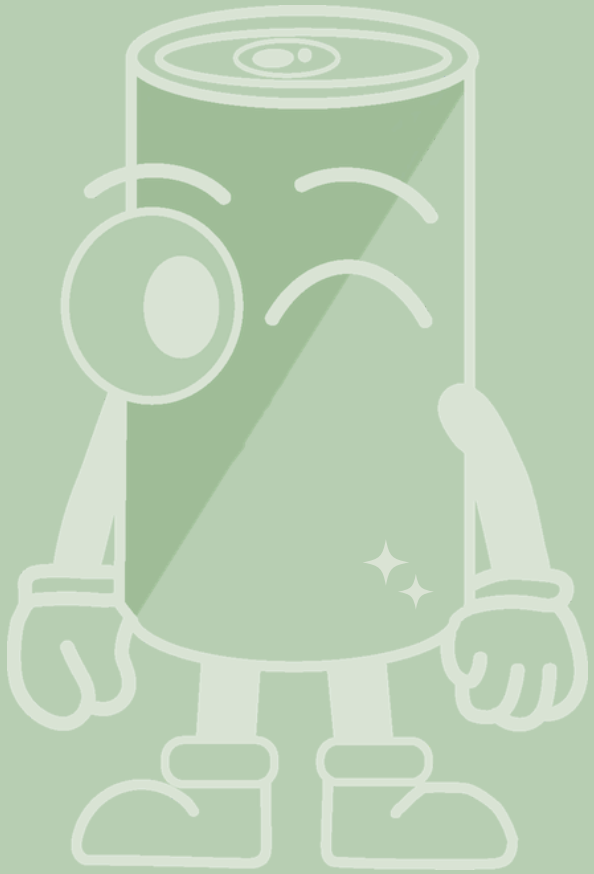
POST-ENGAGEMENT

After purchasing FizzJoy, customers stay engaged through a vibrant and welcoming community. They return not just for the delicious, functional sodas but for the joyful experience that fosters creativity and connection. FizzJoy keeps the excitement alive with thank-you emails, drink-mixing ideas, invites to the "FizzJoy Adventures Club," and chances to share their stories. Fans earn rewards, vote on new flavors, and post their favorite FizzJoy moments — making every sip part of an ongoing adventure.

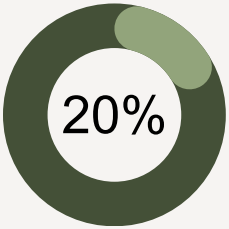
10.

METRICS FOR SUCCESS

Assignments 11



DASHBOARD MOCKUP OF SMART GOALS



Increase

Goal 1: Boost Social Media Engagement

Increase Instagram engagement by 20% in 3 months by promoting interactive campaigns such as #SipTheJoy, the "Find Your FizzJoy" quiz, and highlights from the Flavor Creation Event.

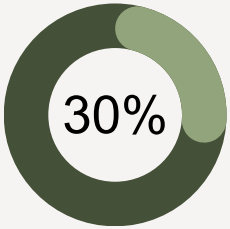
Specific: Focus on increasing engagement through posts tied to community-driven and interactive content.

Measurable: Track likes, comments, shares, story interactions, and hashtag usage.

Achievable: Utilize influencer collaborations, merchandise giveaways, and teaser posts to boost participation. Please ensure consistency by posting four times a week, including one Reel and one Story campaign.

Relevant: Strengthens FizzJoy's presence as a fun, protein-packed, low-sugar, health-conscious brand that celebrates joy and community.

Time-Bound: Achieve within 3 months of campaign launch.



Increase

Goal 2: Grow Community Participation and Co-Creation

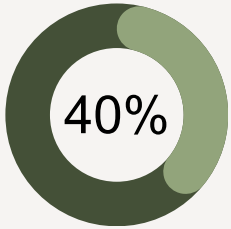
Increase participation in FizzJoy's interactive experiences—including the Flavor Creation Event, #SipTheJoy, and Find Your FizzJoy quiz—by 30% over 6 months.
Specific: Encourage engagement through flavor submissions, quiz completions, hashtag activity, and event sign-ups.

Measurable: Track submissions, votes, social mentions, website visits, and quiz completions using analytics and UTM links.

Achievable: Promote participation through social media, email newsletters, and pop-up collaborations.

Relevant: Builds brand loyalty by turning customers into co-creators and fostering authentic emotional connections.

Time-Bound: Reach goal within 6 months of campaign rollout.



Increase

Goal 3: Expand Brand Awareness Nationwide

Increase overall brand reach by 40% in 12 months across Instagram, TikTok, and the FizzJoy website by amplifying community-led content from campaigns like #SipTheJoy and Flavor Creation Event.

Specific: Focus on increasing impressions, followers, user-generated content, and website traffic.

Measurable: Use analytics tools to monitor social reach, engagement rates, hashtag usage, and repost frequency.

Achievable: Build momentum through packaging reveals, pop-up tastings, and co-created flavor launches.

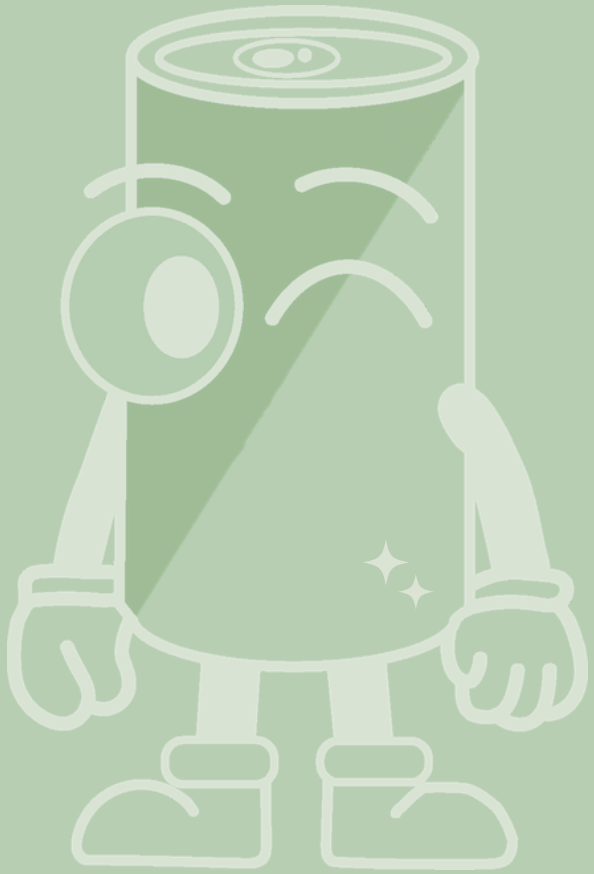
Relevant: Prepares FizzJoy for Phase 3: National Distribution, expanding visibility both online and in retail.

Time-Bound: Complete within 12 months of campaign start.

11.

BRAND IMPLEMENTATION VEHICLE

Assignments 12



FIZZJOY BRAND CAN DESIGN

Implementation Vehicle:
Packaging System

Objective:
Apply the brand identity to a tangible, consumer-facing product that embodies FizzJoy's playful, health-conscious, and adventurous personality.

Strategy:
The FizzJoy packaging system brings the brand to life through bold colors, cheerful fruit mascots, and witty flavor taglines that reflect its vibrant and joyful spirit. Each can—like Blue Buzz, Mango Groove, and Lemon Spark—combines retro-inspired graphics with clean, modern layouts that highlight the drink's nutritional benefits and functional value. Clear, easy-to-read labels reinforce trust and transparency, while playful copy and expressive characters add personality and charm. The result is an eye-catching and honest experience that stands out on any shelf — capturing the essence of FizzJoy's fun, energetic, and health-forward identity


Supports Digestive Health
FizzJoy
+15g of protein
BLUE BUBBLE
Sparkling Tonic
12 fl oz (355mL)
Non GMO


Supports Digestive Health
FizzJoy
+15g of protein
LEMON SPARK
Sparkling Tonic
12 fl oz (355mL)
Non GMO


Supports Digestive Health
FizzJoy
+15g of protein
MANGO GROOVE
Sparkling Tonic
12 fl oz (355mL)
Non GMO

FIZZJOY SWEATSHIRT MERCH

Implementation Vehicle:
Merchandising

Objective:
Apply the brand identity to tangible merchandise that embodies FizzJoy's playful, health-conscious, and expressive personality.

Strategy:
FizzJoy's sweatshirt embodies the brand's joyful spirit beyond the can. Featuring vibrant colors, cheerful fruit mascots, and witty taglines, the design celebrates individuality and self-expression. Characters like Blue Bubble and Lemon Spark promote positivity and connection, reflecting FizzJoy's energetic, health-forward lifestyle. This cozy, expressive piece lets fans "wear the joy" and share the brand's playful approach to wellness with the world.

Green Glow









Lemon Spark

Blue Bubble









Mango Groove

FIZZJOY STICKER MERCH

Implementation Vehicle:
Merchandising

Objective:
Apply the brand identity to tangible merchandise that embodies FizzJoy's playful, health-conscious, and expressive personality.

Strategy:
FizzJoy's stickers extend the brand's joyful spirit beyond the can. Each design bursts with vibrant colors, cheerful fruit mascots, and witty taglines that express individuality and self-expression. Characters like Blue Bubble and Lemon Spark promote positivity and connection while reinforcing FizzJoy's energetic, health-forward lifestyle. These collectible stickers turn everyday items into expressions that showcase the FizzJoy customers' love for its lifestyle and brand.

Fizz Joy

THE HEALTHY BUBBLES FOR EVERY ADVENTURE



Fizz Joy

I HAVE A ZESTY PERSONALITY



Fizz Joy

JUST A LITTLE BIT OF MANGO MAGIC



Fizz Joy

FEELIN' BERRY GOOD TODAY — THANKS FOR ASKING



FIZZJOY PERSONALITY QUIZ SHEETS

Implementation Vehicle:
Social Media Campaign & Website Integration.

Objective:
Apply the brand identity through an interactive experience that connects customers to FizzJoy's mascots and flavors, emphasizing personality, playfulness, and community engagement.

Strategy:
The FizzJoy Personality Quiz Campaign—"Find Your FizzJoy"—brings the brand's joyful, health-forward identity to life through dynamic mascot personality sheets and an engaging online quiz. Each mascot, like Blue Bubble, Mango Groove, Lemon Spark, and Green Glow, represents a unique lifestyle and emotional connection to FizzJoy's values of wellness, adventure, and individuality. By sharing their results on social media using #FindYourFizzJoy, customers express their personalities while deepening their bond with the brand. This approach transforms self-discovery into brand interaction, blending fun, relatability, and community spirit to make wellness feel personal, exciting, and fizzy.

"NAME"
PERSONALITY TYPE: THE UPBEAT SWEETHEART

BLUE BUBBLE



Innate Personality

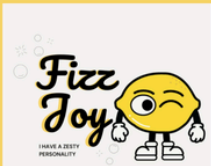
- Kind Hearted
- The calm in the chaos
- Going with the flow
- Positive energy only
- "Let's turn good vibes into something tangible"

Character Traits

- Empathetic and uplifting
- Creative dreamer
- Supportive
- Brings people together
- Loyal to friends and protective of loved ones
- Quietly confident
- Always knows when to crack silly joke
- Artistic

"NAME"
PERSONALITY TYPE: THE BOLD ZEST

LEMON SPARK



Innate Personality

- Bursting with ideas
- Talks faster than they think
- Let's make it happen!
- Never says no to a challenge
- Bring the sunshine everywhere

Character Traits

- Fearlessly optimistic
- Loves adventure
- Energetic team player
- Motivator in every room
- Stands up for others
- Loud laugh, big heart
- Always has a plan B (and C)
- Playful

"NAME"
PERSONALITY TYPE: THE GROUNDED OPTIMIST

MANGO GROOVE



Innate Personality

- "Let's groove!"
- Grounded and full of life
- Organized chaos
- Finding joy in the simple things
- Stay present
- Loves good vibes, great company

Character Traits

- Naturally uplifting
- Easygoing and confident
- Finds balance between hustle and chill
- Loves music and connection
- Health-conscious but never rigid
- Always brings warmth to the group

"NAME"
PERSONALITY TYPE: THE CHARISMATIC HOST

GREEN GLOW



Innate Personality

- Always on the move
- Keeps things running smoothly
- "Enjoy the show!"
- Can turn any idea into an adventure
- Clever & confident
- Always brings people together

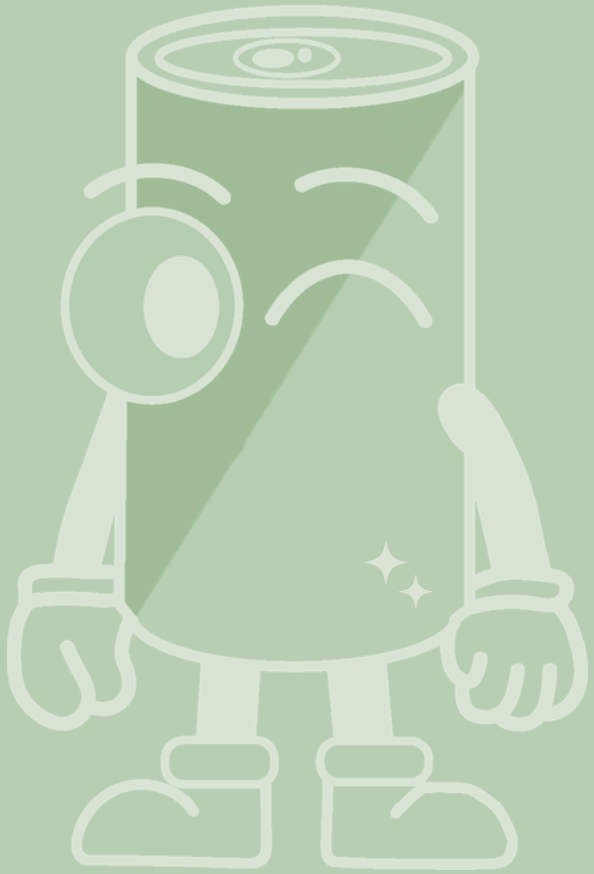
Character Traits

- Infectious laugh
- Always trying new things
- Quick thinker and smooth talker
- Sarcastic baby
- Bit of a drama Queen
- Witty and charming
- Natural leader
- Thoughtful planner, spontaneous heart

12.

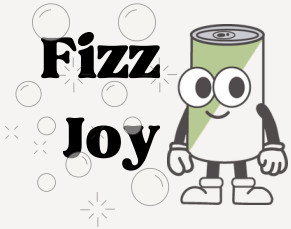
APPENDIX

Mood boards, visuals, sketches, supplementary materials, or extra content from the development process

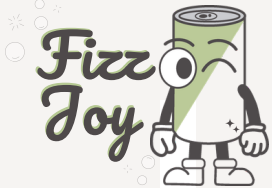


FUTURE ROADMAP

1.



2.



3.



4.



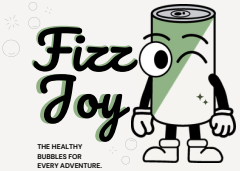
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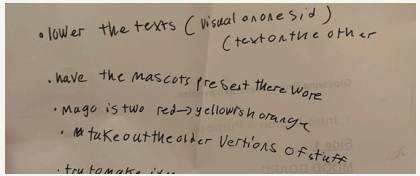


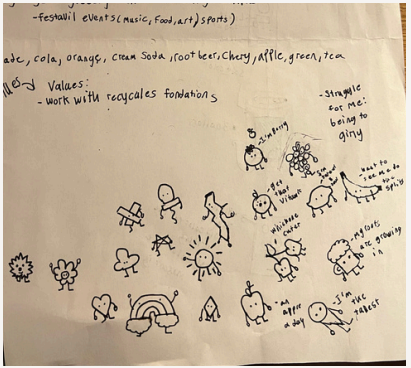
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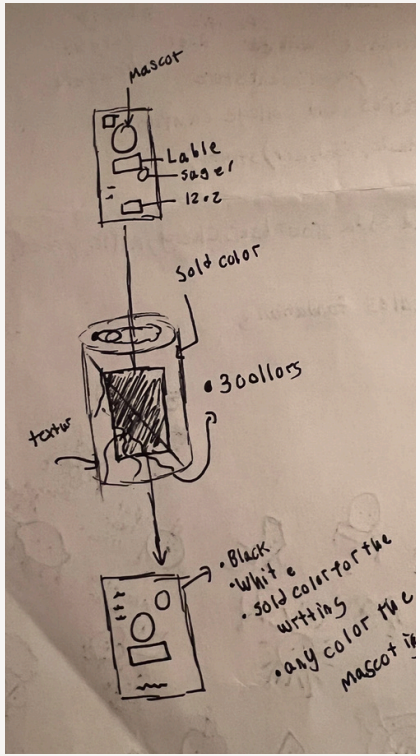


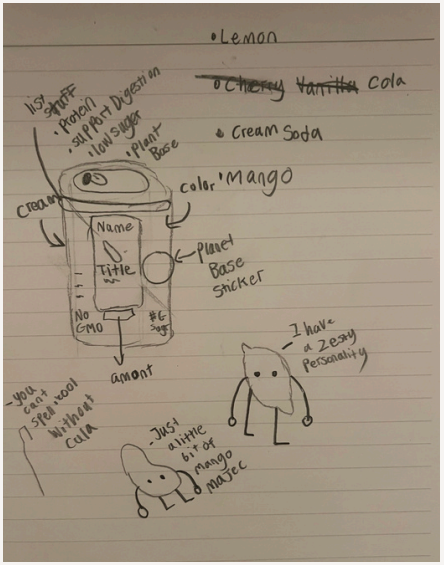


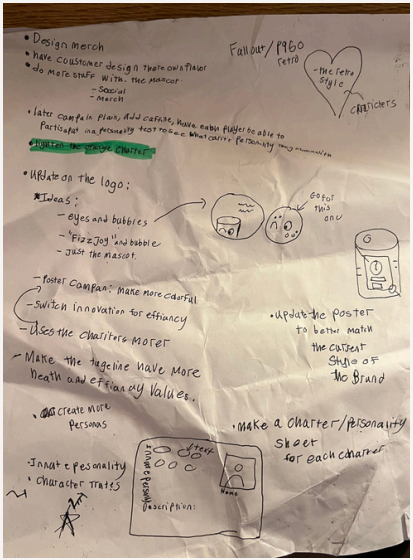
PAPER SKETCHES











PRODUCT DEVELOPMENT PHASES

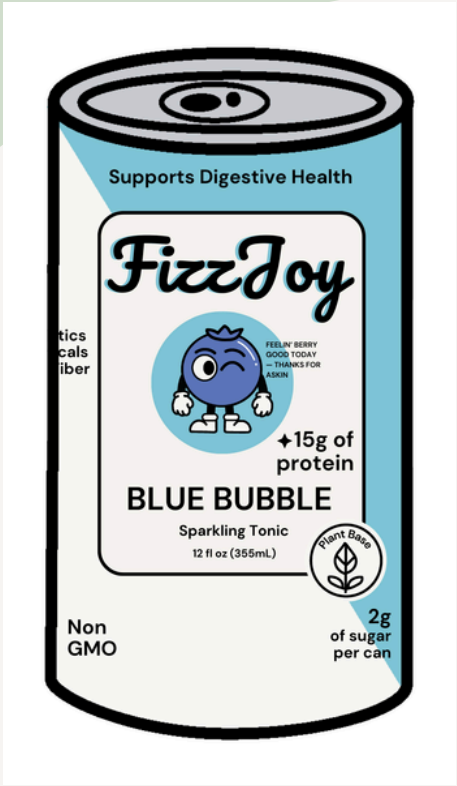
Version 1



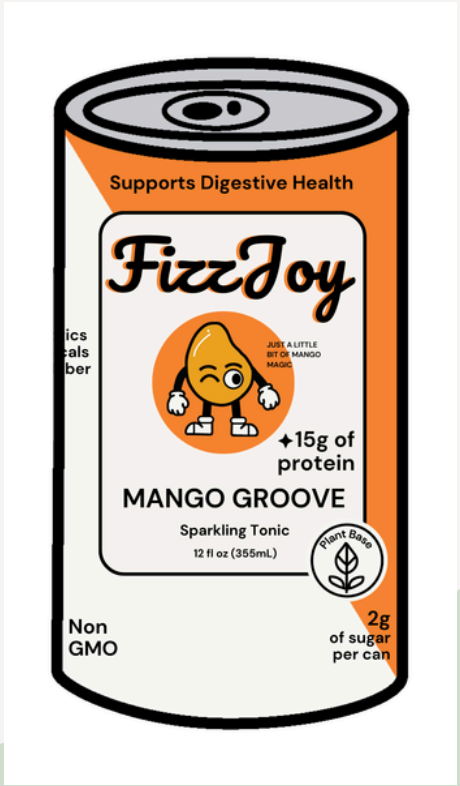
Version 2



Final Packaging



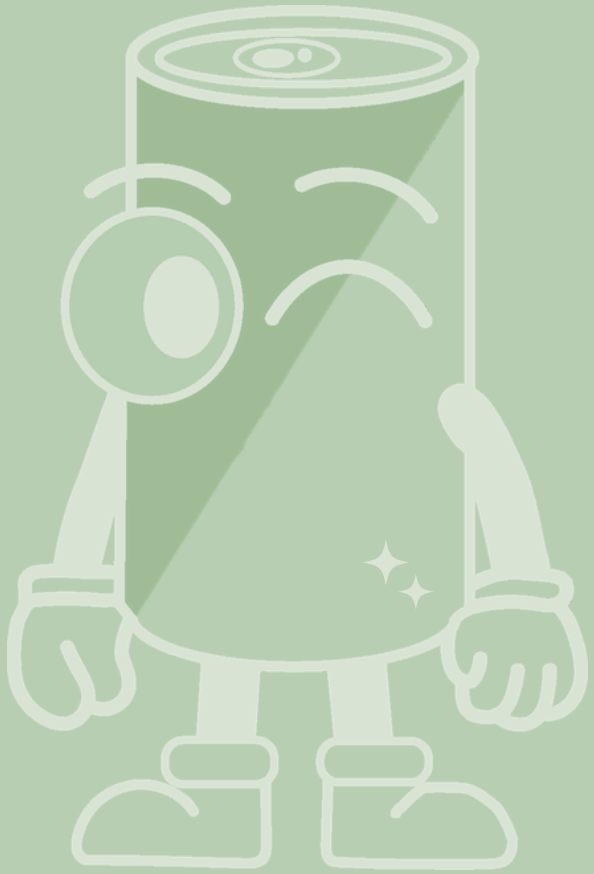




13.

WORK CITED

Reference list of all sources



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8. https://www.canva.com/