




WHAT IS A BRAND?

COMMUNICATING FOR SOCIAL CHANGE | 2121 K Street, NW | Suite 650 | Washington, DC 20037 | www.vancomms.com

*“Products are made in
the factory, but brands
are created in the mind.”*

– Walter Landor

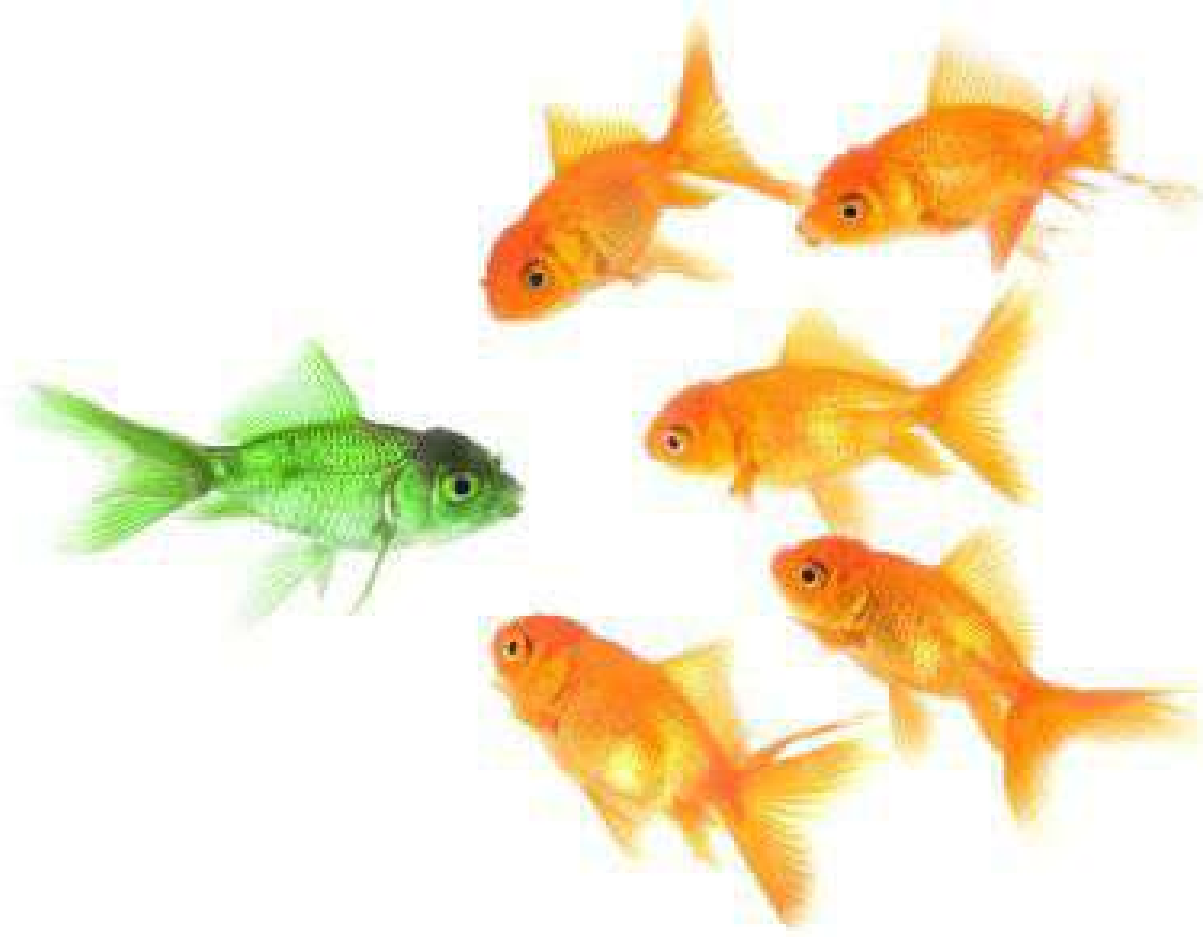
The background is a solid teal color. In the center, there is a stylized white eye graphic. From the center of the eye, several white lines radiate outwards towards the edges of the frame, creating a sunburst or starburst effect.

"Your brand tells the world who you are, what you value, and what you have to offer."



Branding
is what people
say about you
when you are
not in the room.

BRANDING
BUSINESS
WITH
IDENTITY

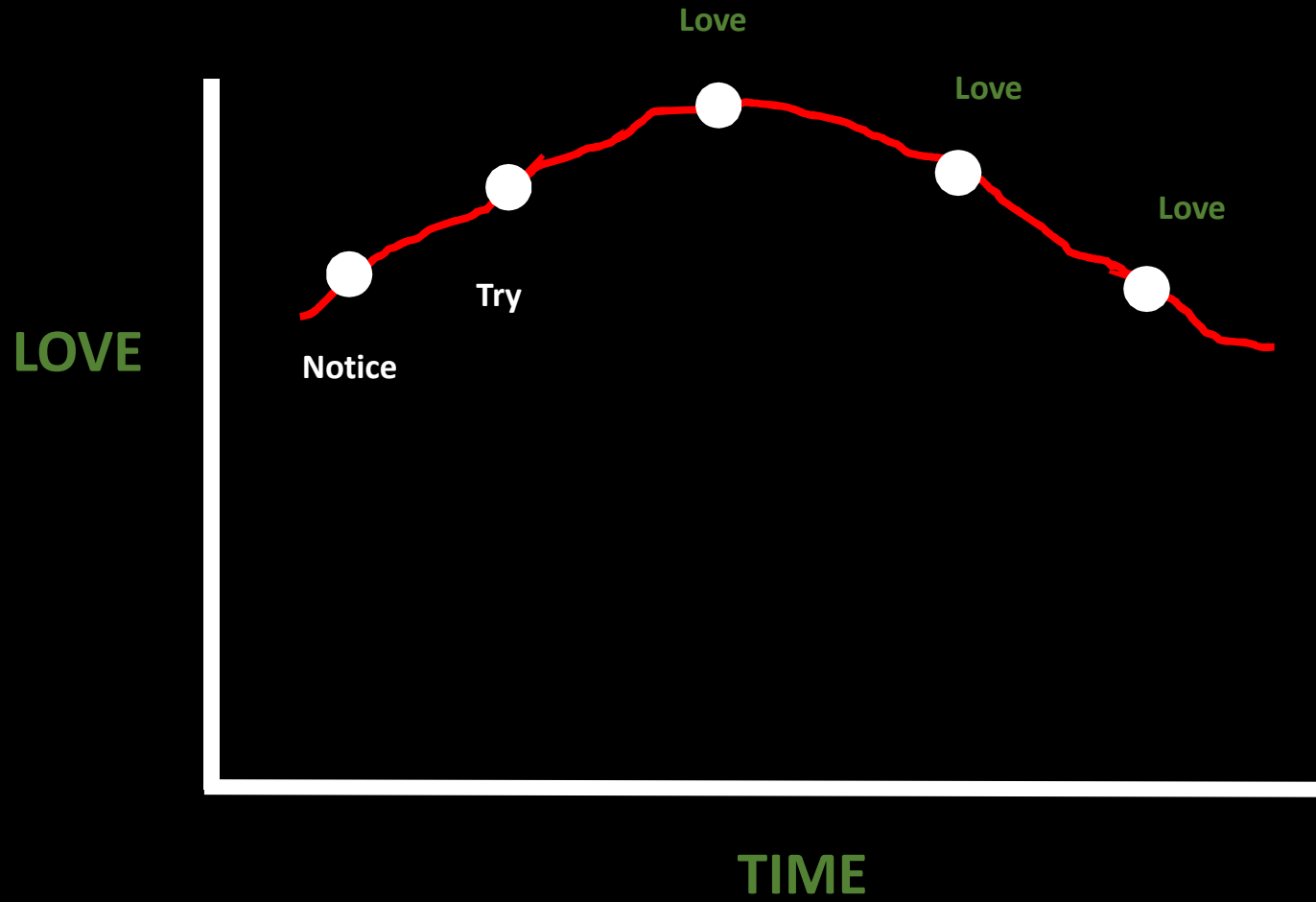




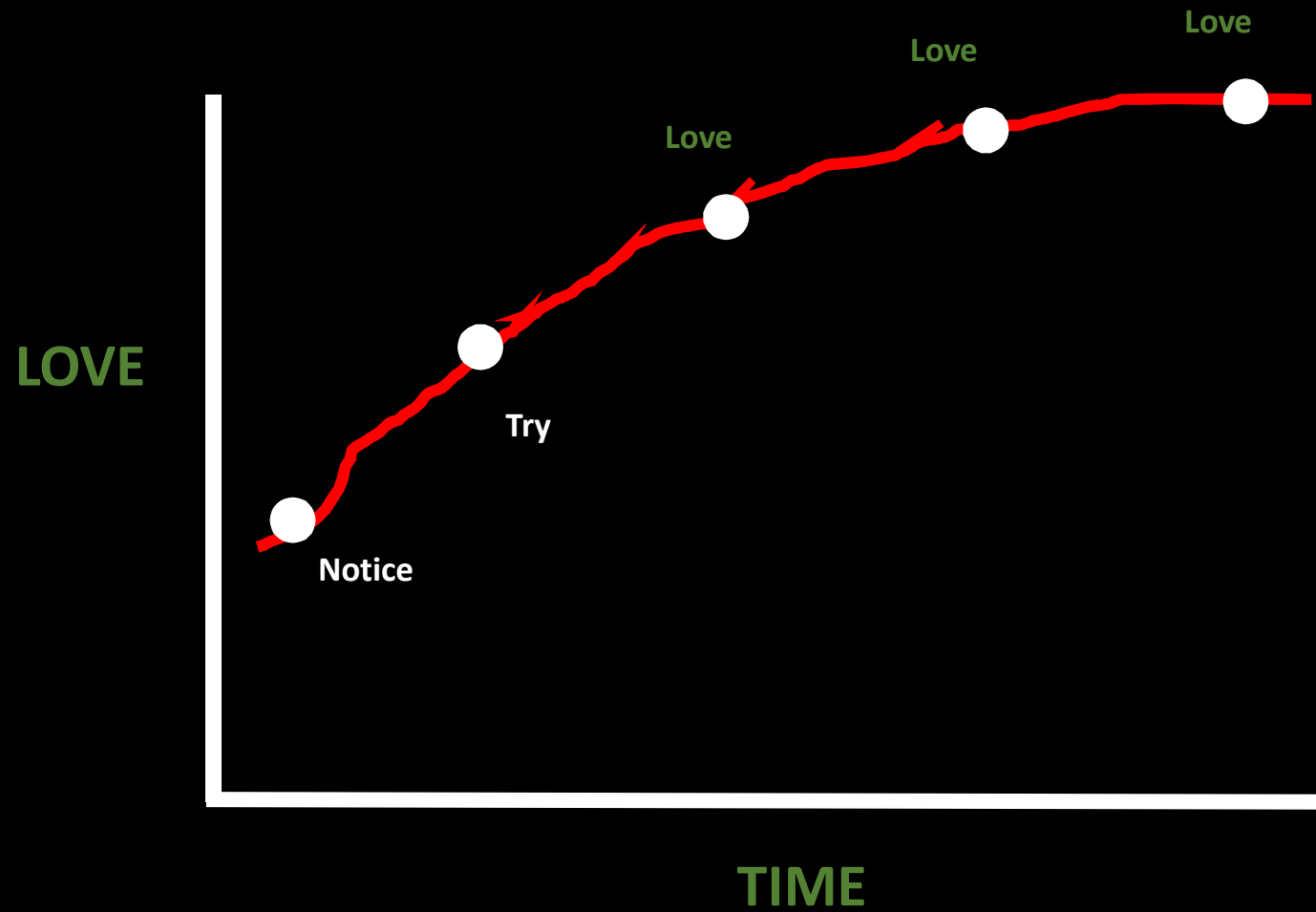
**BRAND
Drives LOVE**

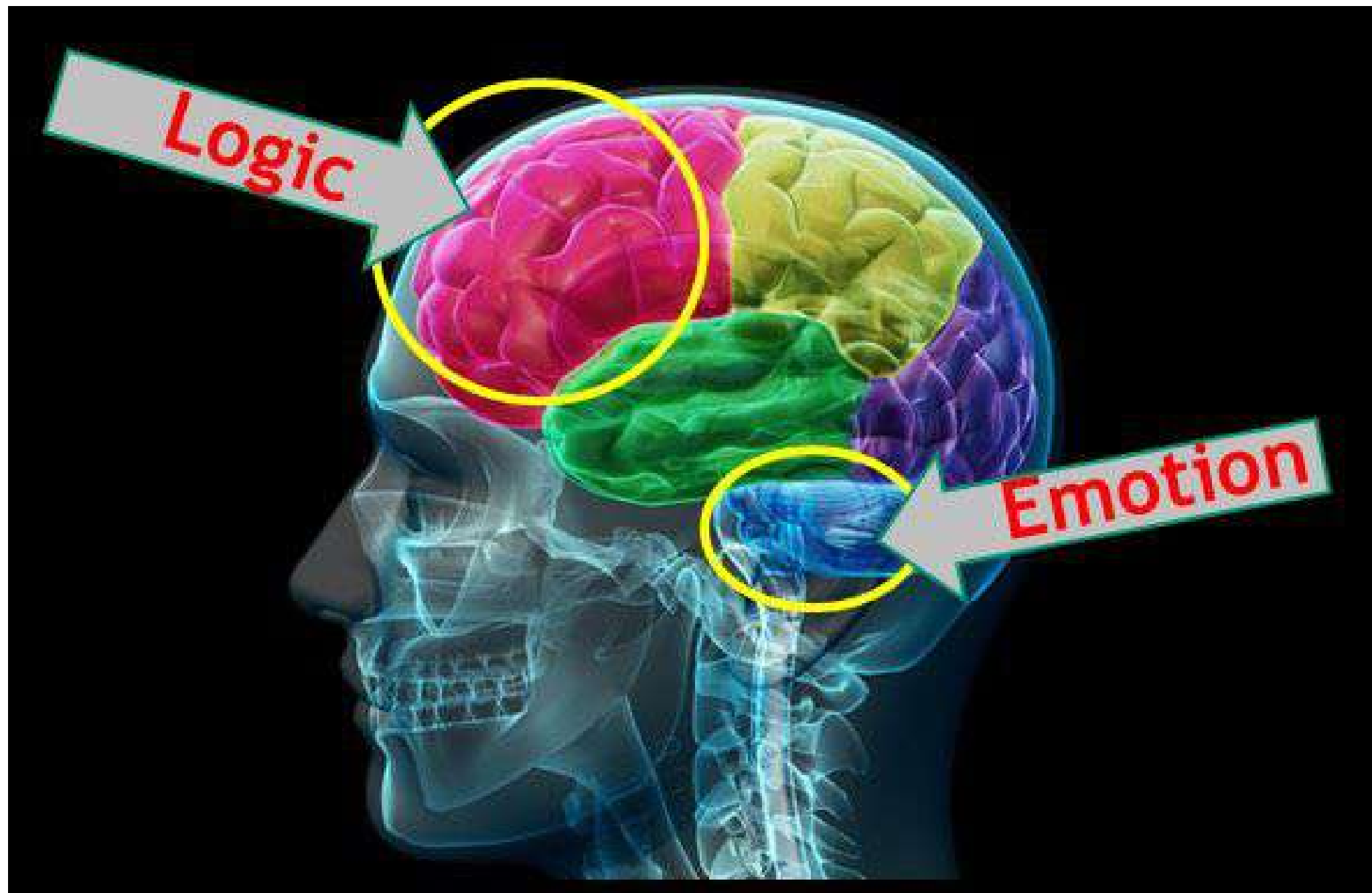


Cycle



OUR AIM





Buying Decisions

Rational

- Price
- Quality
- Feature
- Reliability
- Warranty

Emotional

- Look
- Feel
- Esteem
- Brand
- Safety
- Fear

BRANDING = premium value









LEVI'S® 501® BUTTON FLY JEAN

501

SHOP

OUR STORY STARTS HERE

Embodying durability, exemplifying craftsmanship and symbolizing rebellion is a fit over a century in the making. From stories to styles, scroll down and dive into the world of the original jean.

SHOP NOW











ZARA



A close-up photograph showing a person's hand holding a wooden mallet. The mallet's head is positioned to strike a small, rectangular wooden block. The block has the word "INSURANCE" printed on it in bold, black, sans-serif capital letters. The background is blurred, showing what appears to be a laptop screen with some blue and white light patterns.

INSURANCE

















Mae Fah Luang Foundation







PAÑPURI
ORGANIC SPA
SYDNEY



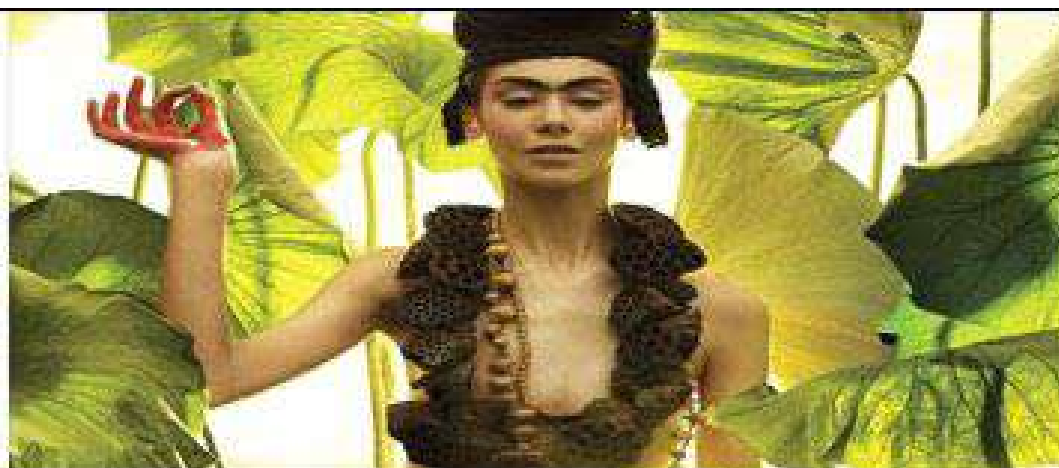


PAÑPURI

THANN SANCTUARY

A sanctuary for serenity and senses

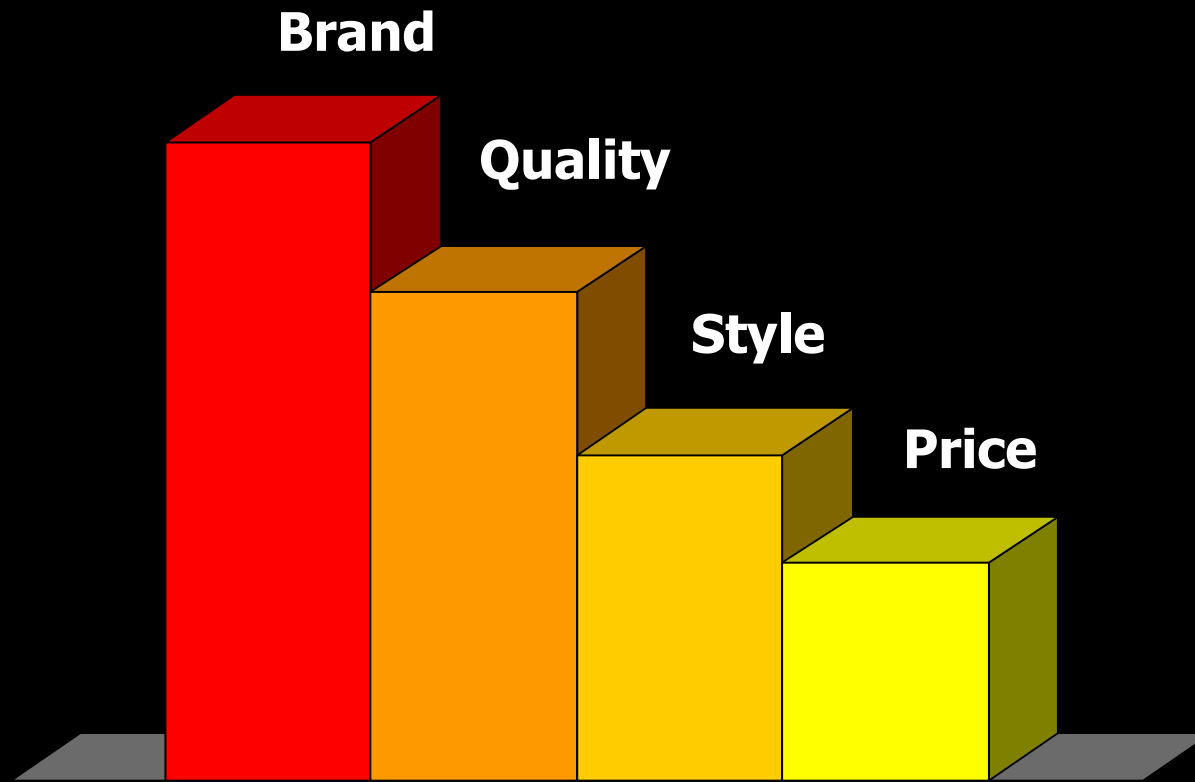




The buyer stairs steps

When brand is not included

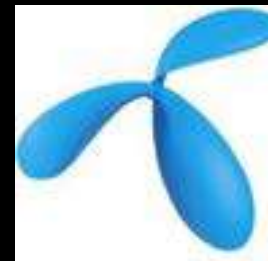




Brand...a strong place to begin or continue the relationship with consumer

BRANDING = NET perception

“your brand is
not what you
say, its what
they say”





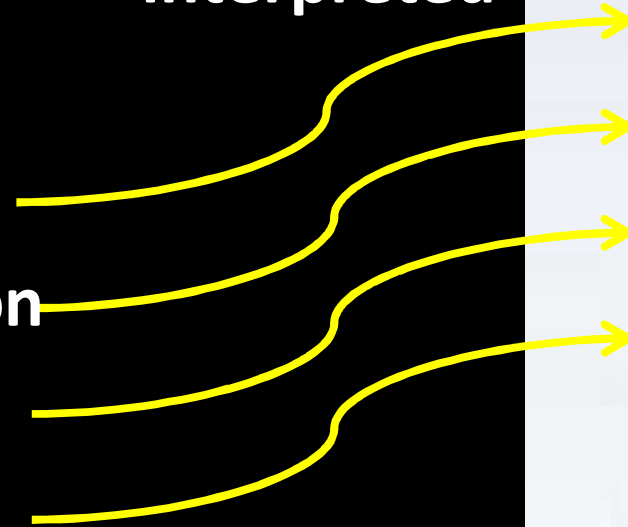
Cat Telecom Public Company Limited



**HOW BRAND
EXIST
IN OUR MINDS**

Experience
Communication
Identities
products

interpreted



MEANING

Perceived
emotional
value
in the mind

= BRAND

People form
MEANINGS
IN THE MINDS
from
Collective **Experiences**



Brand stands for
something **meaningful**
to people



Egypt



FRANCE



Australia



Thailand

BRAND
COLLECTIVE
PERCEPTION



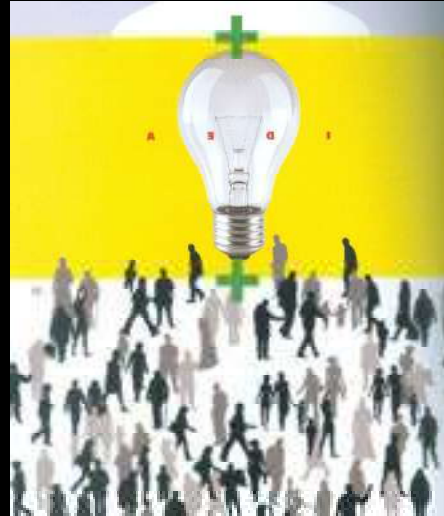






CHANGING LANDSCAPE

Building Blocks for



Introducing, Extending, Sustaining
business



On-Par Technology and Feature



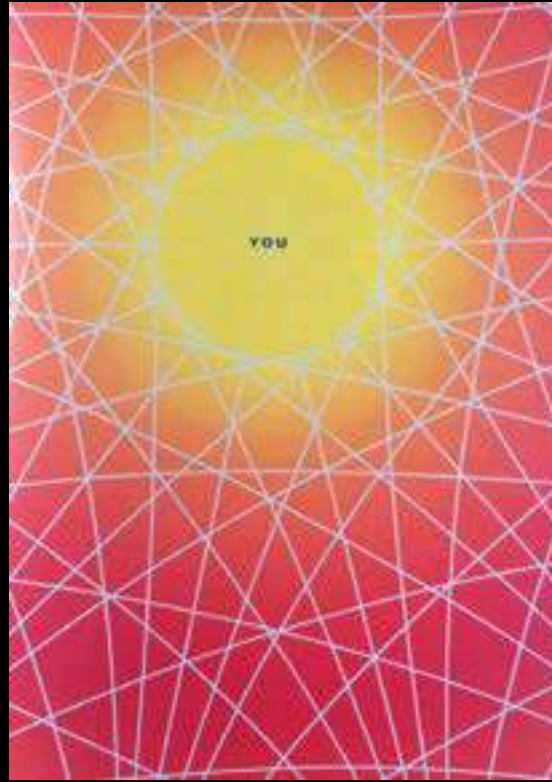
**Less Unique
between Each Product**



ERA of Choices



**Skeptical &
Demanding
Consumers**



Over Connected Audiences



WORD OF MOUTH

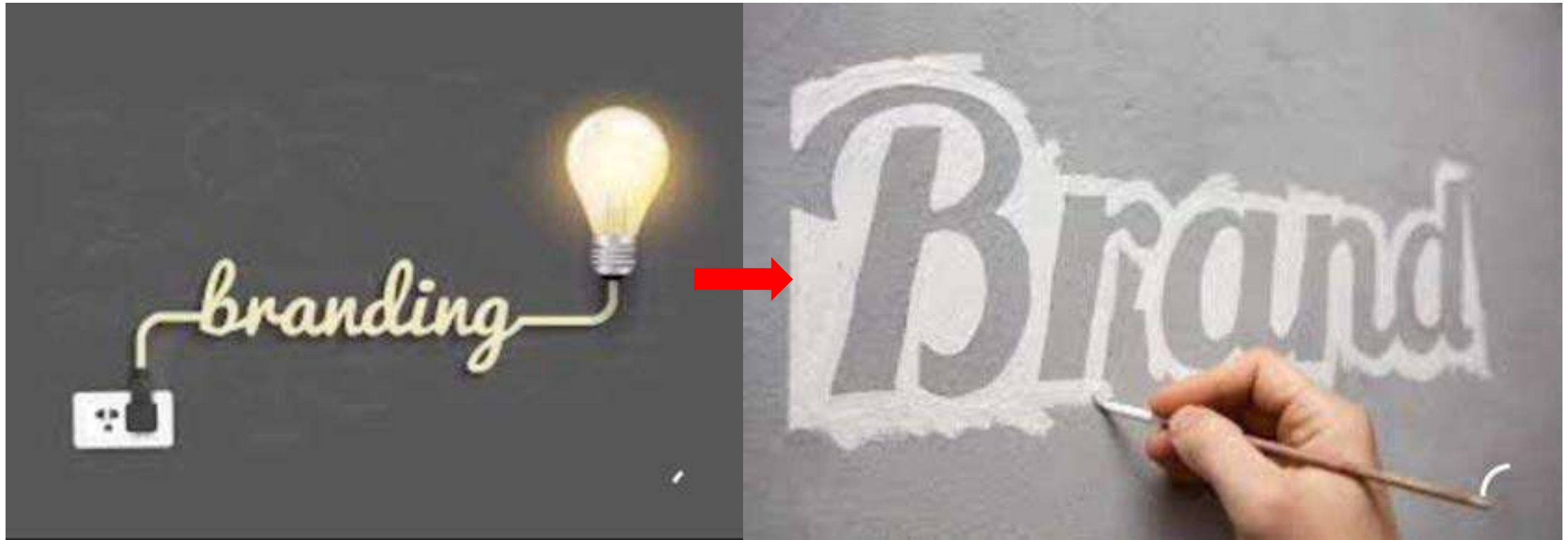


Instant Gratification & Self Mastery



SPEED

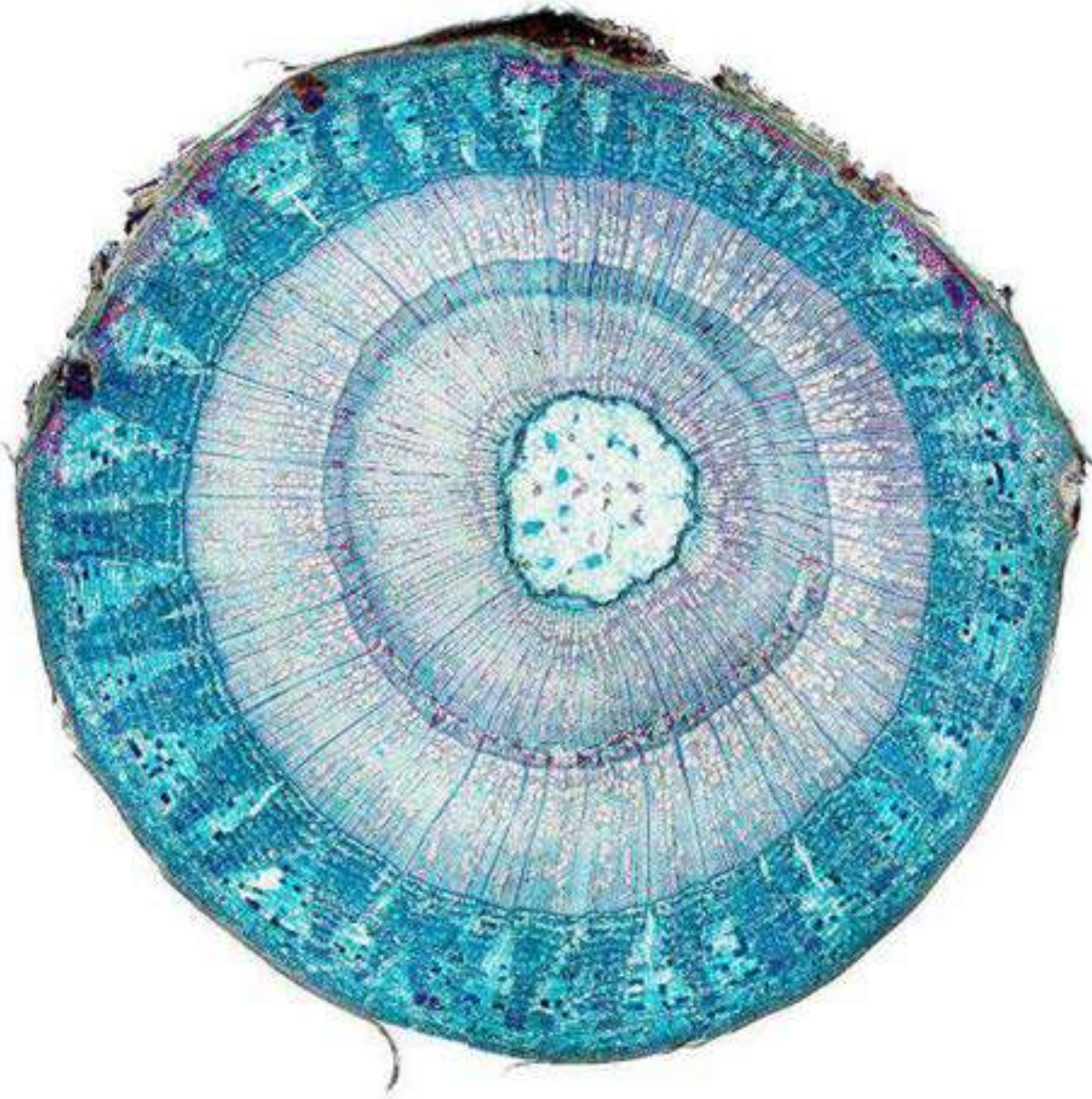




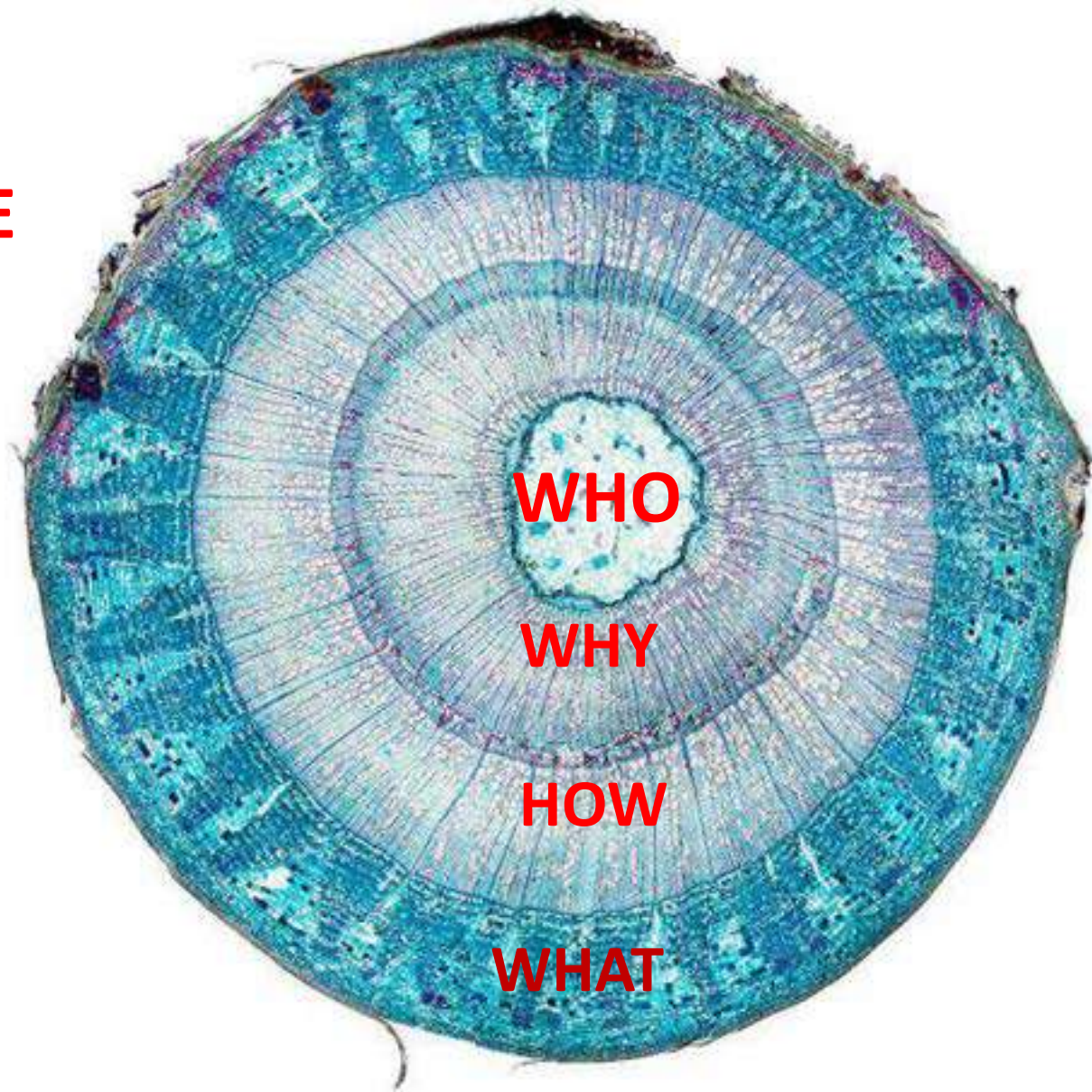
Branding



Brand



WHERE



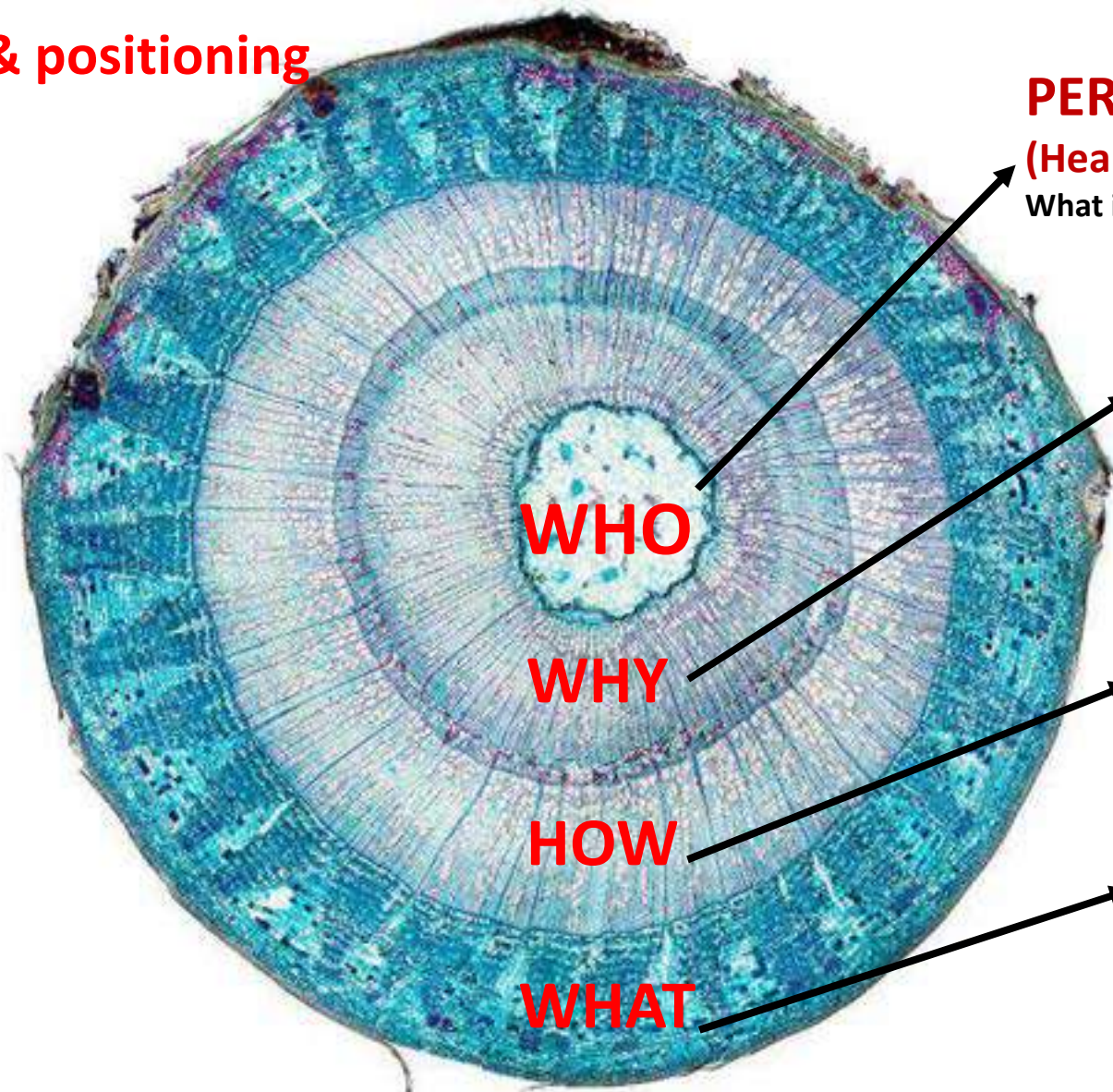
WHO

WHY

HOW

WHAT

WHERE
playground & positioning



PERCEIVED VALUES & PERSONA
(Heart and Soul)
What is your true nature?

PURPOSE & PLOT
Why you exist ,what do you believe ?

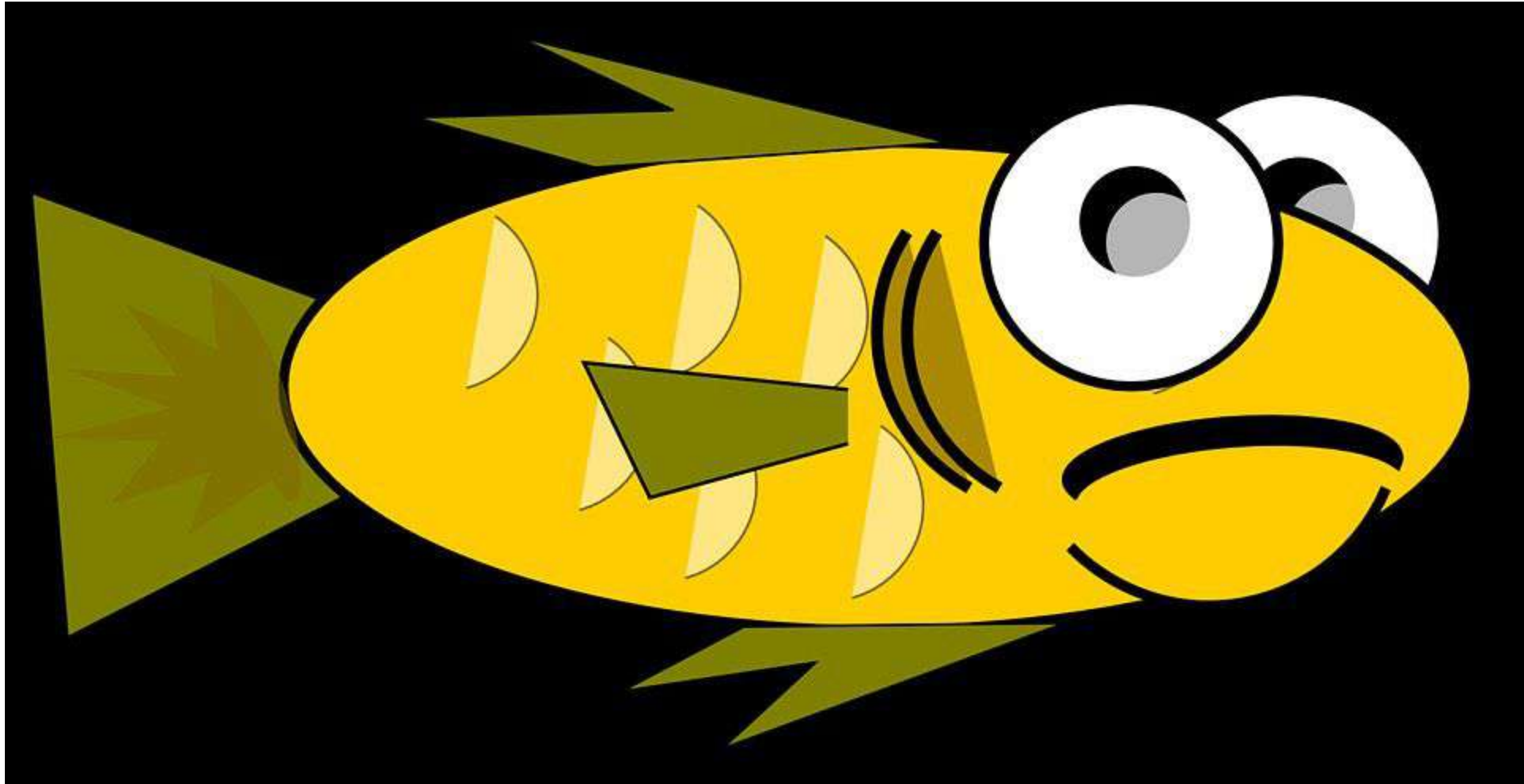
PRACTICE & PATTERN
Specific actions taken to realize the why

PLAN & PROGRAM
That you use to engage your consumers

PERCEPTION
(The result of what you do) | Your consumers 'collective experiences
that form a certain value in the minds about your brand

WHARF?

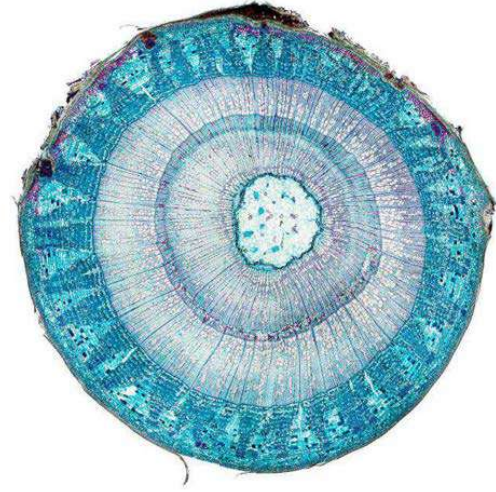
Where to grow your BRAND Business?



WHERE?

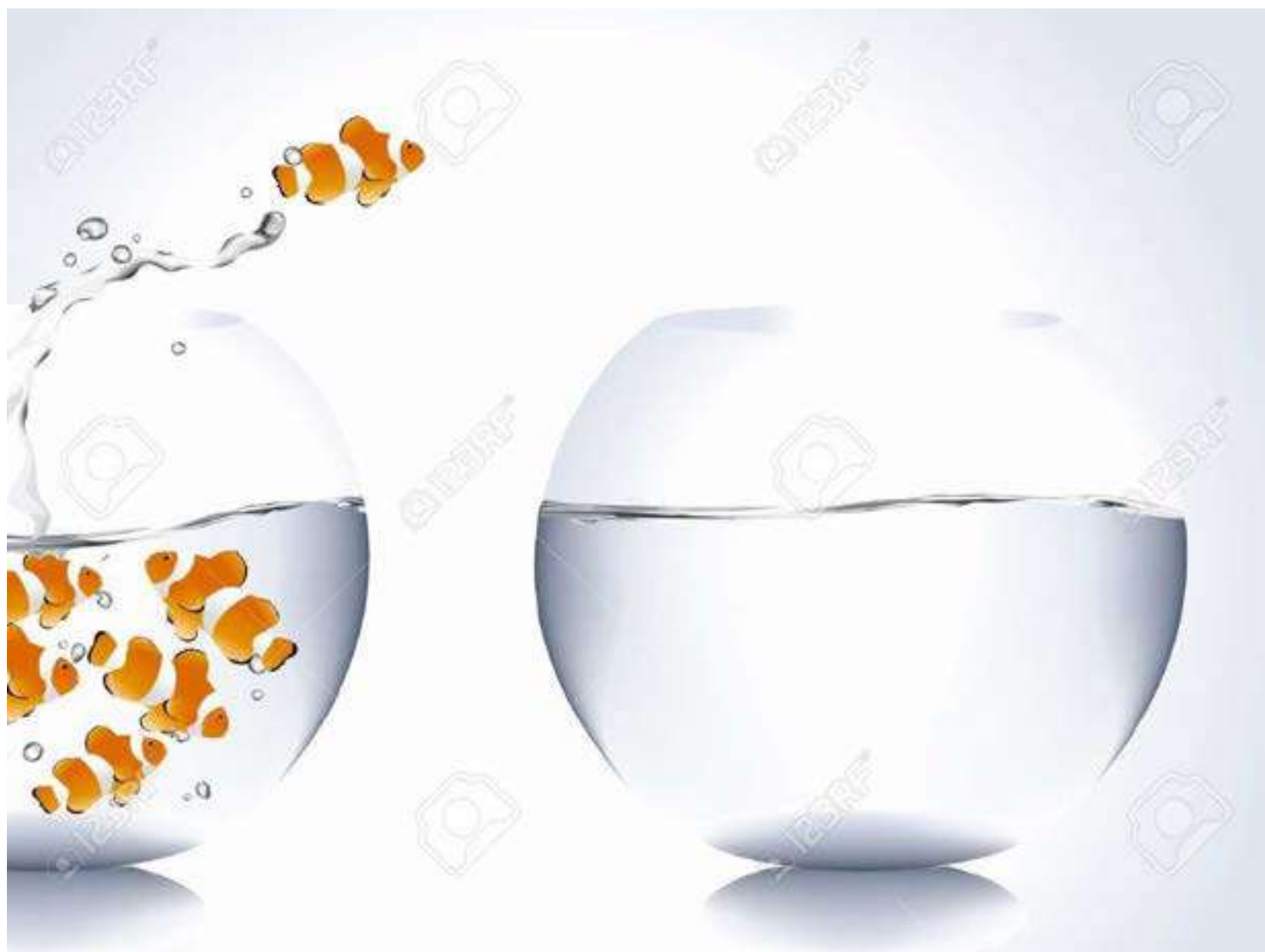
playground

 POSITIONING



playground





PLAYGROUND & POSITION



The **Arena**

Where is your
Sustainable business opportunity

Arena

Identify Brand Business Opportunity
To know where will you go and put your effort



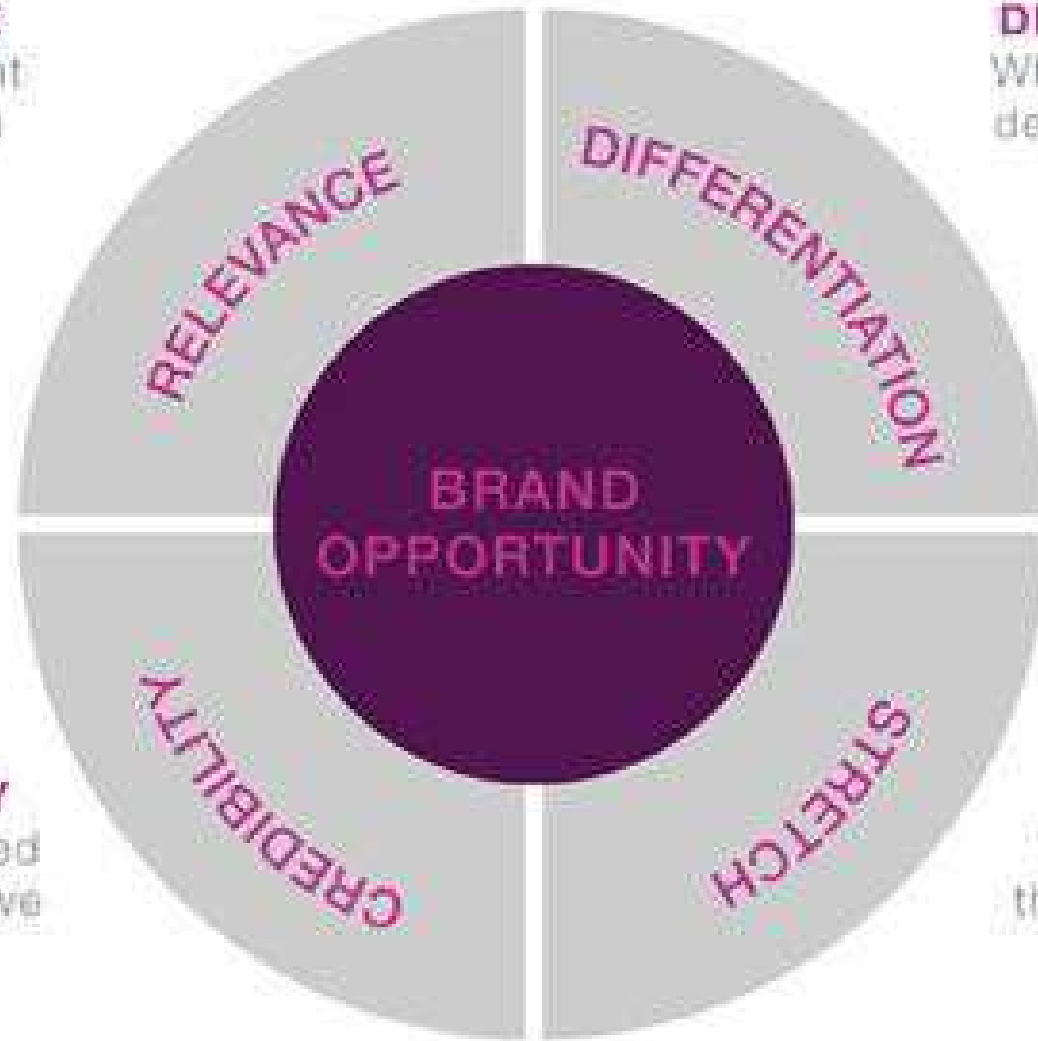
YOUR POSITION

RELEVANCE

What important problems can you solve?

DIFFERENTIATION

What is the category debate and how can you change it meaningfully?



CREDIBILITY

What undisputed strengths can we leverage?

STRETCH

What areas can this brand credibly extend to?

Strength

Weakness

S

W

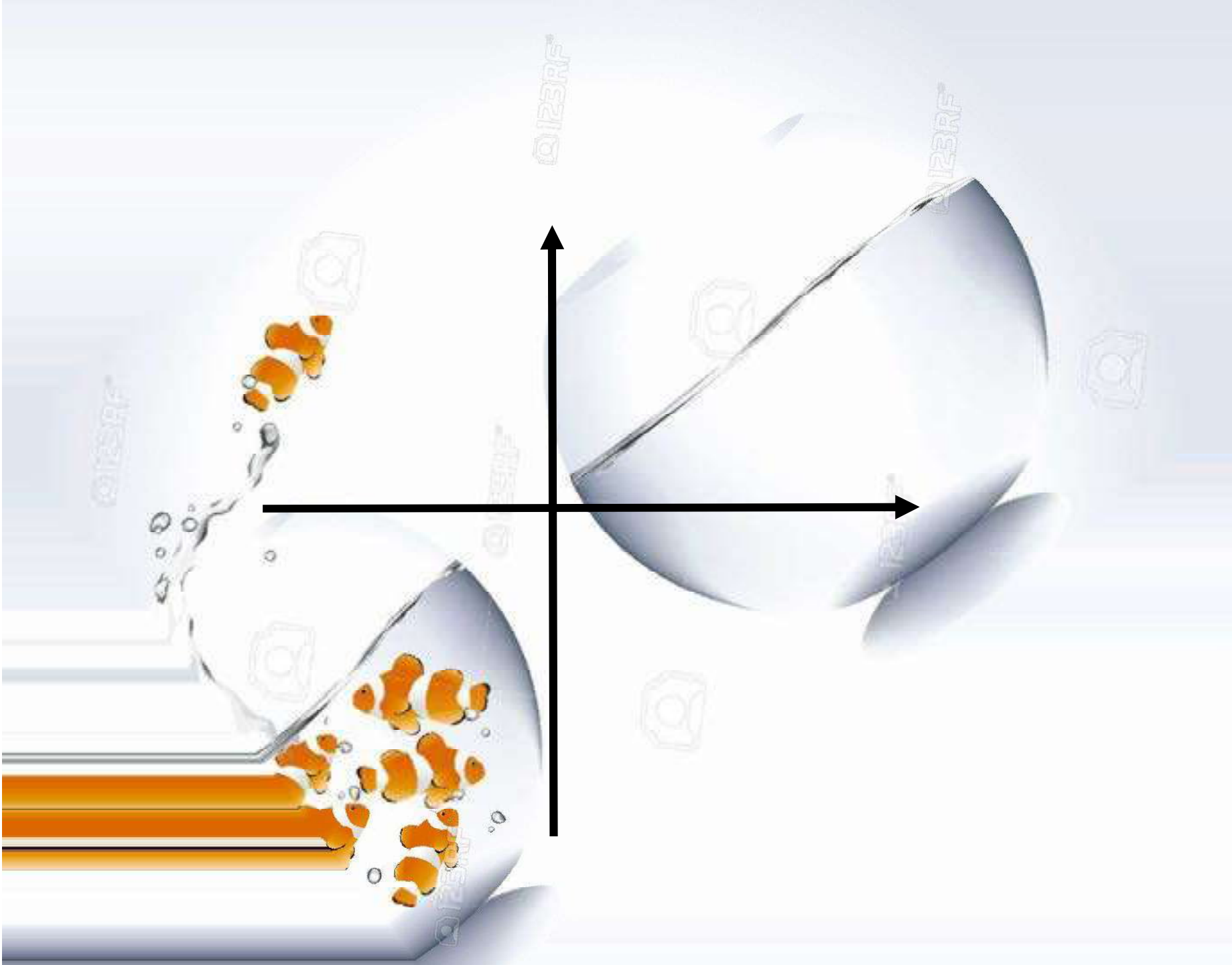
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T

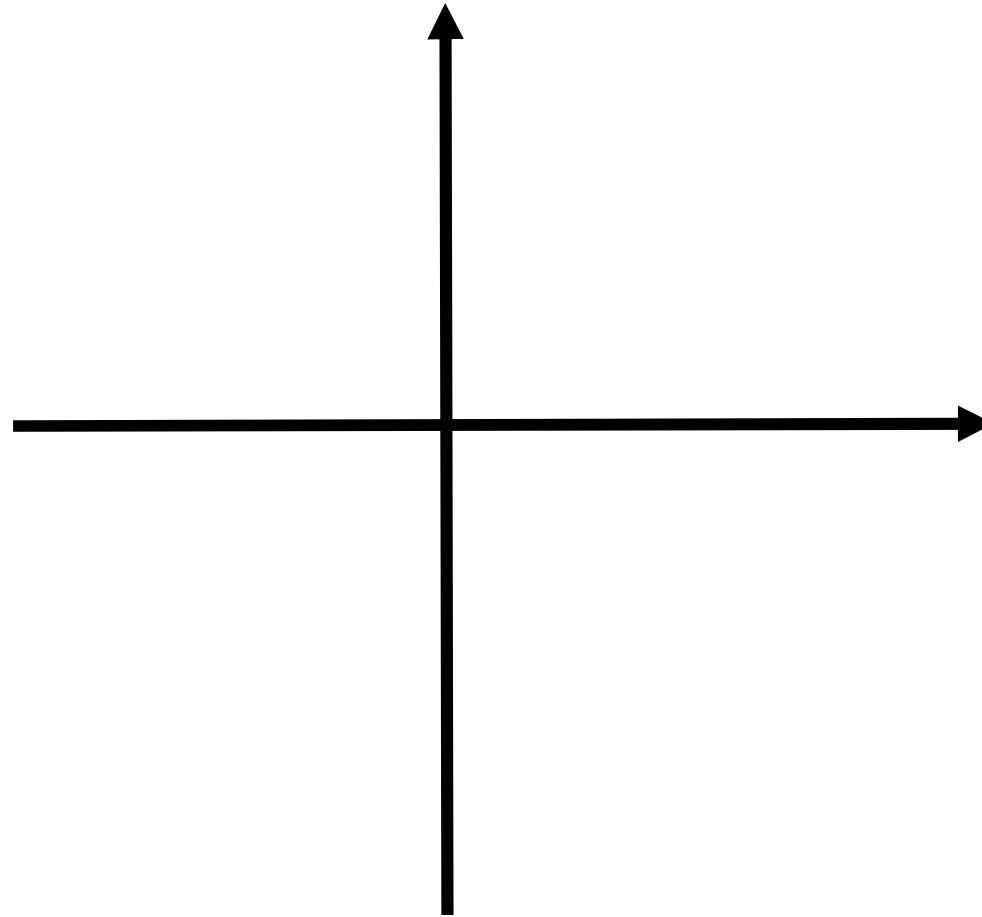
Opportunity

Threat

POSITIONING

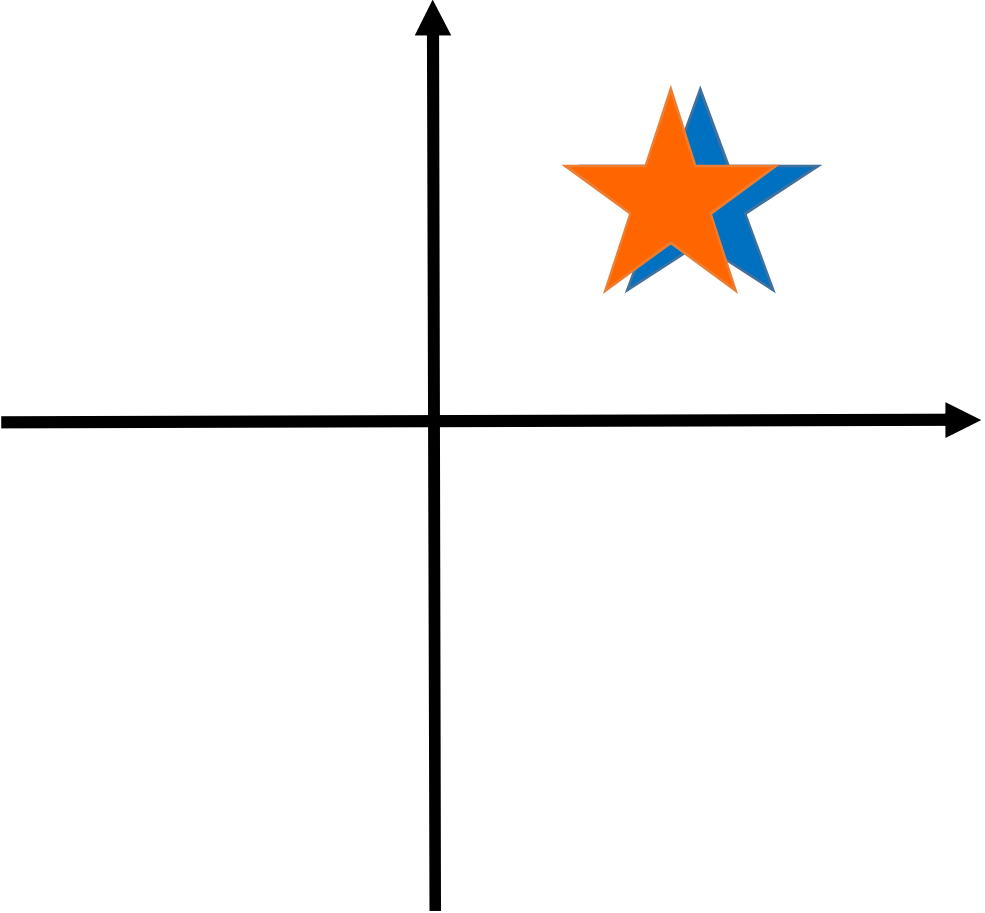


**Completely different
than competitors**



**extremely
important to
consumers**

Differentiation



Relevance

P



X

A

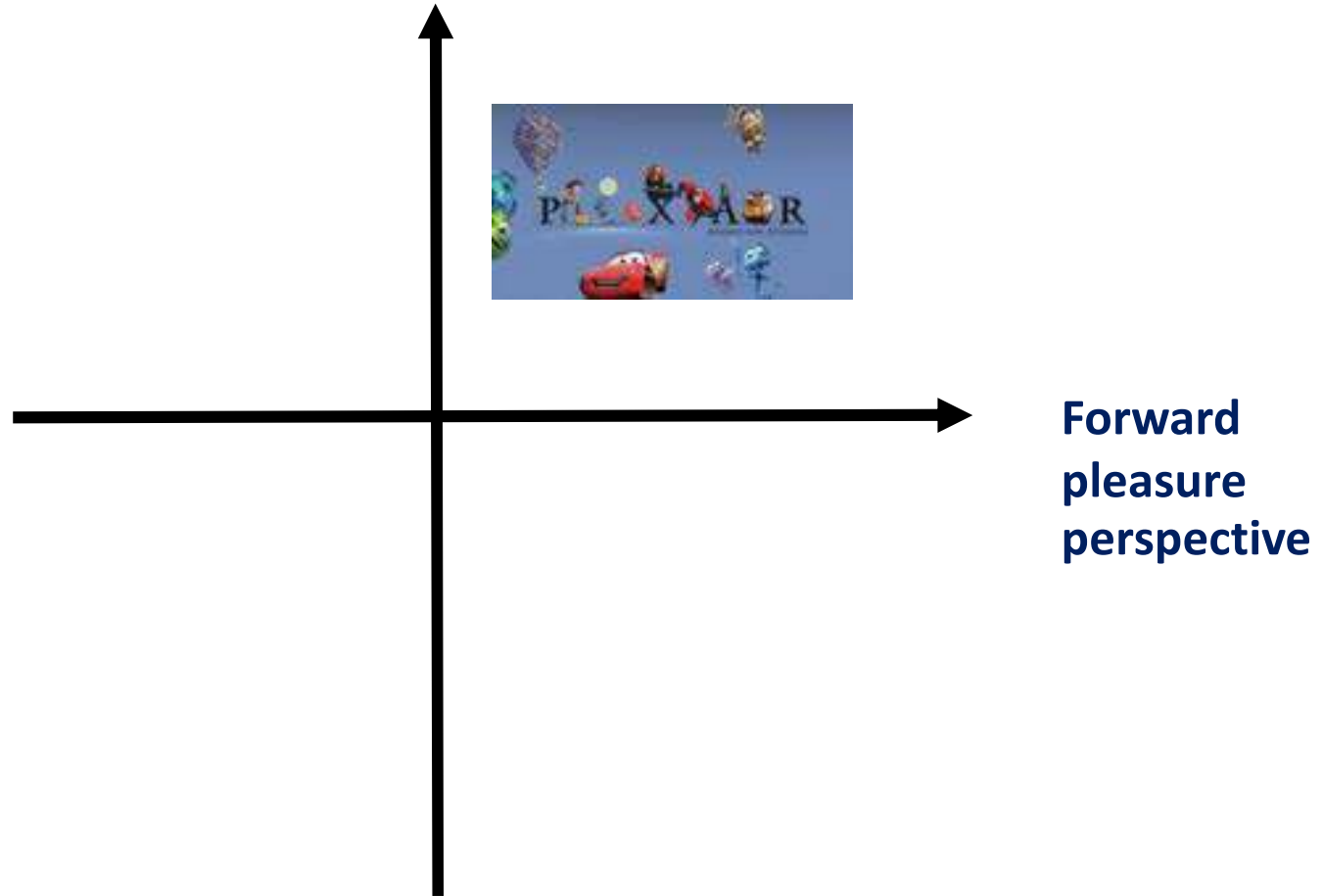
R

ANIMATION STUDIOS



ARENA...
**Computerized animation pioneer who
creates the next entertainment market**

Pioneering computerized animation



ARENA...Luxury casual wear with hyper sensory



Cool all American sensory



Attractively bold



Abercrombie & Fitch



ARENA Creating a subcategory
..... The Coffee Community

Rich sensory coffee community



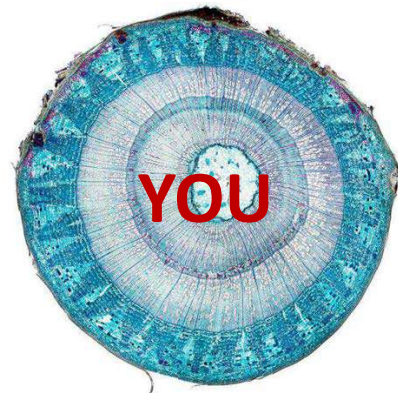
**Neighborhood for
Rewarding moments**





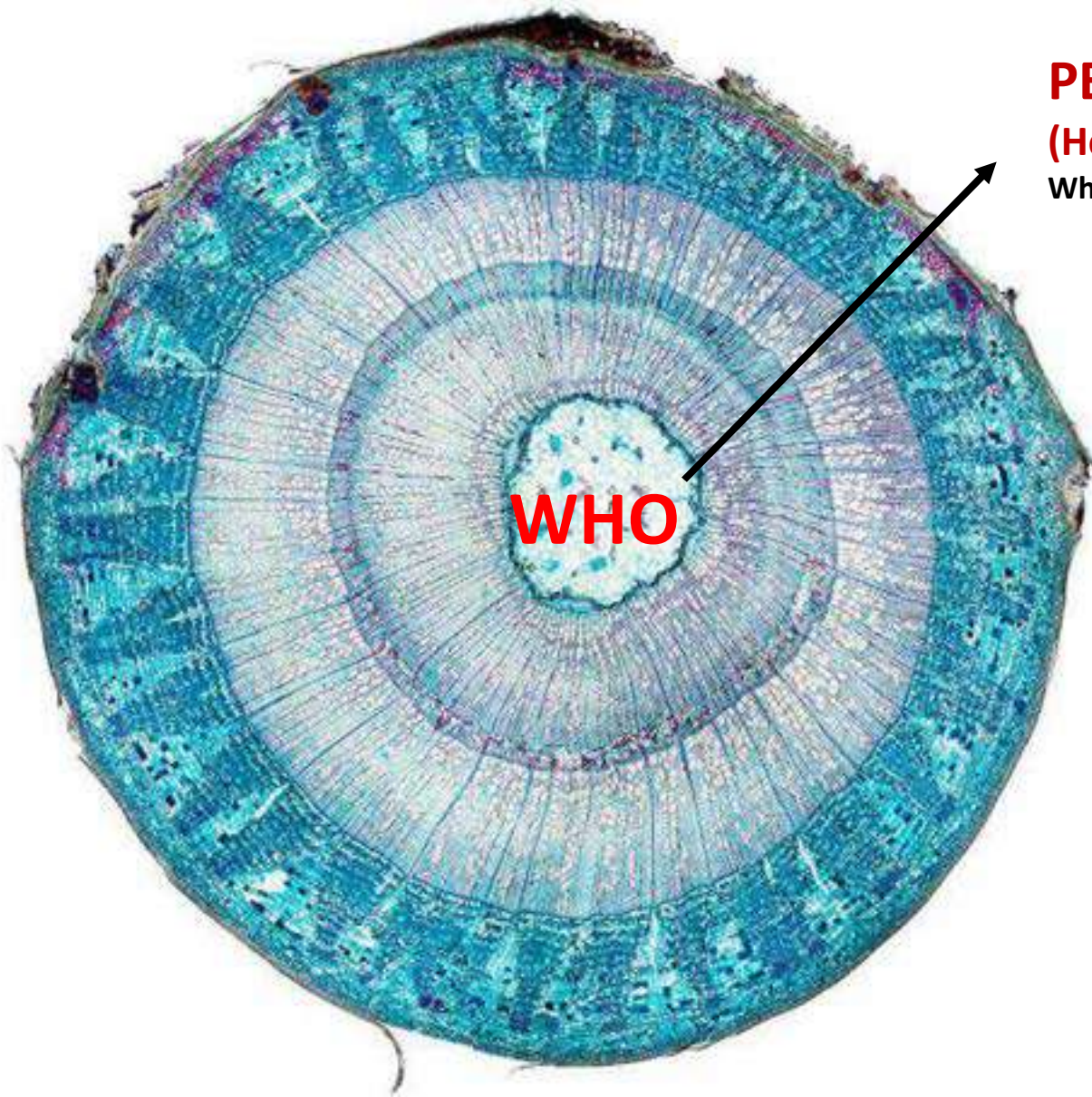
PLAYGROUND & POSITION

Where is your business Arena?



DEFINE WHO YOU ARE

WHO?



PERCEIVED VALUES & PERSONA (Heart and Soul)

What is your true nature?

Differentiation
Relevance
Essence
Personality
Idea

WHO?

(Perceived
Values)

PERSONA



Brand Meaning





HAVE IT YOUR WAY®

増量
無料!

追加
自由!

ALL HEAVY **MEAT MONSTER**

¥420 + HAVE IT YOUR WAY® = ¥420

¥420 + HAVE IT YOUR WAY® = ¥820

WE HEARD YOU LIKE BURGERS,
SO WE PUT BURGERS IN YOUR BURGER.

HAVE IT YOUR WAY

**Have it
your way** **BURGER KING**

It's the only way.

**Have it
your way** **BURGER KING**

...goes double now.

**Have it
your way** **BURGER KING**

...make it a Whopper.



Computerized next entertainment







who

WHO

who

who

who

who

ARE

who

who

YOU?

who

who

who

who

**Branding
starts with
who you are
on the inside.**





La Ferrari by Mahlagha Jaber – is the luxurious, sexy brunette



Mercedes Benz S Class by Yazemeenah Rossi – a classic woman with exceptional elegance and business style



Jeep Wrangler by Melissa Haro is an adventurous Indiana Jones



Toyota Camry by Brenda Castillo – a casual girl next door @vsbree



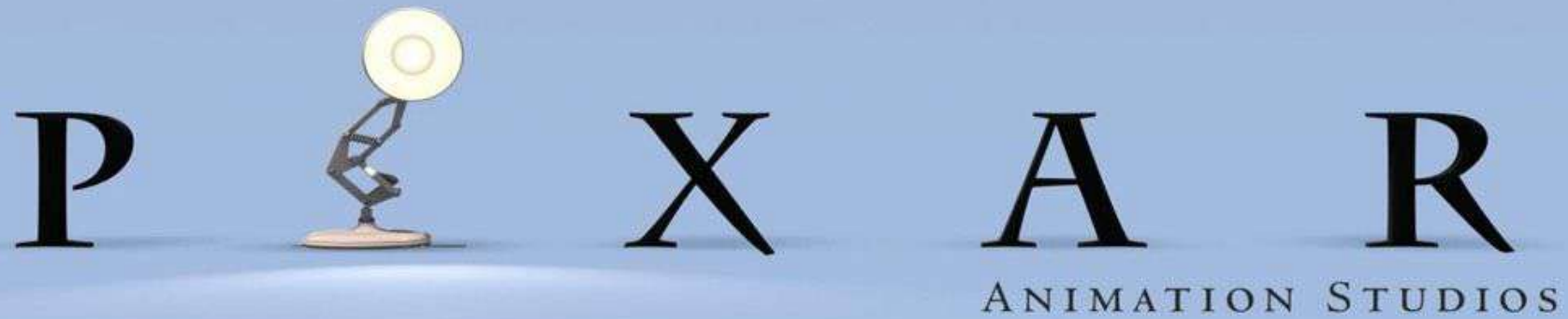
Volkswagen Vintage Van by Patience Silva – is a Coachella-hippie- party girl



The Companion



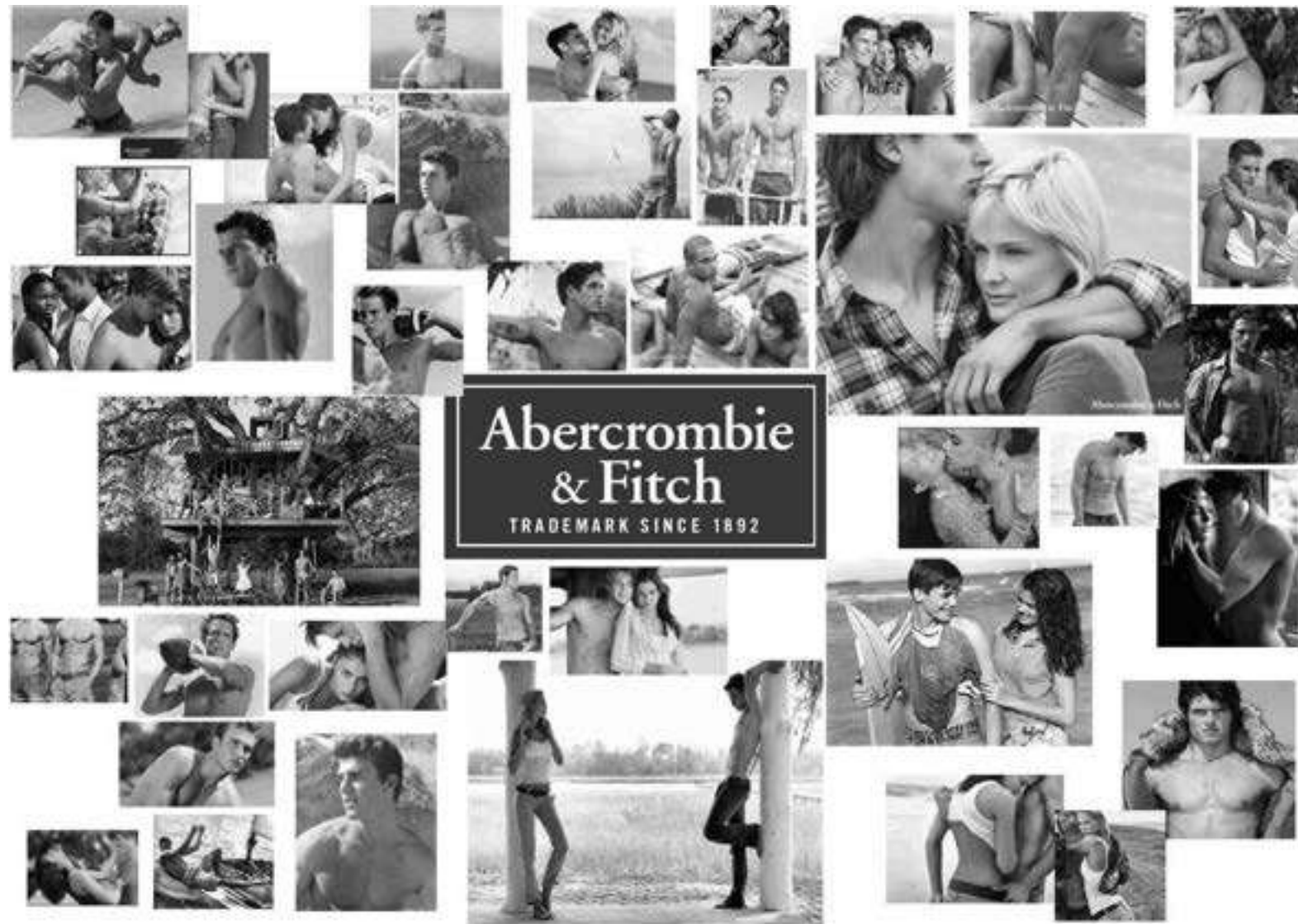
The Ruler



The Innovator



The sensualist



Personality

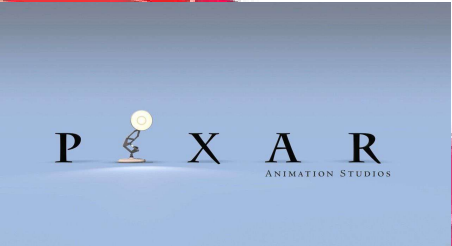
Youthful provocative cool casual



Personality
Caring
Thoughtful
Trendy
Sensational



The Harmonizer



Spa Convention



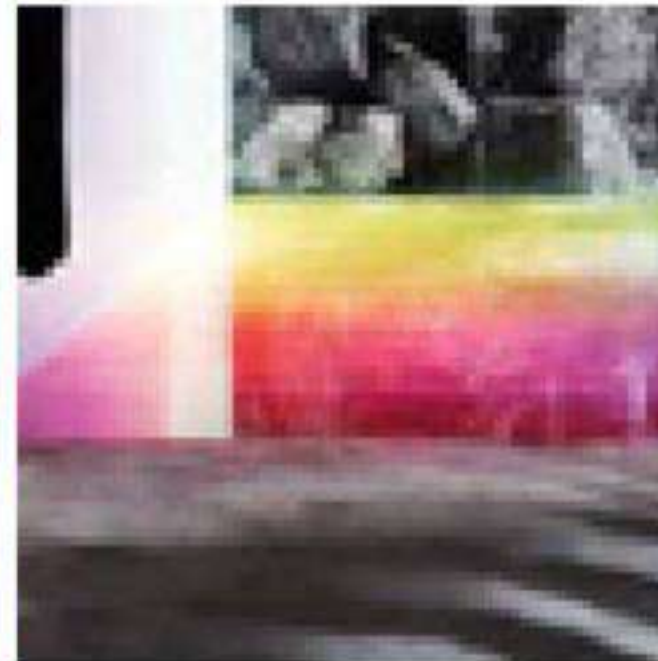
Spa Convention



The Sensualist



The Creator



The Guardian



The Magician



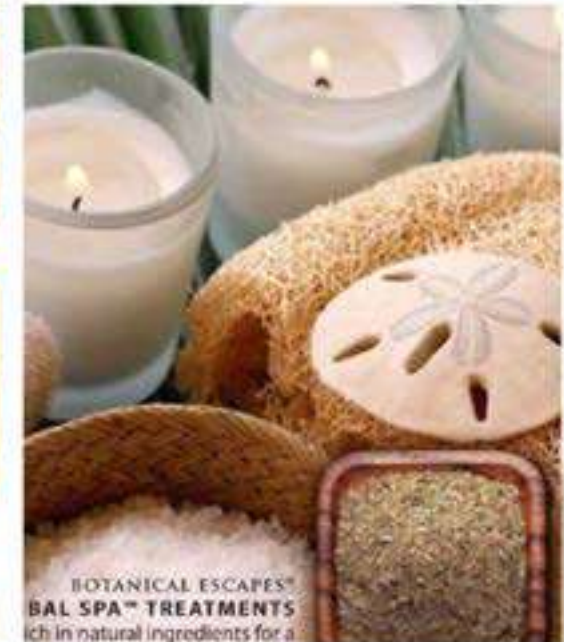
The Lover



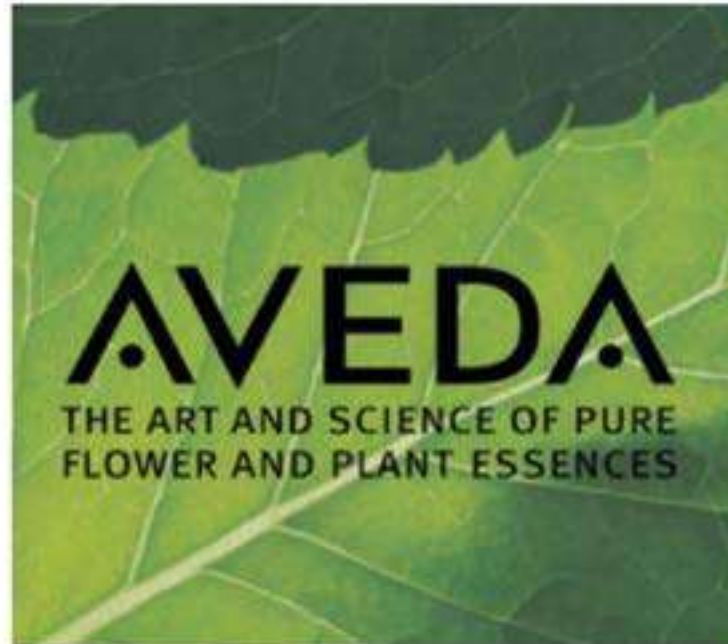
The Sage



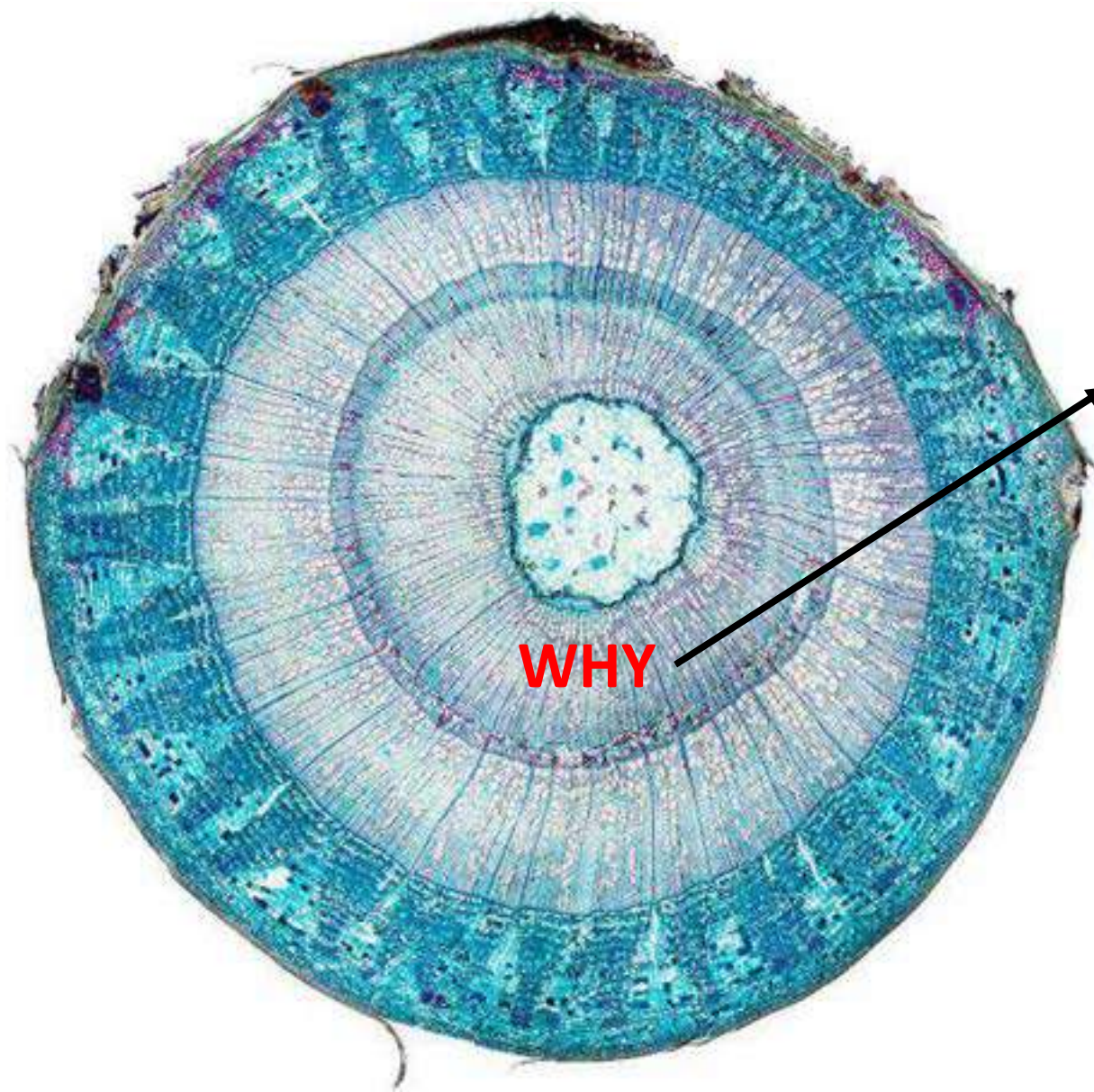
The Earthmother



The Innocent



why?



PURPOSE & PLOT

Why you exist ,what do you believe ?

why?

Purpose

PLOT





Gorgeous cool
Revolutionary
Better Breakthrough
Thinner **Beautiful**
Lighter Faster

WALT DISNEY

Creativity
Magical Imagination
Fantasy Love
Celebrate **Dreams**
Kingdom Smiles



security

© 2008 HSBC Bank plc



security



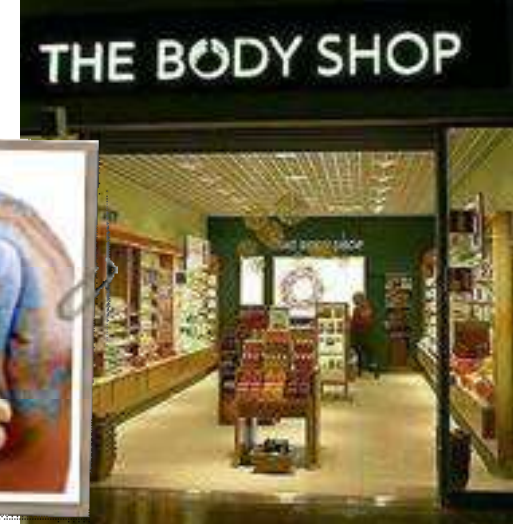
The more you look at the world,
the more you recognise
that what one person values
may be different to the next.

www.hsbc.com

HSBC 
The world's local bank.



Dame Anita Roddick began her extraordinary journey with a simple idea that "businesses have the power to do good,"



The Body Shop® believes that there is only one way to beautiful — Nature's Way.

cosmetics company.
This philosophy continues to drive everything until today.





AGAINST
ANIMAL
TESTING

SUPPORT
COMMUNITY
FAIR TRADE

ACTIVATE
SELF
ESTEEM

DEFEND
HUMAN
RIGHTS

PROTECT
THE
PLANET

THE BODY SHOP



AGAINST
ANIMAL
TESTING

SUPPORT
COMMUNITY
FAIR TRADE

ACTIVATE
SELF
ESTEEM

DEFEND
HUMAN
RIGHTS

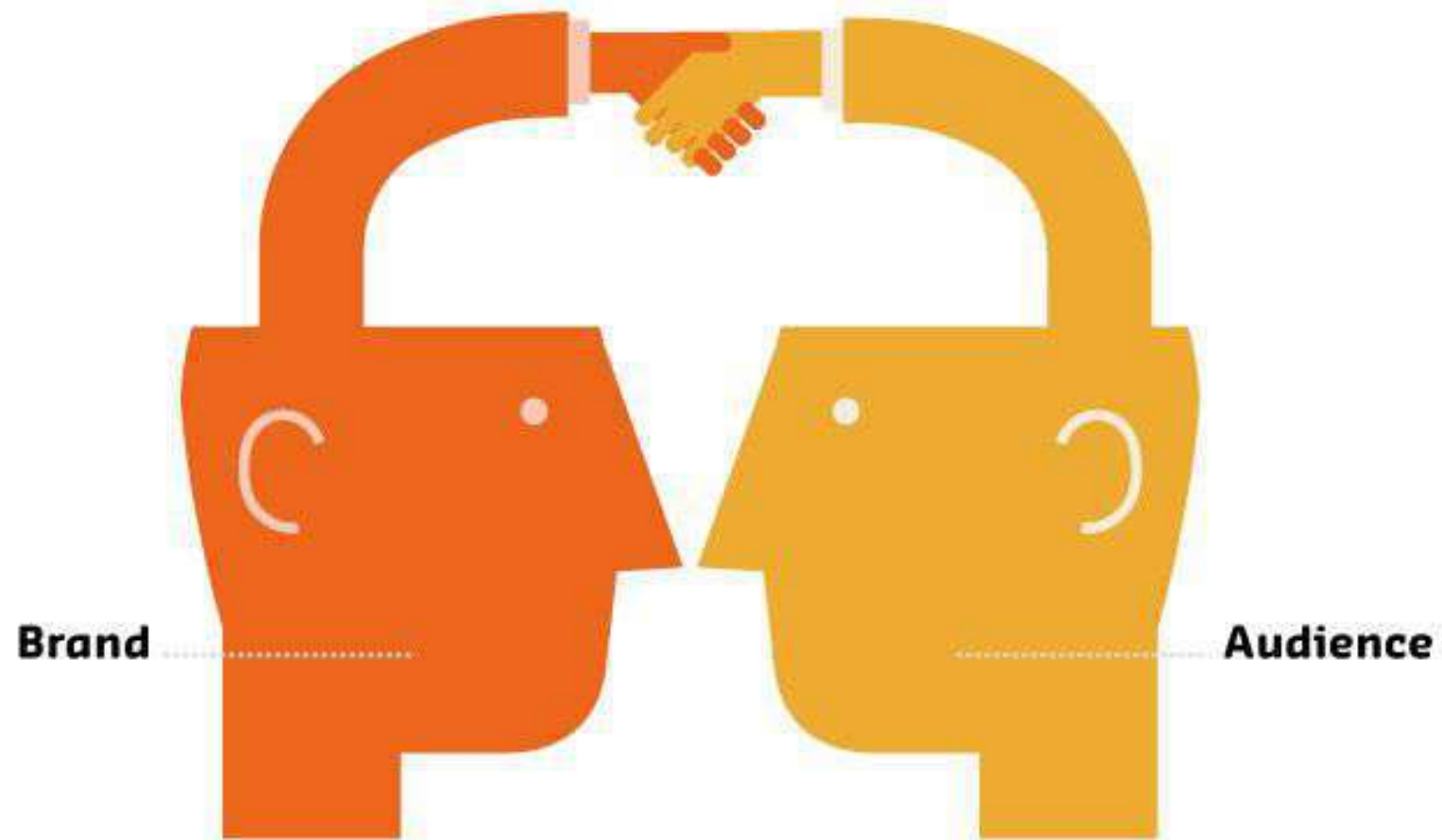
PROTECT
THE
PLANET



body

Your STORY

Brand narrative IDEA and PLOT





WILL YOU ASK ME TO MARRY YOU?
I'D BE THE THIRTIETH PEOPLE MARRYING YOU ONLY
AND THERE I'D BE RIGHT THERE WITH YOU
EVERY DAY FOR THE REST OF MY LIFE IF IT PLEASES
YOU TO MARRY ME

WILL YOU?



TIFFANY & CO.
WITH PIERRE RAYMOND



ROLEX



WHY THIS WATCH?

THIS WATCH IS A WITNESS. TO WORDS THAT MOVED NATIONS;

IT'S DARED MEN FASTER. FURTHER.

WORN BY LUMINARIES. VISIONARIES. CHAMPIONS.

IT DOESN'T JUST TELL TIME. IT TELLS HISTORY.




PATEK PHILIPPE
GENEVE

Begin your own tradition.

*You never actually own
a Patek Philippe.*

*You merely look after it for
the next generation.*



Annual Calendar Chronograph Ref. 5960R


Cortina watch
高登特表

14 FLOOR, EMMAW BANGKOK
TEL: 090 030 7700
www.cortinawatch.com





Coca-Cola's Share a Coke Campaign

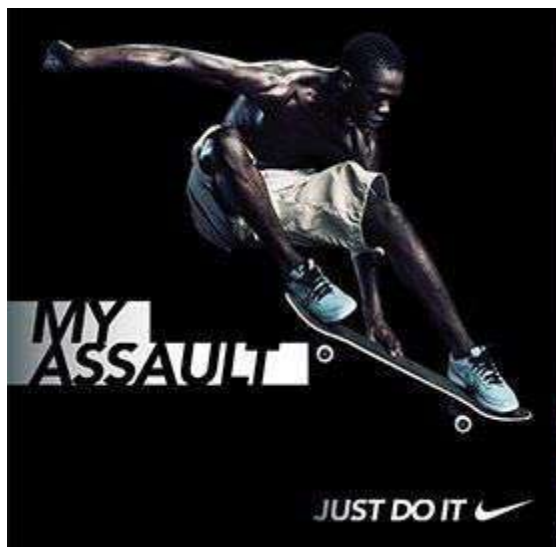


Market Realist®

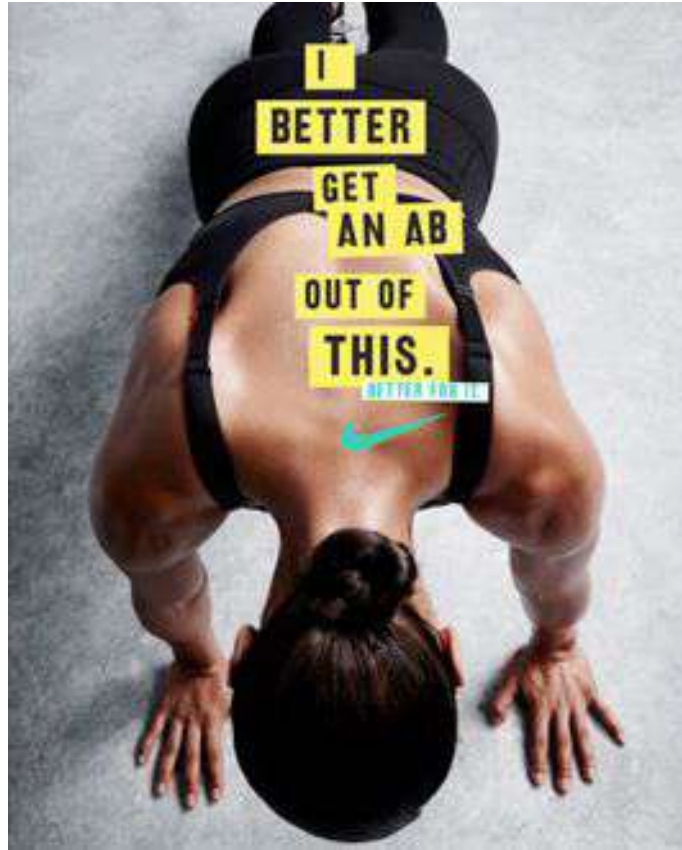
Source: Company Website

JUST DO IT.







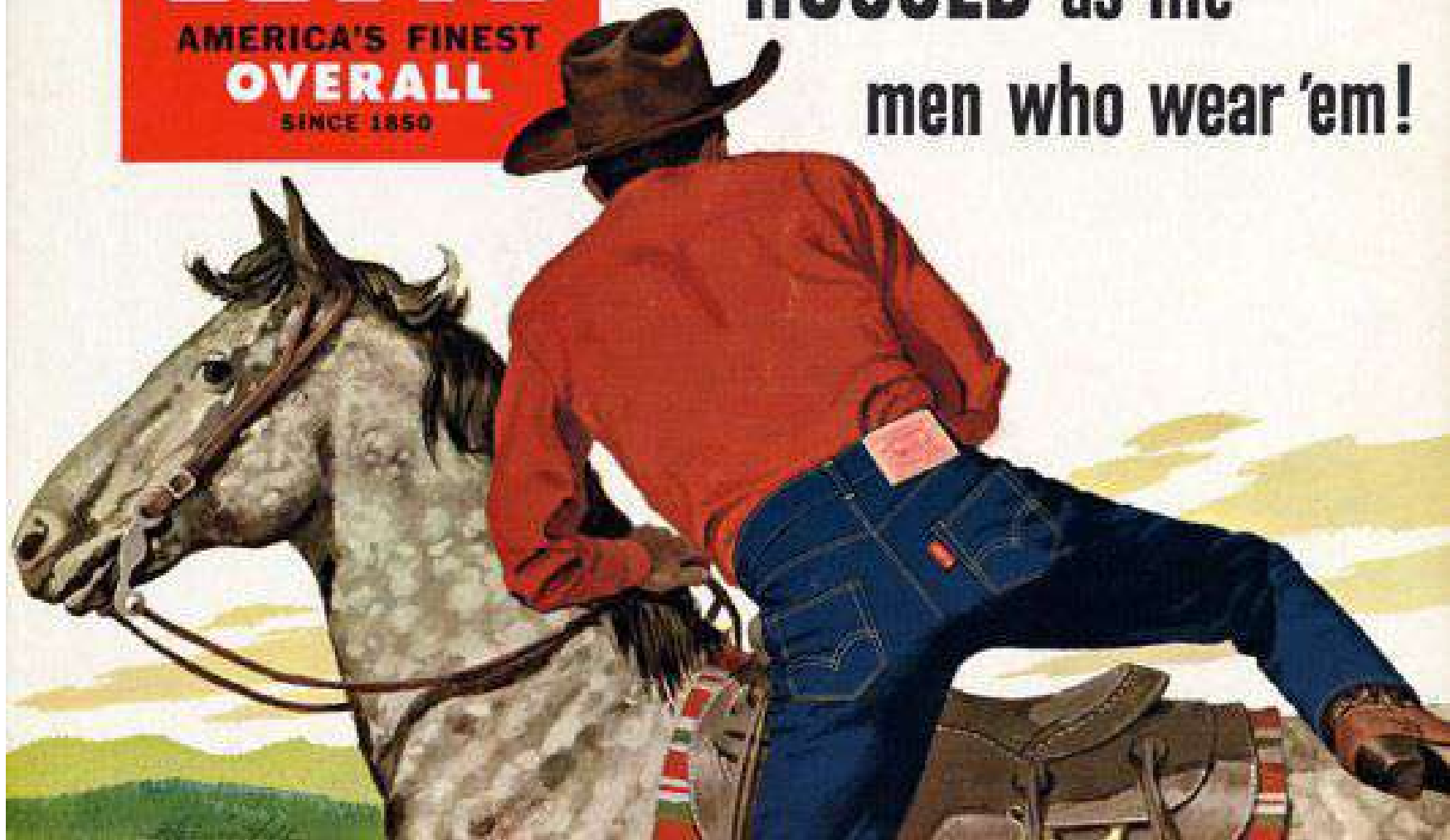


WHY I **LOVE**
THE NEW NIKE
WOMEN'S
CAMPAIGN.

LEVI'S

AMERICA'S FINEST
OVERALL
SINCE 1850

RUGGED as the
men who wear 'em!





FOR EVERYBODY WHO'S NOT JUST ANYBODY.

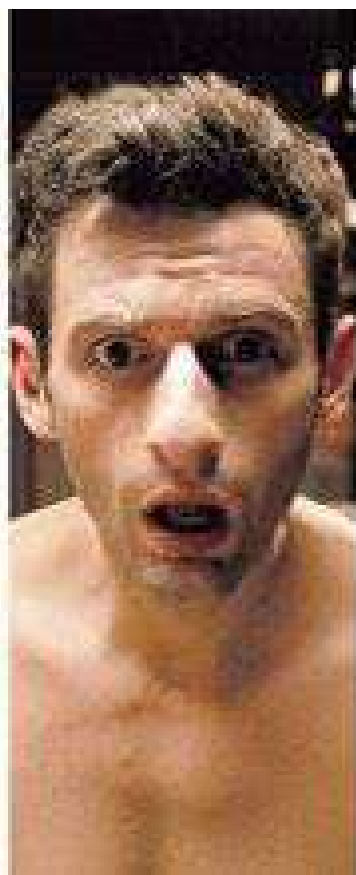
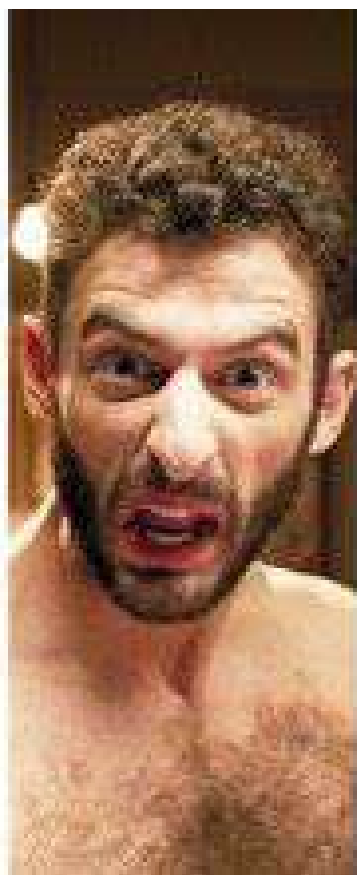
LIVE IN **Levi's®**

DOUBLE STITCH

MADE IN CHINA

Gillette[®]

S H A V E  C L U B





IS STUBBLE KILLING THE KISS?

TELL MEN WHAT YOU THINK.
VOTE NOW.



KISSANDTELLUS.COM

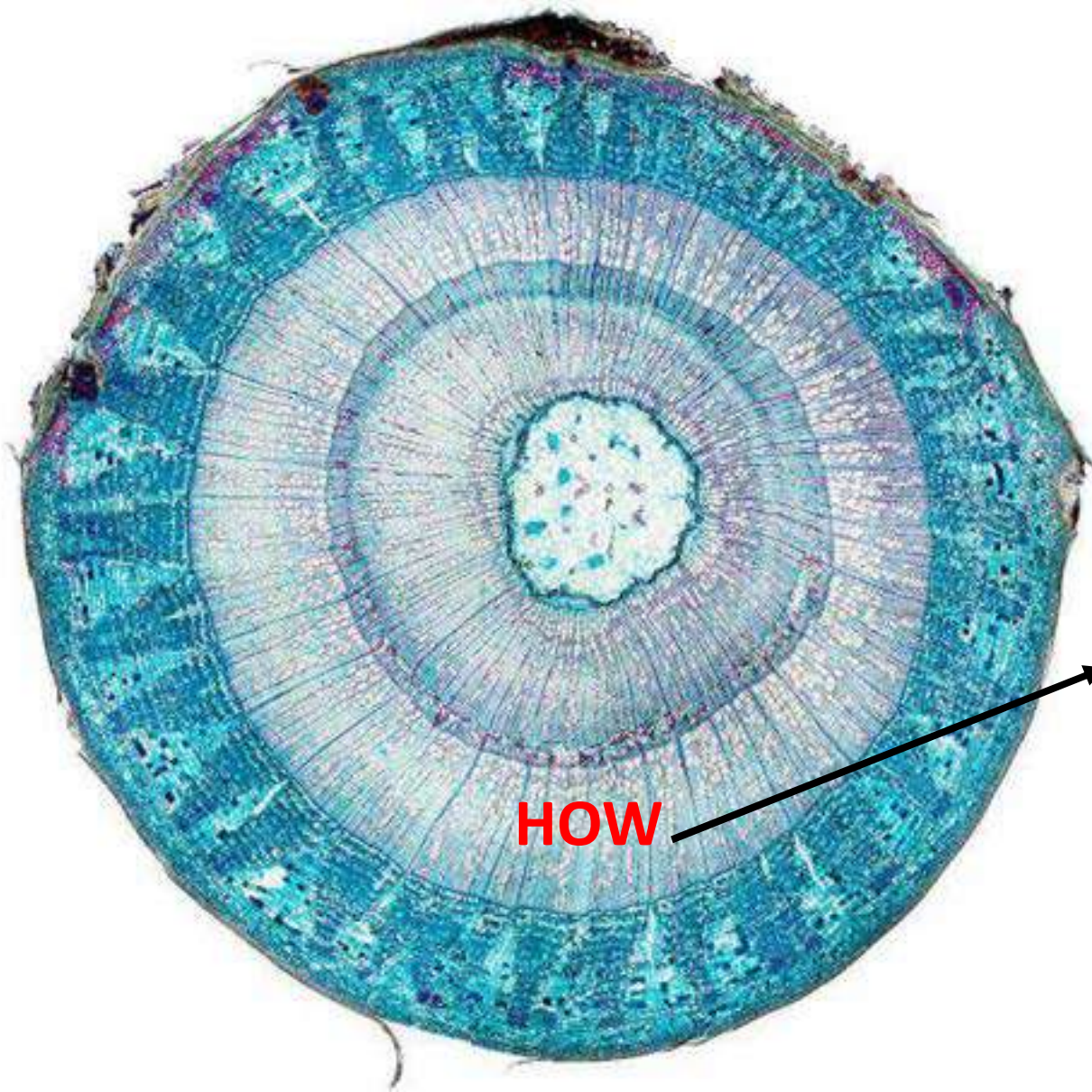


FROM



GO FURTHER





HOW

PRACTICE & PATTERN

Specific actions taken to realize the why

HOW?

PRACTICE

PATTERN

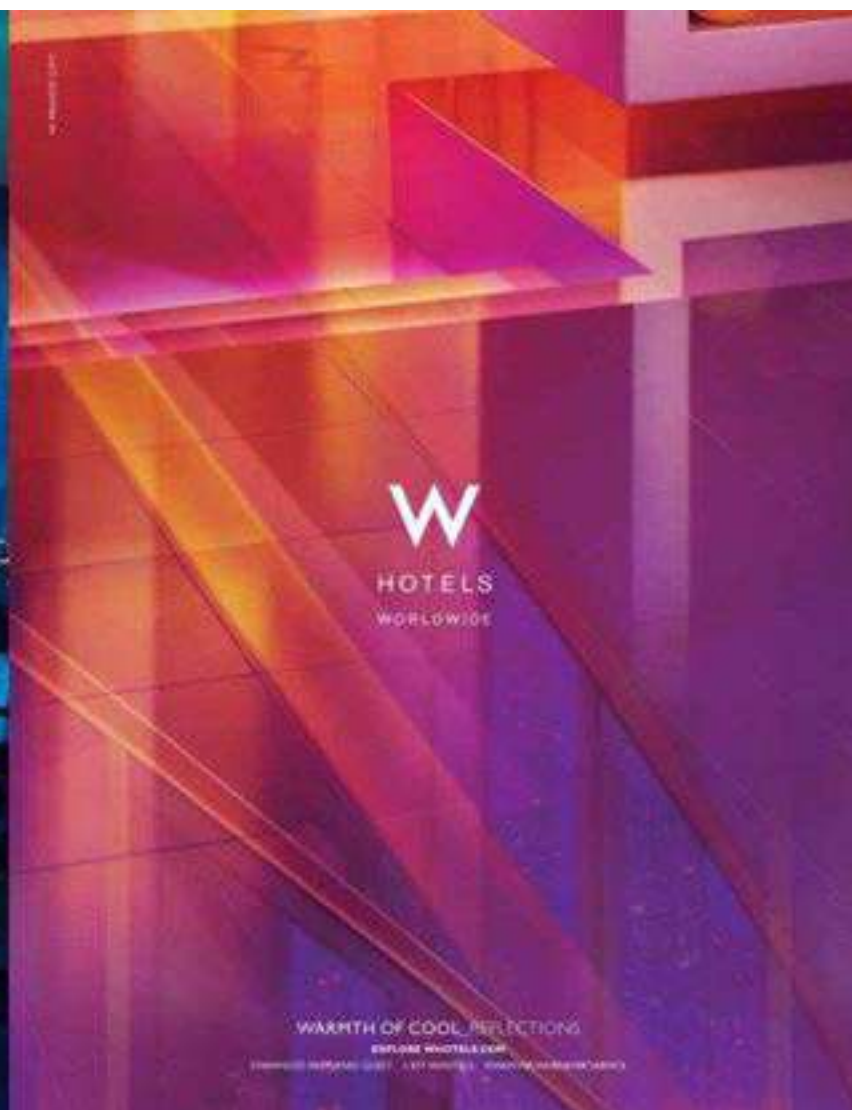
PRACTICE







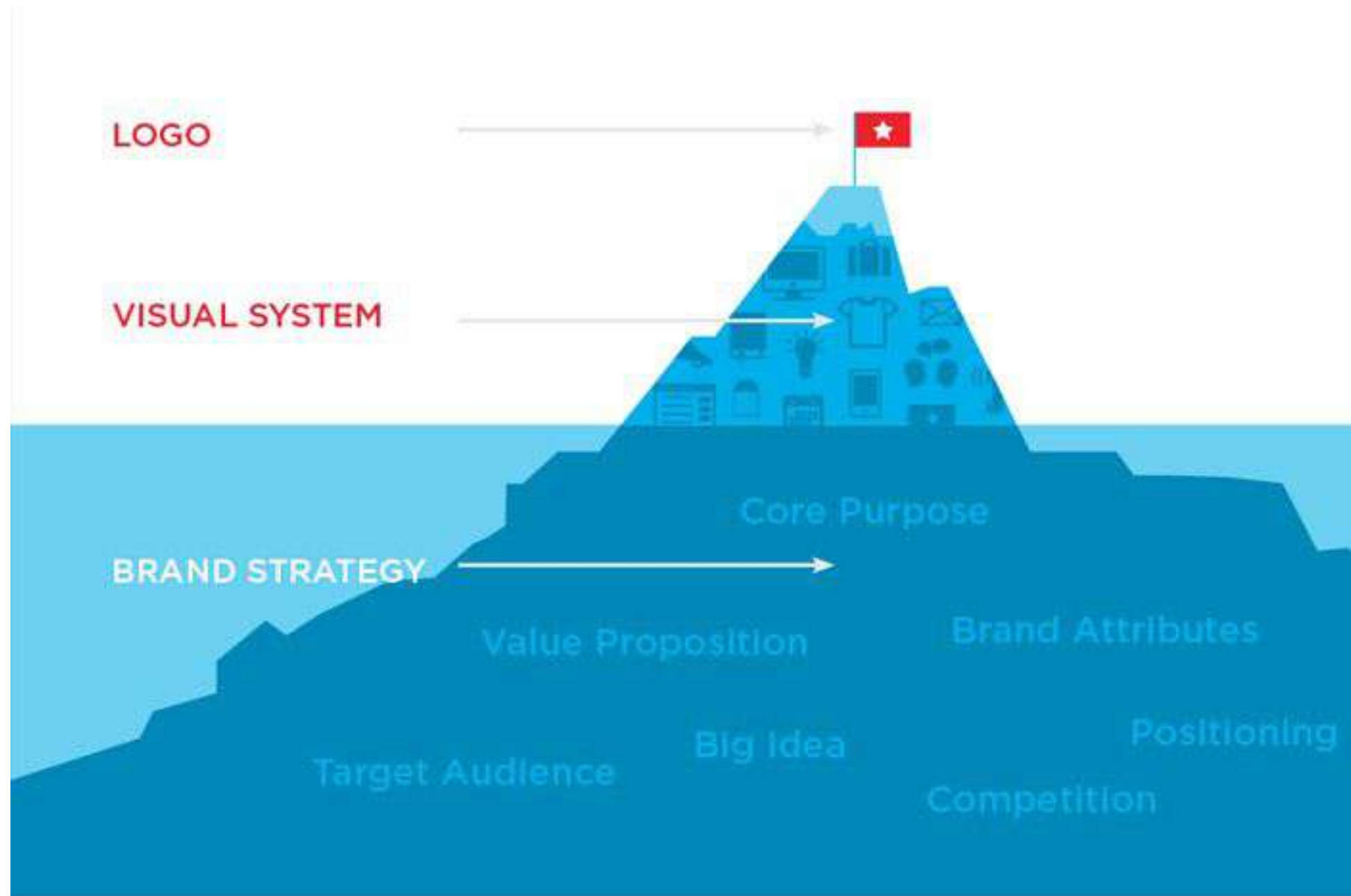








PATTERN



body

Your STYLE

Brand Sensory
and Identity system



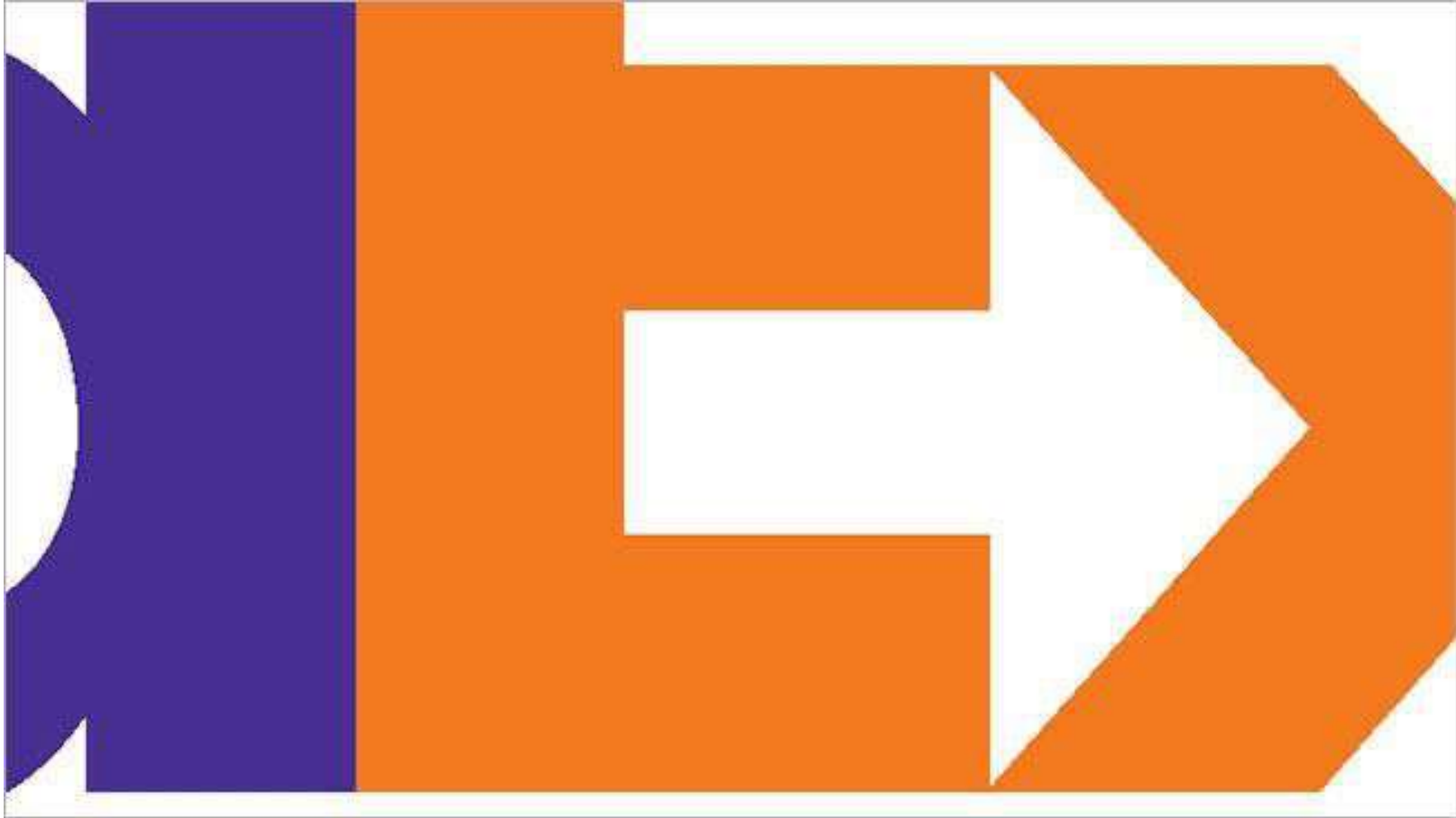
So much in love.





THINK OF A
FASHION BRAND.



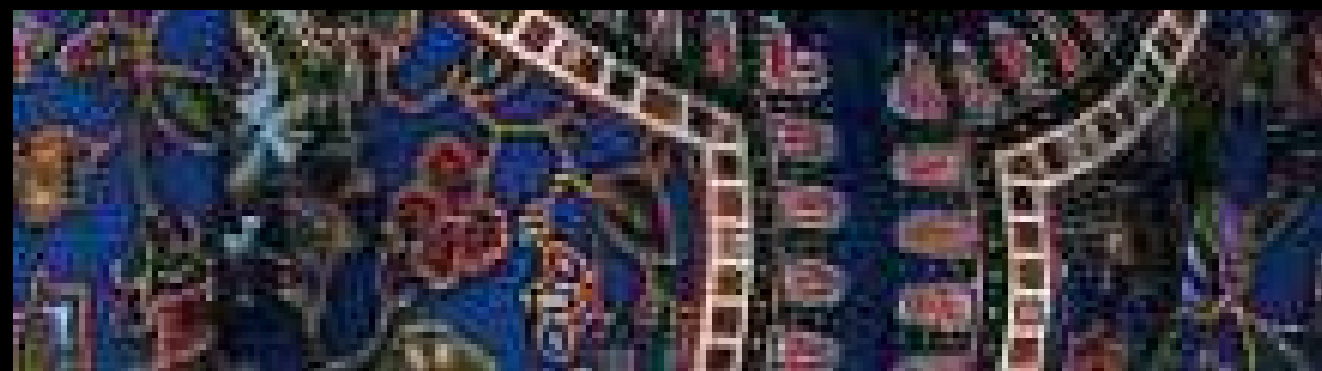






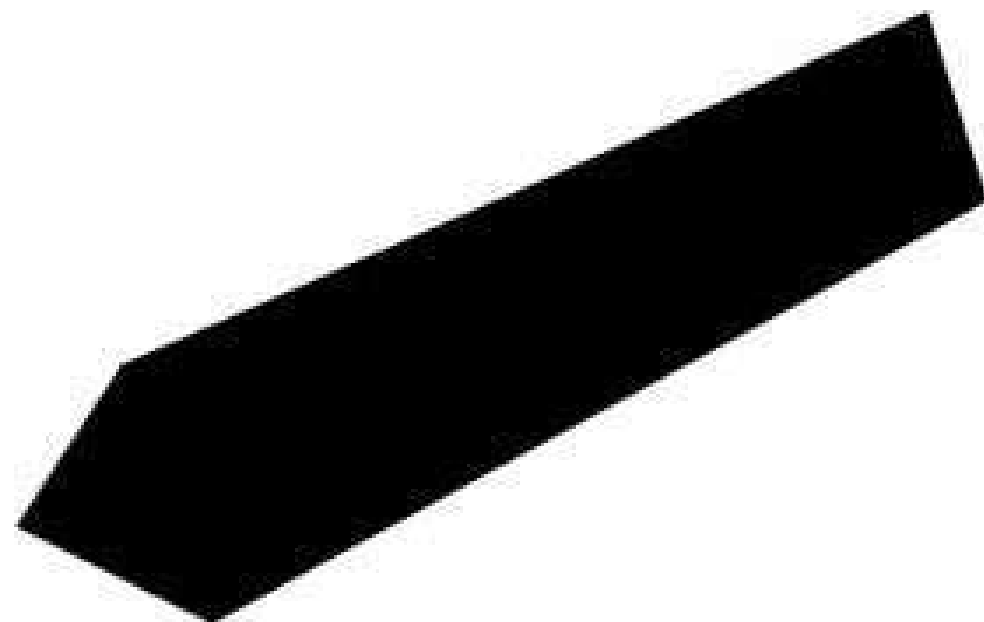










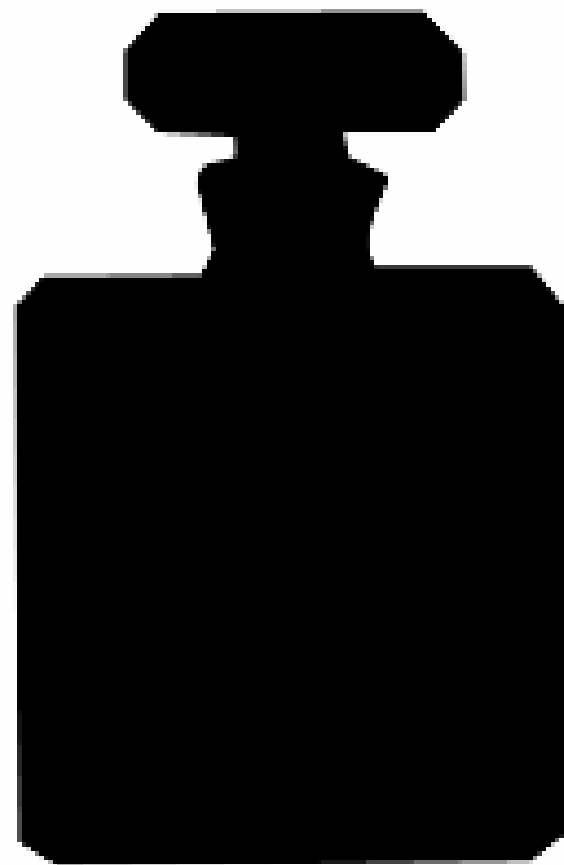




Toblerone

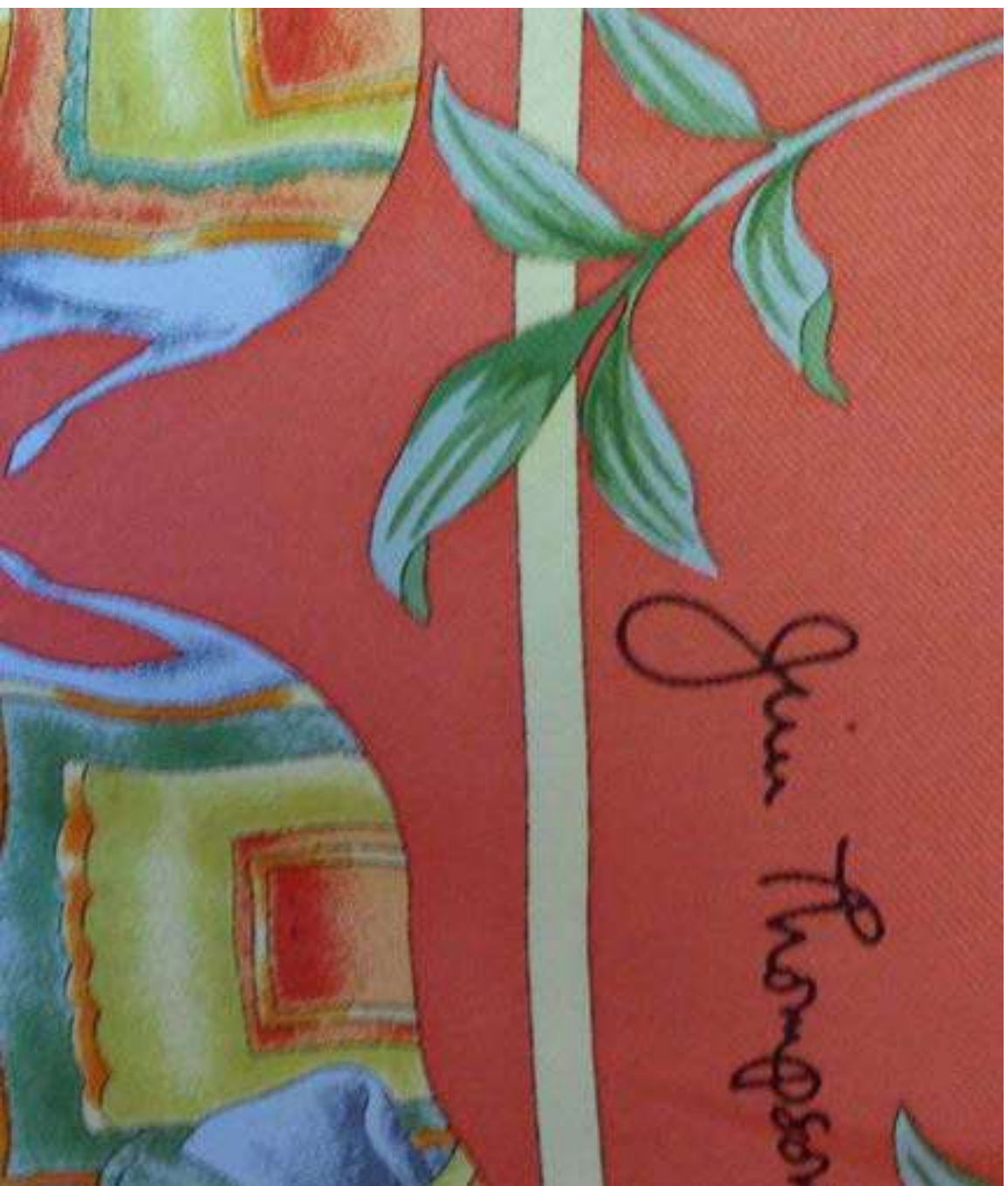
*why not crack one off
right now?*





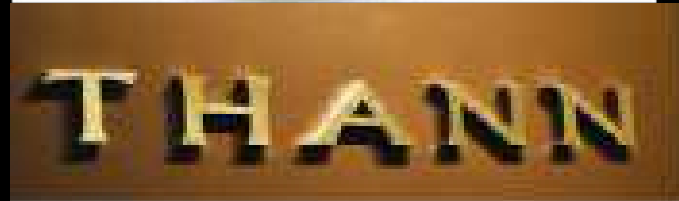












BATH & BODY

PRODUCTS FORMULATED FROM ONLY
THE FINEST OF EASTERN BOTANICAL
INGREDIENTS IN EXISTENCE

WE BOTTLED THE EASTERN WORLD'S BOTANICAL
TREASURES FOR YOU TO DELIGHT ON

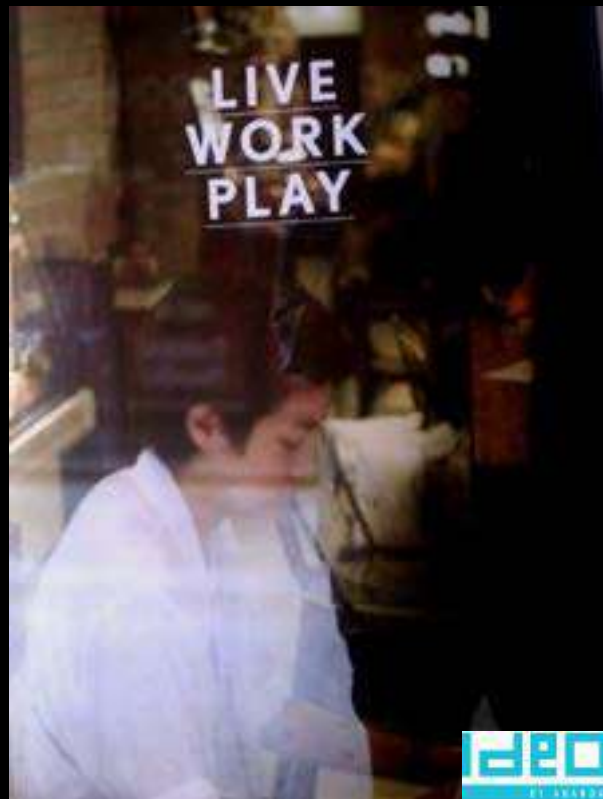






blu^o
RHYTHM & BOWL



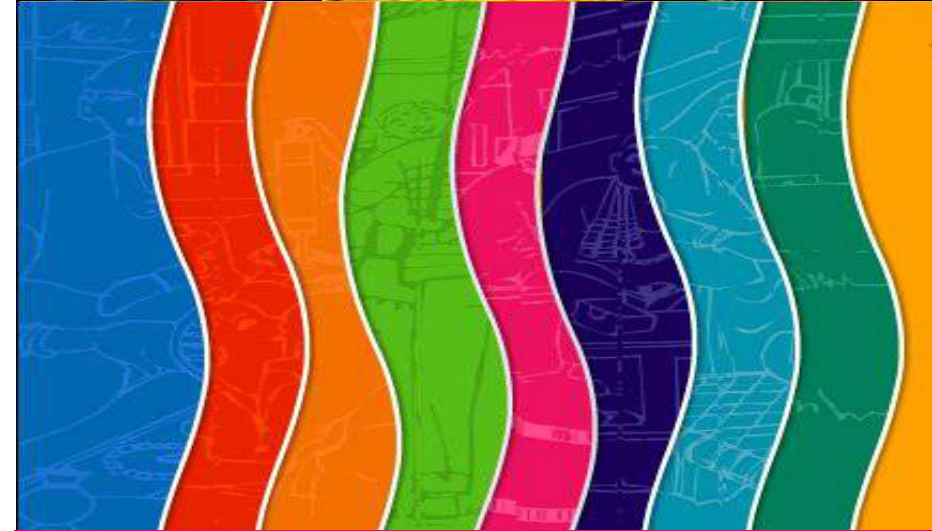


Ideal Urban Mode Live with Aesthetics inspiration for living



The use of blue & white colors to reflect feeling of comfortable, bright, and airy. Reflecting the sky and sea of Greece.

Incredible India



Solid bright colors are the main colors of Incredible India. The meaning of lifestyle and interesting cultures of India.

Incredible!ndia





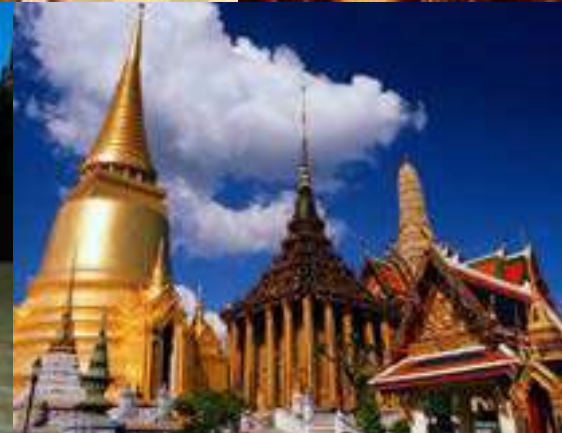


India

An Incredible Story

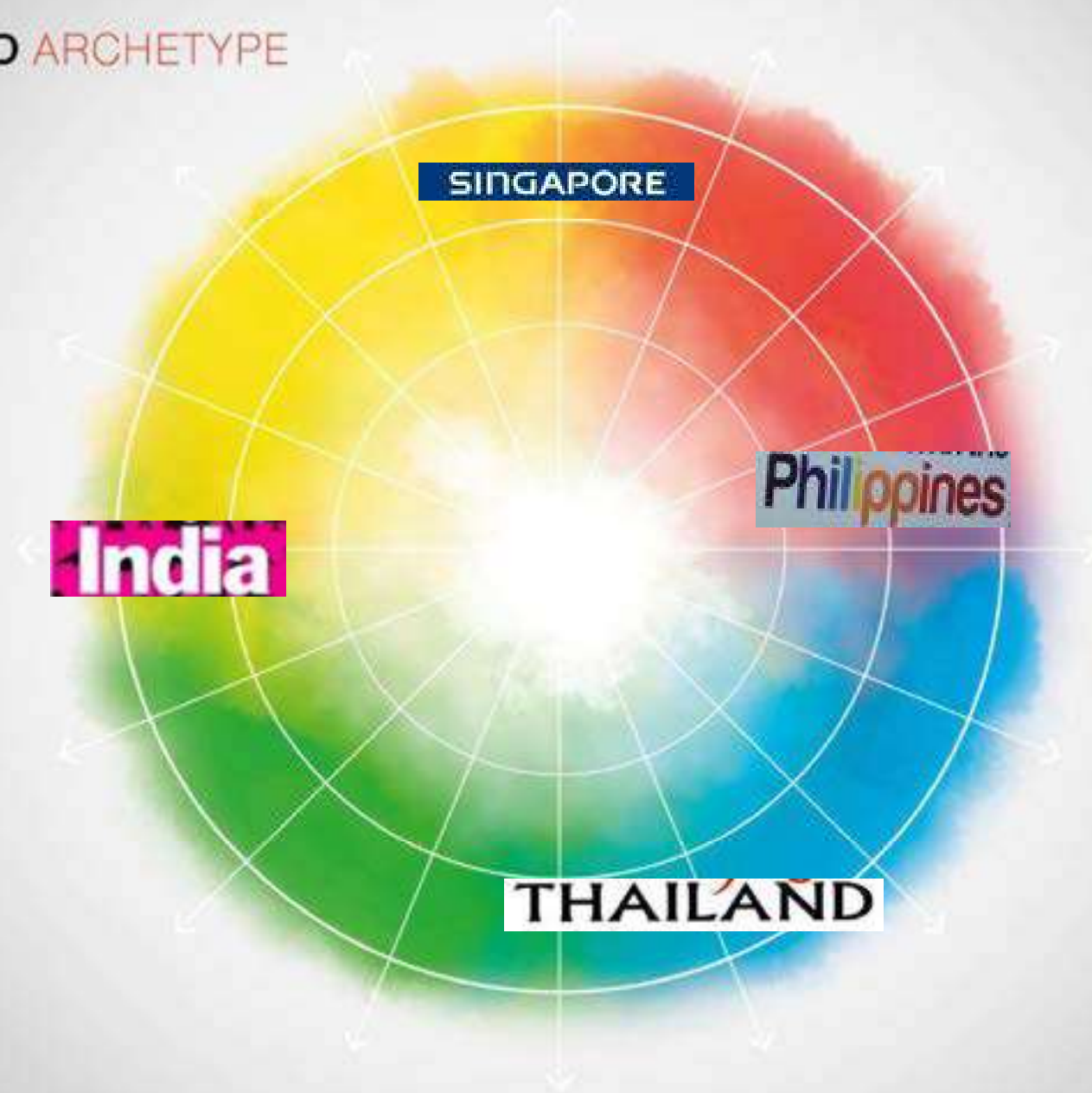
amazing
THAILAND

amazing
THAILAND





BRAND ARCHETYPE



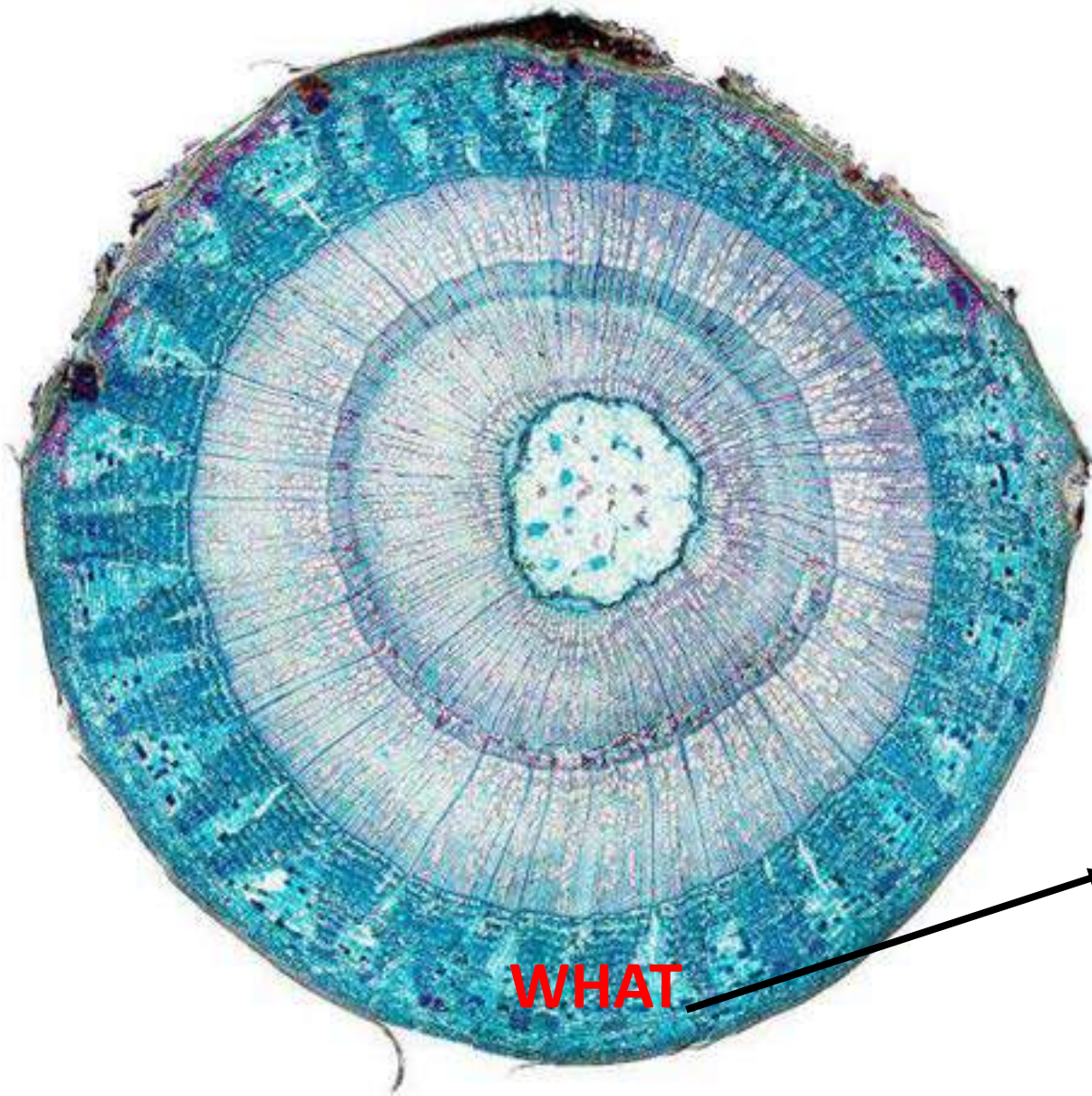
5 SENSES







SparkleBox



PLAN & PROGRAM

That you use to engage your consumers

Name card
Company profile
Website
Packaging
Marketing
Communication (advertising)
Social medium
PR
Event
Influencer/buzz
Experiences
Innovation

What?



PROGRAM



“BRANDING is knowing
what you stand for,
and bringing it to LIFE”



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Dreamstime.com

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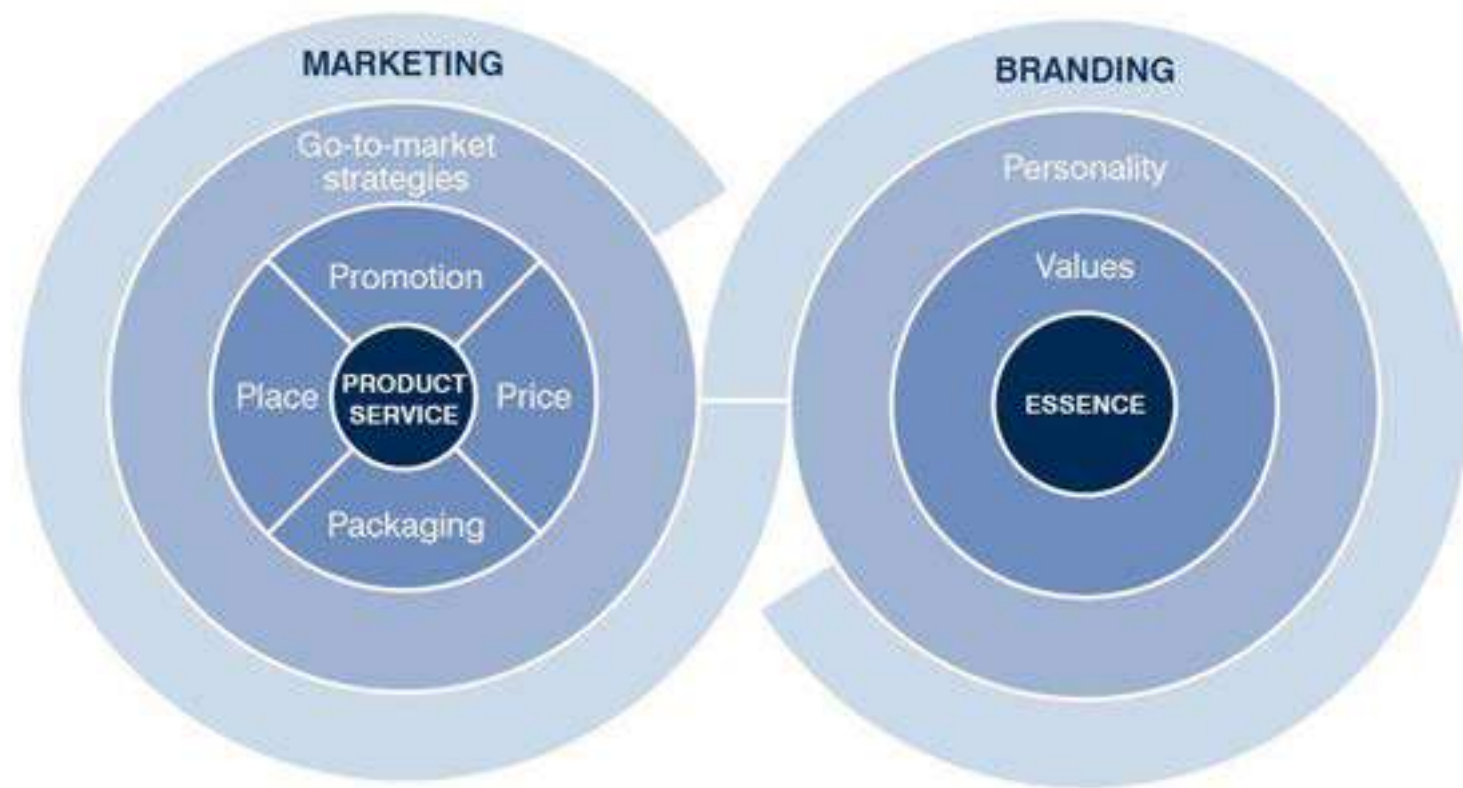
©2014



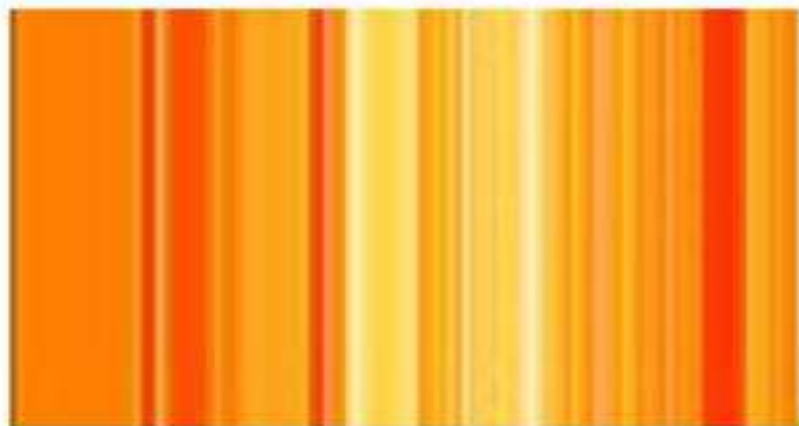
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marketing is what you do.

branding is what you are.















Paylite

Welcome to Citibank PayLite program

The all new Citibank Pay-Lite program is your very own financial partner with a unique set of features to manage your spending and borrowing. That too on YOUR OWN TERMS and at a PACE that suits you.

So so easy to set up and so simple to use

[Setup Paylite Now](#)

Special Offer	Prerequisites	More Information
 <p>You receive instant cash and repay it in easy EMIs</p>	<p>You can setup and start using PayLite today. All you need is to hold any Citibank credit card.</p> <p>No interest of fees to any other facility under the PayLite program is as per the discretion of Citibank and is subject to Citibank's credit processing norms.</p>	<p>We understand you have questions. You are here for you. Just call at 1-800-950-0000 or visit the back of your Card.</p>

This disclaimer, given above for worthy product and inclusive and for reference purpose only. It does not include any other facility under the PayLite program as the sole discretion of Citibank and is subject to Citibank's credit processing norms.



BE

AFTER

PERCEPTION



Fresh perspectives
for success





Innovator to uplift customers ' lives

**State- of -the -art
global capacities**



**Cosmopolitan vive
in the center
of the action**

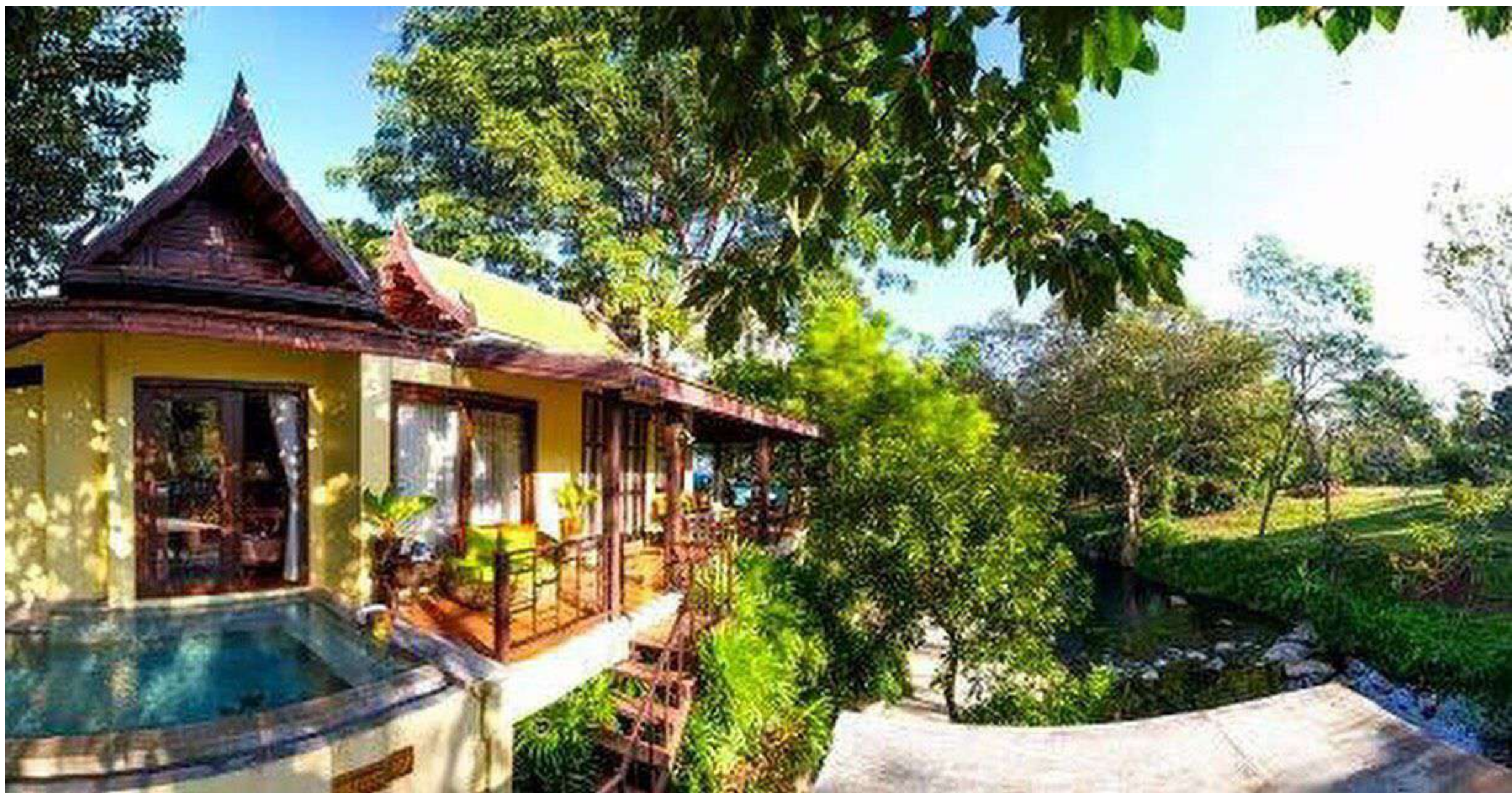




**Community
sustainability and wellness**

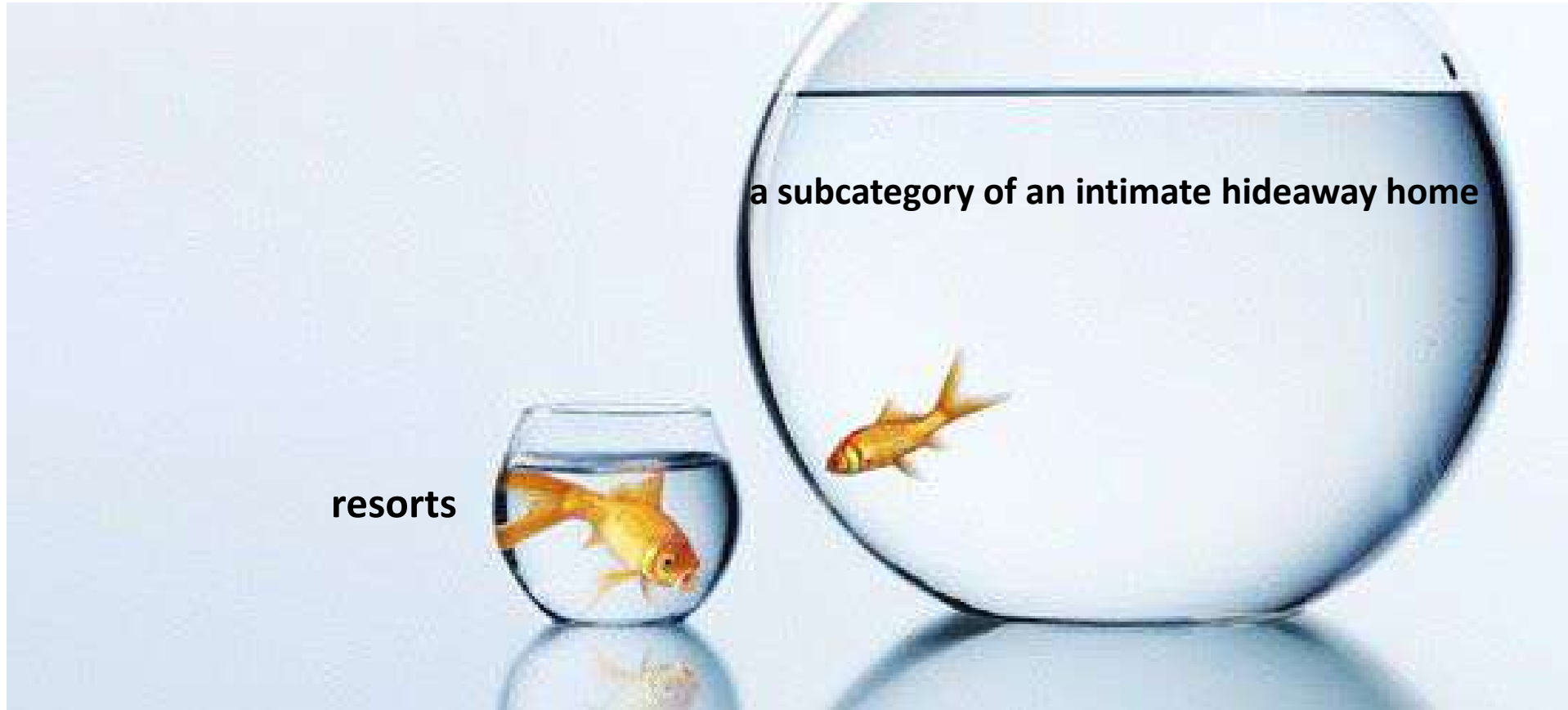


**Contemporary
design-led lifestyle**



WHERE

Ndol Arena





Welcome to **NDOL**
Streamside Thai Villas

ขอต้อนรับสู่ ภูทอก วิลล่าไทยแบบธารน้ำตก

Ndol (na-dol)
Meaning : place of inspiration

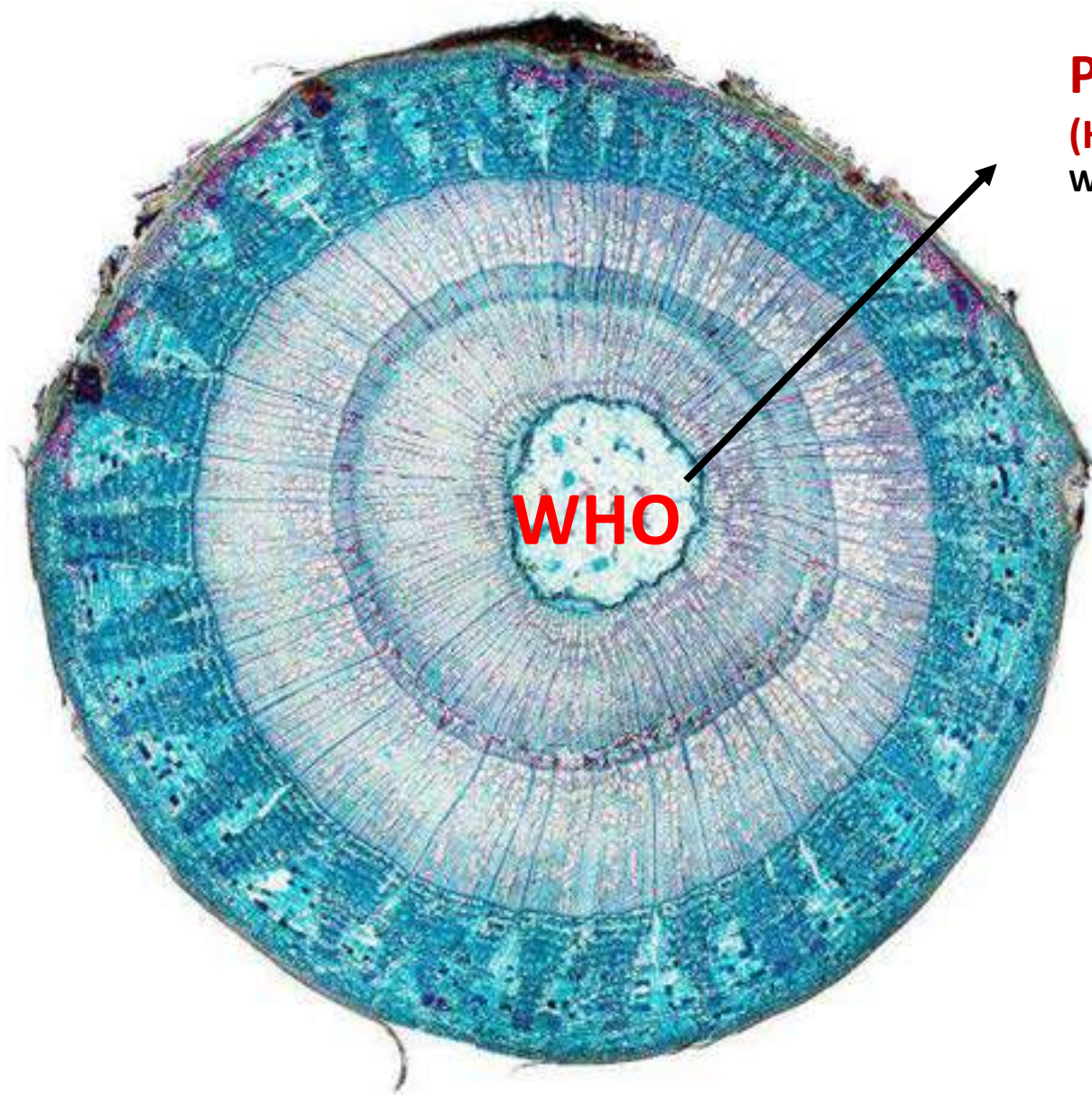


Rich resources
(nature /heritage/luxury)



**Optimal
recreation value**





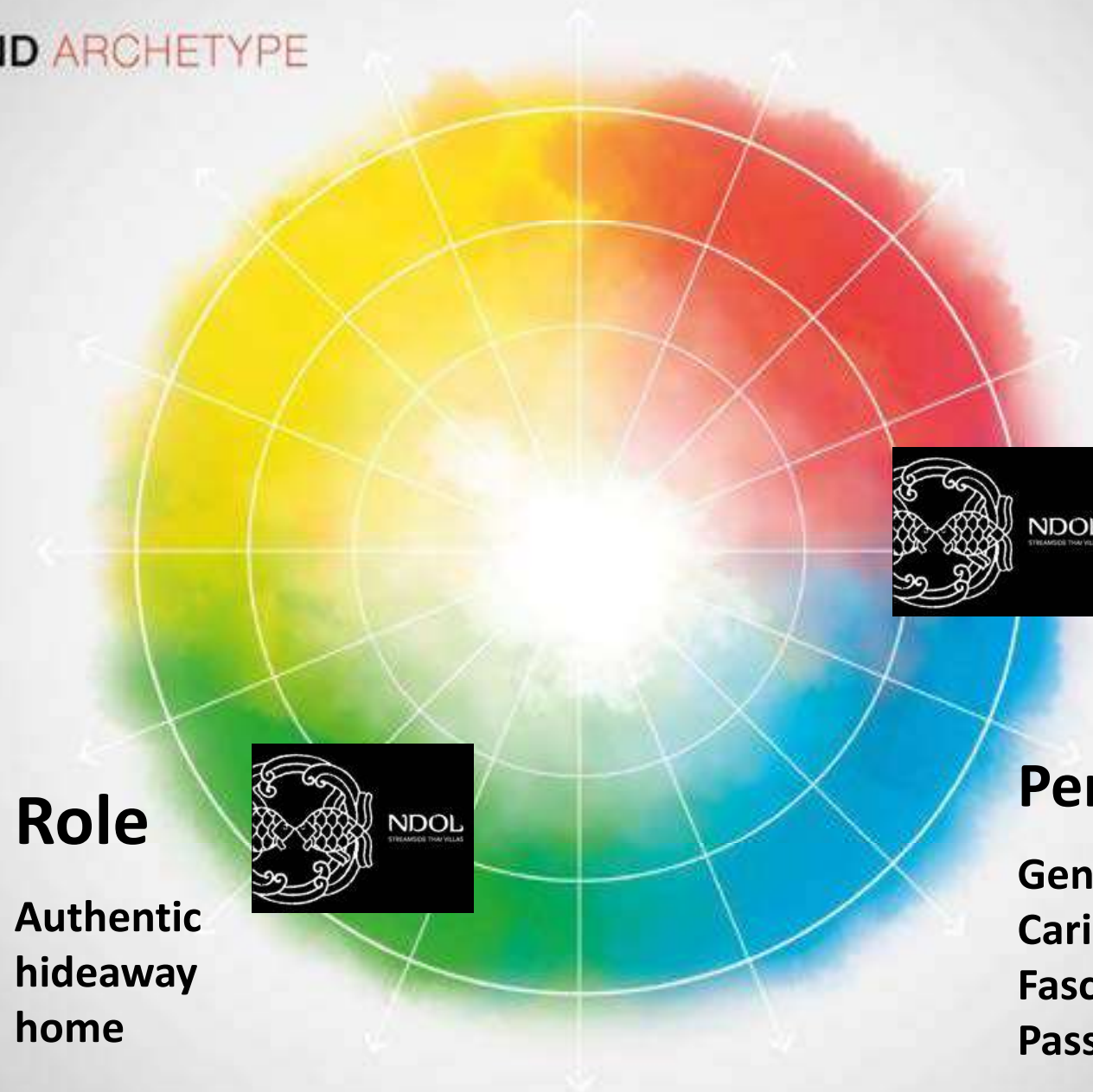
WHO

PERCEIVED VALUES & PERSONA
(Heart and Soul)

What is your true nature?



BRAND ARCHETYPE



Role

Authentic
hideaway
home



Personality

Generous
Caring
Fascinating
Passionate

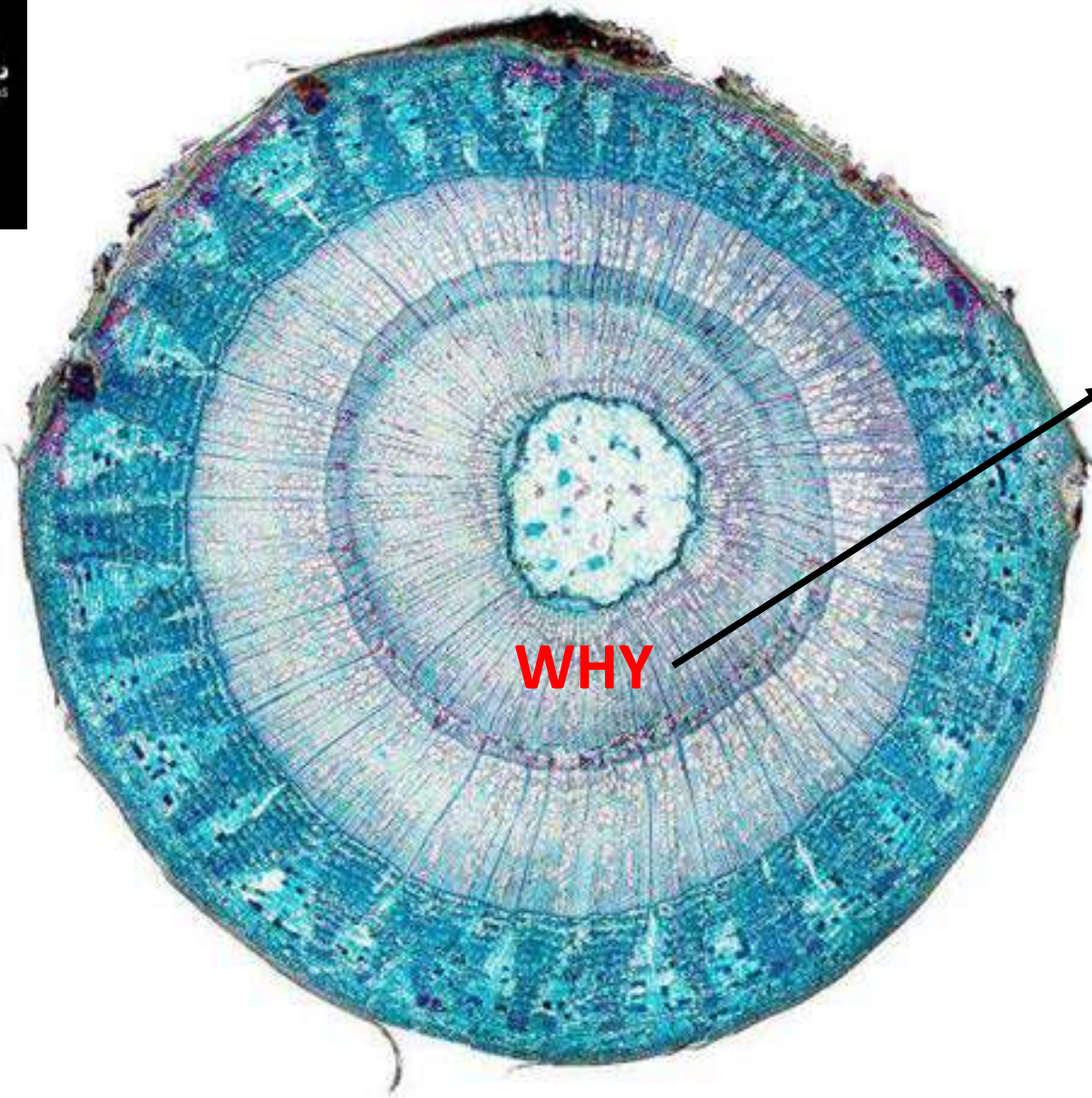












PURPOSE & PLOT

Why you exist ,what do you believe ?





**To create an enriched pleasurable
home away from home**

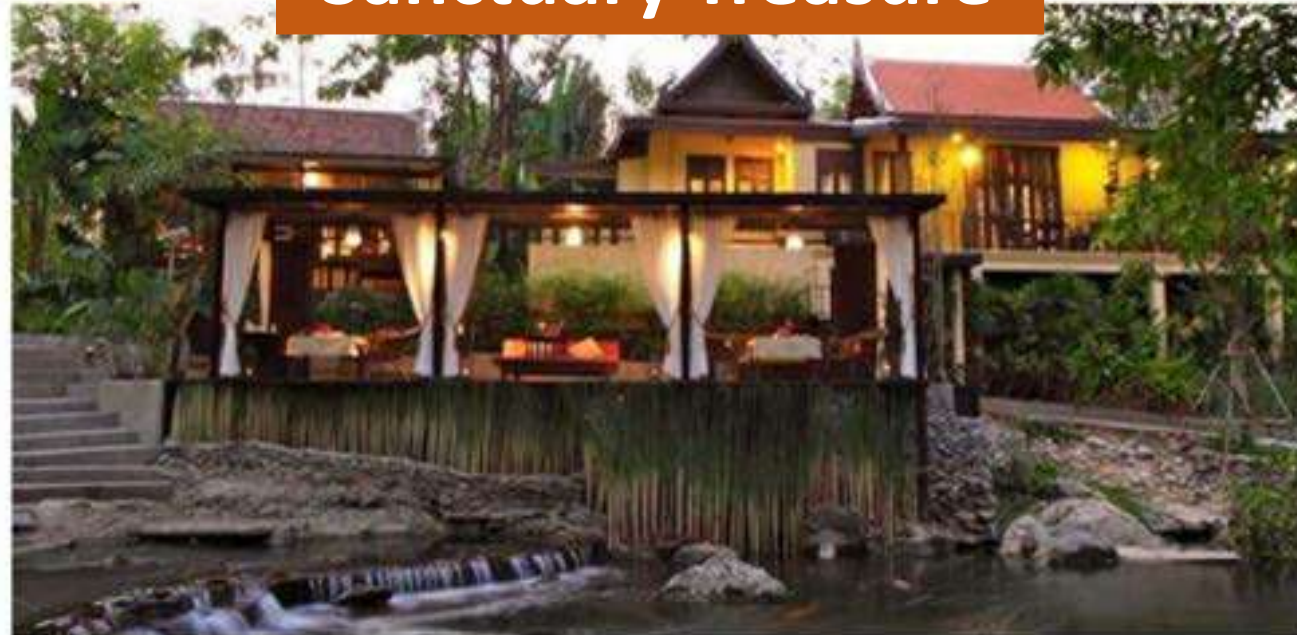








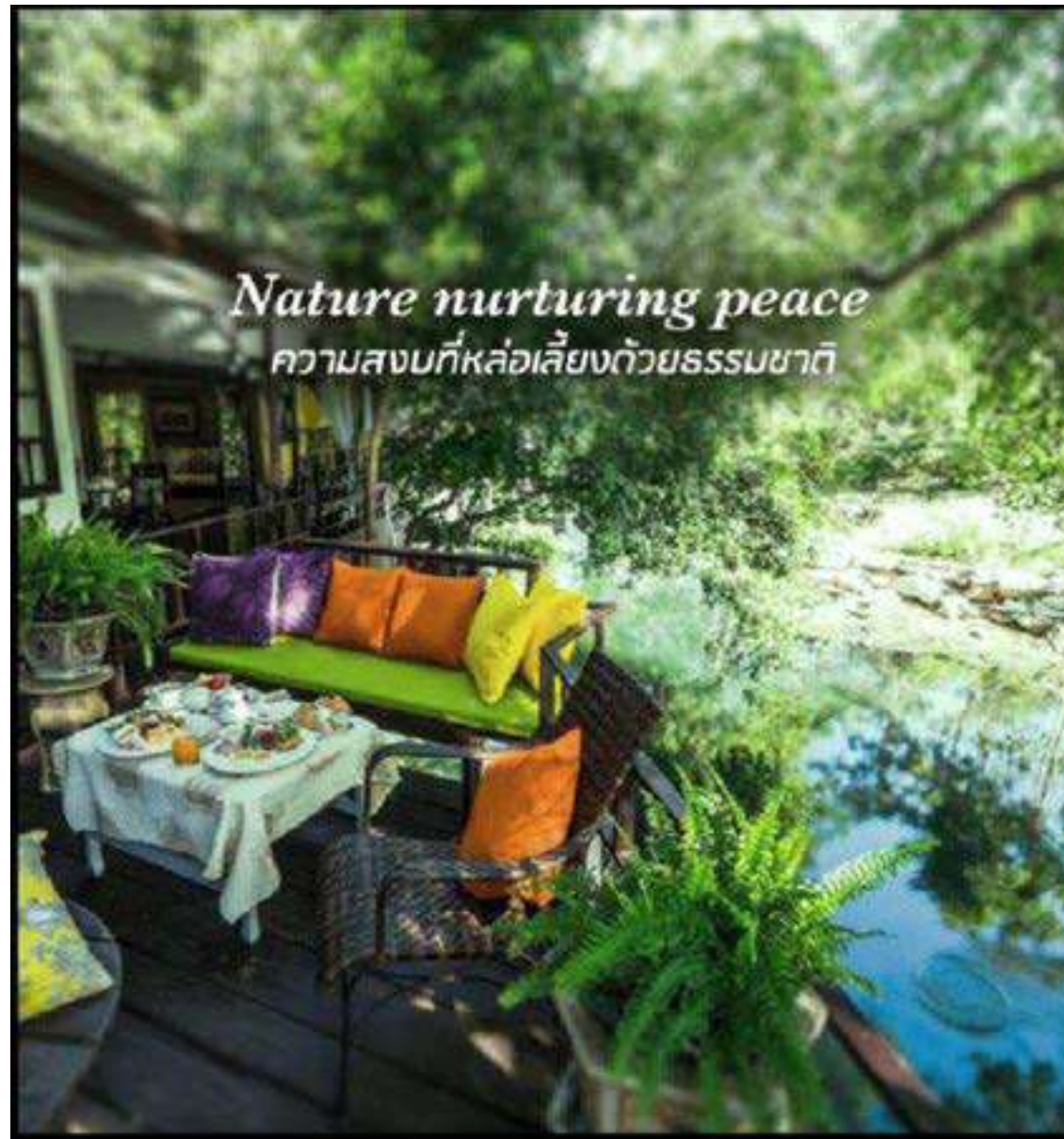
Sanctuary Treasure



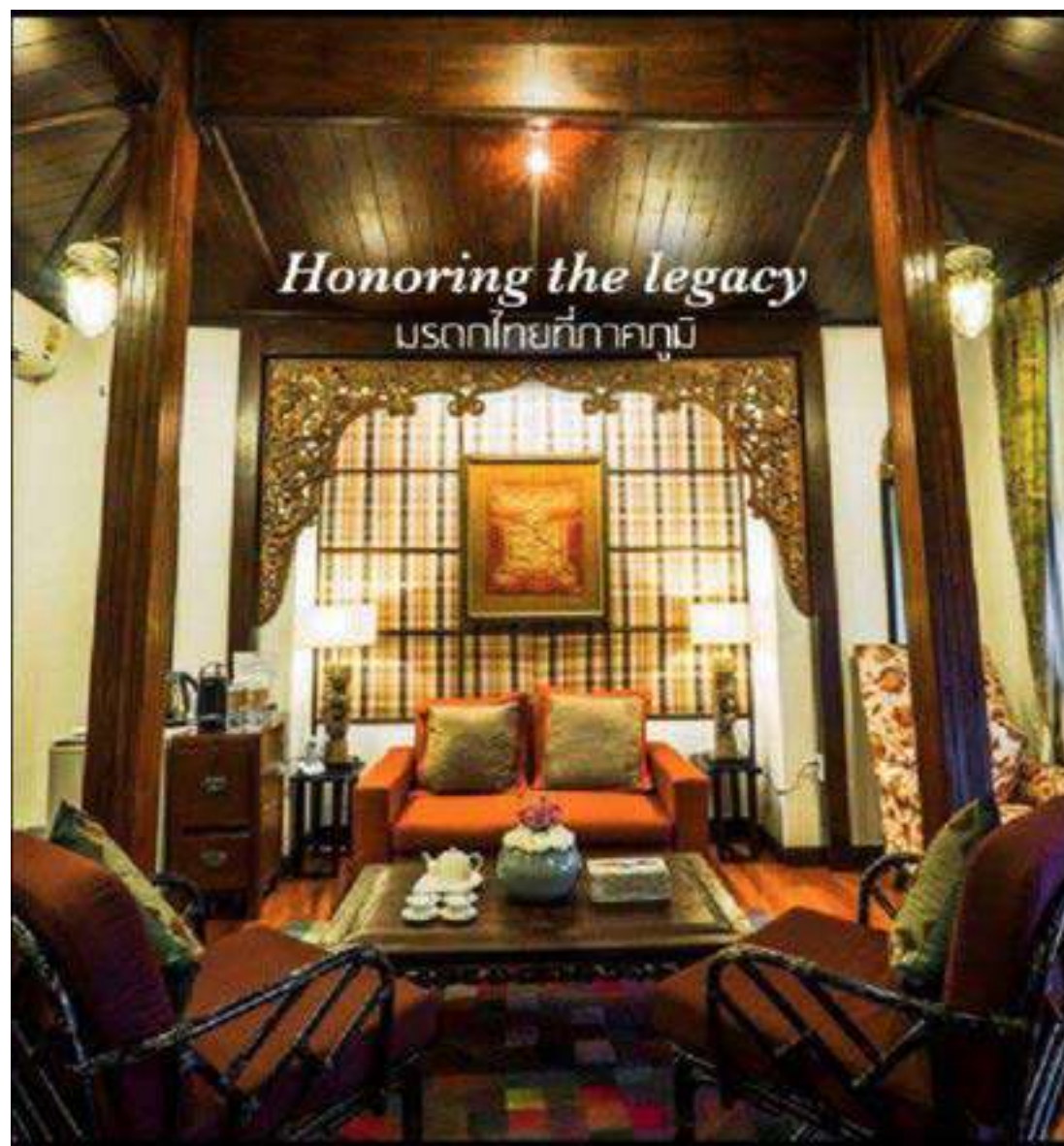
Escape with fascinating stories

พักผ่อนกับเรื่องเล่าและมนต์เสน่ห์





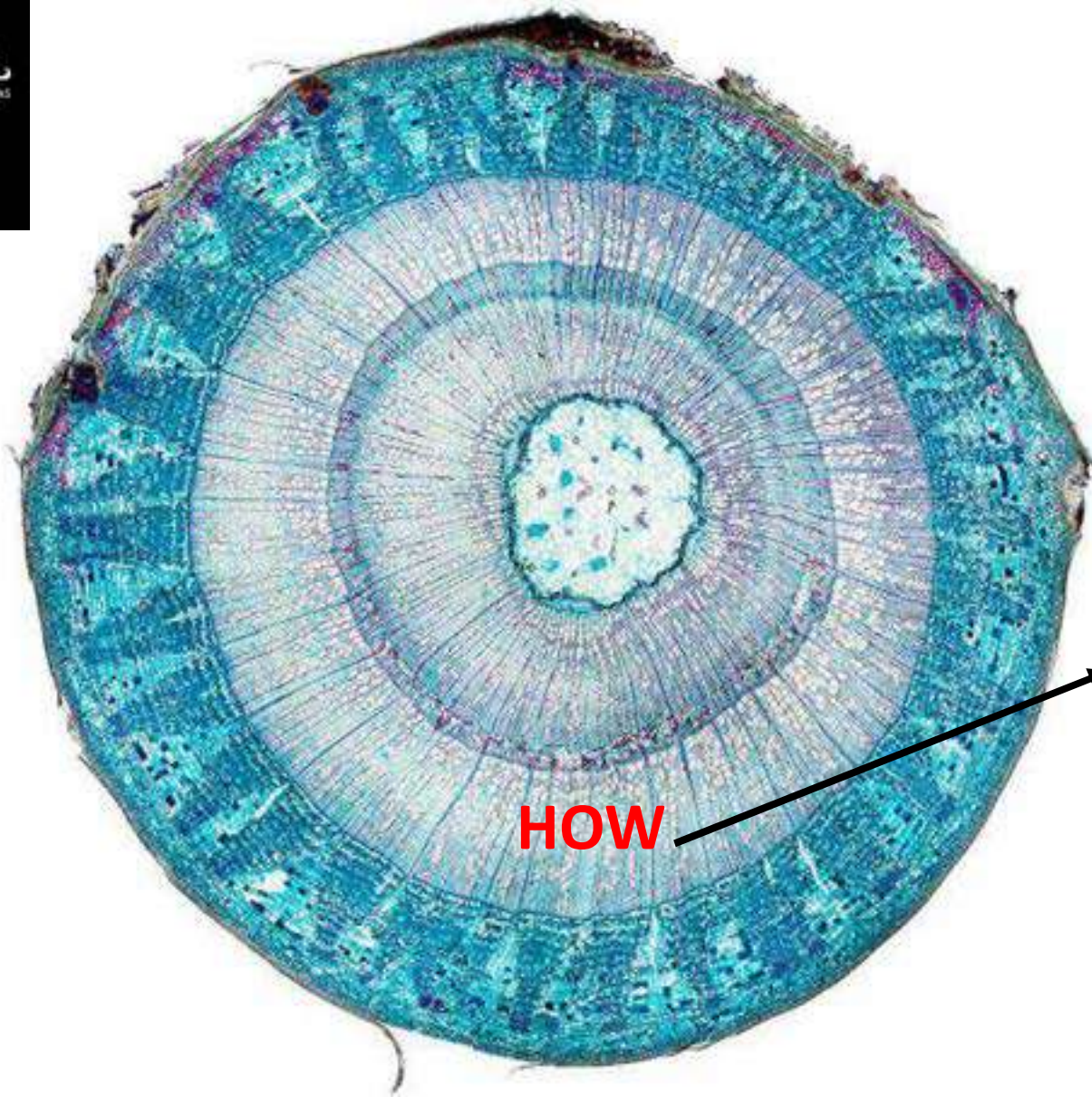
Nature nurturing peace
ความสงบที่หล่อเลี้ยงด้วยธรรมชาติ



Luxury with conscience

ความหรูหรา ที่มาพร้อมจิตสำนึก





PRACTICE & PATTERN

Specific actions taken to realize the why

“REFINED LEGACY”

To ensure the culture of abundance
in Nature pampering ,
aesthetics by Heritage
and comfort luxury

PRACTICE

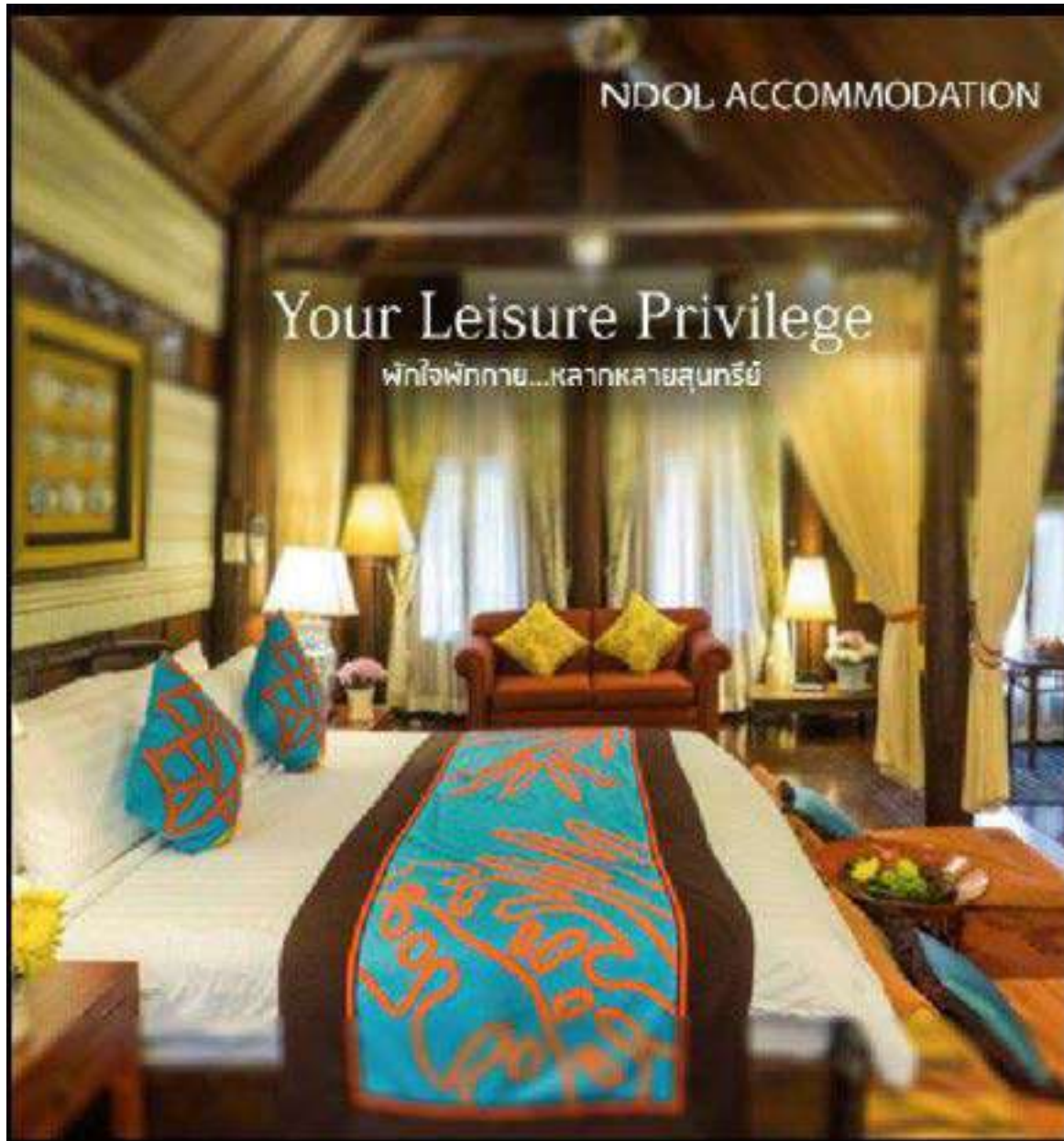


Culture of HEARTS

N Never say NO
D Delight
O Optimistic
L Love







Ndol 's four recreational aesthetics
to fulfill your different desires and moods;

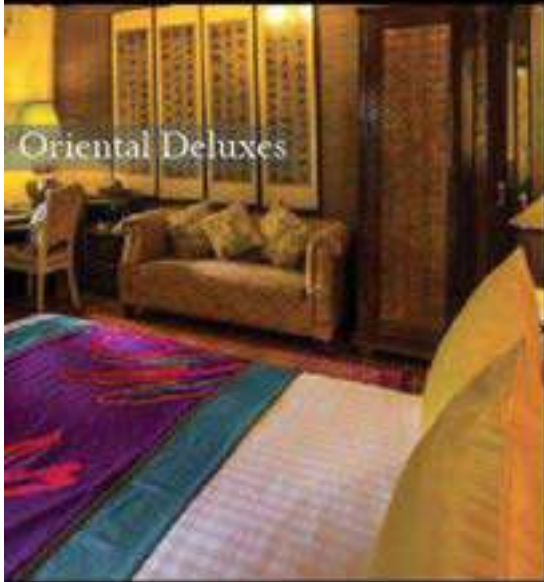
มนต์สัมผัส สีสัน ไร้กลิ่นเลือกประสบการณ์พักผ่อน
ในอารมณ์ที่แตกต่างกันตามความต้องการ

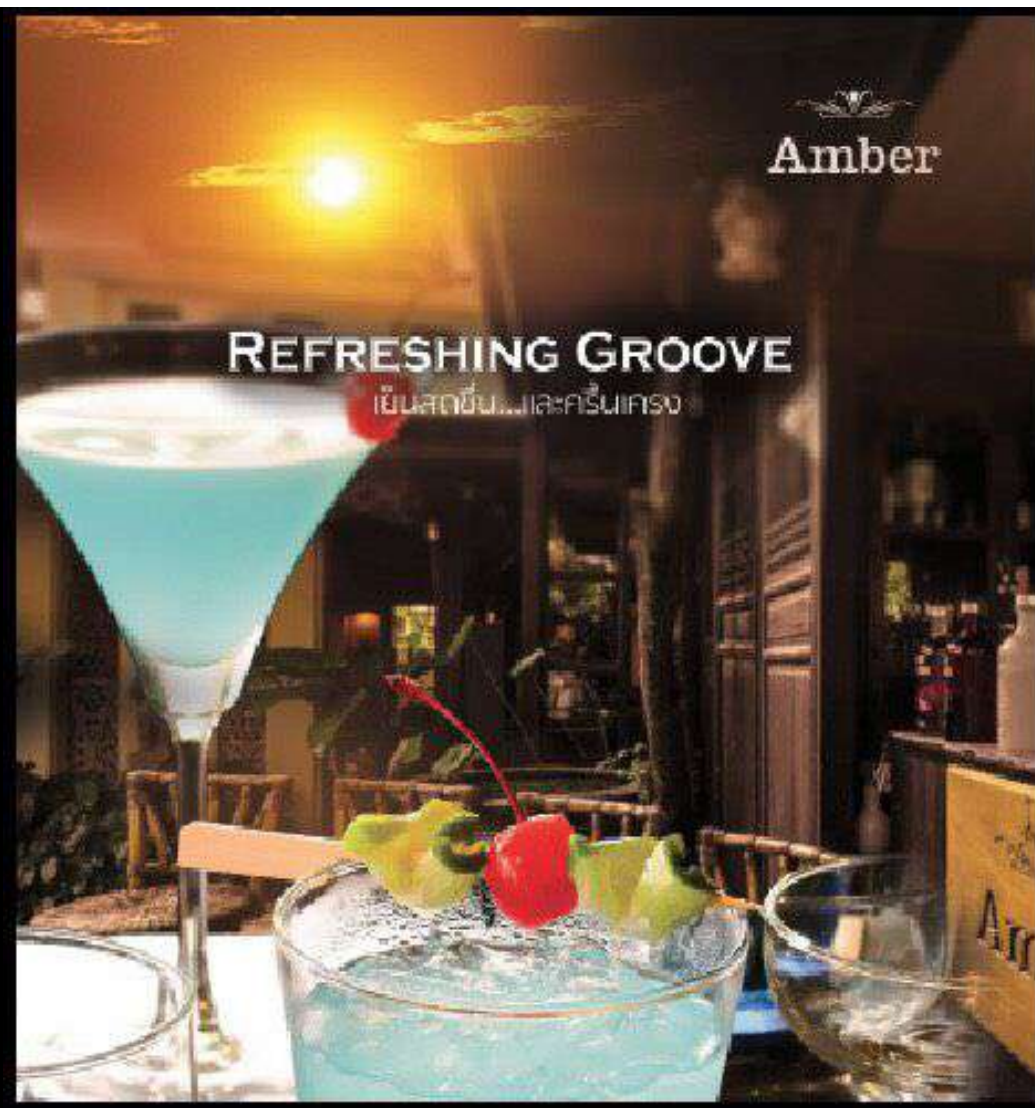
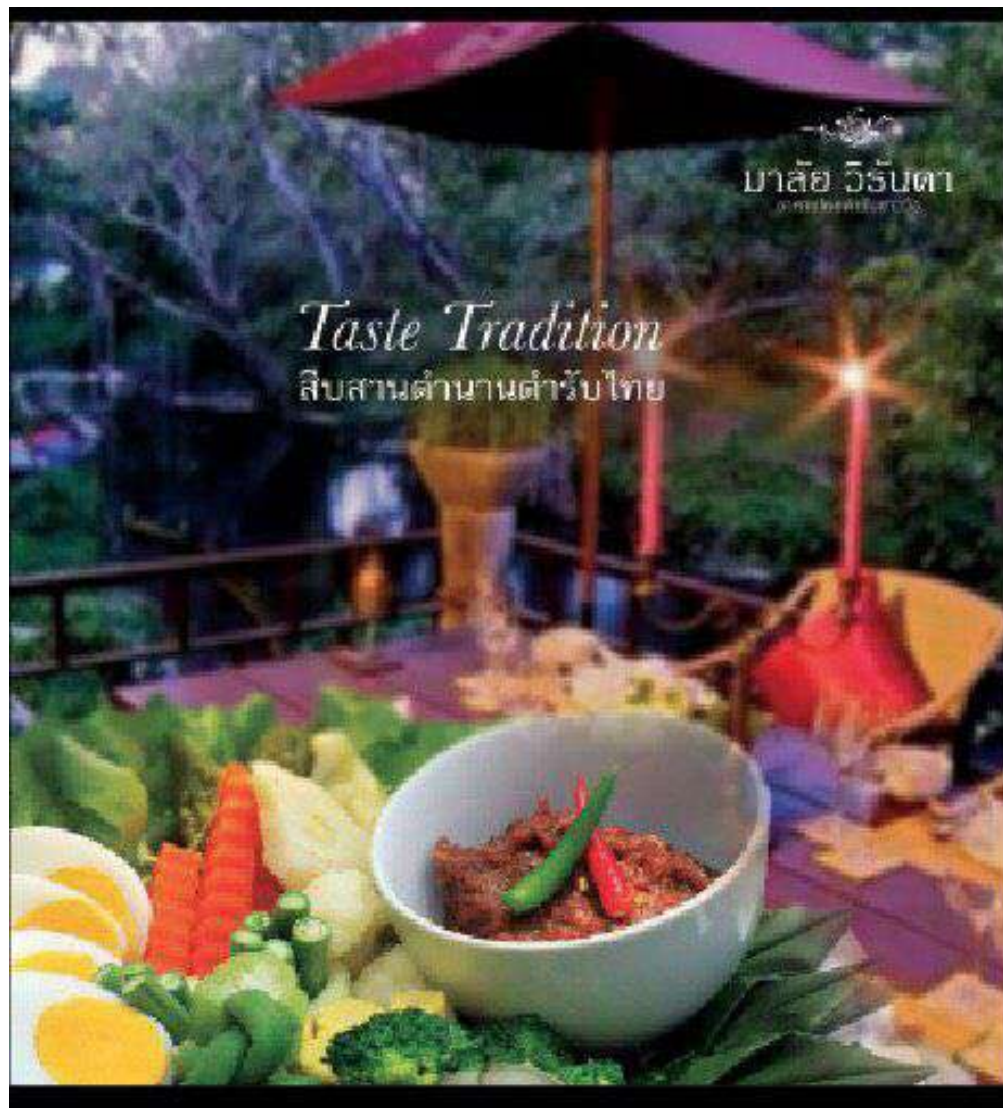
Siam Wing, the Siamese Suites

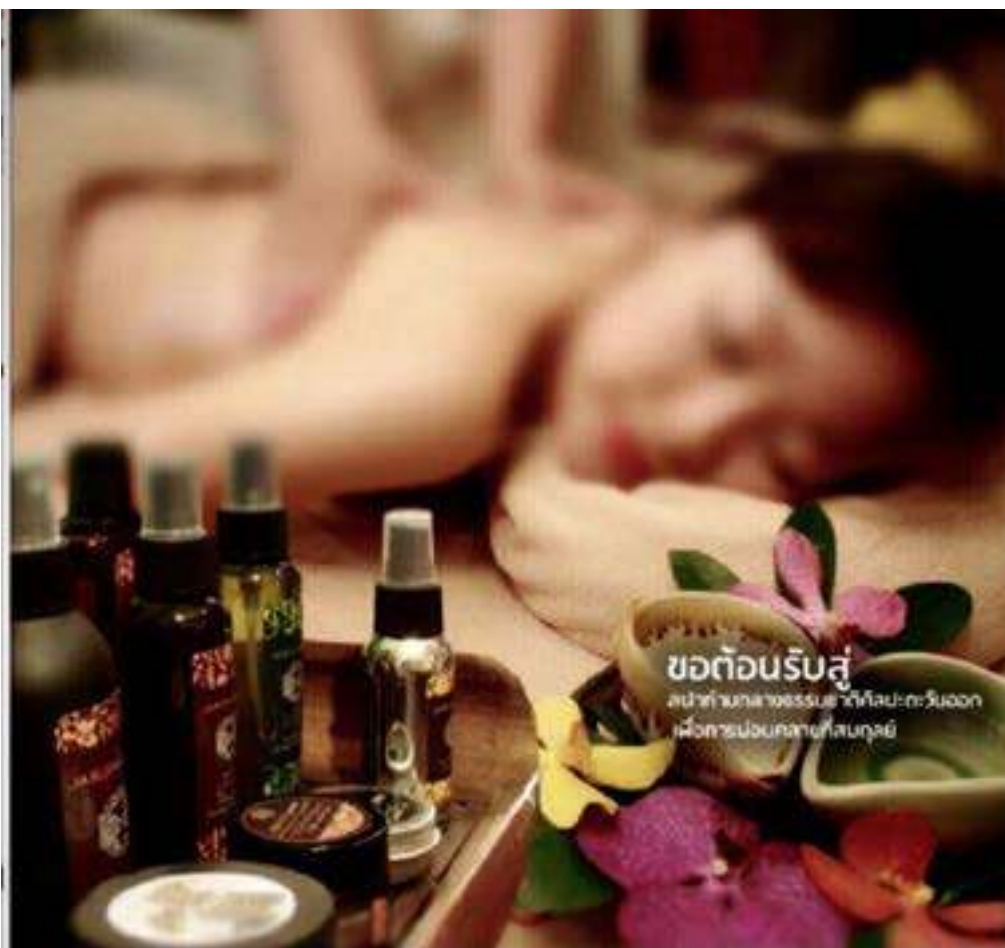
Creek wing, the creek deluxes

Oriental Wing, the theme deluxes

The Villas, private streamside villas







ขอต้อนรับสู่

สถานที่แห่งธรรมชาติที่อบอุ่น
เพื่อการผ่อนคลายที่สมบูรณ์แบบ

Oasis of wellness

the Oriental Art of Rejuvenation:

Thai Massage by the legacy

Oriental Foot reflexology and treatments

Acid care with pure natural extracts

wellness-balance by herbal treatments

บริการสปาธรรมชาติ ด้วยวิธีการบำบัดแบบไทย





*Daily baskets of
freshly picked greens
on the balcony*

The picture is showing our new organic vegetable plot to ensure
the steady supply of fresh greens for your table.
Fragrant basil, dill, fennel, parsley, and other herbs,
plus lots of green varieties.

Our organic vegetable plot is a great addition to your
kitchen. It's a great way to get fresh greens
and herbs for your cooking. It's also a great way to
get fresh greens for your table.



PATTERN





NDOL

STREAMSIDE THAI VILLAS



Ndol's symbol was inspired by Thai ancient belief of abundance and fertility , the carp fishes . They grew naturally well during the rice harvest seasons.

Thai people in the old days put the carp fish shaped ornaments made from palm leafs ,hanging above cradles of newly born babies to welcome prosperity and good fortune in respect of this old tradition .

A pair of carp fishes in the streams ,the symbol of Ndol , reflects the love and care of us to wholeheartedly provide all of our beloved guests the abundant pleasures and comforts.

ปลาตะเพียน ความหมายแห่งความอุดมสมบูรณ์ เป็นปลาที่เจริญเติบโตในทุกฤดูกาล ทรงลักษณะที่ตัวกว้างแบน

คนไทยสมัยก่อนจึงนิยมนำปลาตะเพียนเป็นปลาตะเพียน เป็นพวงแขวนไว้เหนือเปลนอนของเด็กอ่อน เพื่อเป็นสิริมงคลแก่เด็กที่กำลังจะเติบโตขึ้น และทั้งความอุดมสมบูรณ์ ปลาตะเพียนส่วนนี้ยังเป็นเครื่องหมายถึงความอุดมสมบูรณ์และเป็นมงคลทางวัฒนธรรมไทยมาแต่โบราณ

ปลาตะเพียนคู่กันกลางสายน้ำ แทนความรัก โชคลาภ และอุดมสมบูรณ์ ร่มเย็น ปลอดภัย เป็นสัญลักษณ์ที่บ่งบอกวัฒนธรรมเฉพาะตัว ของคนไทยเสมอมา





NDOL

STREAMSIDE THAI VILLAS

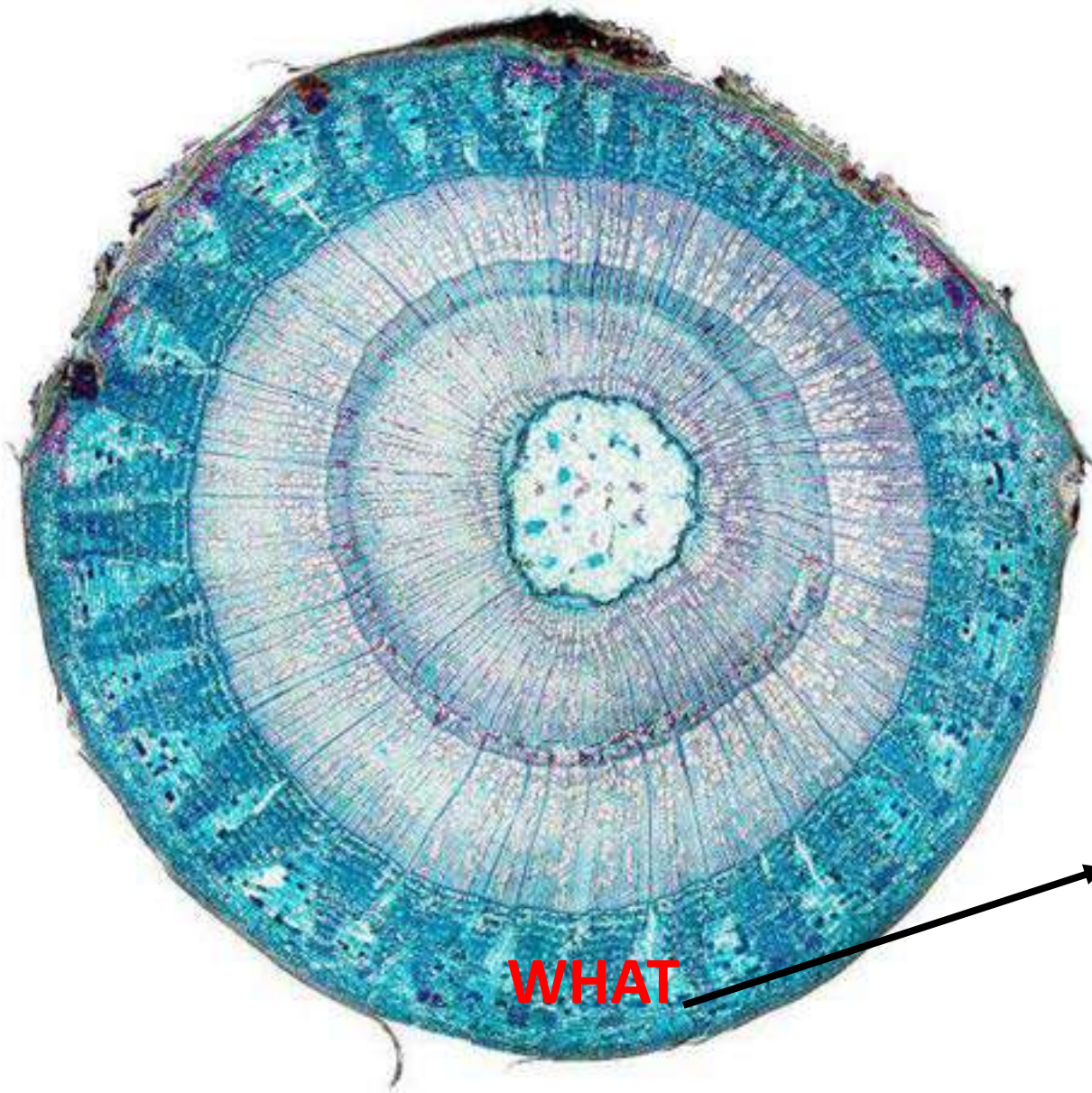








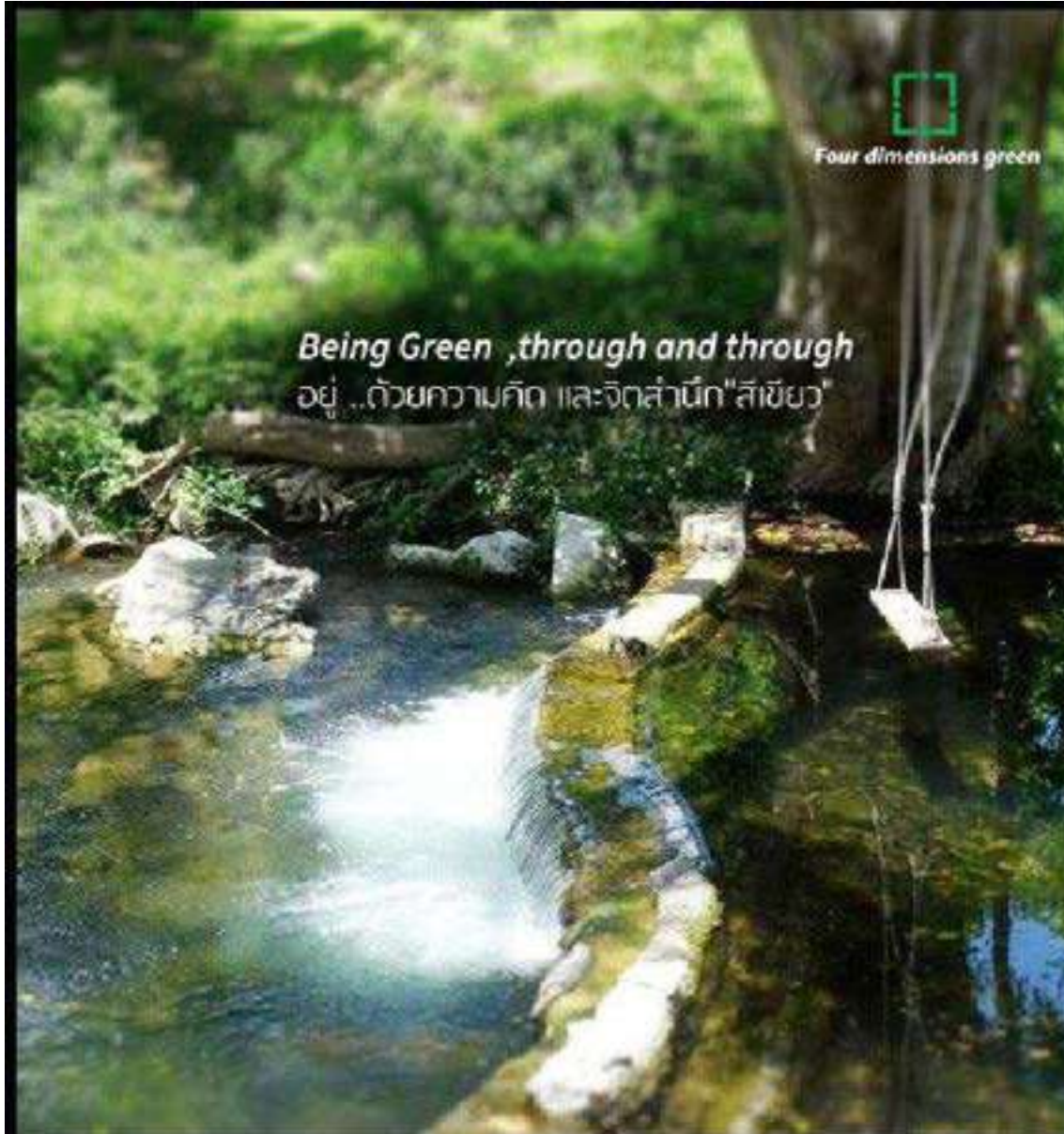




PLAN & PROGRAM

That you use to engage your consumers

Name card
Company profile
Website
Packaging
Marketing
Communication (advertising)
Social medium
PR
Event
Influencer/buzz
Experiences
Innovation



Ndol strives to develop practices that improve environment quality, decrease waste and conserve natural resources and energy.

We incorporate principles of sustainability by the four dimensions green practices;

נדול มุ่งมั่นที่จะพัฒนากระบวนการเพื่อดูแลรักษาสิ่งแวดล้อม ,ลดการสูญเสียและการทิ้ง
เปลืองของวัสดุเหลือใช้, การอนุรักษ์ธรรมชาติและพลังงาน ,ลดการสูญเสียและการทิ้งเปลืองของ
วัสดุเหลือใช้, การอนุรักษ์ธรรมชาติและพลังงาน



1. Green surroundings สิ่งแวดล้อมสีเขียว

- architecture, spaces and experience design by embracing natural abundance, without destroying or manipulating.
- ออกแบบให้สถาปัตยกรรม พื้นที่ใช้สอย และประสบการณ์ อย่างเคารพและไว้วางใจในความสมบูรณ์ของธรรมชาติ โดยไม่ทำลายหรือดัดแปลง ธรรมชาติ
- environment cleanliness from active waste water treatments and garbage recycle practices
- ความสะอาดของสิ่งแวดล้อม ด้วยระบบขจัดน้ำเสีย และการบริหารจัดการขยะที่นำมาใช้เป็นปุ๋ย
- Nidol organic farm , a fresh and clean supply for daily cooking ingredients
- นุดอล ฟาร์ม สวนพืชผักอินทรีย์ เพื่อใช้เป็นแหล่งวัตถุดิบที่สะอาดปลอดภัย ในการประกอบอาหาร

2 Green Products and services สินค้าและบริการสีเขียว

- signature menus from fresh local supplies and from Nidol organic farm
- อาหาร ที่ทำจากวัตถุดิบที่สดใหม่เองท้องถิ่น และจาก นุดอล ฟาร์ม
- pure plant and herbal based personal care for room and spa amenities ,
- (our house initiatives ...Nidol Natural , Zanti)
- ผลิตภัณฑ์ที่ใช้ในห้องพักและสปาเพื่อรักษาความสะอาดและดูแลผิวพรรณ ที่สร้างสรรค์สารสกัดด้วยวัตถุดิบของพืช Nidol Natural , Zanti
- Nidol green service , a genuine care and support from the considerate staffs by regular training programs
- บริการสีเขียว เพื่อดูแลต้อนรับและบริการจากใจ โดยพนักงานที่ใส่ใจ จากการอบรมอย่างต่อเนื่อง

3 Green management การบริหารจัดการสีเขียว

- environmental management system, Energy-saving equipments and policies
- ระบบจัดการเพื่อไม่ทำลายสิ่งแวดล้อม และอุปกรณ์ประหยัดพลังงาน
- environmental preferable purchasing ,such as sustainable amenity containers to reduce plastic bottle waste
- การจัดซื้อ ที่เป็นอุปกรณ์หรือสิ่งใดมิตรกับสิ่งแวดล้อม อาทิเช่นบรรจุภัณฑ์ในห้องพักที่ใช้กันอย่างถาวร เพื่อลดขยะพลาสติกจำนวนมากที่ทิ้งเสียทิ้ง
- recruitment and human resource development towards ethical professional
- การคัดเลือกและพัฒนามนุษย์ากรสู่ความเป็นมืออาชีพที่มีคุณธรรม



4. Green mind จิตสำนึกสีเขียว

- moral motivation programs , consistent activities to cultivate employees 'clean and green minds', กิจกรรมสำหรับพนักงานเพื่อสร้างจิตสำนึก ของการเกิด ทำดี ตามแนวพุทธศาสนา
- conserving Thai heritage and traditions By creating Thai ceremonies and festivals regularly อนุรักษ์มรดกและประเพณีไทย โดยจัดให้มีกิจกรรมตามประเพณีในวันสำคัญของชาติอย่างต่อเนื่อง
- acknowledge and reward green spirited employees , who becomes Ndol brand ambassador ให้ความสำคัญและรางวัลพนักงานที่มีจิตสำนึกสีเขียว ซึ่งจะทำหน้าที่เป็นตัวแทนของแบรนด์ต่อไป

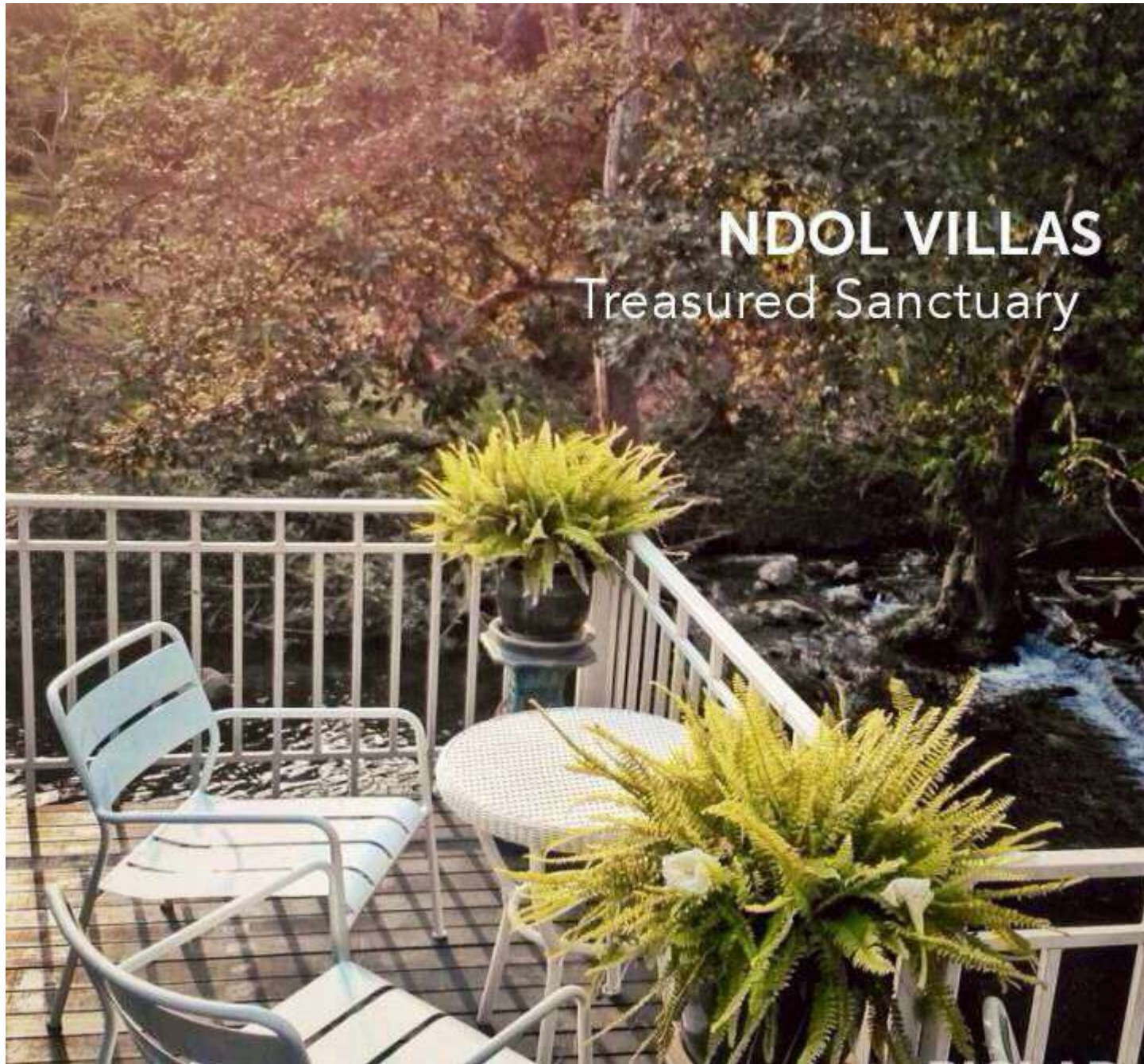
We are honored to receive Thailand Boutique award 2011 in green, nature and environment.

Towards these four dimensions green practices, Ndol will continue to promote optimal values for our customers ,community ,environment and earth, a journey of common sustainability .

เราภูมิใจในรางวัล ไทยแลนด์ บุทิควอร์ด 2011 ในสาขา ธรรมชาติ สีเขียวและสิ่งแวดล้อม ด้วยสีเขียว สันติและน้ำ

เราจะคงมุ่งมั่นบนสิ่งที่ได้แก่สำหรับลูกค้า ชุมชน สิ่งแวดล้อมและโลกของเรา บนเส้นทางแห่งความยั่งยืนร่วมกัน

Ndol
Four dimensions green resort
รีสอร์ทสีเขียวสันติ



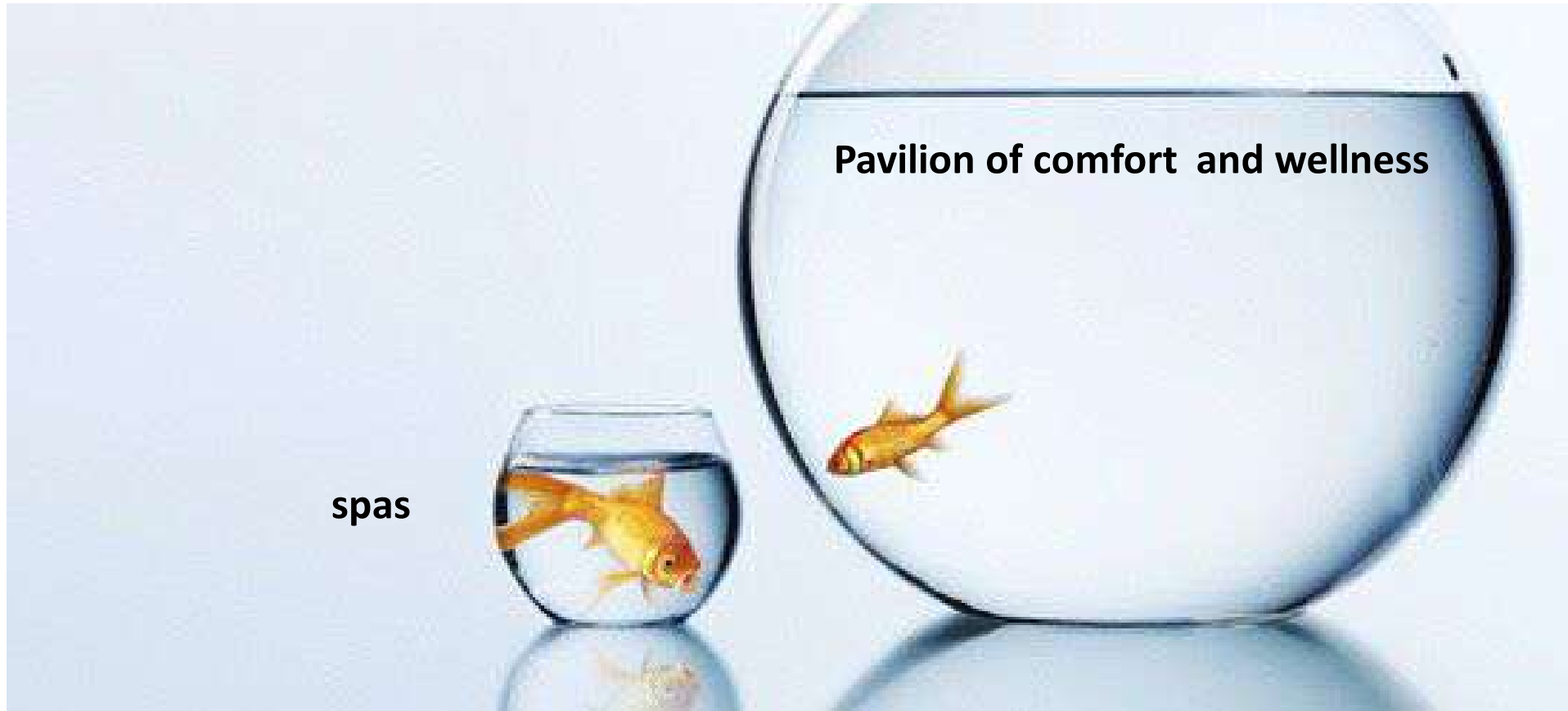
NDOL VILLAS

Treasured Sanctuary

**A holiday destination
where recreation enriched
with inspirations**

WHERE

Ndol Spa Arena

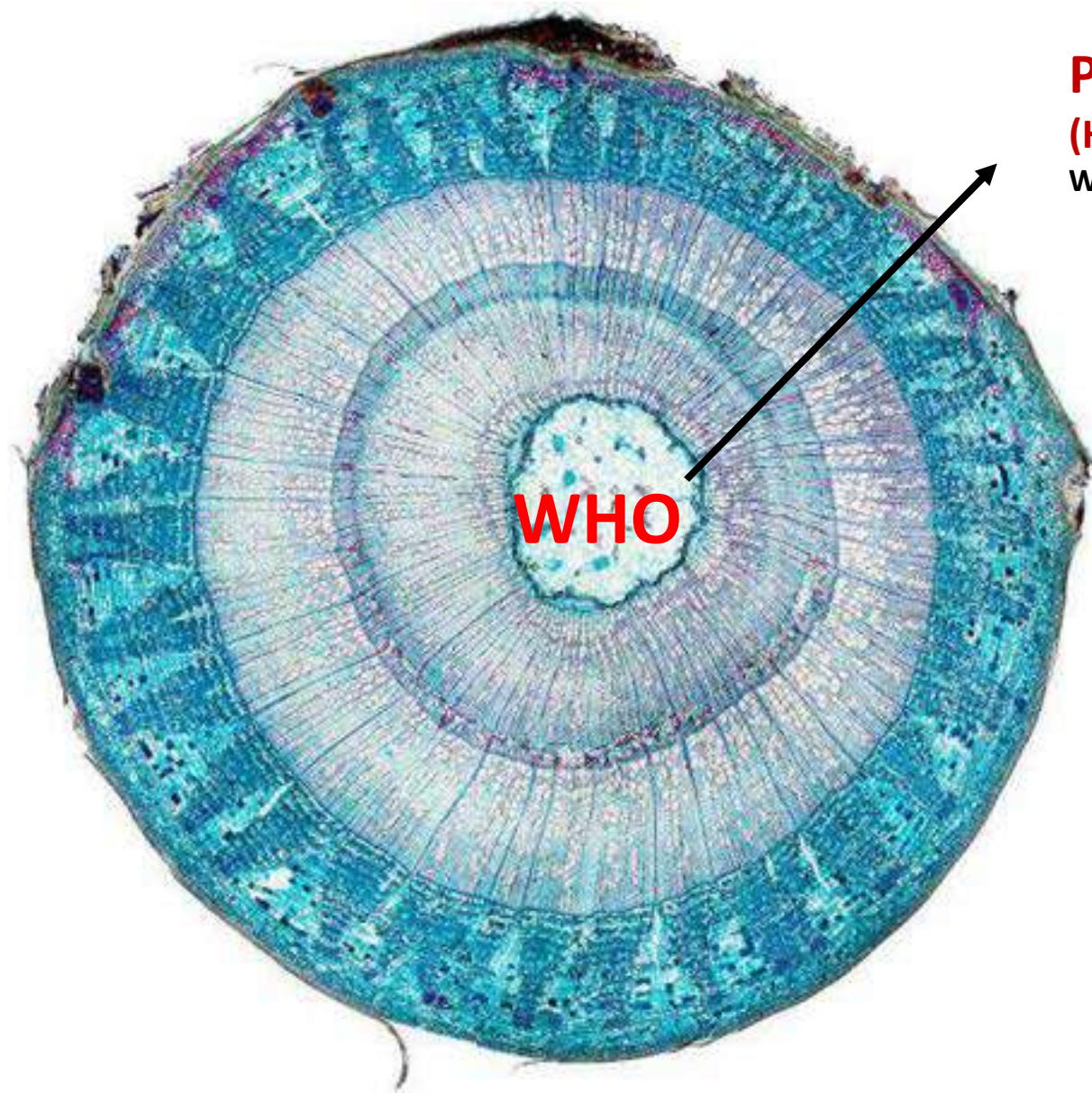
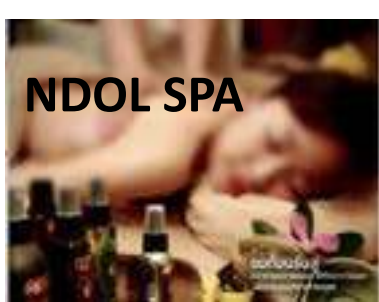




"East -west "
soothing tradition



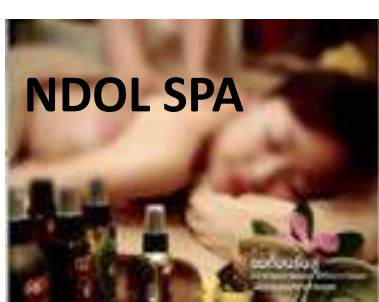
Pampering at
home paradise



WHO

PERCEIVED VALUES & PERSONA
(Heart and Soul)

What is your true nature?

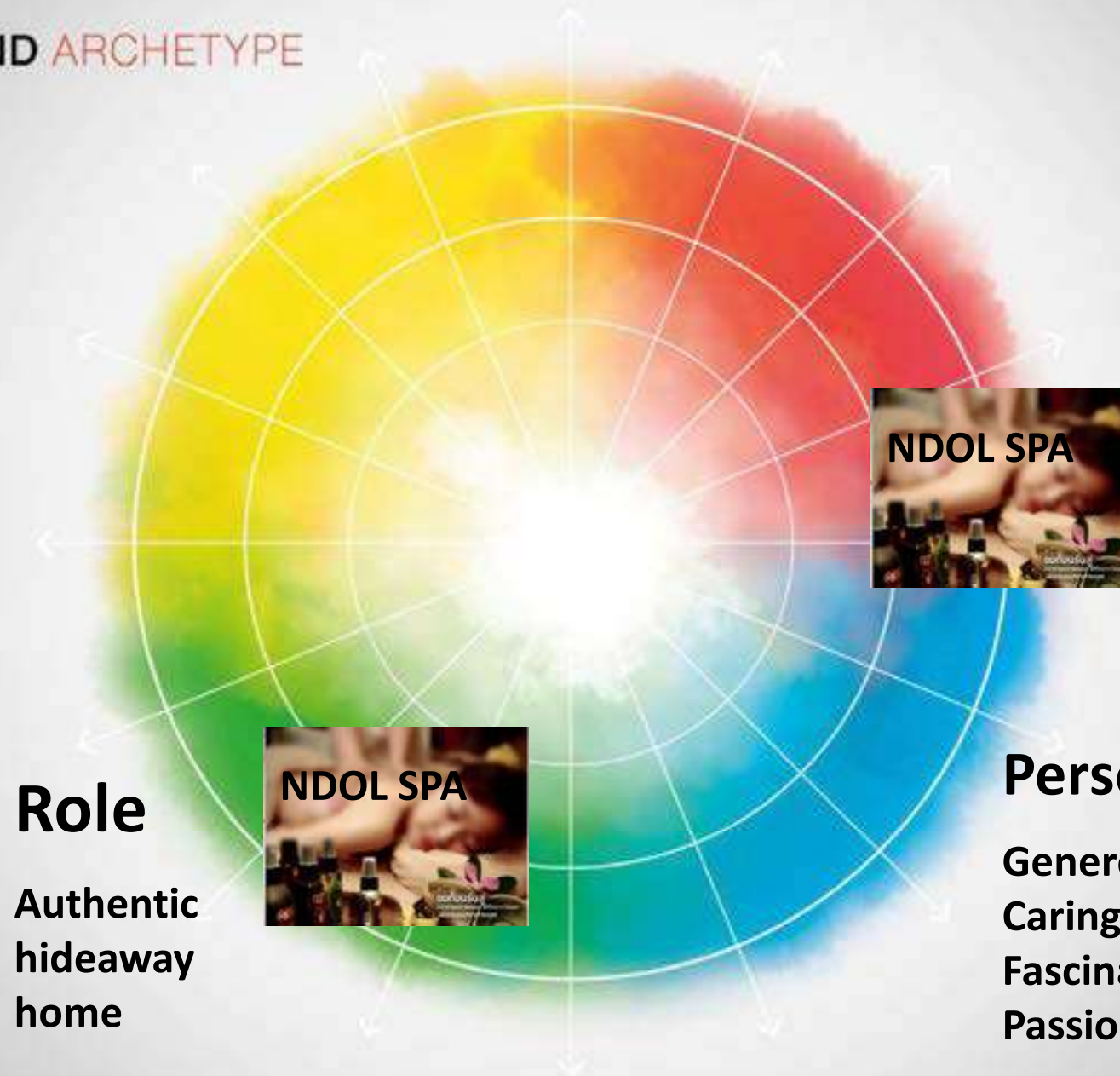


NDOL SPA



East –West Pampering

BRAND ARCHETYPE



NDOL SPA

Role

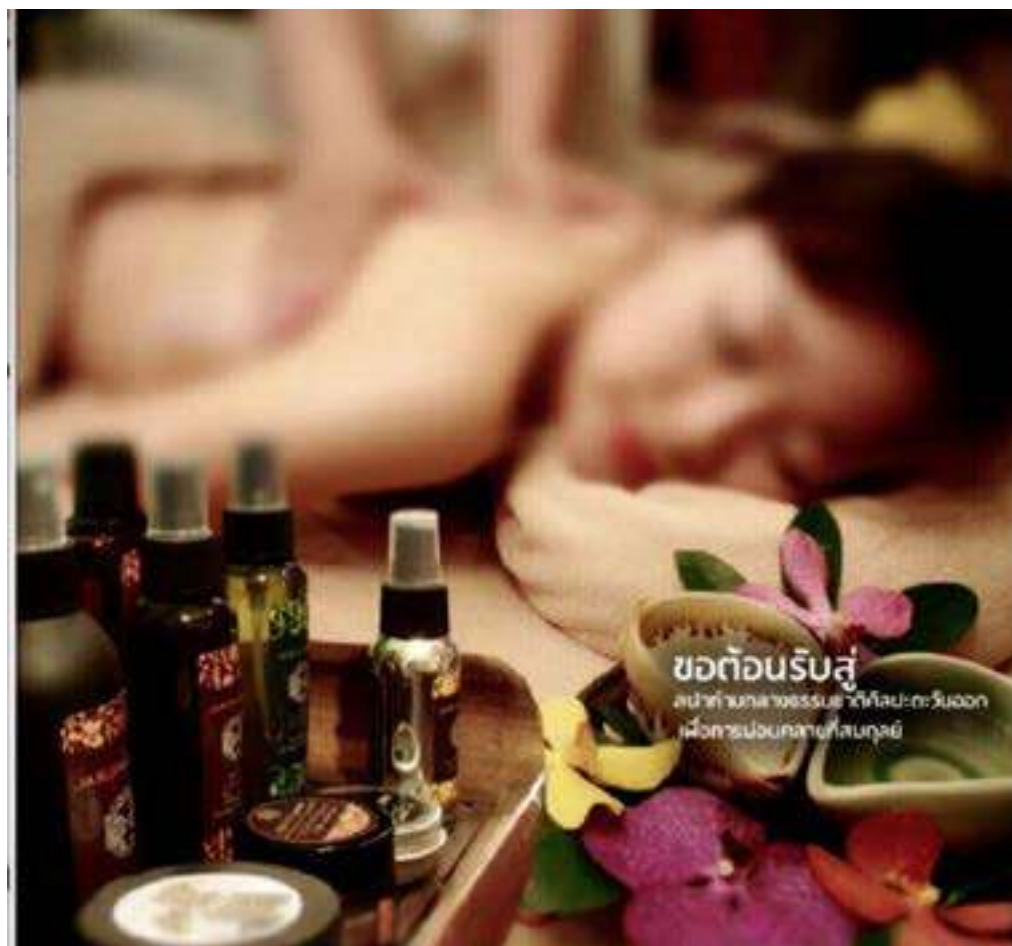
**Authentic
hideaway
home**

Personality

**Generous
Caring
Fascinating
Passionate**



Purpose.... balanced state of relaxation, beauty and health



ขอต้อนรับสู่

อาณาจักรสุขภาพธรรมชาติไทย-ตะวันออก
เพื่อการผ่อนคลายที่สมบูรณ์แบบ

Oasis of wellness

the Oriental Art of Rejuvenation

Thai Massage by the legacy

Oriental Foot reflexology and treatments

Acial care with pure natural extracts

wellness -balance by herbal treatments

อาณาจักรสุขภาพธรรมชาติไทย-ตะวันออก



Homemade treatments



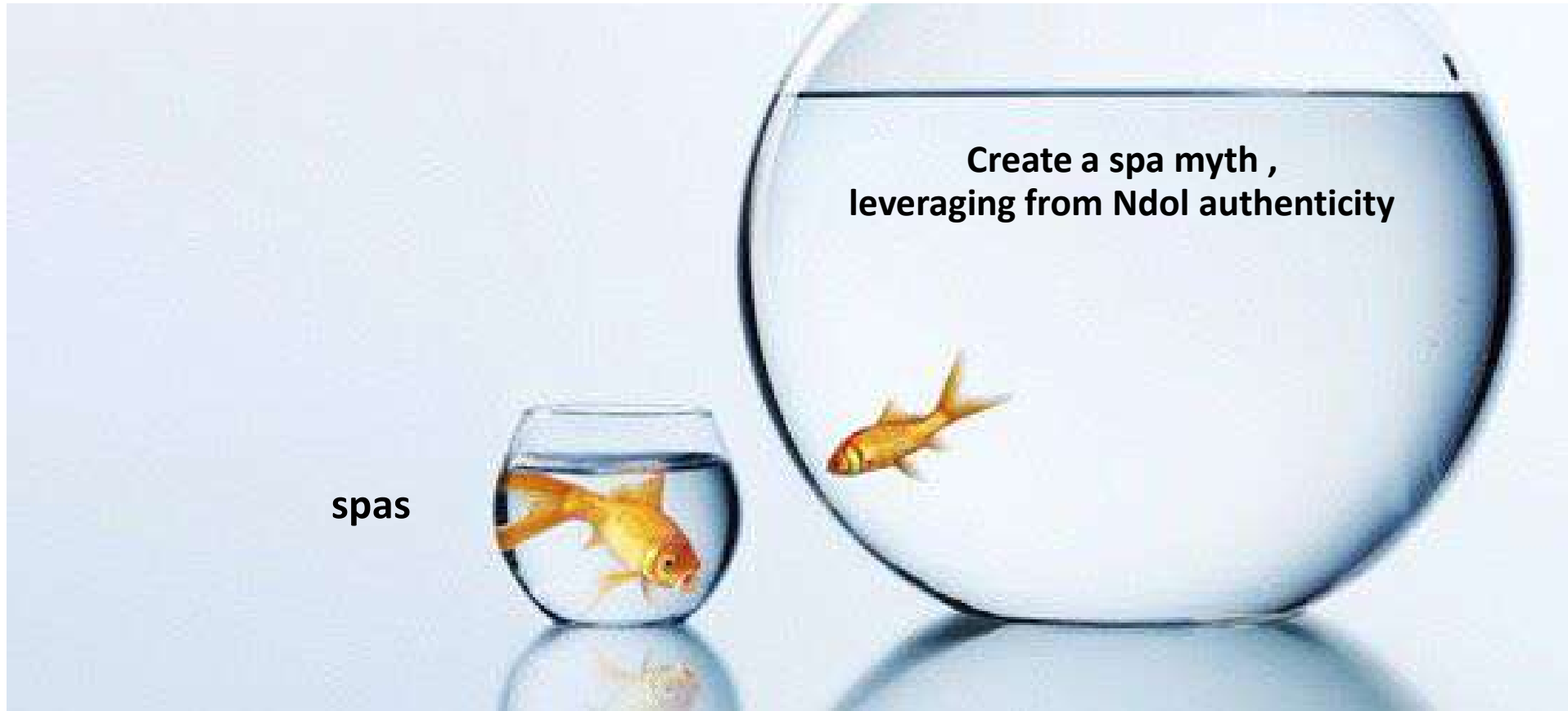
NDOL NATURAL

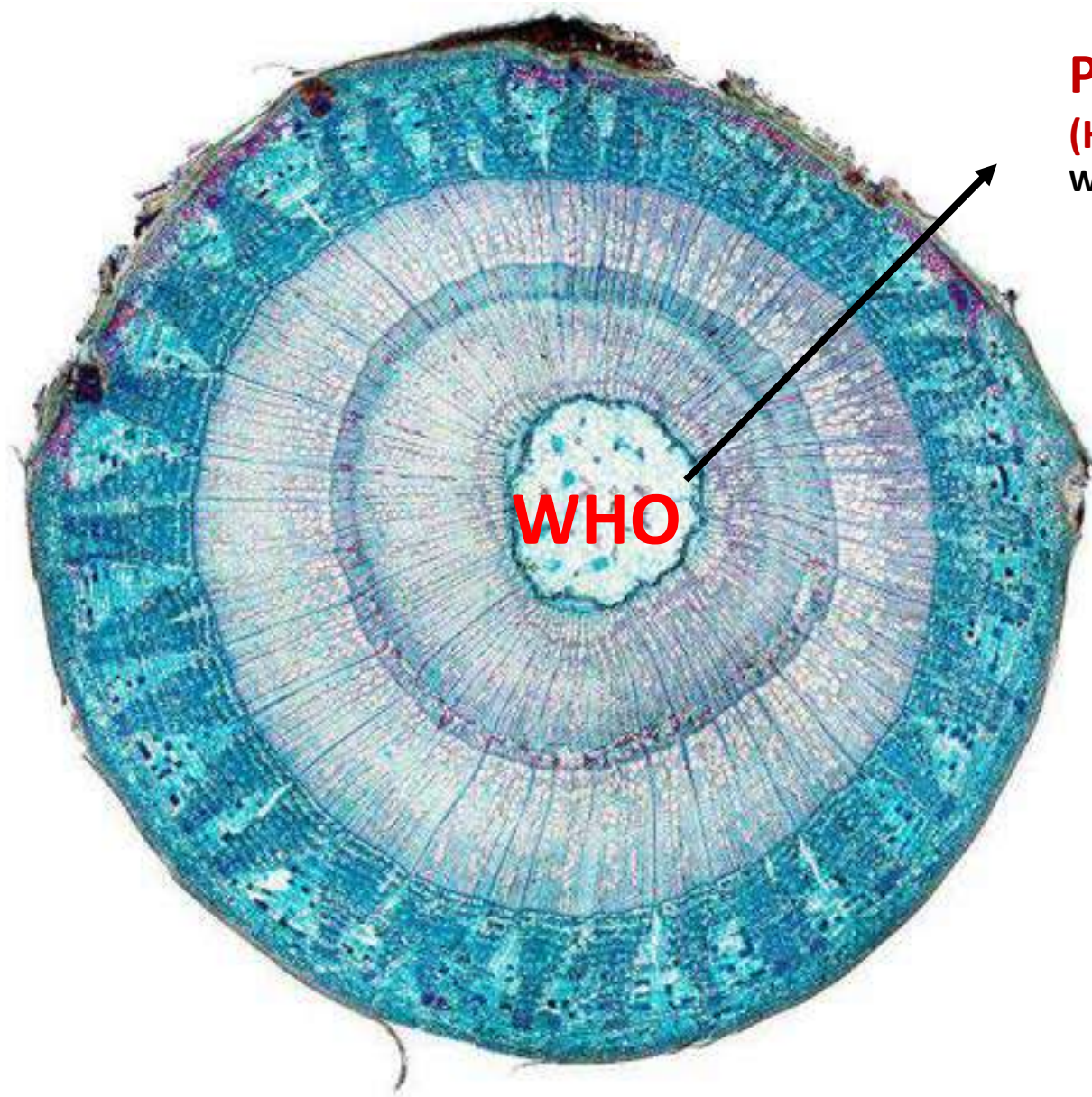
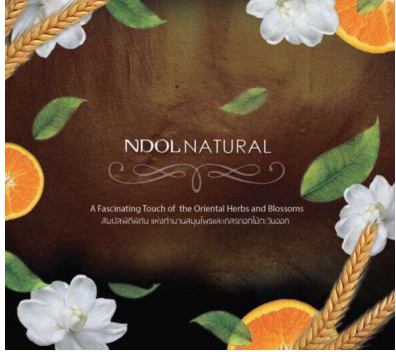
A Fascinating Touch of the Oriental Herbs and Blossoms

สัมผัสพิถีพิถัน แหล่งตำนานสมุนไพรและเกสรดอกไม้ตะวันออก

WHERE

Ndol Natural Arena





WHO

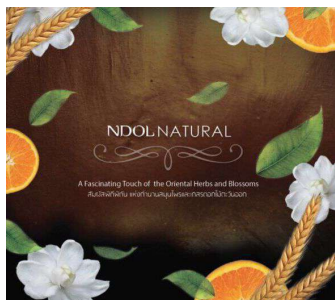
PERCEIVED VALUES & PERSONA (Heart and Soul)

What is your true nature?

Asian Blossoms



Spellbound touch



The image shows a decorative background for a product label. It features a dark brown, textured surface. Scattered around the edges are illustrations of natural elements: white flowers, green leaves, orange slices, and golden wheat stalks. In the center, the brand name 'NDOL NATURAL' is written in a white, serif font. Below it is a decorative flourish. Further down, there is a line of text in English and Thai, describing the product as 'A Fascinating Touch of the Oriental Herbs and Blossoms' and listing ingredients like 'Santalum album', 'Cinnamomum', and 'Vanilla'.

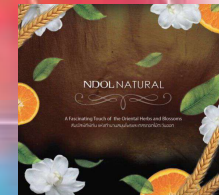
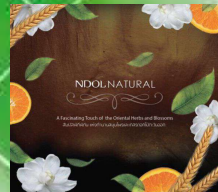
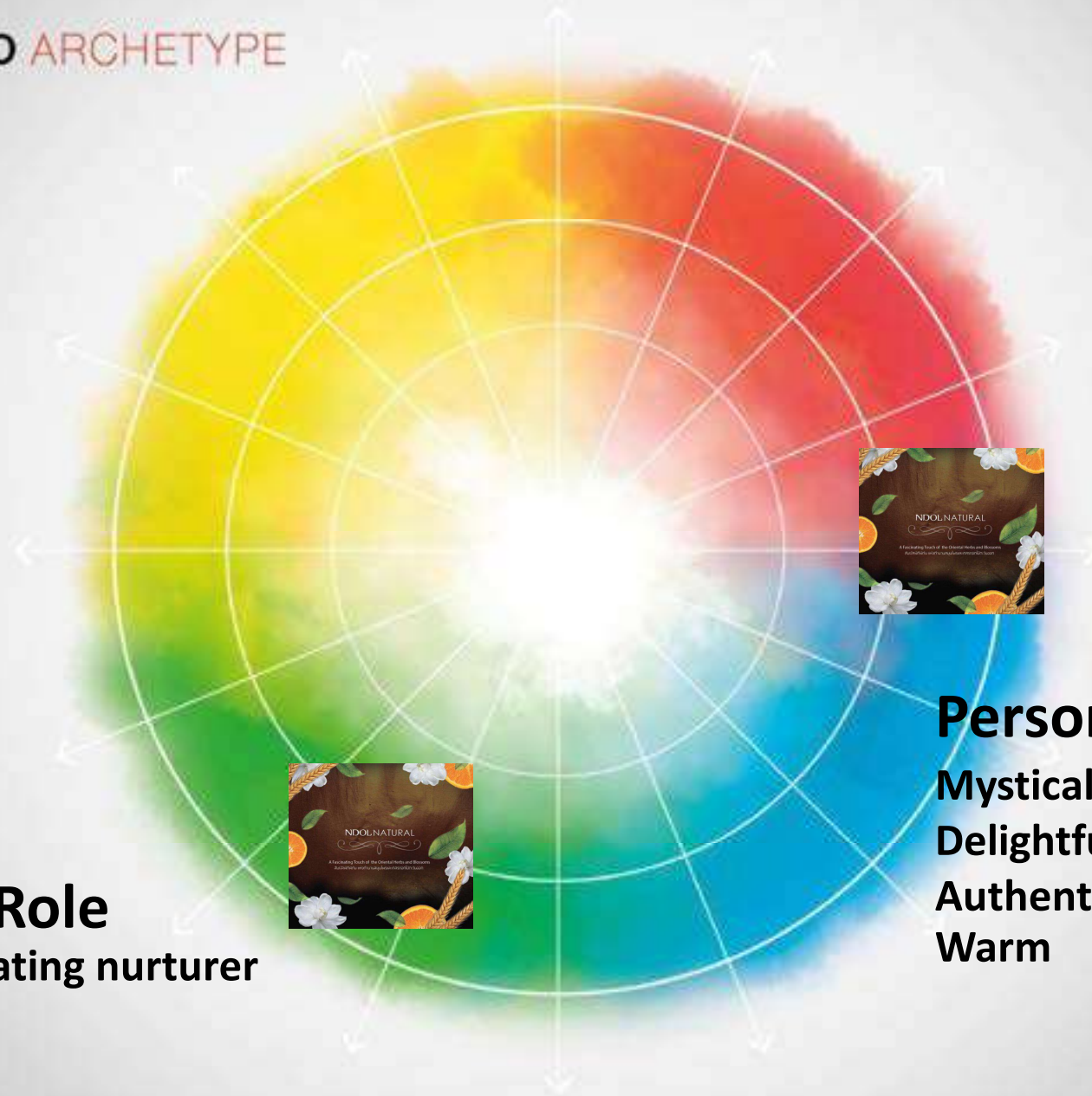
NDOL NATURAL

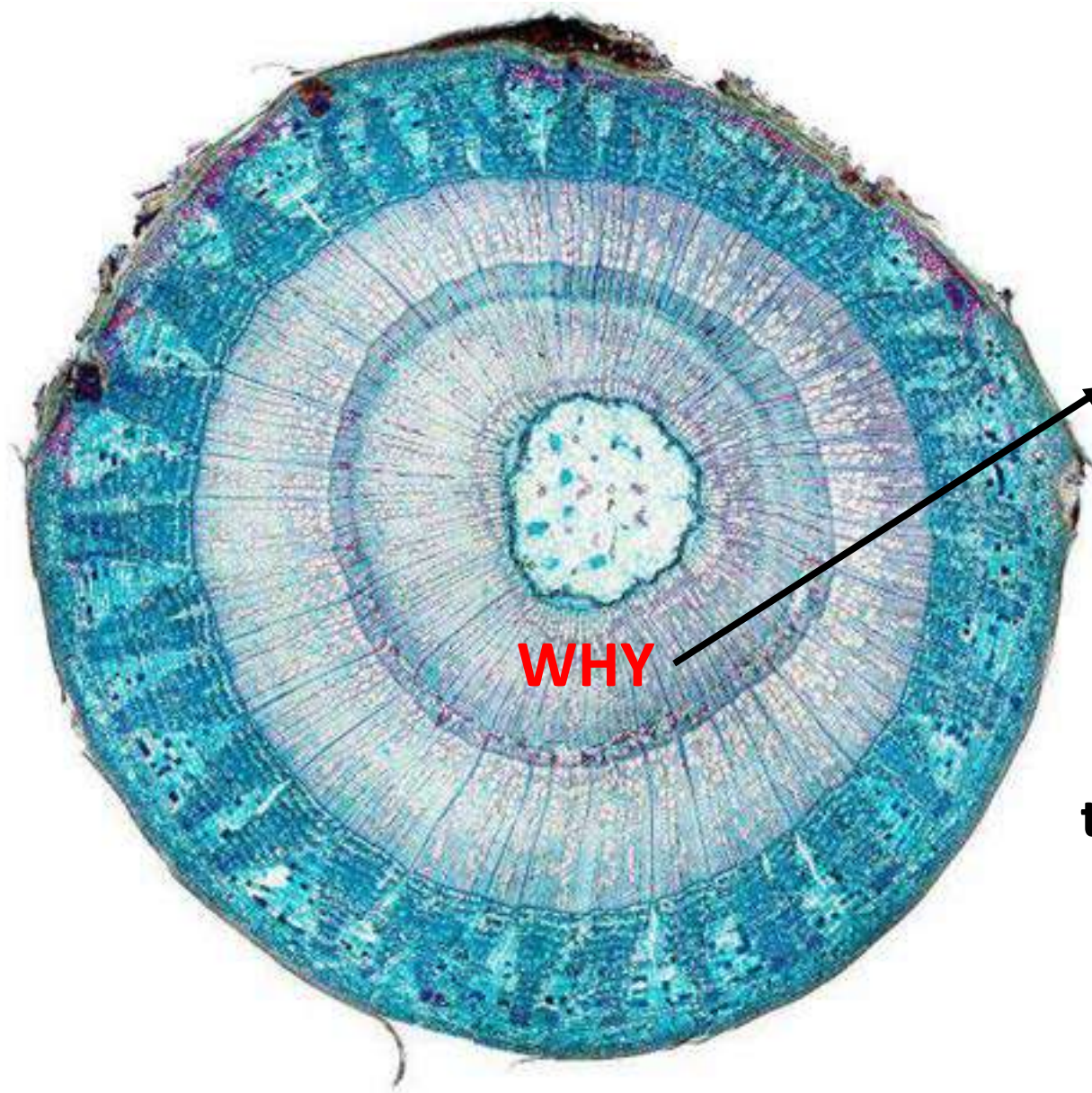
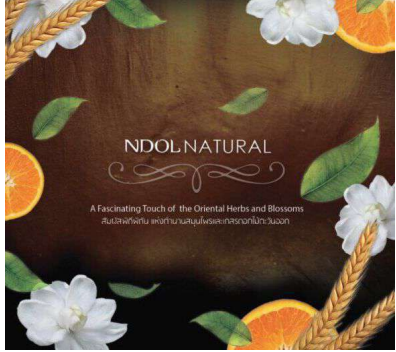
A Fascinating Touch of the Oriental Herbs and Blossoms
สัมผัสพืชพรรณ .. แต่งกลิ่นรสสมุนไพรและเกสรดอกไม้ตะวันออก

BRAND ARCHETYPE

Role
Fascinating nurturer

Personality
Mystical
Delightful
Authentic
Warm





WHY

PURPOSE & PLOT

Why you exist ,what do you believe ?

Romancing Asian wisdom
to pamper and comfort you



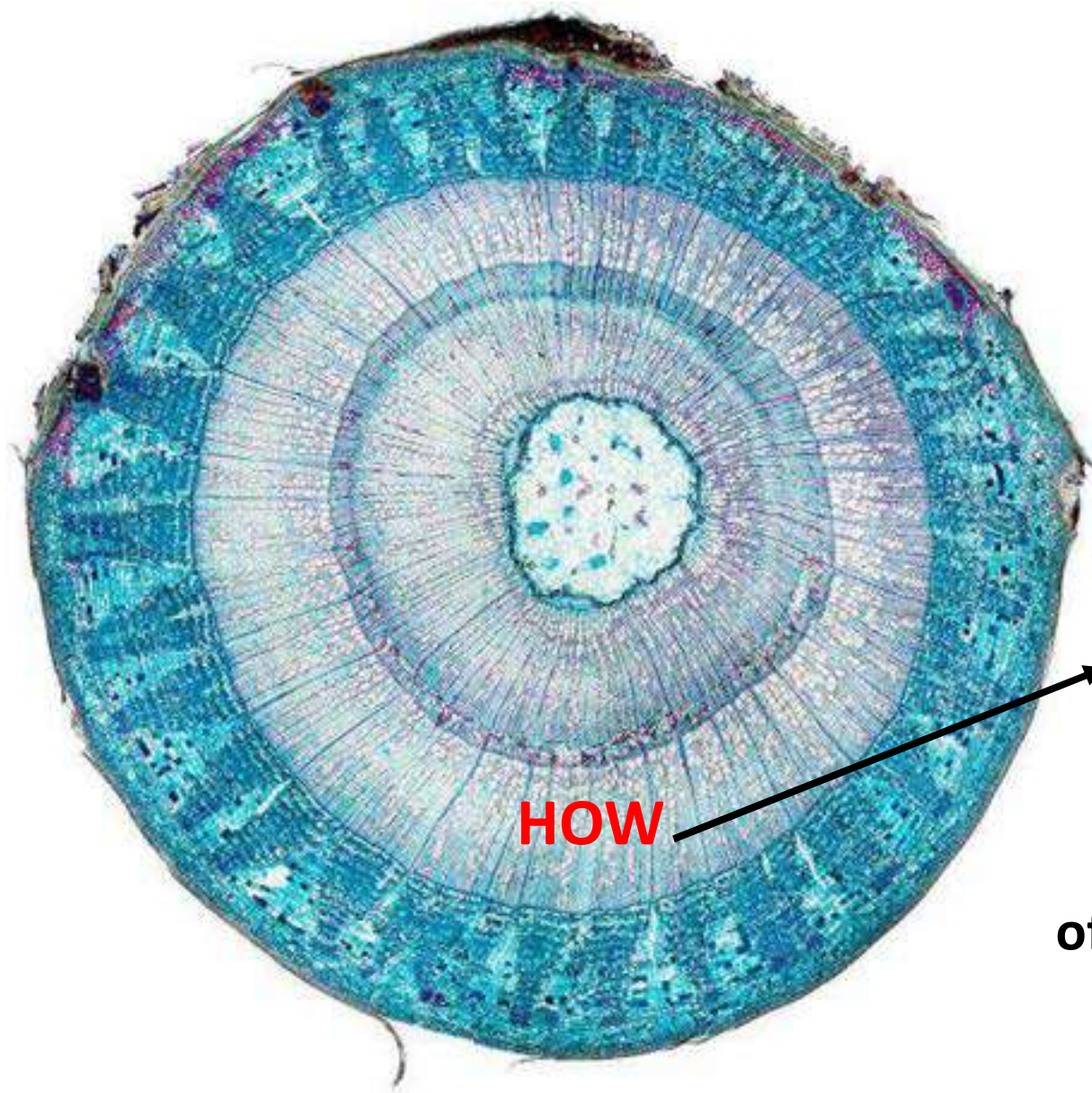
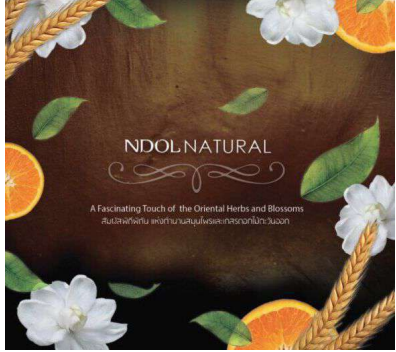
BOTANIC DREAM (Invigorating)



ORIENTEL RAIN (Rejuvenating)



JASMINE GRAIN



HOW

PRACTICE & PATTERN

Specific actions taken to realize the why

Captivate the beauty
of Asian herbs and blossoms
into all product creation



MOSQUITO SPRAY







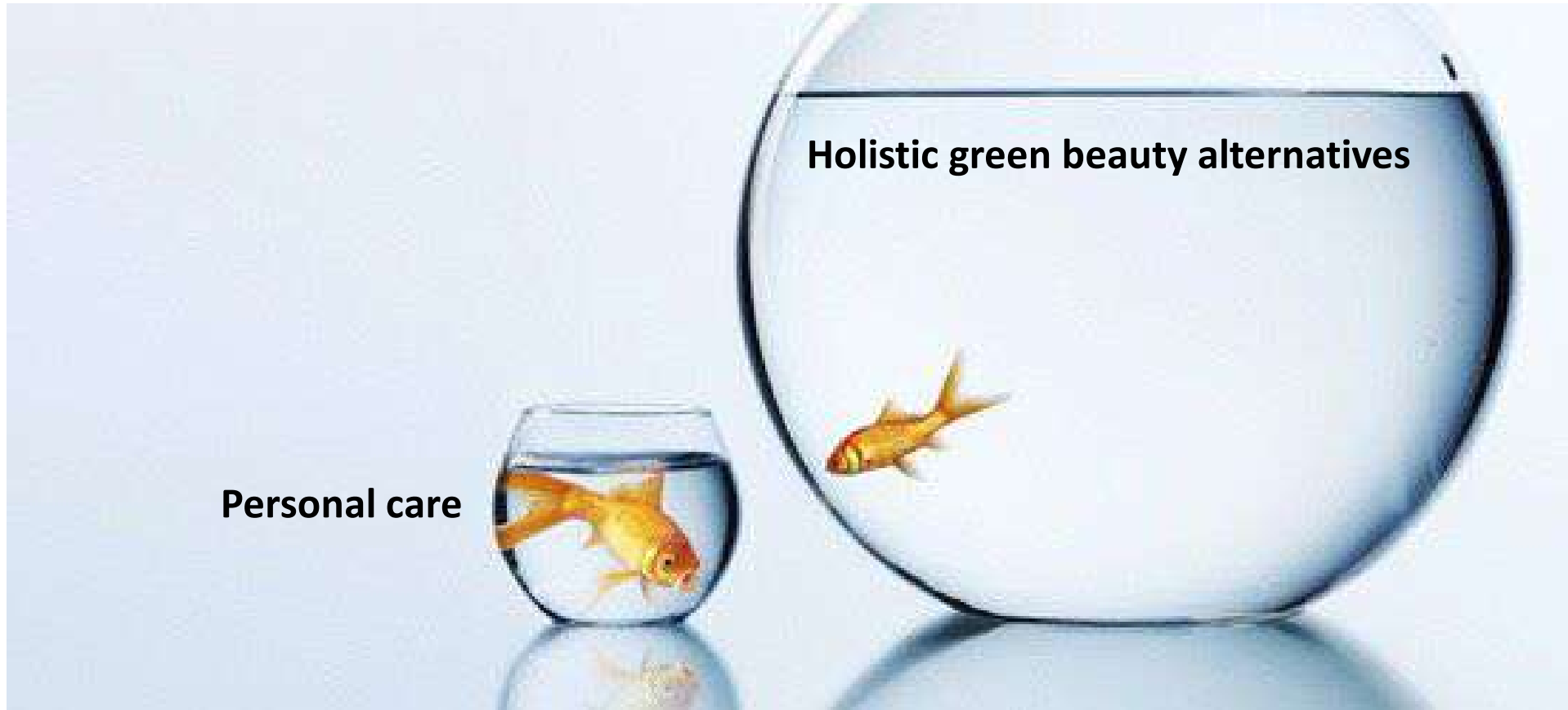


Zantiis

Live naturally well with BotanicaMarine Essence

Your collective natural life

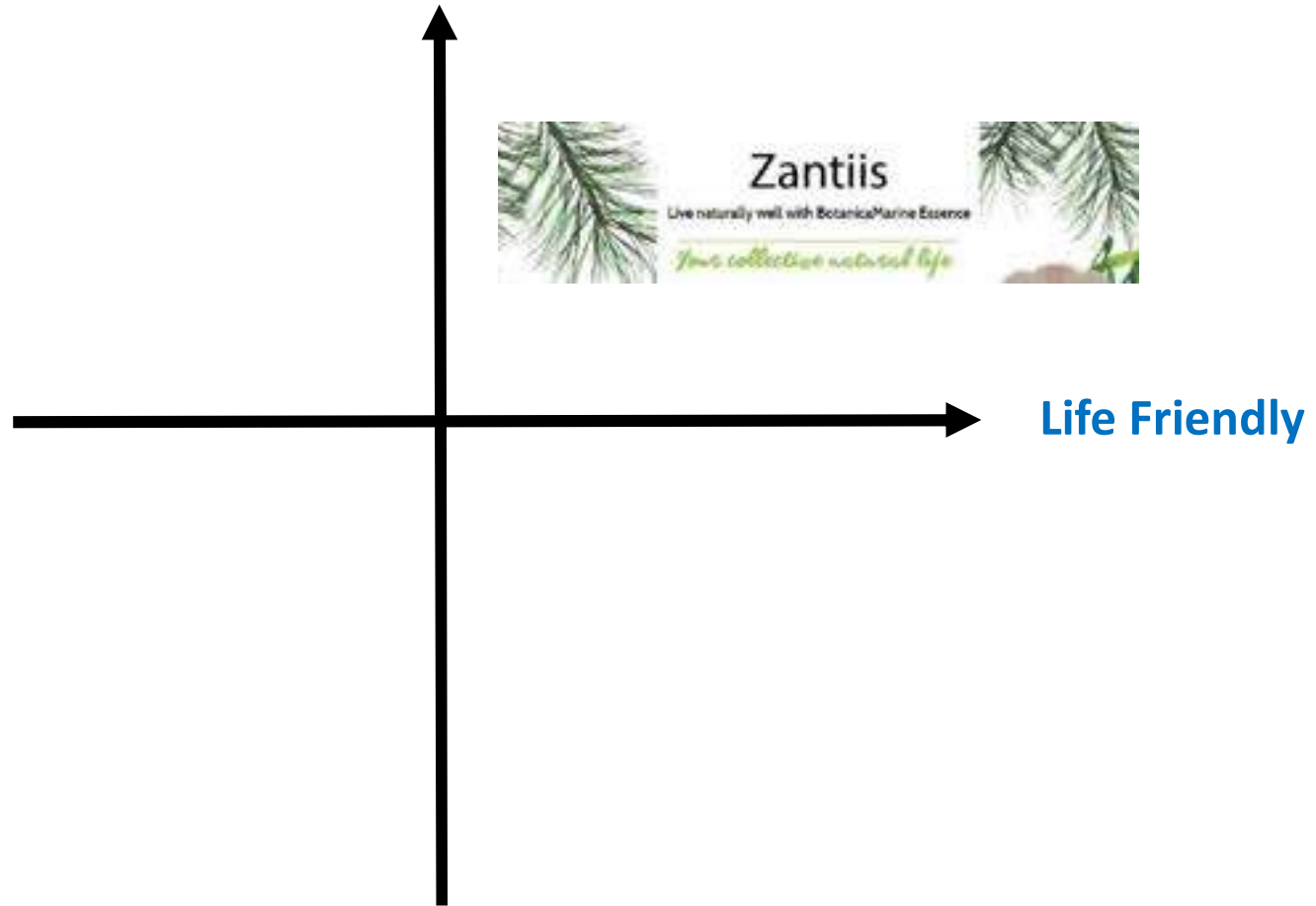
ZANTIIS Arena





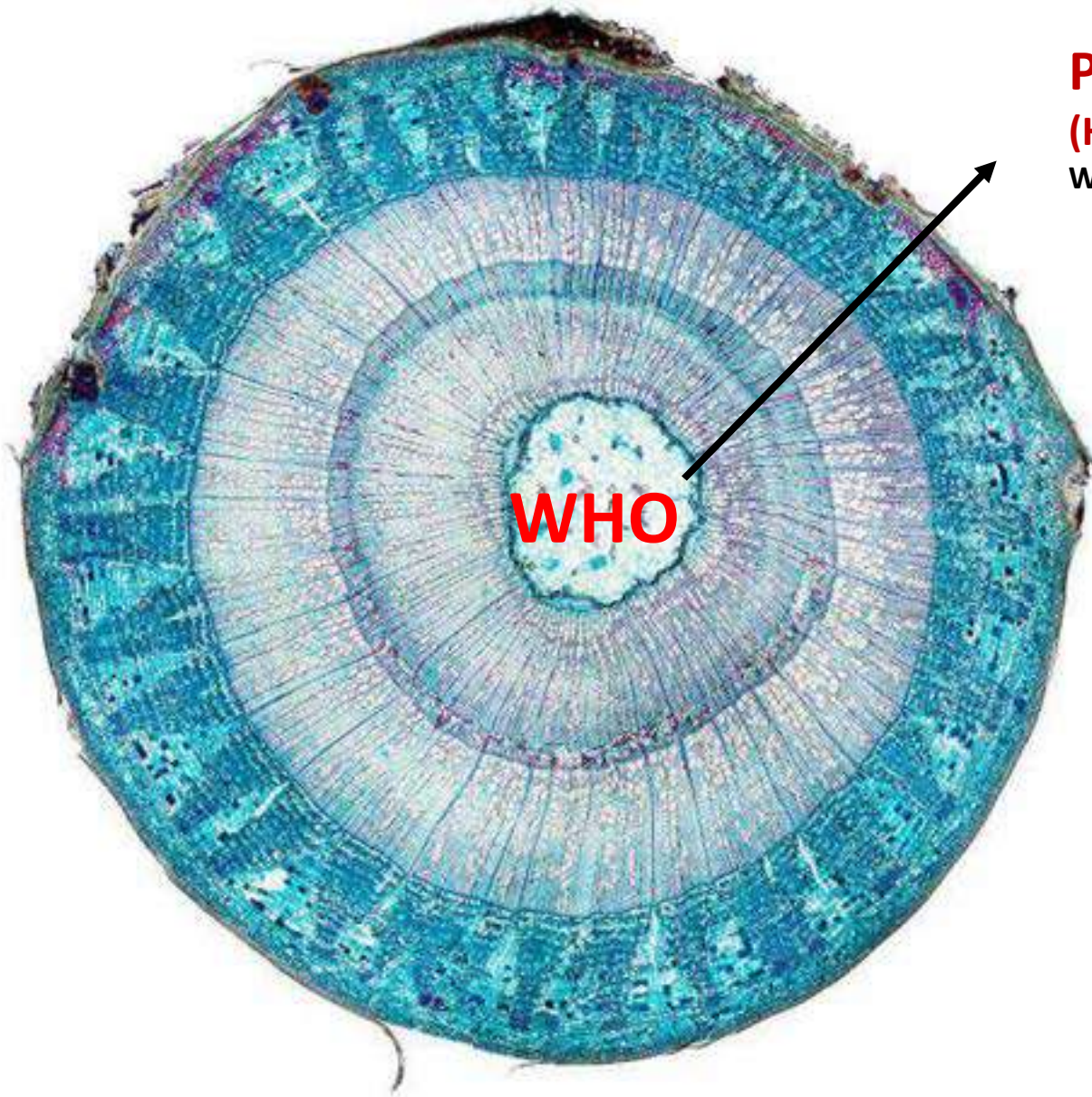
Zantiis
Aromatic balm

Earth/Marine Essence





Zantiis
Botanical & Marine Science



PERCEIVED VALUES & PERSONA (Heart and Soul)

What is your true nature?



Zantiis
Botanic-Marine Center



BRAND ARCHETYPE



Role
Innocent Initiator

Personality

Pure
wholesome
Smart
experimental





Zantiis

Live naturally well with BotanicaMarine Essence

Your collective natural life

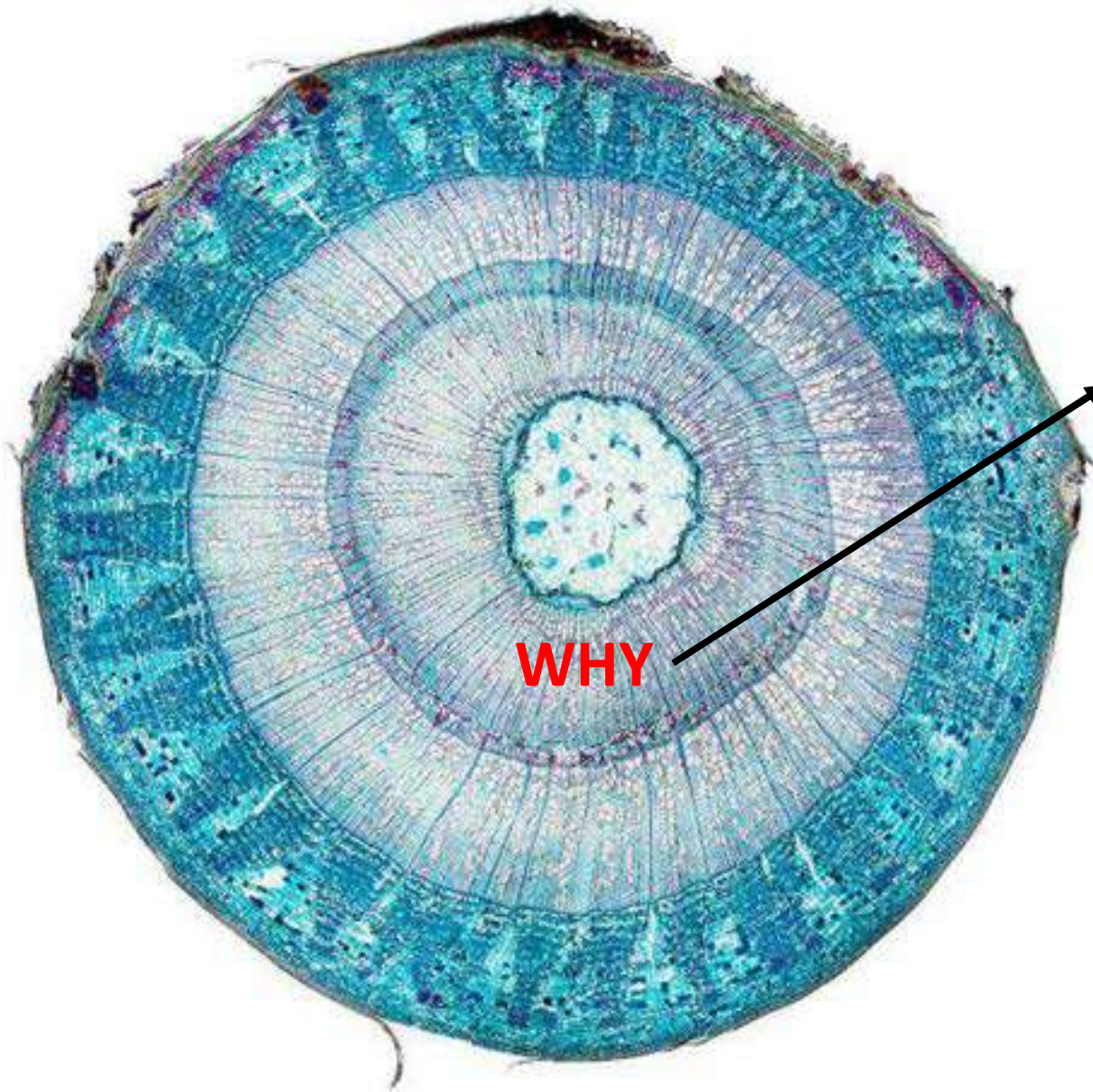
สะสมชีวิตดีๆ ที่ไร้สาร

ปราศจากส่วนผสมของพืชน้ำจืดและพืชน้ำเค็ม





Zantiis
Botanical Medicine



PURPOSE & PLOT

Why you exist ,what do you believe ?

Help you live naturally well

Live naturally well with

Botanica Marine Essence

The Zantiis brand name means "veranda of peace" which is derived from the combination of the words "Santi" (peace) and "Antis" (veranda)

We strive to enhance well-beings by our
" Eco-coordinating value " initiative



Interactive natural power of plant and marine extracts that originates

- : Pristine balance of value
- : harmony with health
- : Conscience to earth that nourishes us

With our "green through and through" practices Symbols



No Animal
Testing



No Artificial
Color



Paraben
Free



Polyethylene Glycol
Free

Zantiis provides you with high quality personal and household care
solutions that nurture the natural balance of your living

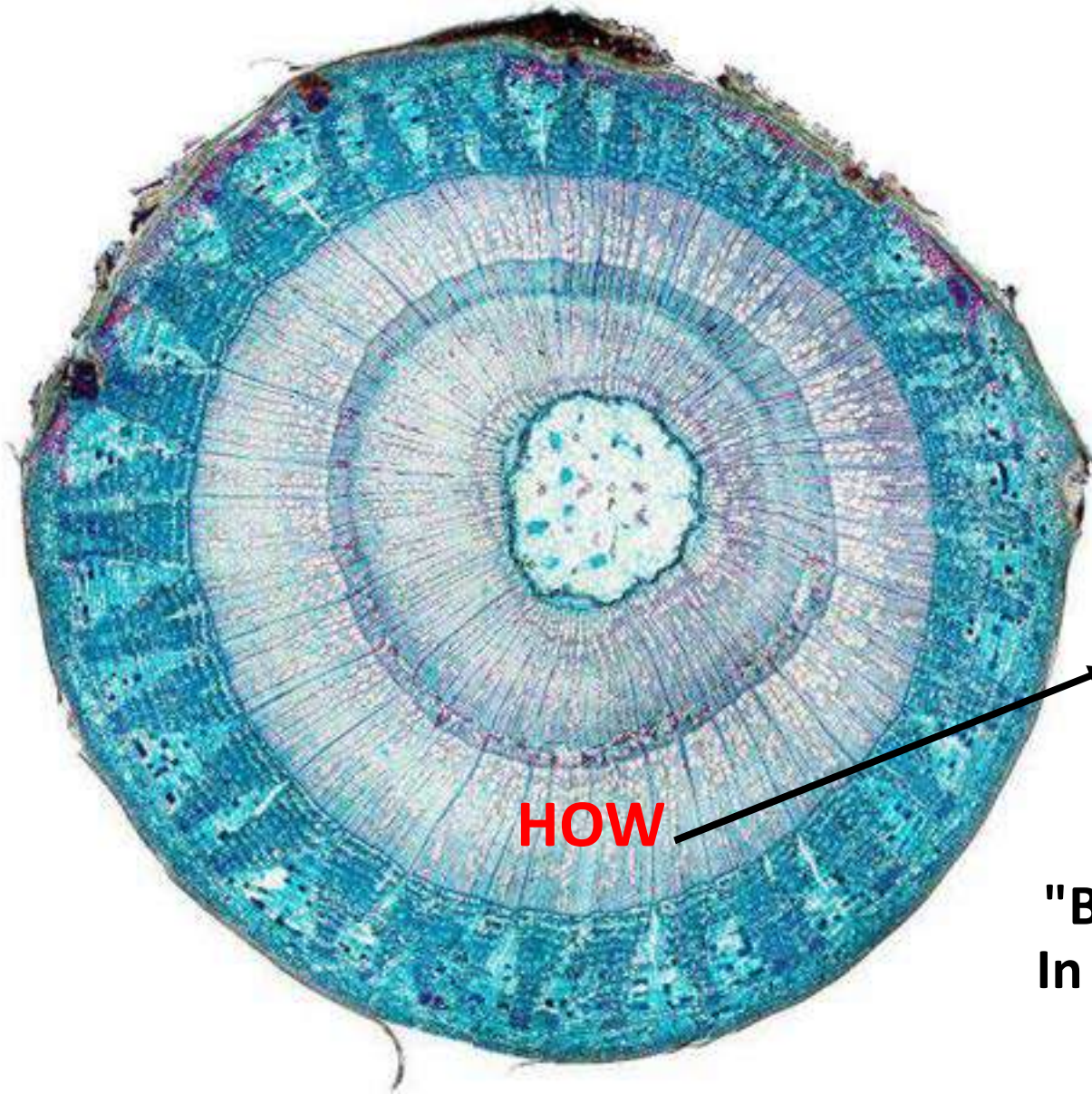








Zantiis
BotanicaMarine



HOW

PRACTICE & PATTERN

Specific actions taken to realize the why

Leverage

"BotanicaMarine" essence
In all product development

AQUA TEA

Anti-Aging

ช่วยชะลอและลดริ้วรอย

สารสกัดชาเขียว วุ้นจากทะเล และคอลลาเจน
จากทะเลผสมผสานของธรรมชาติ ในการช่วย
ลดและชะลอริ้วรอย เพื่อความอ่อนเยาว์แก่ผิวพรรณ

Green tea extract with aloe and deep sea
collagen A natural balanced power to create
skin elasticity that encourages youthful condition



A2. Aqua Tea Anti-aging body lotion 300 ml
750 B

A3. Aqua Tea Anti-aging body wash 300 ml
650 B

A1. Aqua Tea Anti-aging hand wash 100 ml
500 B

PURE PASSAGE

Sensitive Protecting

สูตรอ่อนโยนสำหรับผิวแพ้ง่าย

สารสกัดจากไขปลาคาวีร์ รังผึ้ง สานน้ำมันหอม
ระเหยสะไคร์ และดอกอินทนิลผสมธรรมชาติที่
อ่อนโยน เพื่อผิวละเอียดอ่อนแพ้ง่าย

Marine Caviar with lemongrass essential oil
and butterfly Pea power of scent A natural
balanced power of protection for sensitive skin



P2. pure passage Sensitive Protecting body lotion 300 ml
750 B

P3. pure passage Sensitive Protecting body wash 300 ml
650 B

P1. pure passage Sensitive Protecting hand wash 100 ml
500 B

MEGIC MEADOW

Revitalizing

เพื่อความชุ่มชื้นกระปรี้กระเปร่า

สารสกัดไข่มุกผสมน้ำมันหอมระเหยสนและ
ดอกส้ม พลังธรรมชาติในการฟื้นฟูผิวพรรณ
ให้กลับกระปรี้กระเปร่า

Pearl extract with pine and neroli essential oils
For renewal and energized skin condition



M2. Megic Meadow Revitalizing body lotion 300 ml
150 ฿

M3. Megic Meadow Revitalizing body wash 300 ml
150 ฿

M1. Megic Meadow Revitalizing body cream 100 g
150 ฿

RUBY RAY

Brightening

เพื่อความกระจ่างใสของผิวพรรณ

สารสกัดทับทิม และเอสตราเจนกับแร่ทองกะหล่ำ
ผสมน้ำมันหอมระเหยลาเวนเดอร์ พลังธรรมชาติ
เพื่อความกระจ่างใสของผิวพรรณ

Pomegranate extract with lavender essential oil
and marine Astaxanthin to motivate glow for
Brightened complexion



R2. Ruby Ray Brightening body lotion 300 ml
150 ฿

R3. Ruby Ray Brightening body wash 300 ml
150 ฿

R1. Ruby Ray Brightening body cream 100 g
150 ฿



AROMATIC BED MIST

BM1. Rest flow Bed mist 690 B (100 ml)

น้ำเป็นหอมระเหยบริสุทธิ์จากส่วนผสมความชุ่มชื้นจากดอก honeysuckle ช่วยทำให้ผ่อนคลายสบายกาย ทั้งยังระงับกลิ่นไม่พึงประสงค์ในห้องนอน

Pine essential oil with honeysuckle to encourage clarity, good breath and good sleep.

BM2. Sleep well Bed mist 690 B (100 ml)

น้ำเป็นหอมระเหยบริสุทธิ์ geranium ช่วยทำให้คลายเครียดและเพื่อการนอนหลับพักผ่อนที่ดียิ่งขึ้น

Aromatic mist of pure Geranium essential oil to encourage comfort and good sleep.



AROMATIC MOSQUITO - FREE MIST

MF1. Sun spring Mosquito-free mist 490 B (100 ml)

น้ำเป็นหอมระเหยบริสุทธิ์ของตะกันตะกั่วและส่วนผสมของพืชสมุนไพรในการขับไล่แมลงอย่างมีประสิทธิภาพและปลอดภัย

Pure essential oils of lemongrass, lime-Lavender, Natural power to chase mosquitoes away

MF2. Forest fresh Mosquito-free mist 490 B (100 ml)

น้ำเป็นหอมระเหยบริสุทธิ์จากส่วนผสมของตะกันตะกั่วและส่วนผสมของพืชสมุนไพรในการขับไล่แมลงอย่างมีประสิทธิภาพและปลอดภัย

Pure essential oils of Eucalyptus with green grape, Natural power to chase mosquitoes away







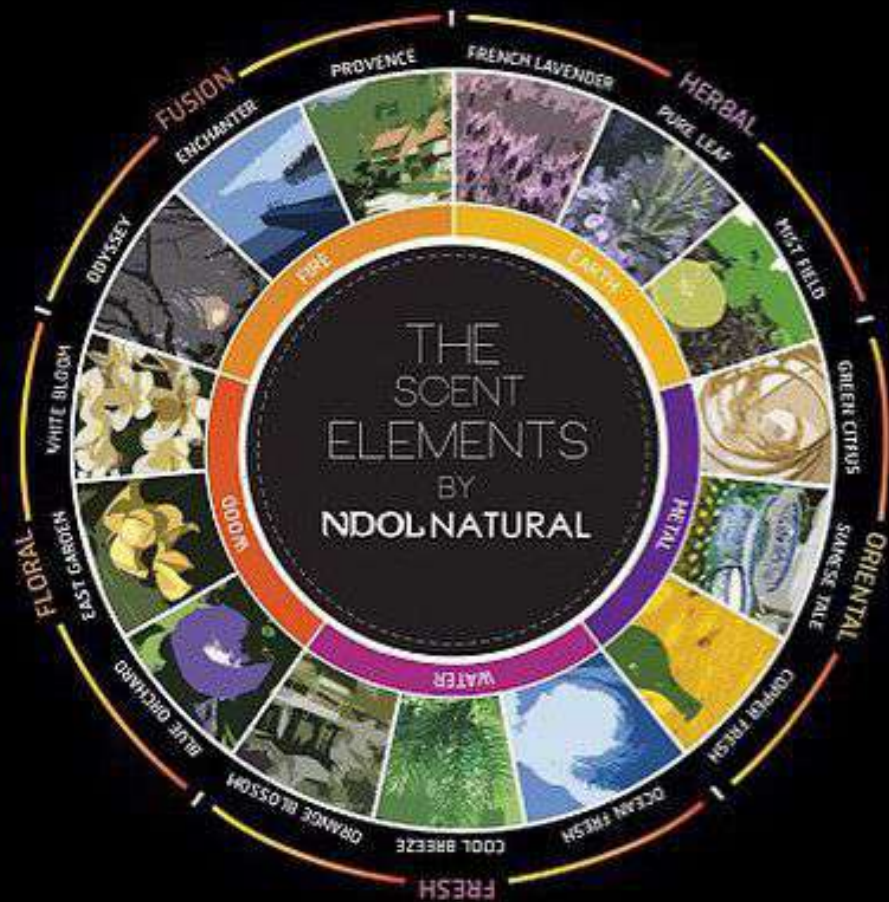
AesScent Arena



Five elemental fragrance wheel



Signature Sense with attitude



NDOL NATURAL FRAGRANCE WHEEL

FLORAL

- 1 BLUE ORCHARD
- 2 EAST GARDEN
- 3 WHITE BLOOM

ORIENTAL

- 4 COPPER FRESH
- 5 SIAMESE TALE
- 6 GREEN CITRUS

HERBAL

- 7 FRENCH LAVENDER
- 8 PURE LEAF
- 9 MIST FIELD

FRESH

- 10 OCEAN WAVE
- 11 COOL BREEZE
- 12 ORANGE BLOSSOM

FUSION

- 13 PROVENCE
- 14 ENCHANTER
- 15 ODYSSEY

Our Products

Amenities

- Shampoo
- Conditioner
- Shower gel
- Hand wash
- Scoop
- Lotion

Aromatic Senses & Spa

- Massage oil
- Body scrub
- Aromatic Essential oil
- Aromatic Diffuser
- Aromatic balm
- Oil balm
- Aromatic candle
- Aromatic potpourri
- Massage bath





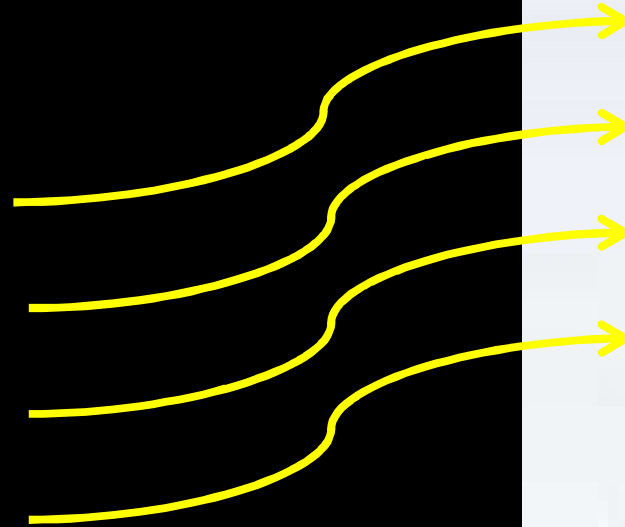
Powered by



Brand is about

- **creating values**
- **building emotion
& experiences**
- **expanding business**

**Experience
Story
Identities
products**

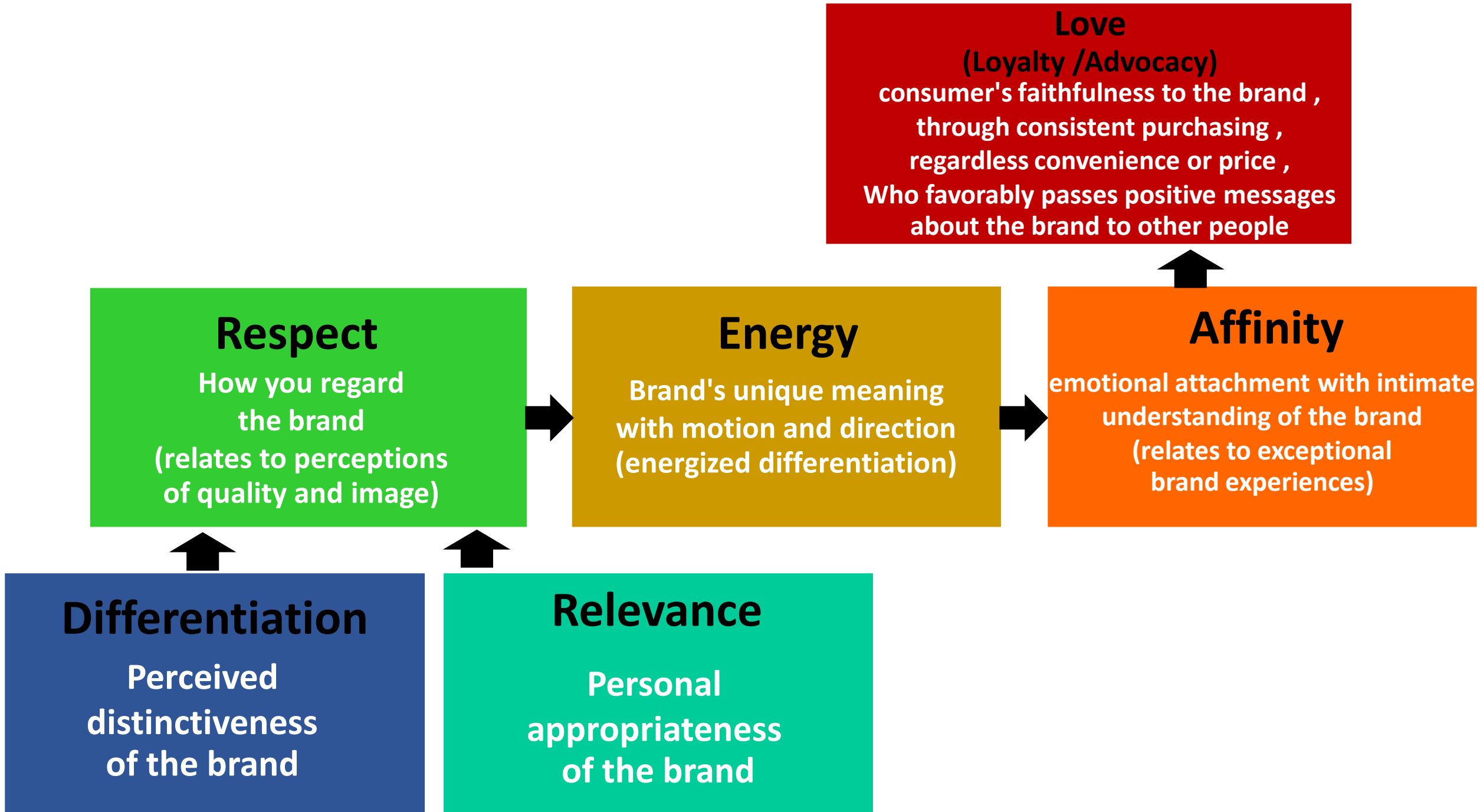


BRAND

☒ CONSISTENCY

☒ VISIBILITY

☒ ORIGINALITY





EMOTIONAL RELATIONSHIP

a Product can be Copied,

a **Brand** is **Unique**



Sustainable Value

Brands Built to Last

