

muud:)

Executive summary.

COVID-19 has impacted on consumer lifestyles, and is opening up diversification opportunities.

With the global home fragrance industry being forecasted to reach US\$8.75 billion in 2025, it proves a strong opportunity for new business development.

People are spending more time at home, meaning their surroundings have become much more important. A lot of them are feeling anxious, and they are looking to brands for comfort and stability. The fragility of human health and the need for a more holistic relationship between people and planet are becoming crucial.

Our business proposal fills this gap by providing sustainably sourced, refillable home fragrances that focus on the emotional needs of the user. We are offering quiz based recommendations

to make the customer feel taken care of while decluttering their shopping experience. We are also an investment in the future of refillable products, that are slowly becoming incorporated into different business models. Our thoughtful brand identity and slow approach to product development will resonate with meaning-driven consumers.

Our mission is to boost consumers' overall wellbeing while also taking care of our planet.



Burn.
Diffuse.
Reuse.

Product overview.

We want to encourage consumers to tap into the circular economy.

Instead of throwing their used packaging away, we want to show them it can still serve a purpose. Consumers who want to make sure they don't run out of their favourite scents will be able to subscribe to our Refill Club, receiving refills of chosen products every month.

Our home fragrances come in different ranges, each one of them focused on achieving specific goals, let it be anxiety relief, focus, or mood enhancement. To match consumers' needs with our products we will offer quiz based recommendations, tailoring to individual needs.

Candles

Our hand-crafted light aromatherapy candles are infused with essential oils. As wax is the biggest ingredient in our candles, we think it's crucial to select the right one. The wax for our candles will be made from rapeseed oil, a plant which has grown in the UK for hundreds of years, being an important crop for British agriculture. It helps our bees, (and we all love bees), they love the nectar that rapeseed flowers produce. Moreover, it's non-hazardous, biodegradable,

harmless to wildlife and vegan-friendly. We decided to use the rapeseed oil manufactured in the UK, as we believe it is the most eco-friendly choice with a lower carbon footprint than many other imported plant waxes such as soy and coconut.

Reed Diffusers

As essential oils are the biggest ingredient in our reed diffusers, we want to make sure we source them ethically and sustainably. We choose to source them locally from a family run farm in Norfolk as a way of reducing our carbon footprint, whilst providing high quality products and reed diffusers made from pure essential oils.

Discover our six unique ranges, designed to improve your wellbeing.



anxiety



focus



relax



Chill.
Smell.
Sleep.
Repeat.

Zzz range.

We believe that aromatherapy is a safe alternative to pharmaceutical interventions for mild sleep disturbances.

Sleep Improving

If you are amongst those struggling to fall asleep and stay asleep, our home fragrances are designed to help. We believe that aromatherapy is a safe alternative to pharmaceutical interventions for mild sleep disturbances. Discover our scent range focused on sleep improvement.

1) Lavender and Bergamot

Lavender is known for its relaxing effects. Researchers have found that lavender increases slow-wave sleep, instrumental for slowing heart rate and muscle relaxation—thus promoting restful sleep.

Bergamot is a citrus fruit, but unlike other citrus oils that are known to be stimulating, bergamot has a calming effect. Studies have found that bergamot essential oil induces physiological changes, such as lowering heart rate and blood pressure that precede sleep.

2) Chamomile and Patchouli

Chamomile alleviates insomnia by reducing anxiety and tackling depression. It's been used in ancient herbal medicines to reduce levels of stress and anxiety, which often lead to depression. Patchouli provides feelings of relaxation and helps to ease stress or anxiety.

3) Sweet Marjoram and Eucalyptus

The fragrance of sweet marjoram is known for its calming qualities and is recommended for insomnia. If your brain is relaxed and calm, it's better able to prepare your body for a good night's sleep. Eucalyptus is a refreshing forest

scent famous for its relaxing minty aromas with hints of honey.

4) Clary Sage and Wild Orange

Clary sage is known for its antidepressant effects. This essential oil is a natural sedative as it has been shown to reduce levels of the hormone cortisol, often associated with stress. Wild Orange reduces stress and lifts your mood.

5) Sandalwood and Ylang Ylang

The woody and earthy scent of sandalwood is effective in relieving stress and anxiety. Research has shown that sandalwood may have a sedative effect by reducing wakefulness. Sandalwood is a key member of the floral-oriental fragrance and combined with white floral Ylang Ylang (heavy, sweet, slightly fruity floral) scent it stabilizes their scent profiles and adds longevity.

6) Jasmine and Rose

The botanical constituents of jasmine have a molecular mechanism similar to certain medicines prescribed for sleep. Jasmine oil is known for helping in tackling insomnia while rose reduces stress.

Booster range.

If you work from home, a reed diffuser is a natural addition to your home office. This way, you can stay awake and maintain alertness, even through that lunchtime conference call.

Mood Boosting

Do you start to feel sluggish around the middle of the day? Tend to have a hard time waking up in the morning? Sometimes, we all get a little down in the dumps. Our mood boosting range consists of simple mood lifters, filled to the brim with bright and bold aromas. Our mood lifting fragrances are meant to be used in the background to help boost and improve your mood.

1) Pink Grapefruit and Peppermint

Grapefruit is known to be a natural energiser and mood booster. Its uplifting scent can help to reduce stress. Peppermint is perfect if you're in need of a refreshing scent, that will boost your mood, focus, and energy levels.

2) Vetiver, Peppermint and Lemon

Vetiver may be less known than other essential oils, but it's not less effective. It is used in aromatherapy for relaxation, known to improve the mental conditions like stress, anxiety and depression. Peppermint works as a refreshing mood booster, while lemon essential oil perks up your mood, but it also may work to boost your brainpower.

3) Basil, Lime and Rosemary

Basil essential oil compounds include linalool, a substance also found in lavender that's been shown to reduce stress in several scientific studies. In addition, basil essential oil is said to enhance mood and increase alertness. Lime essential oil is a fresh, fruity and vibrant oil which can help to lift the mood and reduce feelings of stress and anxiety. Rosemary essential oil may boost your health by improving mental focus and memory, while easing stress.

4) Cedarwood, Frankincense and Lemon

Cedarwood offers grounding, and calming effects.

Diffusing it in your home, office, or workspace can help promote feelings of confidence and self-esteem. Frankincense oil will promote relaxation and a balanced mood. It works especially well incorporated in a morning routine. Lemon essential oil works as an instant mood booster with its refreshing, citrus aroma.

5) Cinnamon, Orange and Black Pepper

The scent of cinnamon is spicy, sweet, and for many, filled with happy memories of delicious food and cozy days. In aromatherapy, cinnamon has been linked to many benefits, including reduced depression and anxiety. Orange will help at the beginning of a stress-filled day, providing a revitalizing aroma that will help get you through any task. Black Pepper will provide you with the boost you need to transition from a sleepy state to a ready-to-go mentality.

If you are feeling a lack of energy in the late afternoon or early evening, you can diffuse/burn this blend to help lift your mood and increase awareness.

6) Lemon and Ginger

Ginger Essential Oil is stimulating and warming. It can enhance concentration and it can soothe and reduce feelings of stress, sadness, anxiety, lethargy, agitation, dizziness, and fatigue. Lemon essential oil perks up your mood, but it also may work to boost your brainpower.

Smile.
Uplift.
Refresh.
Boost.





With great essential oil properties, they are ideally suited for tackling the dreaded mid-afternoon slump, or used before a presentation to help promote confidence and ease any mild stress.

Focus range.

Focus enhancement

These aromas were created to provide a stimulating experience, boosting inspiration and improving mental clarity.

1) Lemongrass and Frankincense

Lemongrass essential oil has a light, fresh, citrus aroma that provides a rejuvenating and stimulating experience, boosting inspiration and improving mental clarity. With these great properties, it is ideally suited for tackling the dreaded mid-afternoon slump, or used before a presentation to help promote confidence and ease any mild stress. Frankincense oil will promote relaxation and a balanced mood.

2) Basil, Spearmint and Lime

Basil essential oil is high in linalool, and with stress reduction can come mental clarity and better ability to focus. When diffused or burned, the cleansing and energizing aroma of spearmint oil encourages a sense of focus while simultaneously uplifting mood. Lime is used for its uplifting and invigorating properties. The sweet, clean citrus aroma can clear your mind and encourage mental energy.

3) Peppermint and Mandarin

Peppermint is one of the best oils to use for focus and concentration. The minty aroma is stimulates the mind and give a boost of energy. Mandarin is known as the sweetest and most calming citrus essential oil.

4) Eucalyptus, Ginger and Grapefruit

Eucalyptus can increase alertness and prevent lethargy. For some, it has been found more effective than caffeine, and without the side effects. As a side note, it's also a go-to for congestion and respiratory ailments, so add it to your work/study blend during cold and flu season! Ginger oil enhances concentration, while grapefruit helps boost your energy levels to keep you on the grind.

5) Cypress, Sandalwood and Lemon

Cypress is an herbaceous oil that's great for grounding and calming. It's great when you're feeling overwhelmed about a project or deadline. Sandalwood being as good, helps provide mental clarity. Then, the zesty, fresh scent of lemon alone could wake us up. In one study (The Guardian, 2015), inhaling lemon essential oil helped improved participants' ability to type—workers who inhaled this fragrance made 54% fewer errors (wow!)

6) Peppermint, Patchouli and Eucalyptus

As we said, peppermint is one of the best oils to use for focus and concentration. Matched with patchouli (a calming essential oil that is balancing and grounding) and alertness increasing eucalyptus, this blend will provide you the ultimate calming and focus enhancing experience.

Our anxiety soothing range can be added to your daily routine or used whenever you feel it's needed. If you experience anxiety, here are our top picks to try.

Anxiety range.

Anxiety Soothing

Essential oils have been used for thousands of years by those looking for anxiety relief, that's why all our fragrances are made from pure essential oils. For instance, it takes 220 pounds of lavender flowers to make just one pound of lavender essential oil.

1) Cardamom, Rose and Patchouli

Cardamom works best to relieve mental fatigue with its warm aroma and gentle stimulation. Rose oil has a relaxing effect on many people, whilst patchouli promotes calmness and relaxation. It has been used in ayurvedic medicine for years to relieve anxiety, stress, and depression.

2) Lavender, Rose and Frankincense

Lavender is renowned for its ability to create a relaxing atmosphere. Lavender essential oil is one of the most popular and versatile essential oils used in aromatherapy. It promotes relaxation and is believed to treat anxiety. Rose oil has a relaxing effect on many people, whilst frankincense can help balance your mood.

3) Clary Sage, Sweet Marjoram and Lavender

Clary sage oil has also been shown to lower blood pressure, relieve anxiety, and be a great all-around stress buster. Sweet marjoram is thought to calm nervousness and anxiety. Rose essential oil compliments this blend by adding its relaxing aroma.

4) Vanilla, Neroli and Rhubarb

Vanilla reduces restlessness, quiet the nervous system, and lower blood pressure. It also appears to help relieve anxiety and depression, with a combining both relaxation and an uplift in mood. Neroli oil may help reduce stress and anxiety. When inhaled, neroli oil may help the brain release serotonin, and reduce levels of cortisol, a stress hormone. Rhubarb provides a calming scent and helps you concentrate.

5) Jasmine and Cherry Blossom

Jasmine oil leaves you feeling more positive and energetic. There is evidence that aromatherapy can effectively reduce anxiety symptoms and has a calming effect when inhaled. Cherry blossom not only smells amazing, but it also proven to have stress calming properties.

6) Vanilla, Chamomile and Cedarwood

Vanilla helps relieve anxiety, with combining both relaxation and uplift in mood. Blended with nerve calming chamomile and cedarwood, it will help you feel more relaxed and peaceful.

Soothe.

Calm.

Relieve.

Relax.



A person is shown from the chest up, resting their head on their hand in a relaxed pose. A vibrant rainbow light beam shines diagonally across the upper left portion of the image. The background is a deep blue.

Unwind.
Calm.
Chill.
Uplift.

Stress range.

Need a good way to calm unwanted nerves? Our stress reliefs can be a great way to relieve unwanted feelings.

Stress Relieving

Our home fragrance infused with essential oils can help soothe tightened emotions.

1) Nutmeg and Lime

Nutmeg essential oil is packed with both, stimulant and sedative properties, besides an uplifting aroma. These remarkably lower high blood pressure levels and ease stress, tension, worry in the mind. Lime essential oil is a fresh, fruity and vibrant oil which can help to lift the mood and reduce feelings of stress and anxiety.

2) Sweet Orange and Black Pepper

Sweet oranges reduces stress and helps boost mood. Black Pepper will provide you with the boost you need to transition from a sleepy state to a ready-to-go mentality.

3) Sweet Basil, Bergamot and Rose

Sweet Basil essential oil is thought to help calm the mind and relieve stress. According to a 2015 study, the phenol compounds in sweet basil oil help relieve anxiety. Bergamot oil comes from bergamot oranges and has an invigorating citrus scent. According to a 2015 study, trials have found that bergamot helps relieve anxiety and improve mood. Rose oil has a relaxing effect on many people.

4) Lavender, Geranium and Lemon

Lavender is thought to calm anxiety by impacting the limbic system, the part of the brain that controls emotions. Geranium essential oil may promote relaxation and alleviate depressive mood. Lemon provides a refreshing and uplifting aroma, helping you unwind.

5) Chamomile, Tangerine and Rose

Chamomile is well-known for its relaxing and sedating properties and intoxicating scent. Tangerine is bright, refreshing, and rejuvenating. Its brightness can help clear the mind and reduce nervous tension. Rose oil has a relaxing effect on many people.

6) Juniper Berry, Bergamot and Tangerine

Juniper Berry oil is ideal for diffusing/ burning due to its calming and grounding effects and its ability to cleanse the air. Bergamot is one of the best essential oil pairings for Juniper Berry, and will enhance the benefits of this aromatic fusion by providing a calming and uplifting effect. Together, this blend will enhance positive feelings and create a calming atmosphere. Tangerine will compliment this blend with its refreshing and rejuvenating aroma.

These blends promote relaxation and a deep sense of peace and well-being, helping to dampen tensions and uplift spirits.

Relax range.

Relaxing

Our home fragrance infused with essential oils can help you relax.

1) Ylang Ylang, Mandarin and Lavender

Ylang ylang essential oil has several benefits proven by scientific research, such as alleviating anxiety and relaxation. Mandarin is known as the sweetest and most calming citrus essential oil. Lavender is renowned for its ability to create a relaxing atmosphere. Lavender essential oil is one of the most popular and versatile essential oils used in aromatherapy.

2) Sandalwood, Amber and Elemi

Alpha-santalol, which is a major compound found in sandalwood essential oil, actually helps in making you attentive and improving your mood. This oil can potentially provide relief from stress and anxiety. Amber essential oil calms the mind while elemi helps relieve stress and fatigue.

3) Rosemary, Eucalyptus and Cedar

Research shows that simply inhaling the aroma of rosemary essential oil can lower levels of the stress hormone cortisol in your blood. Eucalyptus enhances the feeling of relaxation whilst cedar is emotionally grounding and promotes the feelings of safety. Placing the diffuser in your bedroom at night / burning the candle two hours

before sleep will help you relax.

4) Anise Star, Cardamon and Sweet Orange

Star anise is especially effective for providing stress relief. Cardamom works best to relieve mental fatigue with its warm aroma and gentle stimulation while sweet orange has a cheerful and uplifting yet simultaneously relaxing, calming effect that helps reduce pulse rate. It can not only create a warm environment.

5) Lavender, Lime and Vanilla

Lavender is thought to calm nerves and help relax. Lime essential oil is a fresh, fruity and vibrant oil which can help to lift the mood and reduce feelings of stress and anxiety. Vanilla reduces restlessness, quiet the nervous system, and lowers blood pressure, combining both relaxation and an uplift in mood.

6) Lime, Cinnamon and Clove

Lime helps lift the mood, while cinnamon helps to relax and manage stressful feelings. Clove oil provides a warm, calming atmosphere.

Relax.
Unwind.
Rest.
Boost.





A
Z
D
D
Z
A
B
B

Scent is believed to trigger 75% of emotions and is most closely linked to memory. To emotionally resonate with audiences, brands must conquer the hurdle of smell.

~ WGSN, 2021

**Repurpose. Refill. Reuse.
With muud.**

Muud is part of the circular economy movement - an alternative model to the 'take, make, use, dispose' approach to production and consumerism by designing products that you can use more than once. Our pots and bottles for life were designed to last, be reused, and be refilled with your favorite scents.

Emotional Priority
While we care for the environment, we also care for you and your needs. At Muud, we embrace

emotional priority and help consumers replenish their mental wellbeing by using scents that contain pure essential oils. We want our consumers to know that something as simple as using a specific scent can be a game-changer in their daily routine and help with mood-boosting, increasing focus, etc.



Google only loves you when everyone else loves you first.

~ Wendy Piersall

Integrated marketing strategy.

Campaign

We will focus on digital marketing to promote our brand by launching campaigns and boosting their visibility. There's two reasons why we want to focus on digital. Firstly, the coronavirus pandemic still leaves us unsure of future government guidelines which limits the possibility of planning ahead. Secondly, less print means less waste. As much as we don't completely exclude the possibility of placing our advertisements in certain cities, we want to keep it to the minimal and make sure it is well thought through to align with our values. We are also planning on opening a pop up store in London to attract consumers if the circumstances allow.

Objectives

Build awareness . Generate demand
Build personable relationships with consumers . Drive traffic to Muud's website and socials. Develop customer trust through honest marketing and transparent product offering. Shape Muud to be a relatable brand that provides purposeful products.

Digital Marketing | Social Media

Muud will use Instagram and Facebook as key social media platforms to raise awareness of the brand and drive traffic to our socials, as well as our website. We plan to boost visibility of Muud by using sponsored Instagram stories and posts. We will narrow the targeted audience to potential consumers based on their interests and behaviours. The ads will consist of Muud's "find your flame" campaign, encouraging target audience to check out our "matchmaking" quiz and product offering. We will also launch a social media competition, offering packaging for life of their choice and 3

refills to choose from different ranges. There will be two winners, both will be able to choose whether they prefer to receive candles or reed diffusers.

Building our social media presence, we will post once a day. As the company's social media is only just getting started, it's more difficult to determine what types of content to post. For that reason, we will try the 80-20 rule, with 80% of posts aiming to inform, educate or entertain the audience and 20% directly promoting Muud. We also aim to post from 3-6 stories per day both on Instagram and Facebook.

We don't want to sound salesy, but rather break the ice with our new followers. After a while it will be noticeable what kind of posts get more engagement making it easier to navigate and adjust the social media strategy. We will try to add value and start conversations with the audience as we build it.

Pop-ups have been most successful at boosting visibility, sales, and social media engagement. The most popular results from pop-ups were improved market visibility, increased sales, and more social media engagement.

~ Business Insider, 2020

Are you convinced yet?

Search Engine Optimization

Muud wants to focus on SEO to increase the number of organic visits to our website. Our SEO strategy will focus on getting the page on selected keywords and phrases at the highest search position possible.

Content Marketing

To support our SEO strategy, Muud will have a blog section on the website. Not only will it help get more keywords in, but also become a fun and informative part of the brand's identity. We will hire a freelancer to post articles once a week, with subjects such as aromatherapy, mental wellbeing or the importance of colours and scents etc.

Affiliate Marketing

As macro influencers are expensive and their categorical focus is very broad, we decided to choose micro influencers to help raise awareness of our brand. With

micro influencers, the engagement is easier achieved, as the topics usually match what the audience is looking for.

PR Activities

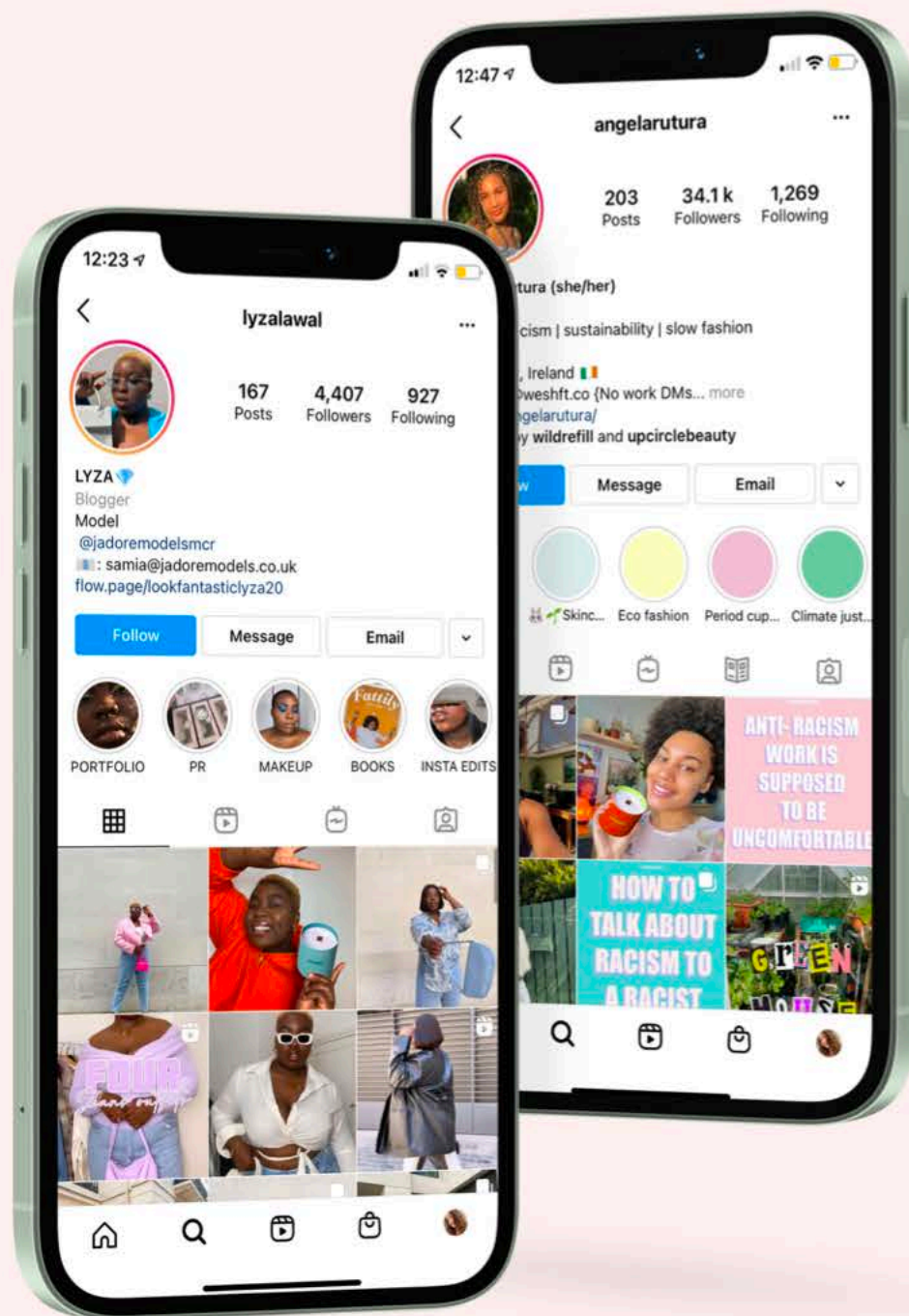
Muud plans on opening a pop-up store in Shoreditch a year after the initial brand launch. This part of the strategy will be carried out only if the Covid-19 circumstances allow. The pop-up store will focus on the refill service using dispensers of wax and reed diffuser's oil. Consumers will still be able to take Muud's quiz by scanning a QR code placed in the store.

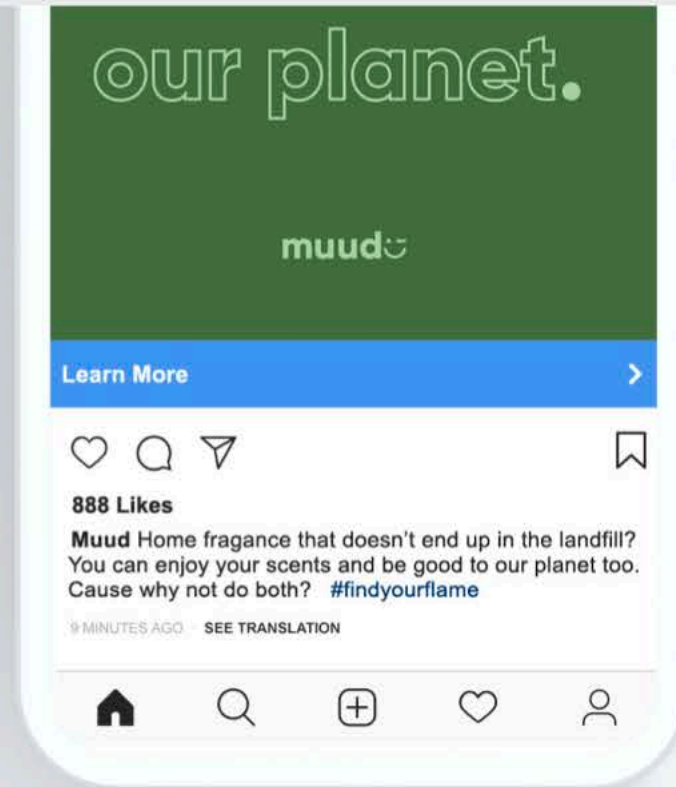
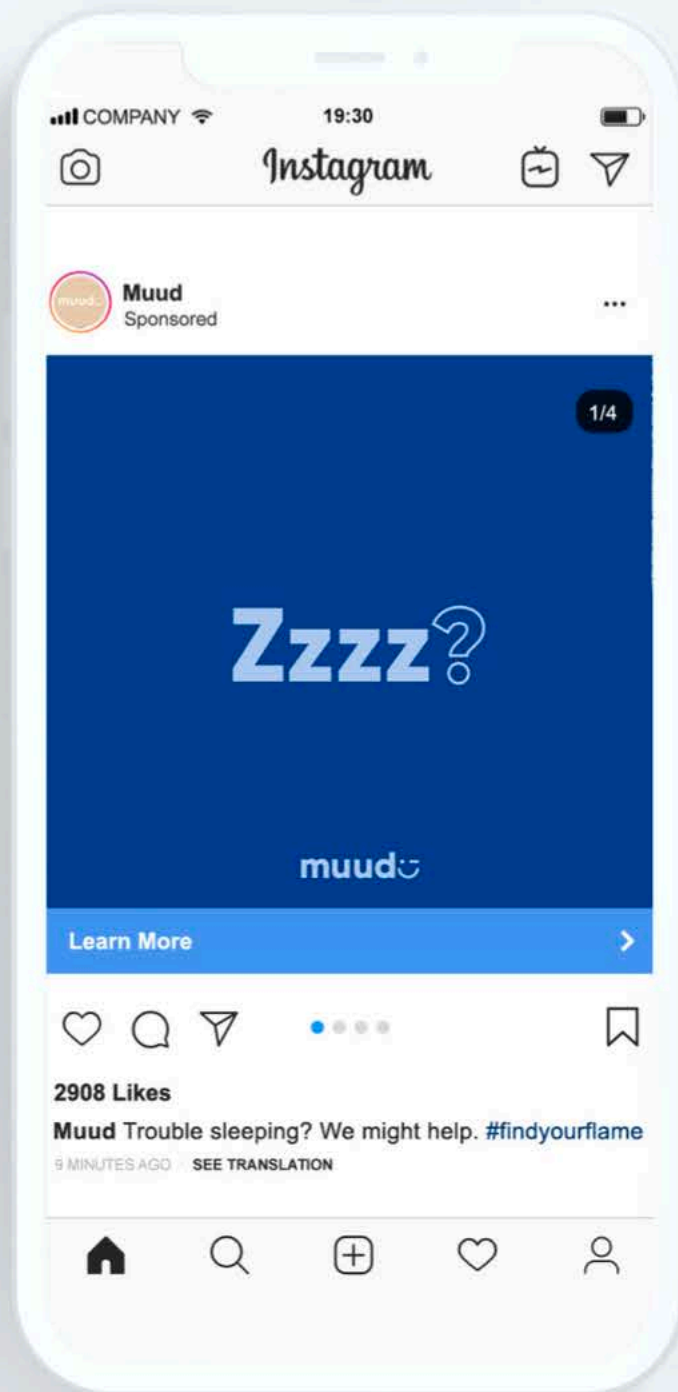
As wax is ready to transport only after 20-30 minutes when it softly hardens, Muud will collaborate with an organic coffee shop Small Batch, (situated right upstairs), and offer a 15% discount off their menu.

Muud will follow all the health and safety guidelines to minimize possible hazards risks when it comes to candle wax dispensers. We will educate customers on the proper usage of the dispensers.

The refill dispensers available in Muud's pop-up store will let consumers tap into the circular economy and have fun at doing so. Muud will offer a 40% discount off purchasing a further refill online for the customers who bought a jar/bottle for life in the pop-up store.

As the pop-up store comes with limited space, only certain scents will be available in our dispensers, aiming to offer one scent per range.





**find your
flame.**

muud☺

**let us
treat you.**

muud☺



Clean. Simple. Effective.



We use the natural flexibility and strength of mycelium, the material structure of fungi, to grow protective packaging.

Let's get physical.

We believe that branding is one of the best ways to show our personality and values. We are going for a clean, fresh design but not forgetting about sustainable practises. For that reason, we opted out of creating outer packaging for our products. The less waste, the better!

Our home fragrances will be shipped in simple cardboard boxes made from recycled paper. We don't want to add any additional dyes nor excessive branding to make the further recycling process smoother. To secure

our products, we will use mycellium packaging inside the shipping box. It's a great alternative to plastic bubble wraps or excessive foil. It's made to order so it fits our products perfectly!

When it comes to our product range, it comes in six different colour schemes, each one representing different emotions. This section provides only an overview of our product offer and design process. To learn more and get in depth with our branding, please check the Visual Outcomes .



We believe that colour is a powerful communication tool.



Psychology behind our colours.

You already know the reasoning behind our scent ranges and different ingredients. We think it's time to speak about what you can see with Muud, not only what you can smell.

We believe that colour is a powerful communication tool and can be used to influence mood, and even influence physiological reactions.

Color psychology suggests that various shades can have a wide range of effects, from boosting our moods to causing anxiety.

Blue

The pale blue of a daytime sky or the rich dark blue of a deep pool of water are examples of blue in nature. Perhaps this is why the color blue is often defined as peaceful and serene.

Blue is often seen as a sign of stability and reliability. Did you know that businesses that want to project an image of security often utilize blue in their advertising and marketing efforts?

Green

Researches have proved that green can improve reading ability. Surrounding yourself with green when you're trying to get motivated can also be helpful.

Lime green is associated with high energy and is thought to promote feelings of liveliness, freshness, and creativity.

Purple

It is said that purple can invoke a feeling of calm that helps reduce stress.

Orange

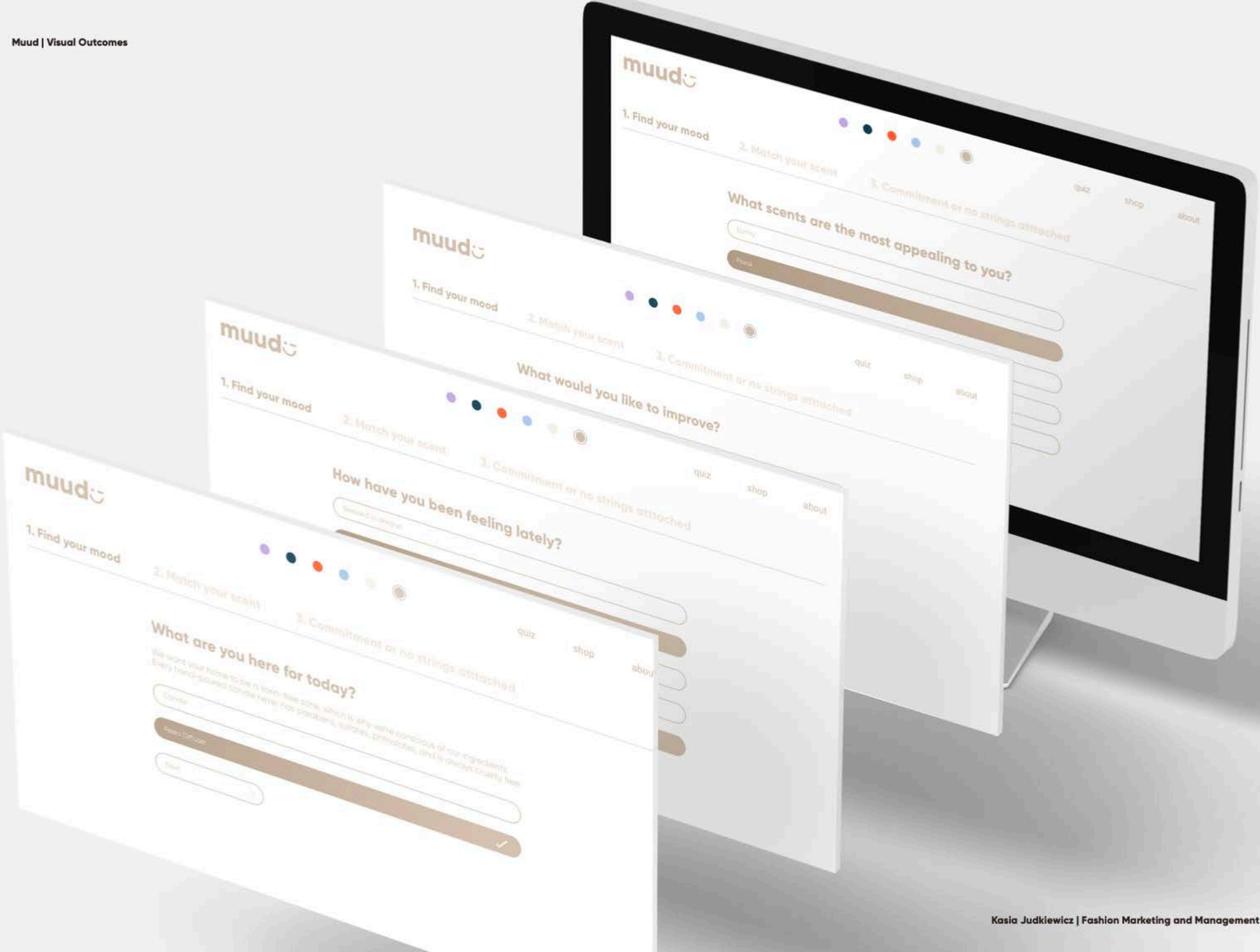
Highly stimulating colour that can make you feel invigorated. Orange calls to mind feelings of excitement, enthusiasm, and warmth.

Just imagine a freshly peeled orange...

We can go on, but maybe it's best if you just see for yourself on the next few pages?







We want to offer a clean and decluttered shopping experience.

Welcome to Muud.

Our website comes in six different colour combinations, just like our fragrance ranges. The opening page comes in neutral beige colours, to be easy on the eye. Depending on consumer's preference, the colours can be changed by choosing the colour theme from the top menu.

What can you learn on our website?

We want to be transparent with our customers, that's why we dedicated a whole section to sustainability. That's where we explain where we source our ingredients, talk about our suppliers, as well as provide information about our packaging. We are proud of our practices and want to set an example.

Our quiz

It consists of five to six questions that help us determine customer's needs. Firstly, we check what type of product

they're looking for, then we get a bit more personal. We ask how they've been feeling lately, which takes us to checking what they want to improve. Mood? Focus? Sleep? And we can go on. We then see what time of the day they like to burn their candles, or for diffusers, what part of their house they usually place them in. Not forgetting the question about their scent preference, we offer floral, spicy, earthy, woody and fruity blends.

After gathering all the important insight, we go onto recommending them matched products. They can sometimes be from a few different ranges, depending on customer's answers. We then give them a little tips on how to use their home fragrance to get the best results. We might recommend placing it in a certain room in the house or using it at a certain time of the day.

