IPOMIA

for your new shape

Brand- & message platform

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Introduction

STRATEGY	CREATIVITY	COMMUNICATION
• BRAND PLATFORM • POSITION • NAME AND TONALITY • COMMUNICATIVE STRATEGIES	• IDEA / PURPOSE / PROMISE • VISUAL IDENTITY • GRAPHIC PLATFORM • TYPES OF COMMERCIALS	• COMMUNICATION PLAN • ACTIVITY PLAN • PR • INTERNET

The brand platform is a strategic policy document of the brand-building process containing elements such as the company's vision, mission, core values, brand promise, brand identity and positioning.

This brand platform is a strategic policy document to nurture and develop the Ipomia brand. The purpose is to include employees of Ipomia, retailers and other stakeholders to create a joint view about what we - from a brand perspective - stand for, are, and will be.

The brand platform can be seen both from an inside- and an outside perspective. The inside perspective only concerns us at Ipomia. Together, mission, vision, personality and values constitute the soul of our brand, and this is something that applies regardless of whether our products are delivered by partners or by ourselves. We will use the soul of the brand as our lode star in our decision making and daily work.

Seen from the outside perspective of the brand platform, we describe how we want the brand to be perceived by our key audiences, and what is required in terms of behavior and communication for it to be perceived that way. Here we start with our own goals and aspirations, but also take into account the needs and wishes that our partners have, in order to do good business.

The brand platform begins with a brief background describing our role and how our brand interacts with our stakeholders. Then we continue with the brand platform elements and how they interact.

Based on our mission and vision, meaning what function we are filling and what we ultimately strive for, we formulate our desired position our personality and our values.

This ends up in our customer promise, which also connects the platform's inside- and outside perspective.

Our joint ambition should be that we, at every meeting, live up to the promise, both in behavior as well as in communication. Only then can the Ipomia brand be perceived as we wish.

Ipomia brand story

The year is 2011. I have given birth to three children within a short period of time and am soon about to turn 40 years. The body is not what it used to be and I am exercising hard and managing my diet to get back into the shape I was in before giving birth to my first child 7 years earlier. Although I'm almost 40 and have given birth to three children, I want to feel feminine, attractive and fresh. I get back into shape but there is something I cannot affect, no matter how hard I train or what diet I am on, GI, LCHF or Atkins; my breasts ... They are eviscerated and just hang there and don't have the round, full shape they used to have.

I had never previously thought about having a breast augmentation but after three children, everything comes in a different light. I am not very vain (not more than anyone else anyway =)) but I would like to feel a bit more feminine. And it's not quite the same without breasts. When I have talked to my girlfriends, almost everybody says the same thing. They have all worked hard to get back into shape, but without breasts we don't feel like the attractive woman we would like to be. So for me, as well as for my girlfriends, the main reason was to get back some of our femininity.

In fall 2011 I book a breast augmentation operation at Akademikliniken in Stockholm, considered to be one of the best in the world. Before that I had been to a consultation and had great confidence in my surgeon, Dr. Riikka Veltheim. Dr. Veltheim has extensive experience in plastic surgery at the Karolinska Institutet, and has worked several years at Akademikliniken.

It is of course a little uncomfortable to be under an anesthetic for a surgery, but they seem to have everything under control so I am not worried. I get teardrop-shaped implants, 380 grams for each breast. They cut an incision below the breast where they insert implants. The operation is going very well and Dr. Veltheim and her team are great to work with.

After the operation I received strict restrictions as to how I should let the scars heal in the best possible way. For the first three months I also need to wear a sports bra around the clock, even when I sleep. The implants need to stay in place properly while the scars are healing. I wear a sports bra around the clock for the first four months. The worst pain passes after one week and the scars are healing nicely. I'm not thrilled to always be wearing a sports bra, not for work and especially not for social events where I have to adapt my outfit to cover the sports bra. I googled quite a lot to find more stylish sports bras but I didn't find anything nicer, only these thicker models with racer back, which not only look like something you wear in a boxing ring, but are also very warm.

I was probably wearing a sports bra longer than I really needed to, but I wanted to be on the safe side and make sure the scars were healing properly and that the implants stayed in place. My old bras didn't fit anymore as my breasts were a bit bigger than before and had another shape. Also, I wasn't sure of which bra to buy. The information I had received said that you could practically buy any bra as long as it had good support underneath. I bought some bras from H & M, Twilfit and Åhléns; I kept trying long and hard and still didn't find one that was great. After buying a number of different brands and models, all without underwire as I was told to avoid, I called the plastic surgery clinic to ask for advice. There I got to talk to a nurse who said that the most important thing is to buy a proper bra with a good fit. She said that underwire is ok as long as it has the right fit, otherwise it could damage the implant

After getting better guidelines I went to the Gustaf Mellbin shop in Mariatorget in Stockholm, who are bra specialists. They are fairly used to customers with implants. I turned out I had completely wrong idea about my size, I had bought bras in size 75D but my size was actually 65F, which was a bit shocking as it felt VERY big! I was a 75B prior to the operation. I finally found a model that had a reasonably good fit, although it wasn't quite optimal. .

That is when the germ for the idea of Ipomia took root. If it is this difficult to find a suitable bra after getting breast implants, then hundreds of thousands of women must have the same problem as I do. I sat down by the computer and googled. I found plenty of forums online where women had the same problem as I did: finding a bra that would fit them after the operation. I didn't manage to find one single bra manufacturer who offered a bra for those of us with breast implants! Why hasn't anyone done this before? There is a need and breast augmentation is the most common plastic surgery operation of them all. There are millions of women around the world with the same problem as me: finding the right bra after a breast operation.

I know, it's a luxury problem but it needs to be solved. =)

This awoke the entrepreneur in me: why not develop a bra, especially designed for women with breast implants? A model that women can have straight after the operation, more stylish and sexy than a regular sports bra but with the same support functions. And a collection with stylish, exclusive bras to wear after the healing period. Adapted entirely after the shape of the implants with extra support underneath, on top, wider underneath, better cup fit to suit the implants etc.

I called Dr. Riikka Veltheim, who was my plastic surgeon at Akademikliniken, where I had my breast augmentation, and asked what she thought of the idea of developing a collection of bras designed for implants. Dr. Veltheim thought it was an excellent idea and saw a great need from many women who had breast implants. We booked a meeting to discuss a further collaboration that ended up in founding Ipomia together. We contracted a very talented lingerie designer and also involved Per Hedén, founder of Akademikliniken, who had also seen the need for better constructed bras on the market. We sat down and began to develop and design our first collection. We have now managed to create an entirely unique collection with designed quality bras with several patents pending & registered design functions for women with breast implants!

The name Ipomia, (pronounced Epomja) gets its inspiration from the Morning Glory flower's Latin name Ipomoea. In the language of flowers, Ipomoea means, "I attach myself to you/affection," and the meaning comes from the leaves, which embrace and protect the flower.

It feels good to pronounce. Positive. Easy to understand, somewhat explaining. Modern yet timeless.

Tagline: For your new shape

Our vision is to create a global lingerie brand for women with breast implants with the key words quality, design, function and fit.

We will create, drive, develop and refine the category Lingerie for Breast Implants based on our values. Our products shall always be of highest quality, design, best function and fit for various types of breast implants. The fact that, together in the team, we have senior experience in entrepreneurship, design, plastic surgery and customer needs and that we are the creators of the category, are factors that allow us to take it further with credibility.

Welcome to Ipomia – For your new shape!

Cecilia Kadar

Concept

Ipomia designs and markets high quality lingerie tailored for women with breast implants.

Mission

Ipomia is passionate about quality, function and design. We design and develop comfortable custom-made quality bras so that women with breast implants can feel stylish and attractive without having to compromise on design, fit or function.

Vision

"To continue to operate and develop the category of lingerie for women with breast implants. Our products must always be of the highest quality and design, function and fit for breast implants of different types. We should always be the preferred choice for quality- and fashion-conscious women with implants, constitute the greater part of their lingerie wardrobe, and get our customers to come back to us again and again."

Short about Ipomia

What does Ipomia do?
- We design bras for women with breast implants

Which benefits does Ipomia bring?
- Our bras are tailored for breasts with implants and therefore provide a better fit than regular bras, in addition to functions that ensure that the implants stay in place while being stylish and sexy.

Why buy a bra from Ipomia?
- Our bras make women with breast implants feel sensual, confident and attractive without having to compromise on fit, function, or looks.

Core values

Chosen messages

- **Creative**
  - We should be good at thinking in new ways and find new solutions.

- **Progressive**
  - We have a progressive approach to everything we do and seek constant improvement and positive development. With our ambition, we are always on the cutting edge with our products, our approach to running the company, and our attitude toward our customers.

- **Reliable**
  - Our customers and stakeholders should always be able to trust that we stand for what we do and always deliver what we promise.

Criteria for chosen messages

- **Creative**
  - Living up to this value means we need to try new ways to get new results. That we use our knowledge and experience, are open to outside influences, but that the conclusions are not always given in advance. We do not accept old truths without challenging them.

- **Progressive**
  - We have an inner drive and have a constant desire to learn more and want to constantly evolve. We have a liberal attitude, are humble but with confidence and a strong belief in ourselves. We are always ready for challenges and see setbacks as a way to develop.

- **Reliable**
  - To live up to this value we need to have an approach to always deliver and stand by our word. We should be responsive, with the ability to listen to and understand our customers and stakeholders, so we can give them the best service, which is just as important as having great products.

Brand promise

Brand promise is a promise to the world that is “embedded” in a brand. The promise should be about something that is important for the target group that the company is aimed at, and preferably should differ completely from the promises made by other brands. A brand promise works on different levels, including functional, emotional and self-expressive.

Ipomia’s brand promise

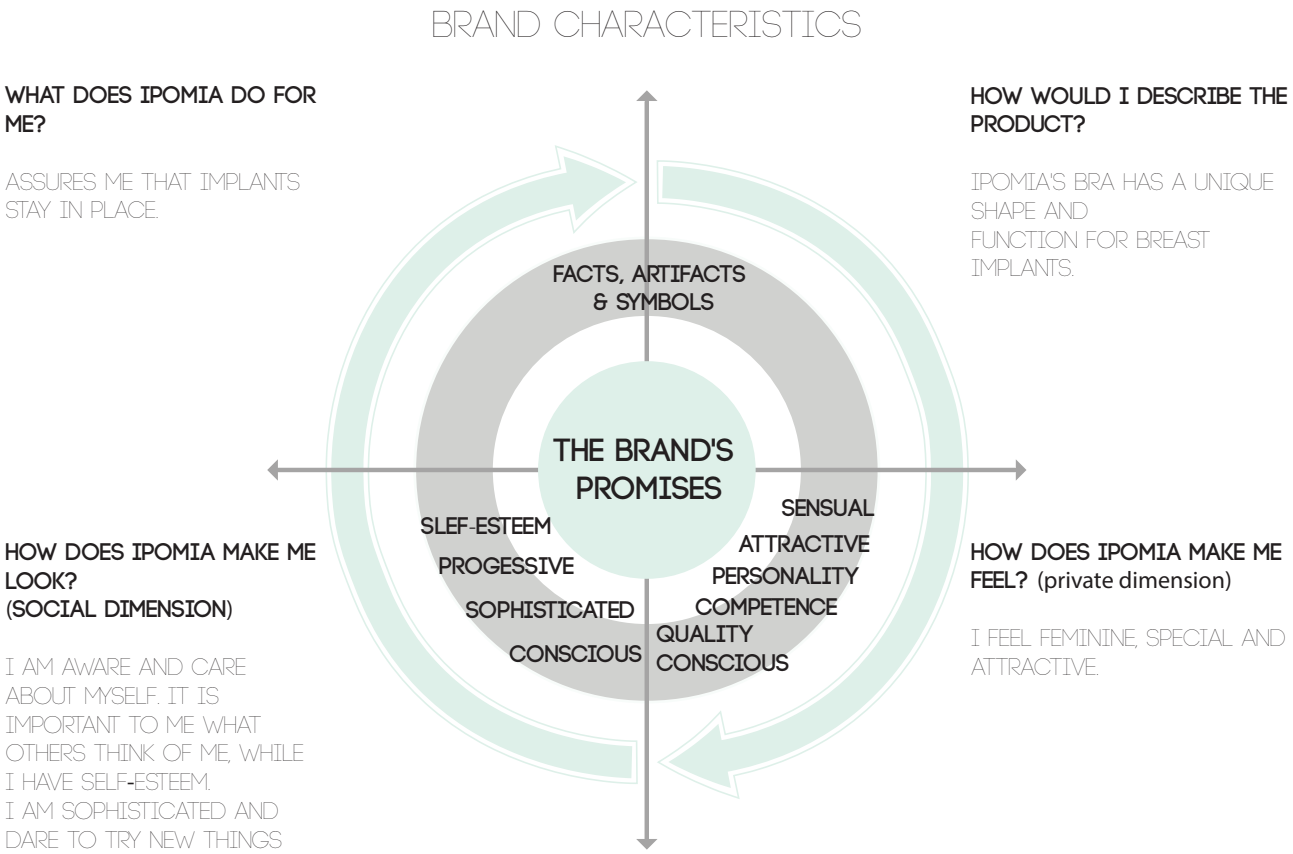
“Attractive bras of high quality for conscious women with breast implants who do not want to compromise on design, fit, or function.”

Evidence of brand promise

Through our high level of expertise in plastic surgery and fashion design, through our values and our quality, we build credibility on our brand promise. As the creator of the category Bra for Women with Breast Implants, which we are constantly developing, we will take the place as the leading authority on the market.

Brand identity

Brand identity is our tool to work with the parameters that control how we are perceived by people, that is, to create a convergence between our identity (what we are), our profile (how we want to be perceived) and our image (how we are actually perceived). Brand identity can be equated with an onion: it has different layers of values in different contexts. The core brand identity is our brand promise, which is the absolute soul or essence of the brand, which is itself based on our core values. The core values are basically constant and must be able to withstand temporary changes that may affect the other elements of our identity.



Mantra

"For your new shape"

As Ipomia's ambition is to become a multi-national company, the mantra should only be used in English for all countries.

The mantra shall only be used in conjunction with the logotype when applicable. Ipomia's graphic identity decides how and when this connection is made.

Our presentation

Short (Elevator pitch)

Ipomia designs lingerie for women with breast implants. The fit of Ipomia's bras is tailored to fit different types of implants and sizes for optimum comfort while also being stylish and sexy.

Boilerplate (for press releases)

Ipomia (pronounced Epomja) designs lingerie for women with breast implants. The fit of Ipomia's bras is tailored to fit different types of implants and sizes for optimum comfort, while also being stylish and sexy. The company was founded in 2013 by Cecilia Kadar, after she had a breast augmentation herself, together with the plastic surgeon Dr. Riikka Veltheim. Ms. Kadar had difficulties finding a bra with the right fit, as the implants often make the breasts wider than natural breasts. Additional support from underneath and on the sides is required without squeezing the breasts together. After she discovered that many others had the same problem and weren't able to find anyone who developed bras for women with breast implants, she decided to start Ipomia, together with her plastic surgeon Dr. Rikka Veltheim from Akademikliniken, who had also seen a strong need among her patients for a bra that would meet all their post-operation needs. Ipomia is now launching a first series of designed bras for different types of implants and phases after the operation. The products are launched in Europe during 2014 and the products will be launched in the US and the rest of the world in 2015. New series with designed custom-made lingerie for women with implants are being launched continually. %90 of all women who undergo a breast operation do it after having a baby, to restore the shape of the breasts. The average age is 34 years and every year approx. 500.000 women across the world undergo a breast operation. Read more on www.Ipomia.se

Categories

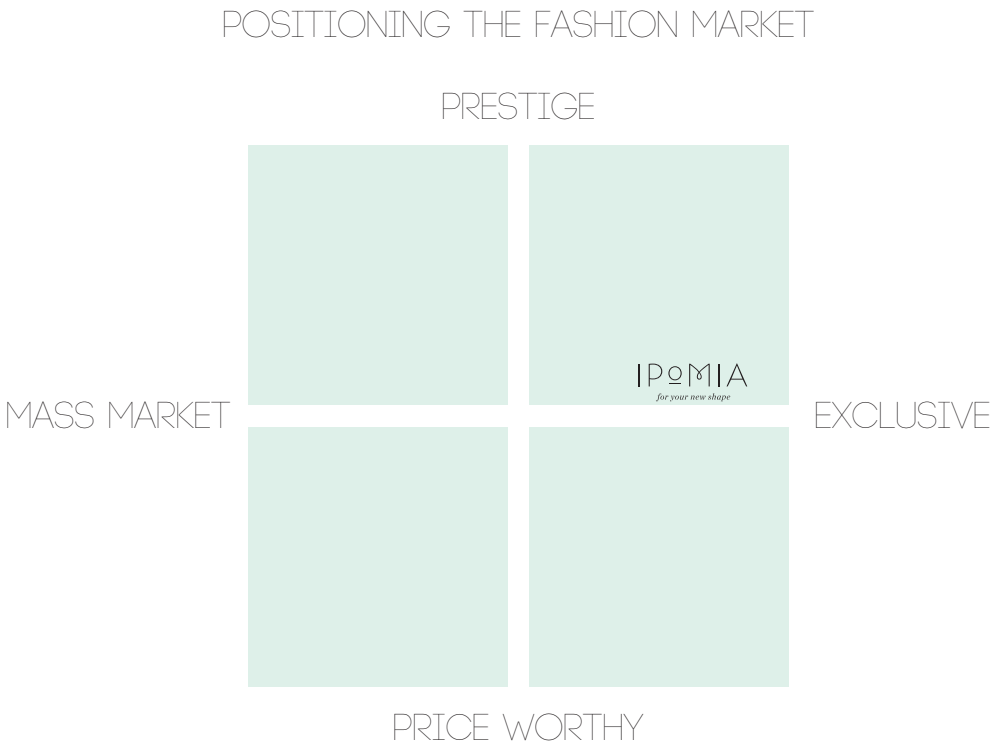
Our category definition is as follows:

Physical category, overall: Fashion

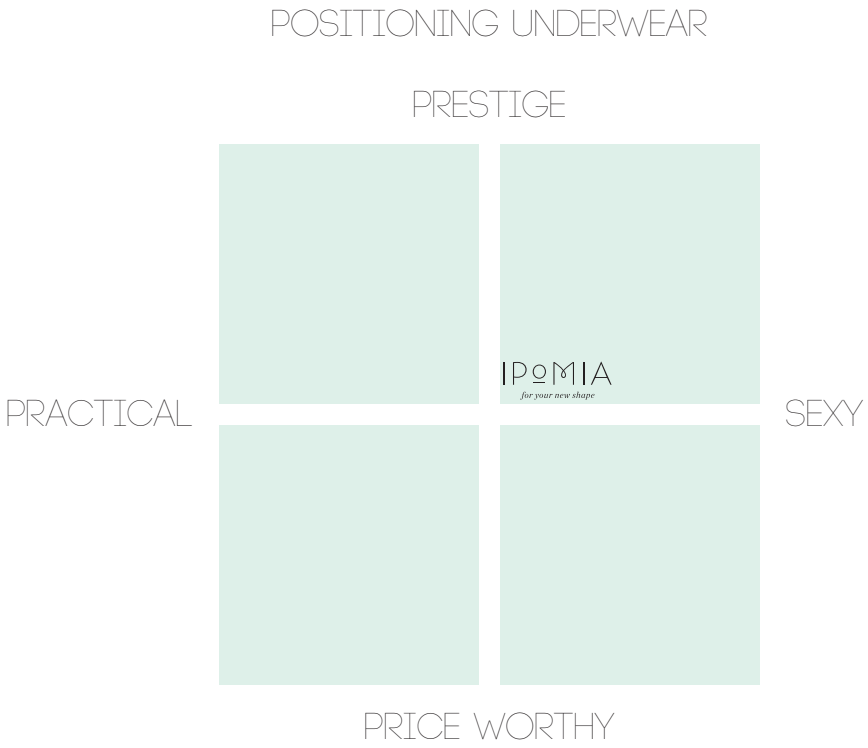
Physical category secondary: Lingerie

Physical category, the level of detail: Lingerie for women with breast implants

Buyers Category: Feel unique, tailored for you, your situation and your fit



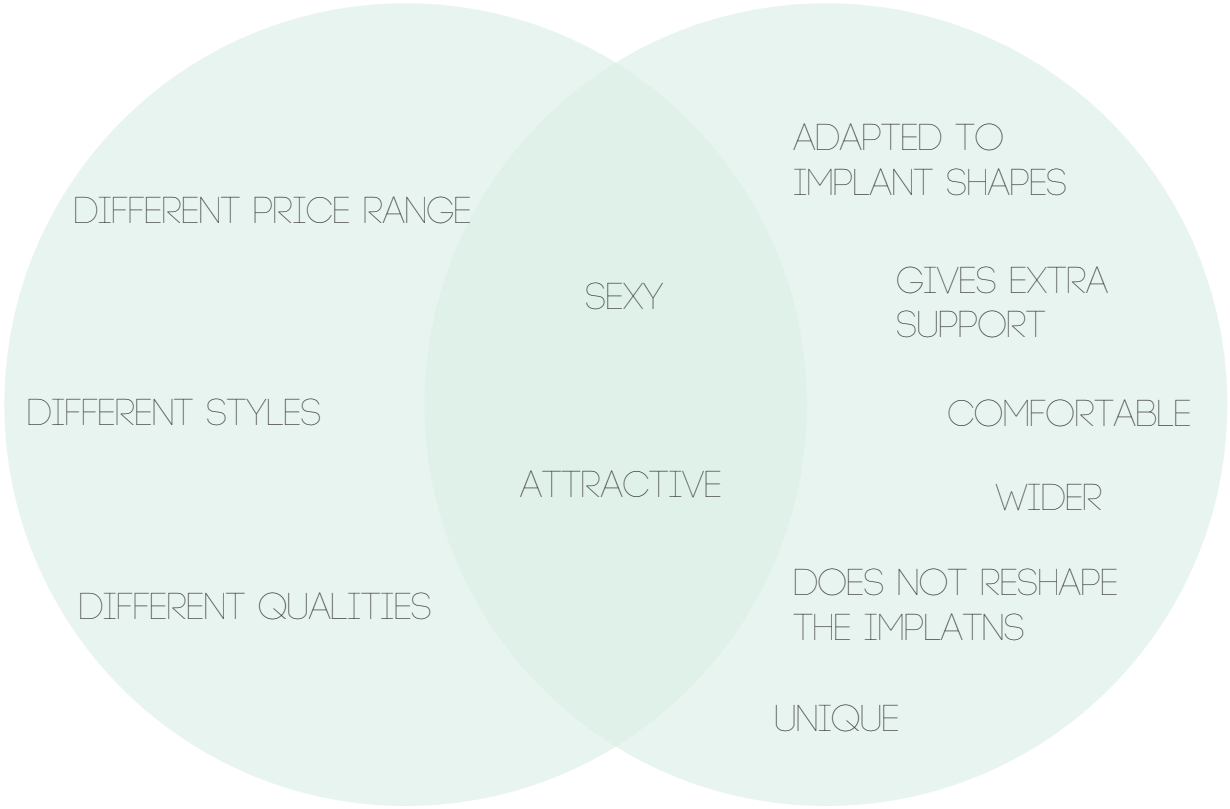
We never compromise on quality and fit and it is important that this is communicated in all contacts with the market so that we attract the right target groups and create the right expectations for our products. Our target group consists primarily of conscious women in big cities between 45-30 years of age and that is where the focus of communication should be.



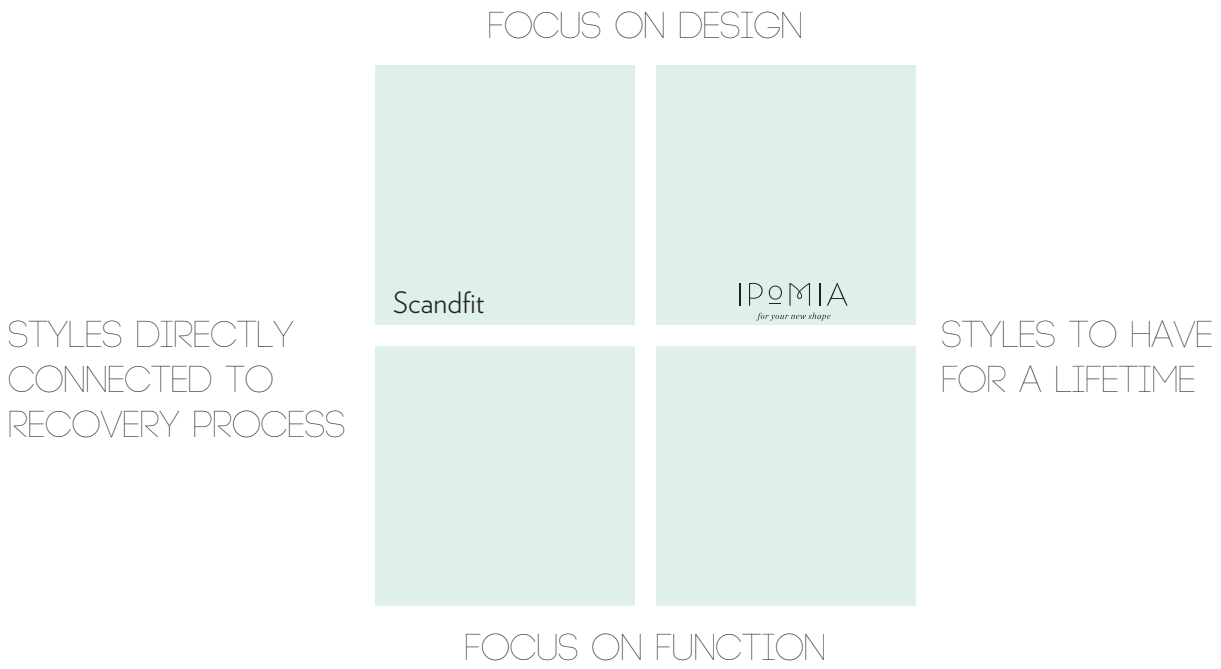
A woman with breast implants must always spend time to find a bra that fits them and often have to compromise between sexy and practical bras to find the right one. We offer a chance to our customers to always get the best fit while feeling attractive in their lingerie. This puts high demands on us regarding both material and design.

THE DIFFERENCE BETWEEN

REGULAR BRA VS IPOMIA BRA



POSITIONING UNDERWEAR FOR BRAST IMPLANTS



There are few competitors within the category lingerie for breast implants. The only identified competitor is the UK based company ScandFit, which currently offers only one model designed for use after operation. Some lingerie companies have a model they say works well for breasts with implants. By focusing on developing more models for different stages after the operation and continuously launch new collections for long-term wear, we create a unique position and develop our category.

Overall position/association

Ipomia = (Unique, sexy, fit, comfort, confidence, attractive, exclusive) - IMAGE

The focus of our positioning should be on design, fit and function.

In all our operations, it is important that:

1. It is to make women with breast implants feel unique, attractive and sexy while having comfort and confidence, which is our core business.
2. It is a high level of design and quality and that it is unique and custom-made for our customers.
3. Our activities are based on our core values and our brand promise.

Tonality

IMAGES

The above mood board should be seen as a collective collage of feelings we want to convey in all contacts with the market. The images may not be used explicitly for marketing purposes, but aim instead to describe an aggregate total experience. Foremost in our communication but also in the design of our products.

The mood board should be seen as a way to dress the brand identity in photos. This, combined with the following word clouds, should create a good understanding of the values that Ipomia stands for, while leaving some room for free interpretation, depending on the local market, in consultation with management.

