



Brand Identity Draft

Overview

In a Nutshell:

Maximize comfort and stability to reach your goals.

Brand Story:

Maggie was created for those who seek a sustainable balance of work and comfort to help reach their personal and professional goals. By providing a reliable and versatile platform for your tablet, Maggie further bridges the gap between our online and physical worlds by maximizing comfort and allowing you to seamlessly engage with what matters most. Whether it's a personal or professional project, Maggie provides a practical and comfortable way to engage with your tablet. The focus on safety offers you peace of mind so you can connect to the world around you more effectively.

By providing stability and protection via the patent-pending magnetic connection, Maggie offers busy individuals, or those who simply want to relax, a versatile and innovative way to boost their productivity and comfort.

Everything that is written for Maggie should keep these ideas in mind and try to embody them. Any content created should always keep these ideas at the forefront, as well as focus on the experience of the user. That includes things such as the creative collaboration, outside of the box thinking, and the accessibility of comfort Maggie provides.

Core Values

- Comfort
- Security
- Relaxation
- Sustainability

These are the core values of the Maggie brand because they positively reflect different aspects of the brand's business and marketing strategy. They're all things the company should always provide and be proud of delivering while also catering to key target demographics.

Mission Statement

To provide dynamic individuals with the means to effortlessly and effectively engage with technology in more ways than ever before.

Brand Mottos/Slogans

Mottos:

- Aspirational
 - Maggie - Better connect with the ebb and flow of life
- Competitive
 - Maggie - Get more done by working your way
- Creative
 - Maggie - Engage with the world on your own terms
- Fascinating
 - Maggie - Making the world a bit more magical

Slogans:

- Aspirational - "Always Find Solutions"
- Competitive - "Efficiency Maximized"
- Creative - "Think Free, Move Free"
- Fascinating - "Magically Connected"
- Relaxation - "Unplug and Unwind"
- Security - "Set. Safe. Secure."
- Accessibility - "Focus on Flexible"
- Comfort - "Connect In Comfort"

Potential Marketing Angle

- Maggie as an addition. It's not just an accessory, it's an upgrade to your device.
 - It allows you to flow comfortably and effortlessly from working from the couch or in bed, to doing your daily yoga, to working on hobbies, to unwinding and relaxing with a movie or book.