

BRAND STRATEGY/IDEAS BRIEF

THE INDUSTRY + BUSINESS CHALLENGE

Code and Quill broke the internet, or as much as a notebook could, 5 years ago. From first a Kickstarter to now becoming a trusted brand for designers and developers alike, they are known as “tools for creatives.” This is due to their unmatched quality, minimalistic aesthetic, and growing community. The primary uniqueness of their notebooks are the patented gridline paper that offers a duality to creative process when working. Code and Quill products live within the stationary market (staplers, notebooks, and anything you find on your desk...Oh my) but while this market is huge, there is a definitive distinction between luxury and necessity items. Luxury brands are taking over the stationary market and are the only things not in decline with the movement from analog to digital, a move that is plaguing this category. It is estimated that the “creatively affluent goods” brands like: Code and Quill, Moleskine, Baron Fig, Field Notes, and Rhodia, are expected to grow annually by 10% and have projected revenues of \$3.2 billion in 2018. When asked, “What is your dream for this brand?” Ronak Patel, CEO answered, “I want Code and Quill to become the Apple brand of stationary luxury goods.” It is more important, now than ever to place Code and Quill as a differentiated product and claim strong real-estate in this crowded market.

CHANGE GOAL

With the growth of digital, brands in stationary claiming to be creative/affluent products have taken to social media, showcasing the aesthetics of stationary. From social listening, the most common value propositions these brands have taken on, including Code and Quill, are focused on quality, community, and aesthetics. You can find a beautiful cup of coffee on a perfect desk where the writer, designer, artist, or thinker once sat with their notebook. There is an opportunity to shift from affluence and move into a place of inspiration. We know that Code and Quill has a product that is beautifully designed with unmatched quality, and so say their customers. Now is the time to talk about quality, community, and aesthetics in a different light; because creative business is all about the idea, it's strong ideas that are born from **Empathy, Imagination, and Inspiration.**

WHO WE'RE TALKING TO

Presently, Code and Quill's messaging is around who they define as creatives “people working in a creative title job/lifestyle.” In result, if we end up talking to “creatives” specifically, we are only focusing on a job title that by the Bureau of Employment Statistics is approximately 4.8 Million people. Now if we talk about creativity, in a recent study done by Adobe 52% of Americans see themselves as creative. (I know, I was just as surprised) Thus defines Code and Quill creatives as a community of mentors, thinkers, and do'ers. It's this collection of people, Code and Quill can celebrate and for whom their products are designed. This means we take on this focus in creating a lifestyle brand for the mentors, thinkers, and doers making in America alone a conversation to be had with 135 million people.

KEY INSIGHT

When people claim their creativity- it is not by a title (creatives, artists, or developers) instead it is their thinking they find their creative identity (bi-thinker, musically driven, experience focused, storytelling).

BIG IDEA/STRATEGY STATEMENT

Code and Quill is a bridge from imagination to output. We want to celebrate the duality of the user, the product, and the brand. Code and Quill can accomplish this by:

Owning the Ampersand

OWNING THE AMPERSAND MANIFESTO.

We use the Ampersand because it makes things undefinable, because you are undefinable. For the Mentors, Thinkers, and Do'ers. The clock has been struck. From thinking, forming, constructing, you push forward. Your hands on paper, marking it down for eternity with ink.

Whether it is an..

Idea & Concept
Beginning & End
Design & Function
Creativity & Logic

We will be ready.
Because it takes..

Failure & Success
Pain & Joy
Grit & Talent
Mess & Structure

It is yours. It is an idea AND we will be there when you are ready to unleash it.

Wonder often
Code & Quill

GUIDANCE ON WHAT TO MAKE

Integrated Marketing Campaign (Web, Coupon, Social, Packaging)

Social Ads that show a start and finish of the creative process to then show a Code and Quill product.

Ampersand approved copy changes to product descriptions

Fun and Creative way to create a coupon

Brand-focused swag on encouraging community

FUN BONUS EXTRAS

The Ampersand is endless. When thinking of duality, we can literally pair the Code & Quill brand with anything that holds an ampersand. Here are the first 100 from Google...

| | | | |
|--------------------|-------------------------|----------------------|-----------------------|
| Myth and Legend | salt and pepper | Logic and Analytics | Adam and Eve |
| lock and key | shirt and tie | down and out | back and forth |
| lost and found | shoes and socks | first and last | bacon and eggs |
| man and wife | short and fat | fish and chips | bed and breakfast |
| name and address | signed and sealed | flesh and blood | birds and bees |
| nice and easy | slip and slide | forgive and forget | black and white |
| null and void | soap and water | front and center | body and soul |
| peaches and cream | now and later | fun and games | bread and butter |
| pen and pencil | stars and stripes | give and take | bread and water |
| pork and beans | suit and tie | ham and eggs | bricks and mortar |
| pots and pans | supply and demand | hammer and nail | bride and groom |
| prim and proper | sweet and sour | hemmed and hawed | business and pleasure |
| profit and/or loss | tall and thin | high and dry | by and large |
| pros and cons | thick and thin | high and low | cause and effect |
| pure and simple | tossed and turned | hot and bothered | cloak and dagger |
| rain or shine | touch and go | huffing and puffing | coat and tie |
| ranting and raving | trial and error | husband and wife | coffee and doughnuts |
| read and write | trials and tribulations | in and out | cream and sugar |
| right and/or wrong | up and down | Jack and Jill | crime and punishment |
| cup and saucer | wait and see | knife and fork | cup and saucer |
| wine and cheese | war and peace | ladies and gentlemen | law and order |