

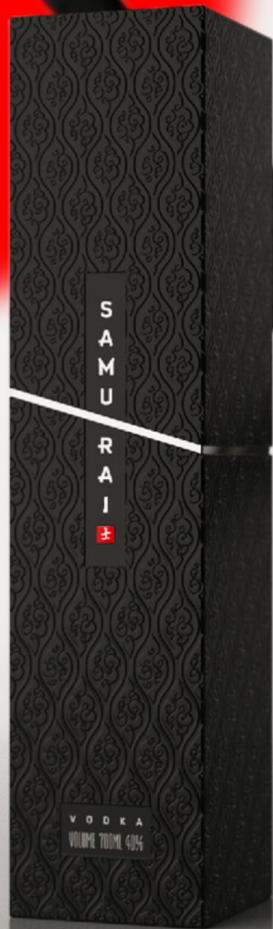
# BRAND LAUNCH

Declan Outhit

# The Importance of Strong Branding

- Audiences trust corporations that they can connect with
- Sets you apart in business practices, allows you to connect more with other brands that share your identity (B2C and B2B)
- Effective brand strategy gives you an edge in increasingly competitive markets

**STRONG  
BRANDS**









LIGHT UP THE NIGHT.

[WWW.LANTERNLIQOUR.COM](http://WWW.LANTERNLIQOUR.COM)



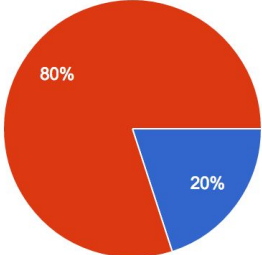


# Website

[www.LanternLiquor.com](http://www.LanternLiquor.com)

<https://declanouthit.wixsite.com/website-2>

Did you have trouble navigating the website?

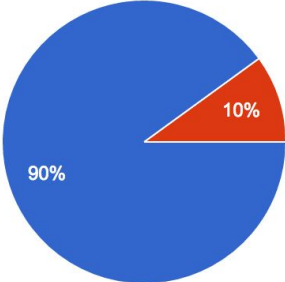


- Yes
- No
- There's like 2 pages, how can I get lost?

Is there anything in particular that the brand could improve on?

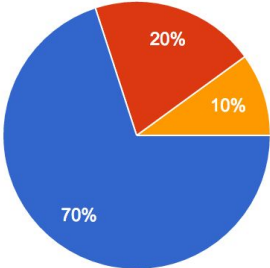
- I was expecting an actual lantern
- Further strengthen the exploration aspect.
- Looks awesome. When can I buy it!

Does the website reflect the brand identity well?



- Yes
- No

Do you think the brand fusion with juicy is a strong business choice?



- Yes, I'll drink it!
- No, mixed drinks are gross ewwww
- I have no strong feelings one way or the other.

# SWOT

## - Strengths



- Brand image
- Brand identity
- Compatibility with other brands
- Alcoholic (people like alcohol)

## - Opportunities



- Close with a lot of startup owners
- Trendy and hip with the kids (19+)
- 
- 

## - Weaknesses



- Unreliable cash flow at launch
- Hard to get into liquor market
- Market presence non-existent
- Niche market may create problems

## - Threats



- Many liquors on the market already
- Established companies could create child brands to compete



**LANTERN**  
cinnamon spiced rum

36%

750 ML