

CONCEPT

Hell'o Kitty - Hell Love - Hellove

Description: (What, Why, Where)

Hello Kitty wants to enter the heavy metal market with their merchandise. Since the J-pop and K-pop segments have used Hello Kitty merchandise as a symbol of their identity as fans of this music genre, the heavy metal/rock segment is not represented. Hello Kitty aims to address this.

Value: Hello Kitty fans want to express their identity through new forms of merchandise that cater to a younger audience, expressed through the music culture of heavy metal.

SoMe: TikTok influencers in alt-style who want to represent the brand through their channels.

(Who) persona 1:

"Sophie is an energetic, fashion-forward college student who loves expressing her unique identity through her style. She struggles to find footwear that combines her love for quirky designs and music culture, while also being comfortable and practical for her busy lifestyle. Existing options often fail to reflect her personality or are not suited for all occasions."

The Visualization: (When and How)



Influencer Images: Similar to the above. It is important to blend the old Hello Kitty universe with the new. It is crucial to emphasize that Hello Kitty is entering the "cute" heavy metal style, not the Copenhell, goat-beard, beer-drinking heavy metal.

CONTENT

What You Say / How:

Character, Tone, Language, Purpose



You can start developing a voice for your brand by examining your culture, community, and conversation.

Voice is defined by adjectives such as professional, inspiring, and dreamy.

Tone of voice:

Content type: What are you writing?

Reader: Who are you talking to in this scenario?

Reader feelings: What's the reader feeling when they are in this tone scenario?

Your tone should be: Use adjectives that describe how you should sound in this scenario.

Write like this: Give a brief example of how the writing should sound.

Tips: Explain best practices for writing for this scenario.

Notes

Character: Playful

Tone: Personal

Language: Savvy, fun, self-ironic

Purpose: Sell, engage, self-expression, entertain

Adjectives: Childlike, pink, joyful, feminine, little-girl, nostalgic

Ideas

Idea 1: (Instagram post) HELL o' Kitty

- Don't sleep on the pinky fluffy spirit.
 - o Festivals is the place to show your colors. You can make sure our HELL o' Kitty shoe collection will sparkle your very own dreamdust trail when moshing in the circlepit. But don't be fooled, HELL o' kitty is here to bring destruction!

Idea 2: (Instagram post) New age, new rage. Kill them with kindness. Hello Kitty, Hello you.

Idea 3: Your childhood friend Hello Kitty is back in a new style! Walk around with confidence, in your new Hello Kitty shoes! Show them **HELL** with the cute Icon!

PROTOTYPE

Instagram post



Headline:

HELL o' Kitty

Body Text:

New Age, New Rage 🦄

HELL o' Kitty shoe collection will sparkle your very own dreamdust trail when moshing in the circlepit. Show them **HELL** with the cute Icon! ❤️

- You can make sure our HELL o' Kitty shoe collection will sparkle your very own dreamdust trail when moshing in the circlepit 🍷

Description: Our Limited Edition HELL o' Kitty collection can be purchased in every store!

CTA (Call To Action): Buy now