



Client:

Unmoda



Industry:

Retail



Location:

India



CLIENT STORY

THE PROJECT

To revolutionize the menstrual experience of menstruators by introducing them to a more sustainable and eco-friendly alternative of menstrual products. The client wanted to launch a unique product - reusable period panties, as a replacement for menstrual pads and tampons.



THE REUSABLE PERIOD PANTIES ARE MEANT FOR:

- those who want to incorporate sustainability without compromising on health and comfort
- those looking at alternate to artificial material sanitary ware

Our job was to build the brand identity and create social media presence for the brand.

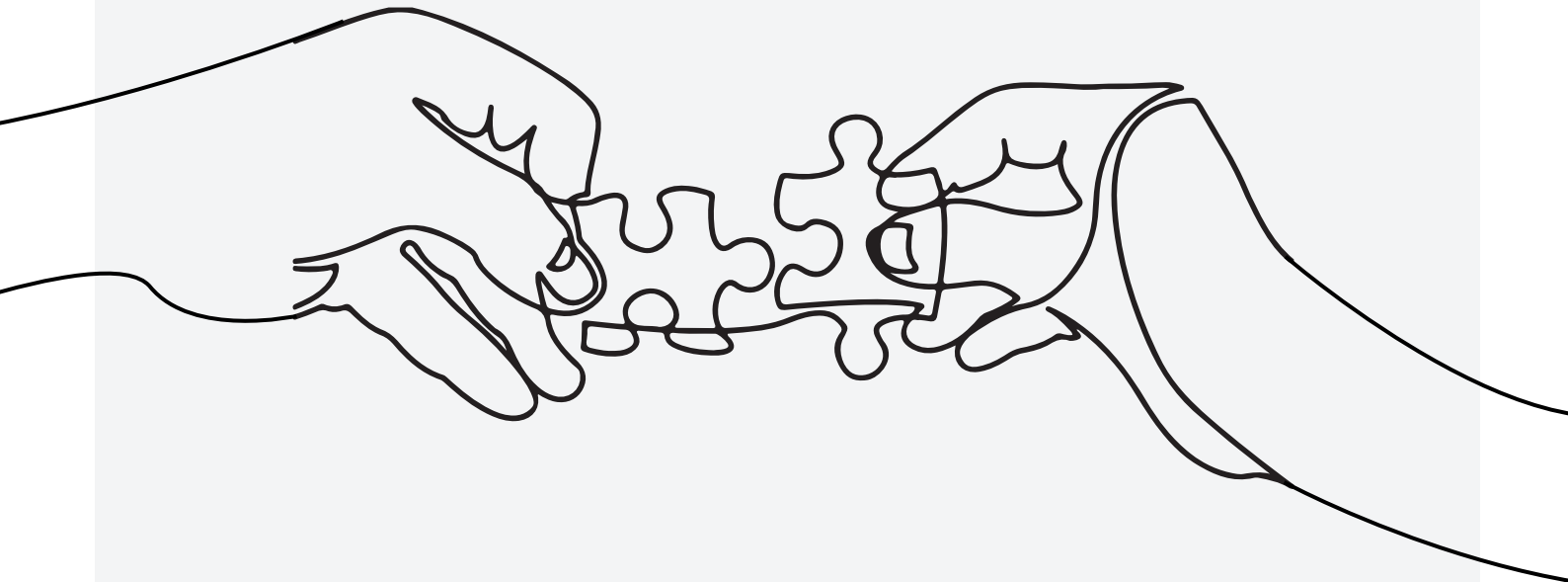
INCEPTION OF THE BRAND IDENTITY

The client was clear about what they wanted - a fun and casual brand that brings a sense of quality and comfort to its users. While sustainability would be a primary focus, the client wanted to ensure that the product reaches the masses. This meant that the brand identity needed to be much more than just sustainability. It was about the fact that the product works - it's leak-proof, rash-free, and breathable. It was a revolutionary product that would in the long run replace one-time sanitary products. It was important for us to keep this in mind.



The brand name, unmoda, reflects all this and more. Moda is fashion in 20 languages across the globe. Unmoda aka unfashion questions the entire concept of fashion and clearly stands for slow, sustainable version of it.

The tagline 'Down to Earth' is a representation of the brand's commitment to Planet Earth. It reflects the nature-based fabrics used to produce the product and also highlights the roots of the brand.



#C87710

Ochre represents returning to earth, and using only what our earth can sustain



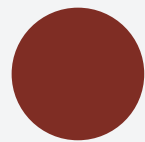
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Red represents the passion we feel for our cause



#68BE44

Green represents preserving life and being sustainable



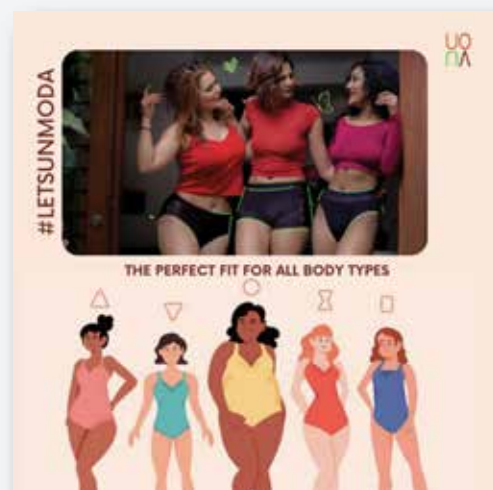
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Maroon represents the warmth and beauty we want every woman to feel, even on her period

UNRAVELING THE SOCIAL MEDIA STRATEGY

The social media strategy of the brand is created keeping in mind the two pillars of unmoda - sustainability and empowerment. The unmoda platform is responsible for initiating several conversations around women, menstruators, gender inclusivity, gender equality, body positivity, and more. The objective is to use the thoughtful brand story to increase the brand's presence in the mind of consumers.

Social media visuals created for the brand were in line with its ethos. The visual identity we are creating for the brand talks about body positivity, breaking the taboo, challenging the norms, embracing sustainability, gender inclusivity, etc. The brand is about loving yourself while caring for nature.



TAKEAWAYS

We went through a learning curve while working with unmoda, as it was our first B2C client. Building a brand from scratch was something we have always done, but to build a brand that would appeal to women and will talk about a taboo subject was something else! Working on unmoda gave us creative satisfaction and really helped us understand a consumer better.

Every copy, every caption, and every design element has been carefully created so that it stands the test of time and resonates with the user.

All-in-all it was a fun experience and we look forward to continuing the strategic and creative work with unmoda's social media presence.

HAPPY CLIENT

I must say that it has been a wonderful journey with the TTC team from the word "Go". The positive approach, accommodating and comfort factor of Reshma was key to choosing them as our partners for creative and out of the box thinking which was very essential for the Unmoda brand. The communication needed a causal and open feel and also needed a BIG change in mindset of the Target customer and how they use the product. Discussing a topic which is Taboo in our society also added to the complications. I think this was handled with ease by the Team at TTC and their receptive approach to what we needed the brand to stand out for has helped Unmoda in getting good traction on social media and our website. I know this a team effort from their side and there are people behind the scenes too but I would like to thank Reshma, Jayan, Kirthana and Samiksha taking this brand from the conceptualisation stage. We look forward to continuing the journey and hope that we can come up with a lot more creative ideas for our Brand.

Alexander Neroth,
Founder of unmoda

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