



# BRAND EXPERIENCE JOURNEY

Alexandra Lossy

A00053552



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# ALAMP

VERSATILITY

SUSTAINABILITY

IN YOUR HANDS

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# LAMP

(ah-lamp) is a brand that sells contemporary and versatile lamps.

Our lamps are assemblages of fun, puzzle-like shapes that can be arranged into various formations depending on the style and size of your space.

We are an Australian designed and manufactured company with a focus on sustainability.

In our eyes, a sustainable product is more than what it's made of; versatility, adaptability and durability.

# Identity

## Final Logo & Condensed Logo

'AL' represent my initials. The 'A' is on an angle and attached to the 'L' to create the shape of a lamp. For the alternate logo, the triangle of the 'A' is filled with **LEMON BUTTER** to appear as if it's a turned on light.

LAMP

'LAMP' conveys the products that are being sold. This makes the main focus of the brand conspicuous to the audience. The chosen font is 'LOVES', a sans-serif font in capitals. There is also a faint outer glow of the 'AMP' to add dimension and contrast between the background and lettering.

L

The condensed logo only incorporates the initials of the logo; 'A.L.' 'A' sits on top of the 'L' to look like a floor lamp and lampshade. Again, in the alternate logo, the middle of 'A' contains a glow to appear like a switched on light globe.

## Alternate (Dark)Final Logo & Condensed Logo

LAMP

L

## COLOUR SCHEME

CACTUS

CHAMPAGNE

CABBAGE

LEMON  
BUTTER

The Colour Scheme of ALamp consists of calm, pale colours that express minimalism.

CACTUS and **LEMON BUTTER** are Australian colours to represent that the products are Australian Made.

CACTUS and CABBAGE are also calming greens that symbolise the sustainability of the brand, in addition to how the products can be integrated into any space harmoniously.

CHAMPAGNE is a complementary colour of CACTUS and CABBAGE. It's the colour used for the text of the alternate dark logo. This colour also symbolises harmony, affection and adds an approachable feeling to the brand.

**LEMON BUTTER** symbolises the light in the logo. The addition of this colour is stimulating and conveys that the brand focuses on light and lamps.

# Personality

CREATIVE

ENVIRONMENTALLY  
CONSCIOUS

ORGANISED



MOTIVATED

# Audience

ALamp products are versatile products that can fulfill the requirements of any audience. People between the ages of 20-40 may find our products more appealing due to the price-point and because at that age, people begin moving out from home and purchasing furniture. Anyone who supports Australian-made products, values sustainability, needs a portable piece of furniture, enjoys puzzles, problem solving, appreciated unique designs or wants to be in control of their space will love ALamp. With the ability to alter the size and shape of ALamp products, they can be used in any space; commercial or residential.

This is Naomi, she's 22 and lives in a small apartment in Ultimo, works full time and moves into a new building every 1-2 years. In her spare time she enjoys drawing, having friends over and assembling puzzles. Naomi loves being creative and enjoys changing the appearance of her space often by rearranging furniture instead of purchasing new items. Whenever Naomi decides to purchase new furniture, she looks for sustainability, endurance, versatility and moveability. She saw an ALamp post on her Instagram after she liked an assembly tutorial of the Listek lamp on Tik Tok. This led her to view our website, read about our values and purchase our products!





# Competitors & Positioning

## Primary Competitors

Halo Design is a competitor of ALamp in terms of product design, because they also produce a versatile polypropylene lamp. Moreover, IKEA is also a competitor, but in terms of the physical experience of assembling products in addition to being a local competitor like Beacon for lighting products.

## Positioning

Manufacturing sustainable products is more costly, which is why ALamp products are more expensive, however they do not exceed the cost of Beacon Lighting products.

ALamp stands apart from other lighting brands because our focus on sustainability. The physical experience of assembling our products and the opportunity to create customised products establishes a more personal brand, distinguishing us from other brands.



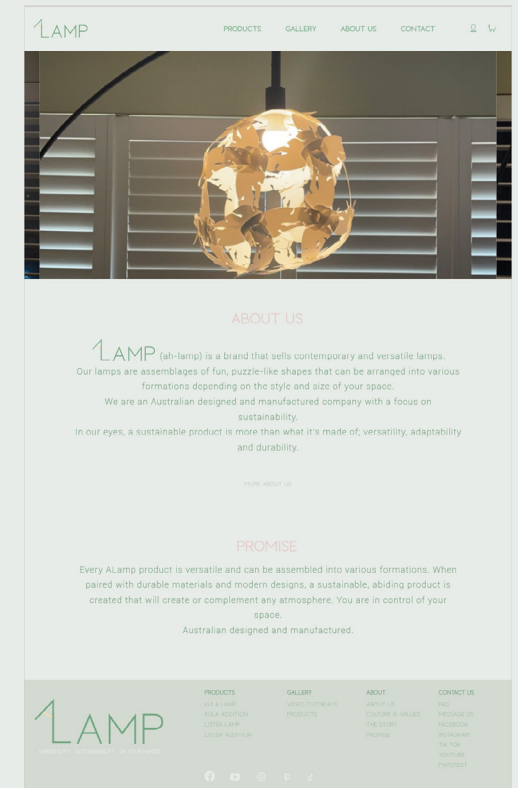
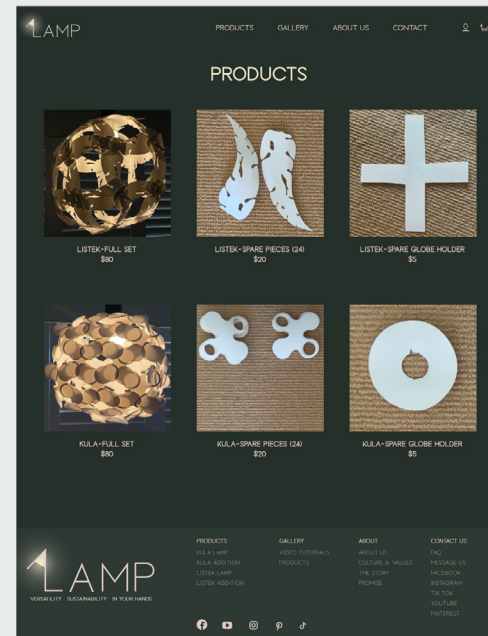
# Customer Journey Map



# Touchpoint- Online Experience

The ALamp website is the primary destination for purchasing products. Here, all social media platforms are linked, a gallery with images and videos of the products, FAQ and a forum to submit questions appears. Under each product, tagged posts on Instagram appear along with customer reviews. The 'dark mode' option occurs once the condensed logo is clicked, it is not advertised to create an interactive surprise for the audience which generates feelings of excitement and achievement since not everyone discovers it.

Through our social media platforms, we post new products, tagged pictures and respond to our audience's comments with humour. We also respond to any personal messages sent to any of our corresponding accounts to ensure our audience feels connected and engages with our brand.



VIEW THE WEBSITE  
WATCH THE LISTEK PROMO VIDEO  
WATCH THE KULA TUTORIAL VIDEO

# Touchpoint- Physical Experience

After ordering a product online, it's delivered to your address the next day, in recycled cardboard packaging. There is no additional plastic inside the flat-packaged box and all materials are recyclable.

Assembling the products is similar to assembling a puzzle, although there are online instructions and video tutorials to assist.

The physical experience of ALamp products is not limited to touch and sight; we also target sound. Creating a multi-sensory experience increases the connection between customers and our products, and therefore our brand. Satisfying 'popping' sounds occur when assembling two pieces of our products together.

PACKAGING IS SUBTLY  
CUSTOMISED TO CORRESPOND  
WITH PRODUCT PURCHASED



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# 1 LAMP

VERSATILITY

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