

everycycle

BRAND BOOK

Designed by Craft & Root

Brand Message and Mission

Every Cycle is made for women, by women.

Every Cycle is committed to providing women with sustainable products related to and surrounding their periods. Even more than creating products that help both the environment and women, Every Cycle is grounded in community.

When you have your period, you're never alone.

Women around the world are menstruating with you, every day, every month. Instead of promoting the negative rhetoric surrounding periods, we want to redefine periods and connect women and their stories - all geared towards engagement and empowerment.

Every Cycle brings women together in solidarity because periods are unifying by nature.

There is power in a period. Women are life force creators and should be revered for their ability to form new life. Talking about periods should not be stigmatized, rather, periods should be accepted as a natural part of life, and a unifying cultural experience. Every Cycle is here to help be a part of shifting the paradigm around periods and to open the door for conversations concerning stigmas.

Every Cycle at a time.

Brand Message and Mission

Women will experience about 450 periods in a lifetime.

70% of women use tampons, which on average, amounts to 11,400 tampons over the course of a woman's lifetime. The cardboard and plastic end up in landfills. In order to limit the negative environmental impact, Every Cycle promotes the usage of a reusable and sustainable applicator, boxed products and 100% organic cotton tampons to help Mother Earth and ensure that women around the world are using clean and pure products to care for their bodies.

OUR MISSION IS TRI-FOLD



To reduce the
environmental
footprint of
period products



To connect
women around
the world



To help rid the
stigma of talking
about menstruation

Why Every Cycle?

COMMUNITY

As part of the Every Cycle community, you will hear other women's stories and be invited to share your own to connect with women around the globe. Every Cycle stands out because it is personalized. Our community regularly shares inspiring and personal stories to deepen the interpersonal relationships that Every Cycle fosters. Our design and packaging helps to bring the camaraderie to life.

SUSTAINABILITY

While engaging with women from around the world and fulfilling your period needs, you can take pride in knowing that you're reducing the amount of waste that traditional period products produce. With sustainable products and biodegradable packaging, Every Cycle is redefining periods while helping the environment.

USABILITY

Form meets function in Every Cycle's product line. Everything is made to be easy-to-use, store and travel with. Each product is intuitive in its design and usage, but also comes with information to help answer any questions.

BEAUTIFY

The opportunity to feel beautiful, especially during the time of the month, does not go unnoticed. Not only does Every Cycle believe in the aesthetic of our product line, but we also believe in the beauty of every woman, every day.

Brand Narrative/ Key Selling Points

Every Cycle is approachable and all about camaraderie. Every Cycle is in-the-know and relevant to women even when it isn't that time of the month. Every Cycle is a brand that women will want to connect with all year round.

AT EVERY CYCLE, WE ARE:

- A Community
- Female-Centric
- All-Inclusive
- Environmentally-Friendly
- Supportive
- In-the-Know
- Communicative
- Approachable
- Comforting
- Welcoming
- Biodegradable
- Socially Conscious
- Fearless
- Minimalists

AT EVERY CYCLE, WE ARE NOT:

- Period Products
- Playtex
- Wasteful
- Judgemental
- A Fad
- Pink-Washed
- Plastic
- Disposable
- Thoughtless

Brand Narrative/ Key Selling Points

PHRASES WE LIKE:

- We Got You
- Every Cycle At A Time
- Period Power
- Need Nothing, Attract Everything
- Yas Queen
- Do Less
- Self Love Isn't Selfish
- Treat Yo'self
- Empowered Women Empower Women
- Do You
- Take Time
- Love Yourself
- Nothing To Lose, Nothing To Waste
- Girl Gang
- Less Is More
- Less Stuff, Smarter Solutions
- Doing Something Is Better Than Doing Nothing
- A Little Bit Goes A Long Way
- Everything Is Better Together

Voice & Tone

The tone at Every Cycle is friendly and approachable. It mirrors the communication between a close circle of friends. It's transparent, trustworthy, and culturally relevant. By being informal, Every Cycle can connect on a deeper level with its customers, its girl gangs, its fearless females.

FRIENDLY

We got you, girl. Every Cycle is the friend you call when you land your dream job, when you break up with your significant other, when you ace that exam. Through thick and thin, Every Cycle is a community. It is a social platform you can rely on and trust. We accomplish this by speaking directly to our customers and connecting them with one another, addressing them by name, talking to them like a sister and using terms like "girl" and "you."

FEMALE

With a female perspective, Every Cycle is made by women, for women. It's all-inclusive and non-judgemental, but it is also geared towards the biological needs of females, everywhere in the world.

FIERCE, BUT FUN

Every Cycle is no frills. It's no BS. Every Cycle means business. Like a fierce woman, Every Cycle is straightforward and to the point. The communication and product line is transparent, for its customers' sake and to understand the environmental impact of periods. We use facts because the truth is in the numbers.

Personas

Socialite Gen-Z

“TREAT YO'SELF”

BACKGROUND

- Strong engagement via social media and video content
- Makes most buying decisions based on peer referrals and influencer content
- Uses trendy, hip and fleeting language
- Discovers brands through social media, word of mouth, siblings or mom

DEMOGRAPHIC

- Female, ages 14-18
- High School Student

CHALLENGES

- Going through puberty or new to the entire period experience
- Lacking an understanding about what products are good for her body
- May be struggling with period side effects and feels alone or ashamed to talk about it
- Parents typically purchase products on her behalf

EVERY CYCLE DELIVERS

- A community she can count on and engage with
- Personalized products that address her particular needs
- Products that look cute and are socially shareable

Personas

Motivated Millennials

“SELF LOVE ISN'T SELFISH”

BACKGROUND

- Digitally-connected, professional and independent woman
- Has a broad circle of friends and acquaintances
- Cares about sustainability and does what she can to help

DEMOGRAPHIC

- Female, ages 18-29
- College-Educated
- Urban or Suburban

CHALLENGES

- Seeking a brand whose message and mission reflects her own
- Faces paradox of choice with so many options in the marketplace
- Convenient products prosper and delivery subscription models are highly desirable

EVERY CYCLE DELIVERS

- A socially-conscious and culturally relevant brand with a mission to help the environment
- Provides a transparent product that creates a community
- A method of delivery that is convenient and timely

Personas

In-the-Know Gen-X

“EMPOWERED WOMEN
EMPOWER WOMEN”

BACKGROUND

- Single or married
- Less digitally connected, but still socially aware

DEMOGRAPHIC

- Female, ages 30-50
- Financially Stable

CHALLENGES

- Always on the move and juggling a lot of responsibilities
- Wants convenient and affordable products
- Enjoys her alone and chill time, but needs to balance it with her social circle

EVERY CYCLE DELIVERS

- Monthly subscription brings what she needs to her door so she has to take care of one less task
- Products related to well-being that help her relax and give her more products to use in her self-care routine
- Gives her a way to connect with women around the world

every**cycle**



We got you, girl.

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