



P2P
consulting

Camel Industries Australia

2017 Brand Diversification Plan

- Diversify products into Brands to better reflect Target markets ■
- +
- Modern & Fresh Image with a marketable difference ■

Presented to

Camel Milk

A Brand which represents too much

Camel Milk as a brand is too wide and does not connect with diverse segments of the market

Unique Product with One Brand

Confused Buyers - what does the brand stand for?

Camel Milk



Milk - Families



Beauty - >Middle Class

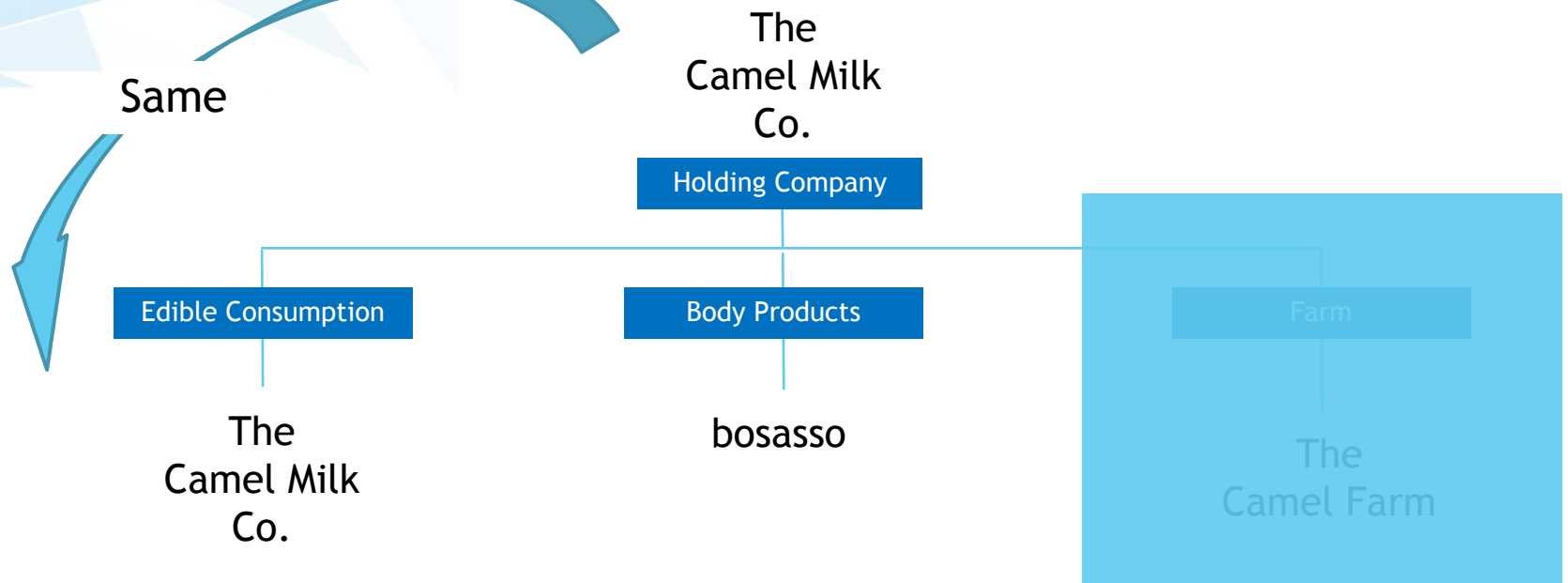


Milk - Islam



Farm - Tourists

Proposed Branding & Company Structure



Three unique brands with a marketable difference

Each brand has a different target sales market

CIA will have a logo and image (but not seen by the consumer - small logo on back of packaging)

The Camel Milk Co.

The Brand Logo Concept

THE
RELUCTANT
PEPPER
CO.



What Does the Brand Stand For

- Modern take on Heritage brand image
- Neutral - traditional market of Muslim customer base will buy it because it is still camel milk, need to open the brand up and make it accessible to families in a supermarket

Markets

- Wider Distribution Channels should be aimed at higher end (ThomasDux/Good Life etc.)
- Also include Coles Supermarkets in highly concentrated Islamic areas (Coles do stock certain Middle Eastern/Halal only in some supermarkets)
- Another appearance on MasterChef
- Morning Show (Sunrise etc.) interview (maybe from roaming weather person) - combat the Shonky Award

The Camel Milk Co. Product Designs

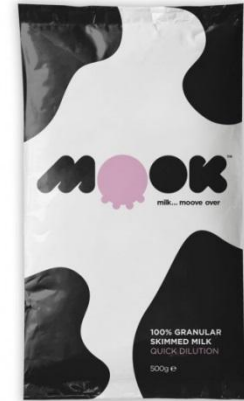
1L Variety



500ml Variety



200g / 500g Powder



Dromedary Dermatology

The Brand Logo Concept

bosaso[®] /'bow-sass-o/ n., [form]
Made from Australian Camel Milk

Brand Message

bosaso, pronounced Bow-sass-o, founded in 2016 is all about the natural properties found in camel milk and putting these into nourishing body products.

So why Camels Milk? The desert environment is harsh on everything that lives. The Camel has not just survived in these conditions, but over thousands of years adapted; and even come to thrive in such arid surrounds. Camel Milk contains unique properties including essential vitamins and minerals in the highest quantity of all milk derivatives; including

Our skin care range combines camel milk with other high quality Australian ingredients to create unique blends of soap, lip balm, body butters and hair care products; which can be used on a daily basis to moisturize and restore skin to health.

Bosaso captures the essence of Australia in the natural scents of our skincare

From our farm in Victoria, Australia, our Camels roam freely producing high quality and nutritious milk that naturally contains

Example Soap Bar Label

The camel milk co.
 +61 400 969 3361 | info@thecamelmilkco.com.au
 The Camel Milk Co.
 2130 Manly Road, Kyabram, Victoria, 3620
 Manufactured in Australia
 bosaso MADE FROM AUSTRALIAN CAMEL MILK



INGREDIENTS

bosaso MADE FROM AUSTRALIAN CAMEL MILK
 [ˈbɒw-sɑːs-ə/ n., [fɔːm]]


 Camel Milk


 Olive Oil


 Macadamia Oil


 Vitamin E


 Kakadu Palm Oil





lemongrass



lemongrass

For External Use Only. Avoid contact with eyes. To test skin compatibility test on a small patch of skin. If irritation occurs discontinue use and seek medical advice. Store in a cool, dry place, between 20-30.



lemongrass

lavender



lavender



lavender



bosaso

/'bow-sass-o/ n., [form]

Made from Australian Camel Milk



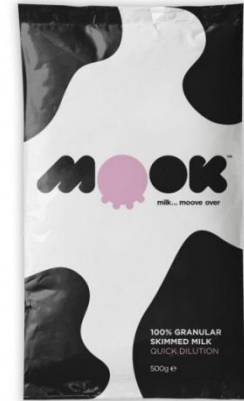
1L Variety



500ml Variety



200g / 500g Powder



Other Brands to Emulate

- ▶ Clean, Crisp
- ▶ Modern & Contemporary
- ▶ Millennial focused

