



ZOTIKO WATER



PREMIUM ELECTROLYTE WATER

ZOTIKOwater.com

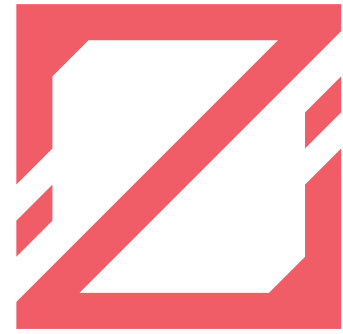
BRAND BOOK

ZOTIKO WATER BRAND BOOK

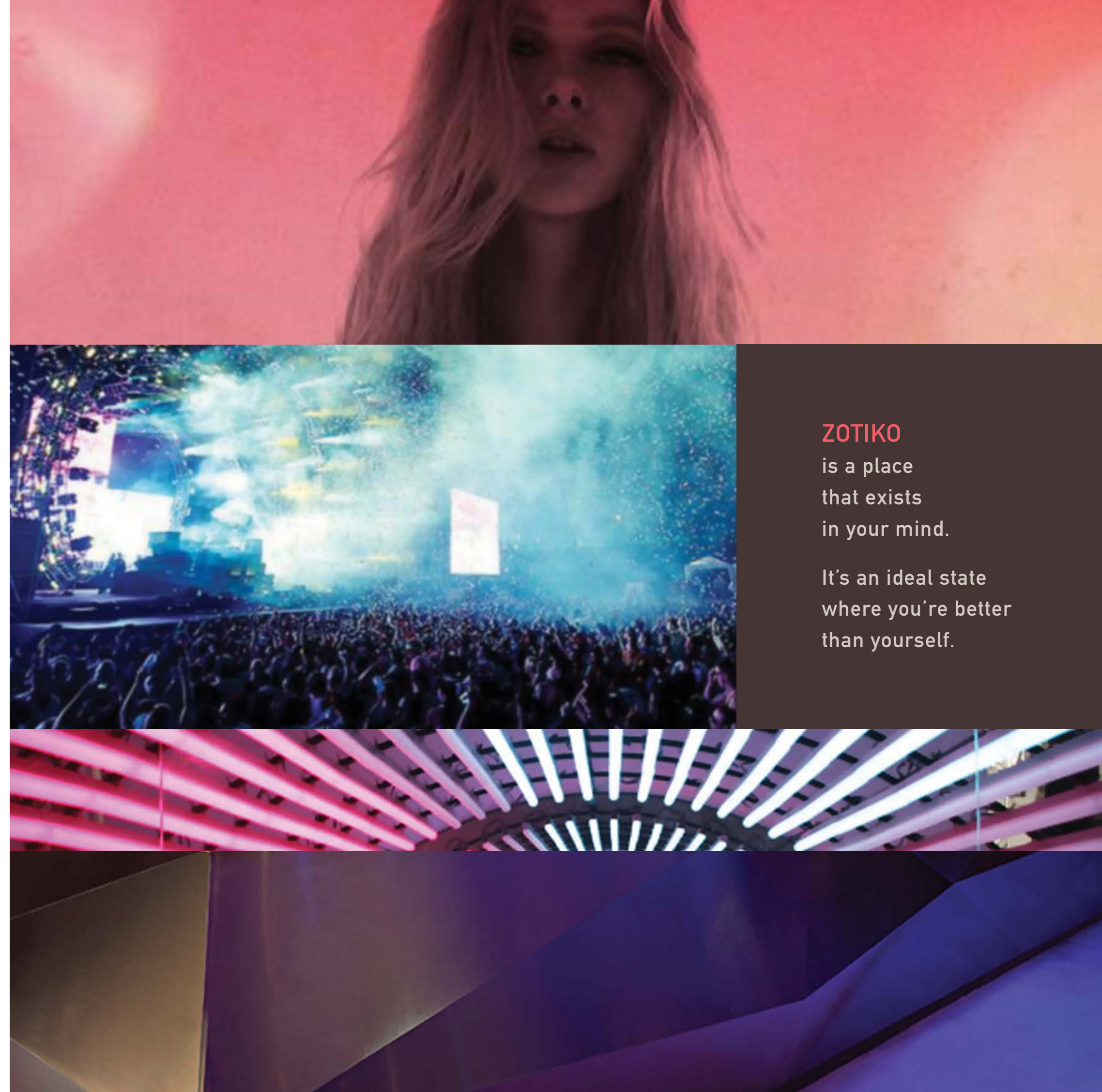
ZOTIKOwater.com

OUR MISSION

To become the premier social hydrator for Manhattan and Brooklyn, New York City—synonymous with the city’s best nights out.



Emotional Value



ZOTIKO
is a place
that exists
in your mind.

It's an ideal state
where you're better
than yourself.



ZOTIKO WATER

EMOTIONAL VALUE & CULTURESCAPE

BRAND MARKETING & ADVERTISING

ZOTIKO IS A LIFESTYLE BRAND

ZOTIKO Water is premium hydration, designed to fit the party.

This is our Unique Selling Proposition (USP)—which also satisfies the needs of our core customer in the marketplace.



ZOTIKO

ZA.TIK.O.

ZOTIKO Water is a metro-centric, technology-focused, and world-conscious brand.

Designed in New York City, the brand lives where electronic music and fashion meet entertainment and upscale, late-night hospitality.



EDM MARKET & CULTURAL ANTHROPOLOGY

- EDM culture is techno-savvy, synthetic materials and avatars.
- The culture was created by manipulating technology, instruments and electronics to create music, events, personal entertainment, interactive media, mobile apps, wall projections and worldwide parties.
- EDM Audience is (typically) divided into two sides: Mainstream and Tribalstream (Hardcore Fans)
- Core fanship will continue to grow—while the mainstream is fast-approaching its most notable, widely-visible and pop-centric years yet.
- Sales and cultural success are supported by EDM's booming music, event, album and digital distribution sales with a market worth of \$4 billion in 2012.



THE MINDSET OF OUR YOUNG CONSUMERS

- Born with technology, reality TV, YouTube, the internet life—filled with blogs, vlogs and (usually) short attention-spans.
- Believes in the total, future power of technology.
- Authentically media savvy. Advanced navigation of technology—leveraging it to create their public self image.
- Conscious and self-aware of both themselves and marketing in general. Experts in how they brand themselves.
- Value Extreme Entertainment
X-Games, radical technology, Xbox multi-player gaming and a life with self-mobility.
- Perceive digital media (aka electronic music, movies, etc.) as easy or free content.



OPPORTUNITY

The party and EDM scene needs more than just water.

ZOTIKO Water is premium hydration for your party and made for EDM culture.

The logo for ZOTIKO, featuring the word "ZOTIKO" in a bold, sans-serif font. The letter "Z" is stylized with a diagonal line through it, and the letter "O" is a circle with a diagonal line through it.

VALUE PROPOSITION

CORE OFFERING

PREMIUM ELECTROLYTE WATER

ZOTIKO Water is smarter, sexier hydration. Designed for beautiful people, great places and new spaces from NYC to MIA to LA.

FUNCTIONAL INGREDIENTS & BENEFITS

More than just water, it's advanced replenishment with potassium, sodium, and natural electrolytes. Delivers essential hydration and enhanced replenishment—providing well-balanced refreshment. (Low-Cal)

SENSIBILITY of DESIGN

Refreshingly understated for a premium, yet popular drink brand. Leading with modern flavors, packaging, and colors—we are inspired by the very culture we're living in.

ZOTIKO offers far more than **just** water.

ZOTIKO

BRAND PLATFORM

CORE CONSUMER BENEFIT

Premium hydration, designed to fit your party.

RATIONAL EMOTIONAL

More than just water,
it's advanced hydration. An elevated place
in your mind.

BRAND PROMISE

Hydration for a Waterfull Life.

Waterfull
LIFE

ZOTIKO WATER

BRAND IMAGERY

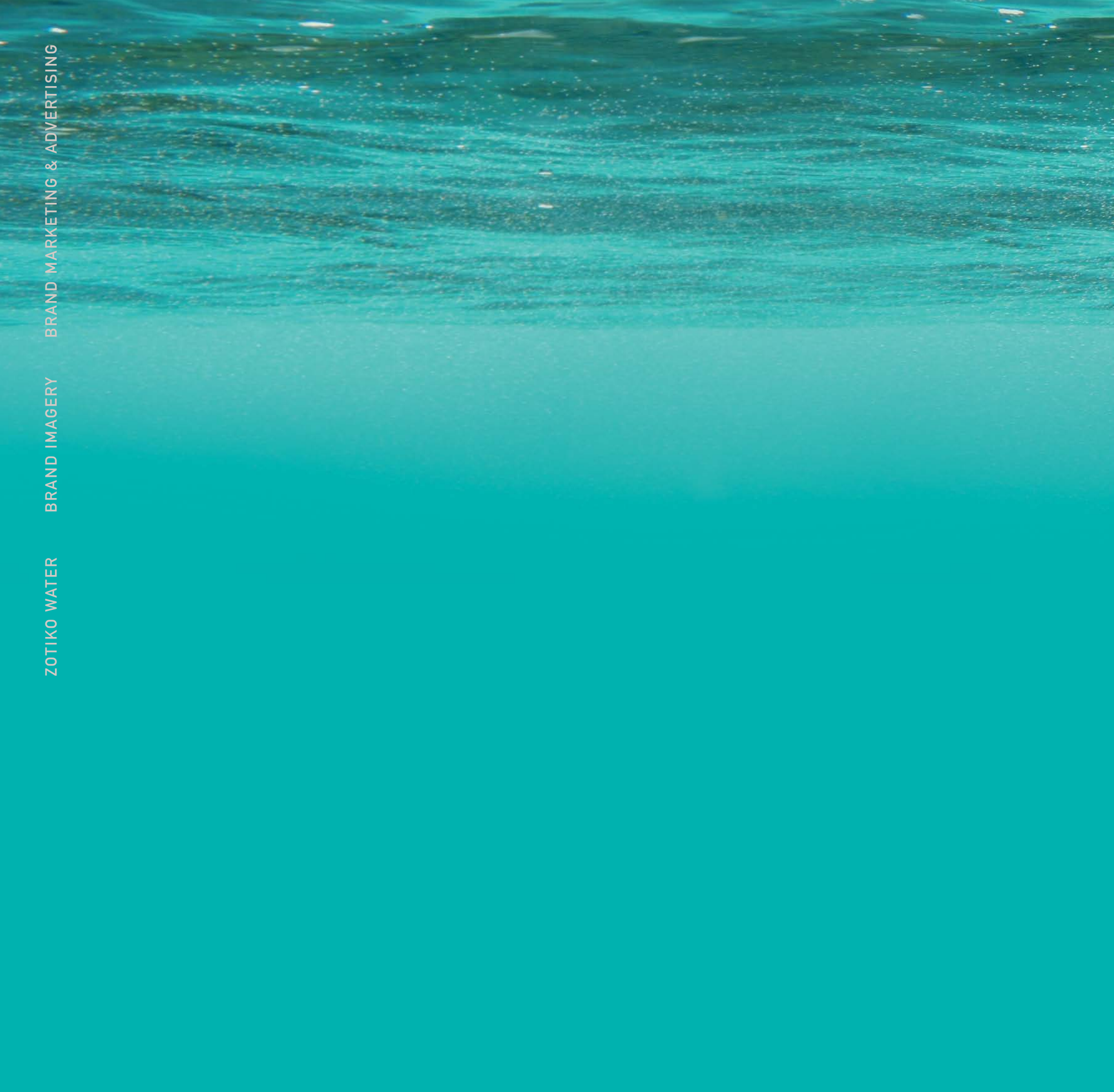
BRAND MARKETING & ADVERTISING

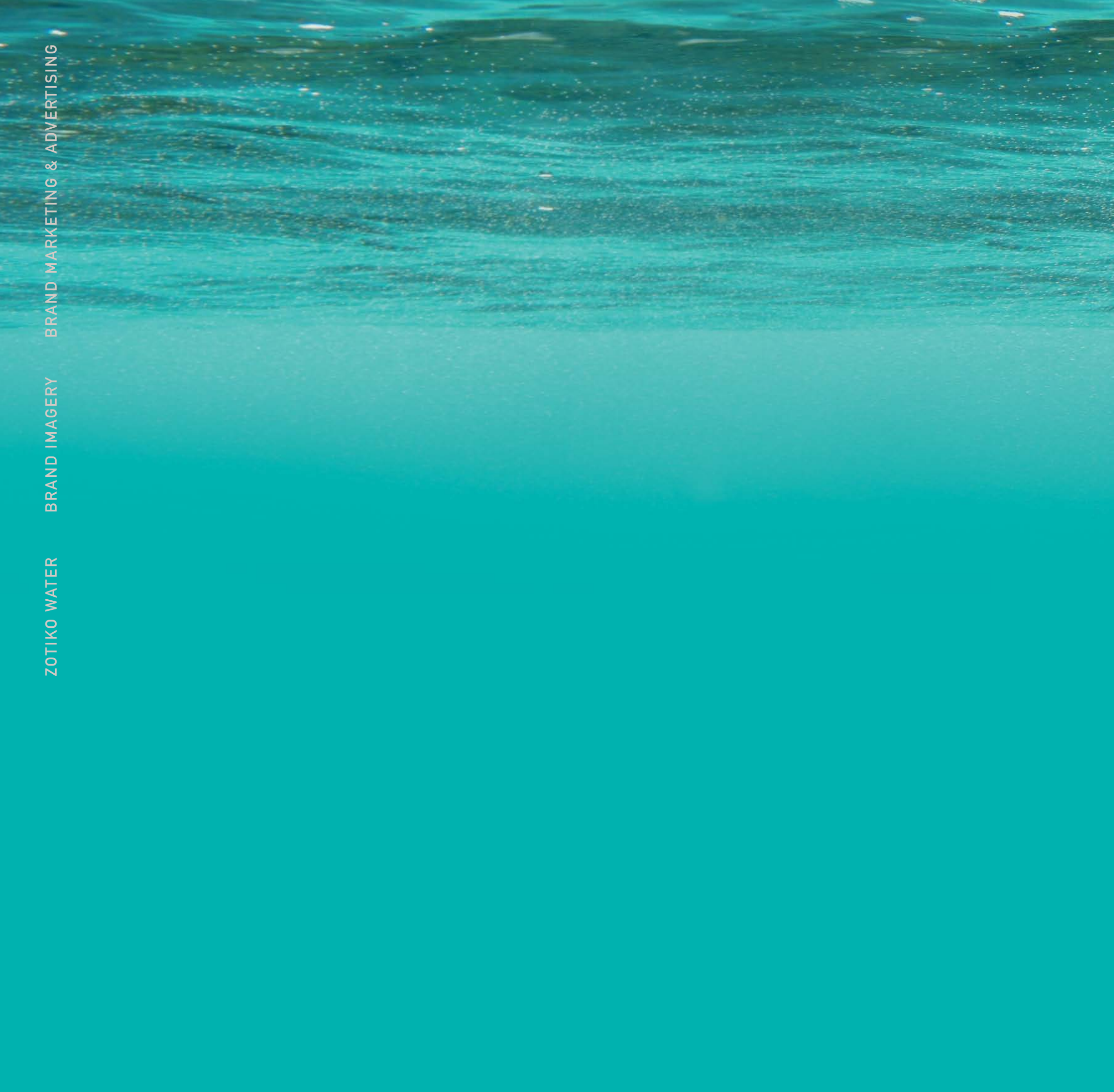


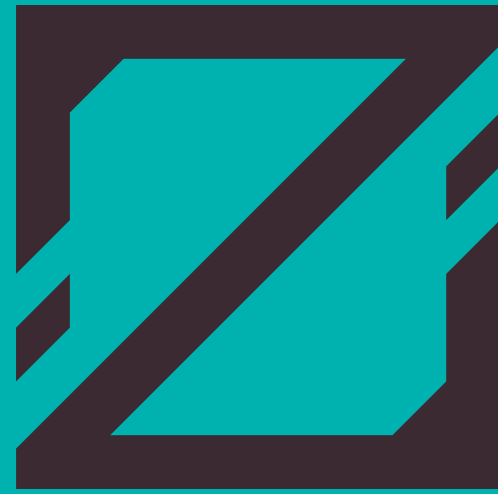
Brand Voice

Fluidity

A state that is constantly in flux—never ending, always beginning. Moving with what moves it. To describe it is to define it, but can it be done? Its direction is constant without a true destination. And the action of it is all the energy it needs.







ZOTIKO satisfies urban taste-makers and socialites.

BRAND TONALITY:

Premium Electric.
Sophisticated Sensibility.
Elevated Entertainment.

Illumination

The core of our brand's design, sensibility and couture details is what allows our brand to leave the category and live within a future-thinking, fashion-first space.

ZOTIKO is a unisex brand essence, promoting and embracing a future-fashion and believing in modern design aesthetics. Products are sophisticated, yet distinct, modern, not techno. Beautiful far and near.

Remarkability

The ZOTIKO bottle becomes transformed at night and was also designed to become an illuminated light sculpture at night. In the club and at your party.

WATERFULL LIFE. The mindset and lifestyle of the brand delivers our premium drinking experience with a product designed to unexpectedly reveal subtle, yet evocative and emotional brand imagery.

The bottle provokes interest, starts social conversations and creates the distinct, textural language of the ZOTIKO brand.

The brand's connection starts with the product. It begins the very moment you see it, hold it, or watch it glow at a party downtown.

Waterfull
LIFE



Our formula is designed for attraction.

ZOTIKO's entering a very appetizing market, where big brands are (as we speak) flocking to this market. Brands like Vitamin Water, Vita Coco, and dozens upon dozens of energy drink brands are flocking to EDM culture—and it's just the beginning. The ZOTIKO Water brand needs to approach the marketplace in its own fashion.

ZOTIKO's a brand that creates and enhances the best experiences. We approach with refined reservations on how our brand is presented. We'll be defined and perceived by the very locations and core individuals that embrace our brand, value-set and distinct culture. *ZOTIKO chooses selectivity over accessibility. We can't out-spend 'big money', but we can and will out-think them. All of our marketing should be judged by this belief and the approach must remain a constant. Our way of thinking.*



Brand Voice & Bottle Copy

Designed for the new refreshing state of water.

Clean, still and lightly crafted.

Beautiful as water can be.

WATERFULL LIFE





Designed for the new refreshing state of water.
Clean, still and lightly crafted. Beautiful as
water can be. Waterfall Life. ZOTIKOWater.com

BRAND & PRODUCT DEVELOPMENT

PRODUCT DESIGN

ZOTIKO WATER



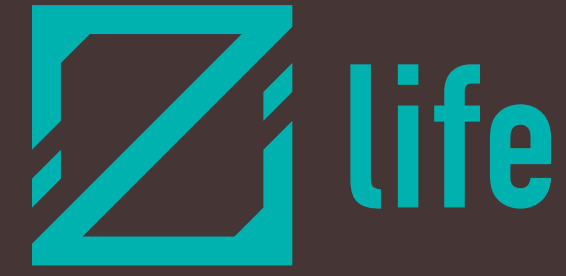




ZOTIKO WATER

ZLIFE LOGO

BRAND MARKETING & ADVERTISING





Zlife PLATFORM

- The marketing platform and social connector for young customer relationship-building
- How ZOTIKO will deliver the lifestyle of the brand
- Evokes the feeling of living for the moment

BRAND MARKETING & ADVERTISING

PRODUCT DESIGN

ZOTIKO WATER





Zlife VALUE

Through Zlife activity, ZOTIKO will socially and culturally become synonymous with:

- Premium Access (Local Perks and access to venues and online VIP Content)
- Premium Replenishment (a.k.a. table service club-influencer)
- A link to NYC's most beautiful nights out
- The culture of the ZOTIKO brand



COMPLEMENTS OF CULTURE

Our product was designed for the party. ZOTIKO Water is a premium product designed to mix well within the culture we're serving. Our bottle is a sculpture that complements beautiful places and spaces, wherever it goes—it sparkles.

ZOTIKO Water—Designed to be the perfect hydration partner for upscale venues and events.

Our formula satisfies the customer's needs for an upscale, advanced hydration and refreshment.

The ZOTIKO Water brand and 'Z' logo mark will grow to become our brand 'indicator'—symbolizing a perfectly designed night out.

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