

清粹

NATURAL MINERAL WATER

SeiSui

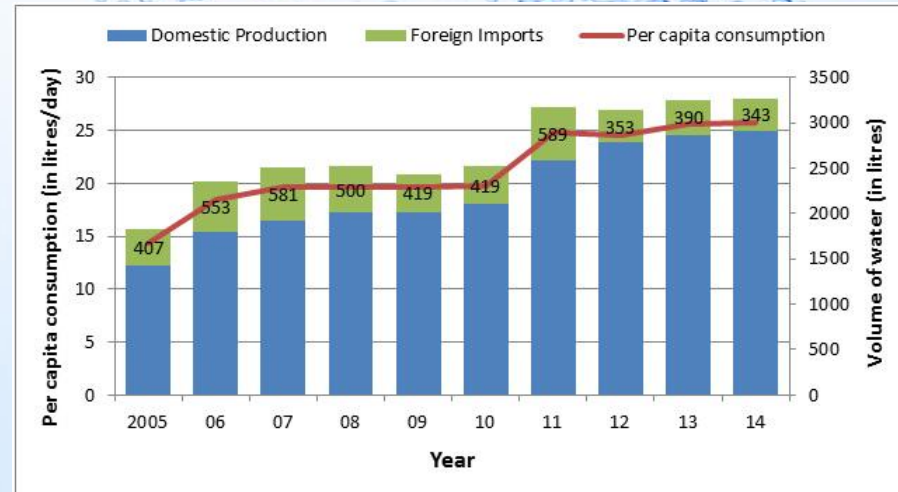
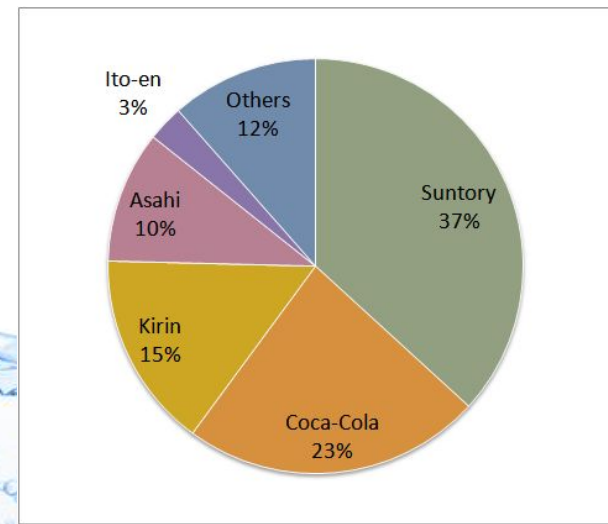
Enlighten Your Refreshment and Embrace your Natural Self

Team Members:

Nhi Nguyen - Xiaojing Wu - Yunmei Shih

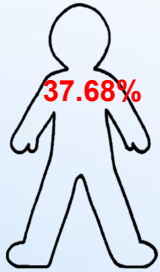
# Our Market Research

- Suntory Water Report
- Domestic brands
- Minami-Alps (Yamanashi Prefecture)

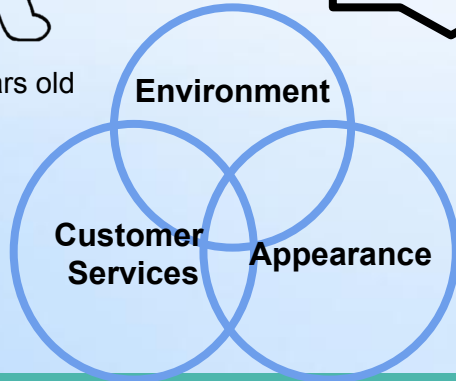


# Our Research Methods and Results

## Secondary Research: Segmentations



46.9 years old



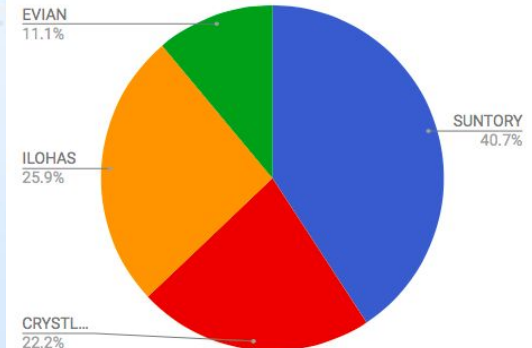
- Collectiveness
- Health-consciousness

78.9%: Mineral water  
48%: Care about the package design

## Primary Research


- Online Survey
- Observation

Count of WATER BRAND



# Our Model of Value Proposition

- **Lively mind**
- **Inner feelings**
- **Both our product and our customers**

A woman in a white tank top and black sports bra is drinking water from a clear plastic bottle. She is wearing white earbuds and has her hair in a ponytail. The background is a clear blue sky. Overlaid on the image is text in white on red rectangular backgrounds.

WATER — A VITAL  
COMPONENT  
OF THE  
HUMAN BODY

# Our Brand Proposal and Story

**Sei**



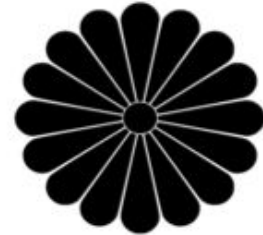
Pure  
Clear

**Sui**



Refined  
Chic  
Smart

**Kiku**



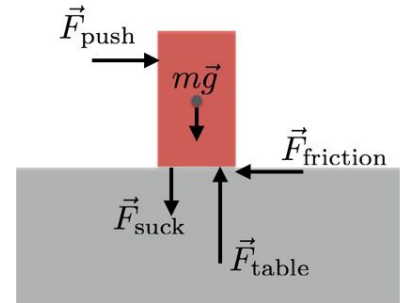
Longevity  
Rejuvenation  
Noble

# Our Mock-up



Waterproof Paper Label

Unspillable Bottom



A close-up, high-speed photograph of a blue liquid surface. A wave of blue liquid is visible, with many small, clear bubbles rising from the surface. The background is a light, pale blue gradient.

**Thank you so much for  
listening. Any question?**