

Ⓟ BETTER

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CLIENT INFORMATION

1. BUSINESS BASICS

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Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Simon Vogrinec
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Which industry best describes your primary business?

The BETTER brand operates within the beauty, cosmetic and fragrance industry, focusing on the development, manufacturing, distribution, and sale of personal care products, including skin, body, beauty and scent-related products.

How does your business primarily operate?

The BETTER brand currently operates a diversified, multi-channel distribution model spanning e-commerce, retail, and B2B and B2C partnerships. The company services customers across Australia while leveraging international distribution networks to access and expand within global markets.

Where do you currently serve customers?

Our customers are currently served across Australia as well as internationally, allowing the business to access both domestic and global markets.

If you have a physical presence, where is it located?

At the core of its operations, The BETTER Brand operates from a considered base in Clematis, Victoria, where office, warehousing, and private studio facilities come together to support seamless logistics, administration, and brand execution.

Which location matters most for your growth right now?

The company's growth strategy centres on the Australian market, with a focus on penetration, distribution, and partnerships, complemented by the exploration and development of international market opportunities.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

We create gender-free fragrance and skin-loving body care that helps people look better, feel better, and smell better—while making better choices for themselves and the planet. Blending beauty, wellness, and fragrance, we turn everyday routines into conscious rituals through innovative formulations, thoughtful design, and sustainable solutions.

Vision (what success looks like in the future?)

(The future you're building)

To lead a new era of fragrance—“Fragrance Unbound” where self-expression has no boundaries, and every product supports both personal well-being and the health of the planet.

To become a globally recognised brand redefining fragrance as a skin-first, wellness experience—where performance, sustainability, and individuality exist in perfect balance.

Core values (3–5 guiding principles)

1. Do Better, Always

Progress over perfection. Every decision is a chance to improve—for our customers, our products, and the planet.

2. Skin Comes First

Fragrance should never come at the cost of skin health. We create products that care for skin as much as they elevate scent.

3. Conscious by Design

Sustainability is built in—not added on. From ingredients to packaging, every choice is made with intention.

4. Freedom of Expression

No labels. No limits. We empower people to express themselves through scent—on their own terms.

5. Inclusive Luxury

Elevated, sensory experiences made to be enjoyed by all—without exclusion.

6. Radical Transparency

No hidden ingredients. No empty claims. Just honest products you can trust.
Smell Better. Feel Better. Do Better

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services .

The BETTER Brand is a gender-free, customisable fragrance and body care system designed for layering, longevity, and self-expression. Created to empower individuality, BETTER enables people to express who they are—while making more conscious choices for themselves and the planet.

Outcomes: the results your customers get.

We are redefining fragrance as “Fragrance, Unbound”—a skin-first, wellness-led experience where sustainability, skin health, performance, and personal expression exist in perfect balance.

Pricing: how you package or charge for your work.

At the core of the BETTER experience are three complementary formats: the Fragrant Body Elixir (200ml \$34.95), Eau de Fraîche Body Mist (200ml \$67.00), and Solid Fragrance + Keeper (10g \$74.95). Each can be used individually or layered together, allowing customers to create a longer-lasting, personalised scent ritual unique to them.

Designed for both performance and responsibility, BETTER’s refill system—including Body Elixir, Body Mist, and Solid Fragrance Refills (10g \$54.95)—reduces waste while encouraging repeat use, strengthening customer loyalty, value, and long-term sustainability.

To support discovery and exploration, BETTER offers accessible entry points through Solid Fragrance POPS (4g \$19.95), Discovery Packs (Sample Trio \$34.95), and Sample Sachets (3 for \$3), providing a low-risk way to experience the range and transition into full-size products. Our bundles further elevate the experience by reinforcing the layering ritual, encouraging multi-product use, and transforming individual products into a complete fragrance system.

Hero Offer: the offer that drives most of your revenue.

BETTER helps customers create a personalised, expressive, and sustainable scent ritual—delivering a layered, longer-lasting fragrance experience, a skin-first alternative to traditional perfume, and a new way to engage with scent through self-expression, empowerment, and conscious consumption.

BETTER helps you feel, express, and show who you are—any day, any mood.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

BETTER fragrance and skincare serves a modern, design-conscious, wellness-aware customer who sees fragrance and skincare as part of identity, not just routine. The ideal customer values clean, effective formulations, elevated sensory experience, and products that feel refined, perform effectively, and fit effortlessly into daily routines. They are digitally engaged, trend-aware, selective, eco-conscious, and sceptical of marketing hype.

Customer segments (if you serve more than one type of customer).

Key segments include busy professionals wanting refined essentials, skincare-sensitive users who react to harsh or heavily fragranced products, fragrance lovers seeking depth and longevity without irritation, and minimalists who prefer simple, high-performing routines. It also appeals to self-care focused users who use scent and skincare for mood, confidence, ritual and expression.

Customer Problems: the challenges they face.

Their main problems are inconsistent performance, where fragrances fade too quickly, skin sensitivity, overwhelming product choice, and fragmented routines where fragrance and skincare don't align. Many struggle to find products that are both enjoyable and skin friendly, and that build trust in sustainability and environmental responsibility.

Why do customers choose you?

Customers choose BETTER because it simplifies these challenges while elevating the experience. It offers a unified approach where scent and skincare are thoughtfully aligned, reducing friction and improving consistency. The brand builds trust through thoughtful formulation, delivering products that feel gentle on skin yet still sensorially rich. It also resonates emotionally: customers feel the products enhance confidence, identity, and daily ritual rather than simply serving a functional purpose.

Ultimately, BETTER wins by combining performance, sensory pleasure, and simplicity, removing the trade-offs between luxury and performance and offering a more cohesive way to experience fragrance and skincare. Customers choose BETTER because they want to look, smell, feel, and live BETTER.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

BETTER operates in a competitive landscape alongside brands like Glossier, Le Labo, Diptyque, Juliette Has a Gun, Fenty Beauty, Solid State, We Are Wild, NOYZ, Odesse, Map of the Heart, and Noosa Bliss. These brands typically lead in one or two dimensions—whether that’s niche appeal, modern branding, inclusivity, or self-expression. BETTER distinguishes itself by fully owning all four dimensions simultaneously, delivering a more holistic and layered brand experience.

Indirect Competitors: alternatives your customers might choose instead.

Beyond these, BETTER also competes indirectly with traditional luxury fragrance houses and mass retail or chemist brands. These alternatives are often fast, familiar, and require little education, but they tend to be single-purpose—focused solely on fragrance or skincare—rather than offering a combined, intentional ritual.

Your Edge: what you do differently and why customers choose you.

What sets BETTER apart is its clear and differentiated proposition: it is not just a fragrance brand, nor simply a skincare brand—it is a skin-conscious scent ritual. BETTER merges skin-first formulation with fragrance, designed to respect sensitive skin while enabling personalisation through layering. The result is a minimalist yet deeply expressive experience that empowers individuals to create a scent and self-care ritual uniquely their own.

Customers don’t have to choose between performance and comfort—BETTER delivers depth and longevity without harshness, offering a personalised, sensorial experience without irritation, confusion, or compromise.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

BETTER is a skin-first fragrance and body care brand that redefines how scent works—on your skin, and for you. We transform fragrance into a personalised self-care ritual through intelligent layering systems designed to support BETTER expression, BETTER skin health, and BETTER conscious living. Where traditional fragrance overwhelms with choice and ignores the needs of skin, BETTER strips it back and rebuilds from the surface up. Every formula is designed to work with your skin, not against it—powered by the HAAR methodology: Hydration, Antioxidants, Anti-inflammatory, and Regenerative actives that deliver both sensory impact and visible skin benefits.

Short pitch / 7-second explanation.

We don't believe in one-size-fits-all scent. Or fragrance that sits on top of you, masking who you are. BETTER gives you a simple, customisable system to layer, adapt, and create a scent that feels like your own—without irritation, confusion, or compromise. This isn't about following fragrance rules. It's about rewriting them—around identity, intention, and skin.

Hooks/Taglines: memorable lines that spark interest.

Better for your skin. Better for the planet. Done BETTER. BETTER scent. BETTER skin. Made personal. Stop wearing fragrance made for everyone else. This is self-expression—built layer by layer. Because small changes don't just add up. They perform.

Tone of Voice: choose the style that fits your brand.

BETTER is clear, direct, and intentional. No fluff, no jargon. Confident, but never loud. It doesn't try to impress—it simply does. Clear and purposeful not complex. Personal and empowering. It speaks to you, not everyone. It invites people to make choices, not follow rules. Quietly rebellious. BETTER challenges outdated fragrance rules. Sensory, but grounded in function. You'll feel texture, skin, warmth, and atmosphere—but always anchored in real benefit. Emotion and performance sit side by side. It never sounds like a traditional luxury fragrance brand. No clichés. No fantasy overload. No empty storytelling. Instead, it's modern, human, and real.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

There's a certain kind of person who's done settling. Busy & Intentional. They care how they show up— but not at the cost of their time, skin, or identity. They've tried the “clean” brands, the luxury brands that felt impersonal. Fragrances that smelled good— but didn't feel like them. And they're tired of the trade-offs.

What are they struggling with?

And too often, they've had to choose performance or skin comfort, simplicity or self-expression. They want products that work with their skin. They want to feel confident in what they're using— without second-guessing ingredients or worrying about irritation.

And they want a way to express who they are—without being told who they're supposed to be. Clarity they can trust. And a way to express themselves—without rules. Because scent isn't just something you wear. It's how you show up. Your mood. Your presence. The industry still tells people what to choose, how to wear it, and who it's for.

How does your brand help?

BETTER changes that. BETTER gives them a simpler, smarter way to approach fragrance and skincare- a simple, skin-conscious system designed for layering, so you can create a scent that's yours—without irritation, confusion, or compromise. No confusion. No gender labels telling them what fits. Just high-performing essentials that let them build their own experience—layer by layer. No unnecessary complexity. No empty promises. Just high-performing essentials that adapt to you.

What does life look like after success?

With BETTER, everything shifts. they don't have to compromise anymore. They don't have to choose between luxury and simplicity, or expression and skin health. They get both. And the shift is subtle—but powerful. They feel more like themselves. More confident in their choices. More in control of how they show up in the world. What felt overwhelming becomes simple. What felt generic becomes personal. What felt uncertain becomes clear. You don't follow fragrance rules anymore. You rewrite them—around your identity, your mood, your skin. Better scent. Better skin. Made personal.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

BETTER is a quiet enabler of expression. It doesn't define identity—it gives people the tools to define it themselves.

This is not a brand that performs. It's a brand that supports.

Quietly confident, BETTER speaks with certainty—never volume. It doesn't try to impress, because it doesn't need to.

Everything is considered. Every word, every ingredient, every experience— "intentional".

Nothing excessive. Nothing accidental.

BETTER empowers without directing. It guides but never tells. It offers options, not instructions.

It feels personal. Like it's speaking to one person—not everyone.

Fluid and adaptable, BETTER moves with you— your mood, your environment, your identity as it evolves.

It remains curious. Open-minded. Never absolute. Always inviting exploration.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

The voice is calm, precise, and self-aware. A thoughtful expert who listens first—and trusts the customer's intelligence.

It avoids noise. No preaching. No posturing. No clichés.

Instead, it speaks in clean, minimal language— balancing feeling and function, clarity and emotion.

Contrast is key: Less noise. More you. Nothing extra. Everything intentional.

BETTER doesn't define fragrance or skincare. It reframes them— as something personal, adaptable, and entirely your own.

One-Word Descriptor: the single word that captures your brand's essence.

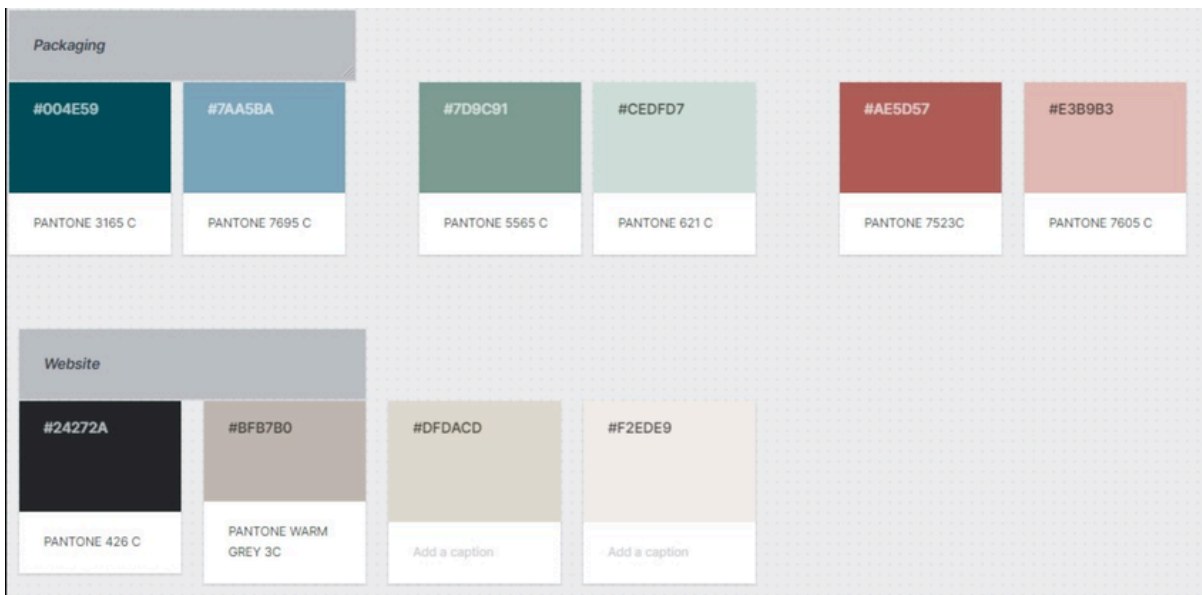
At its core, BETTER is intentional.

9. BRAND STYLE GUIDE (HOW YOU LOOK?)

Logo [upload].



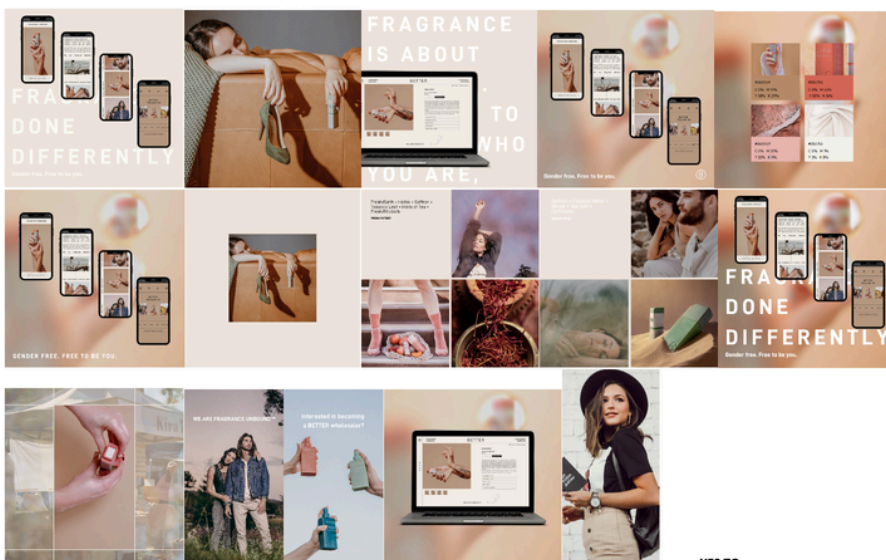
Brand colours, e.g: your colour codes: #8c52ff



Fonts / typography.

Visual preferences.

Natural, relaxed, authentic, good lighting with warm tones



10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify Other _____

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Unsure

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

BETTER is in a relaunch phase with the brand being recently acquired. BETTER has previously used Instagram, TikTok, email, and website optimisation. Better has assets that need reactivation, so the goal isn't adding more channels, it is restarting momentum in the right ones first with the right strategy.

We have previously been active but under-leveraging email campaigns via Klaviyo and not fully utilised its capabilities. There are some blogs and more recently website/ SEO optimisation. Our focus, therefore, is to relaunch on Instagram with a visual identity and on fragrance storytelling. Focusing on product & mood content. Rebuilding trust and consistency with more of a behind the story on the owner, his background and building knowledge and trust. Currently, we are emailing our database with a reactivation and updating customers on the change of ownership, new direction and potential new product development, so as to encourage early access to new clients and a possible limited drop potential. The BETTER brand website is being reworked, providing a clear positioning statement (what makes BETTER different. a strong product storytelling (fragrance is emotional, not functional). providing a simple, frictionless checkout and Website Optimisation.

Channels you want to use next.

TikTok relaunch focus for BETTER will be on Raw, low-production content and behind-the-scenes, scent stories, reactions, and testing the messaging quickly so as to access successes. Once we see some traction and engagement, we then move to the second stage with Influencer Seeding with micro creators and Aesthetic-aligned people.

Paid vs organic mix (if any).

With small paid ads boosting top-performing organic content and retargeting site visitors. Whilst 80% of the focus is on Instagram, email and website optimization 20% will be on TikTok experimentation. Until now, we have mainly utilised organic traffic as the only real acquisition source

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files**
- **Photos**
- **Videos**
- **Testimonials**
- **Case studies**
- **Written content**

BETTER has a solid foundation. Logos & Brand Assets: BETTER has primary Logo assets available in PNG, AI and HEIC converted file formats. And an established brand presence across its website and packaging. Product & Lifestyle photography has been professionally created including Deep etched PNG (eCommerce ready) files with a full lifestyle image library with over 200+ images featuring product usage suitable for web and social media usage. Additional and new lifestyle images to be campaign specific and a high-resolution master series of files to be created. There are existing video assets including some short and long form paid ads, social clips (reels? TikTok style) behind the scenes content, product demos and Pinterest style video content in mostly high quality but outdated so will need to be recreated in to short form videos and fresh adverts and UGC styled video. This will provide a clear video content system including hooks, format and messaging angles. We are already receiving testimonials via Trustpilot and some influencer/UGC content however the reviews are fully leveraged across the website, ads and social media. Google review and Presence and strategy still to be created. Case studies and an early-stage brand narrative is in progress with the new ownership structure. Written content is written including website copy, product descriptions and some email campaigns.

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

The SEO strategy for BETTER is built around how real customers search for fragrance and body care online, from high-intent purchase queries through to lifestyle and values-led discovery.

At the strongest commercial level, customers search for terms like long lasting perfume/fragrance Australia, best fragrance/perfume that lasts all day, signature scent fragrance/perfume, and affordable luxury fragrance/perfume Australia. There is also strong demand for unisex fragrance Australia, clean fragrance/perfume brand, and body care-driven searches such as best body fragrance for layering and luxury body care products Australia. These are the core commercial keywords that capture people ready to buy.

A large portion of search demand is problem-based and highly conversion-focused. Customers are actively looking for solutions such as why does my fragrance/perfume fade quickly, how to make fragrance/perfume last all day, and how to smell good all day.

Other intent-driven searches include fragrance not too strong for office, subtle fragrance/perfume for work, best fragrance for confidence, and how to layer fragrance/perfume and body lotion, showing demand for better performance, longevity, and practical daily use.

Plus, lifestyle and identity-led search layer aligned with BETTER's positioning. This includes signature scent lifestyle, clean girl/boy fragrance/perfume aesthetic, smelling expensive on a budget, fragrance layering routine, genderless fragrance/perfume brand, aesthetic body care routine and scent as self-expression. Customers are increasingly searching for fragrance as part of identity.

Customers are actively seeking clean fragrance brands in Australia, sustainable fragrance/perfume brands, eco-friendly body care, and refillable fragrance/perfume options. Whilst also looking for skin friendly fragrance and body care products, showing demand for "clean" personal care. Along with gift sets Australia, luxury body care gift sets and discovery sets.

Primary keywords/themes (the search terms and themes your ideal customers actually use)

long lasting perfume/fragrance Australia, best fragrance/perfume that lasts all day, signature scent fragrance/perfume, affordable luxury fragrance/perfume Australia, unisex fragrance Australia, clean fragrance/perfume brand, best body fragrance for layering, luxury body care products Australia, why does my fragrance/perfume fade quickly, how to make fragrance/perfume last all day, how to smell good all day, fragrance not too strong for office, subtle fragrance/perfume for work, best fragrance for confidence, how to layer fragrance/perfume and body lotion, signature scent lifestyle, clean girl/boy fragrance/perfume aesthetic, smelling expensive on a budget, fragrance layering routine, genderless fragrance/perfume brand, aesthetic body care routine, scent as self-expression, clean fragrance brands in Australia, sustainable fragrance/perfume brands, eco-friendly body care, refillable fragrance/perfume options, skin friendly fragrance and body care products, clean personal care, gift sets Australia, luxury body care gift sets, discovery sets

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

Over the next 6–12 months, BETTER's goal is to relaunch as a clearly differentiated fragrance and body care routine system and turn that clarity into scalable revenue, retention, and selective retail growth. The brand must be positioned as a simple daily system for smelling clean, feeling fresh, and staying confident, anchored by 1–2 hero product routines rather than fragmented SKUs. Success is measured by improved conversion (target 2–4%), higher AOV (+10–25%), reduced bounce rate (–15–30%), and validated repeat purchase behavior.

Key outcomes you care about (leads, sales, visibility, etc.).

Growth depends on three core outcomes: stronger conversion efficiency through clearer messaging and bundling, retention built via a replenishment loop (target 20–35% repeat purchase within 90 days and 20–40% of revenue from email/SMS), and organic demand growth through SEO and branded search expansion (50–150% organic traffic growth and 10–30 high-intent keyword rankings). Selective retail expansion should validate demand offline with 2–10 stockists and proven sell-through of hero SKUs.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

The key constraint is not traffic but clarity of messaging and direction. Without instantly understandable positioning, BETTER will underperform across ads, SEO, and retention. Product–market fit and conversion come next, while retention is a system design outcome. Fundamentally, BETTER is a clarity » conversion » retention problem: fixing positioning unlocks scalable growth across every channel.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

The BETTER brand relaunch operates under a phased marketing investment model, where budget allocation is progressively deployed in line with performance milestones at each stage. The marketing investment is governed by a strict cap of 20% of revenue, ensuring: Protection of cash flow for inventory and working capital, coverage of fixed operational expenses (OPEX), sustainable, profitability-aligned growth. The budget deployment follows these principles: performance-led scaling, spend increases only when KPIs are met and has controlled downside risk: with underperforming channels are reduced or paused quickly. Phase-based release: Budget is not fully committed upfront but unlocked over time. And resource allocation and funding preapproved allows for large scale up as required.

Decision-Maker: the person who approves spend and final decisions.

Decision-Making Structure: The business operates under a centralised decision-making model, with the CEO/Director holding full authority over marketing strategy, spend, and execution. With the final approval, strategy, ownership & execution is currently with the CEO/Director. This structure ensures: Tight control over cash flow, Consistency in brand and strategic direction, rapid alignment between business and marketing priorities.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

The BETTER brand maintains a foundational level of compliance across testimonials and existing marketing assets:
All testimonials and reviews are genuine and sourced from real customers
Written consent has been obtained for the use of existing testimonials and customer imagery

Industry Rules: any sector-specific regulations you must follow?

The business demonstrates awareness of relevant Australian regulatory frameworks, including:

Therapeutic and product claims guidance under the Therapeutic Goods Administration (TGA) and operates under the Australian cosmetic guidelines.
as well as the consumer protection and advertising standards enforced by the Australian Competition and Consumer Commission

This provides a solid baseline for compliant marketing activity. To ensure marketing can scale BETTER safely across platforms such as Meta Platforms, TikTok, and Google, BETTER is constantly upgrading its compliance controls. This includes implementing a clear and consistent consent process for all new UGC, refining marketing language to avoid unsubstantiated implied claims, and preparing for future influencer activity with proper disclosure and contractual safeguards in line with ACCC guidelines. This is to ensure the brand carries low risks, minimised ad rejections, platform restrictions, and potential regulatory scrutiny. By addressing these areas proactively, BETTER can maintain compliance while enabling efficient and scalable marketing execution and Minimised interruption and risk.

