

HELINOX BRAND VOICE EXPLORATION

Amelia Glynn - August 9, 2018

Brand personality attributes:

- Experienced
- Trustworthy
- Friendly/approachable
- Helpful
- Witty
- Fun

Descriptor lines/headlines:

Be at home, everywhere.

At home, everywhere.

Make yourself at home, everywhere.

For indoor-outdoor humans.

Life is dynamic. Your furniture should be too.

Where minimal and comfortable meet.

Maximum comfort. Minimal weight.

Space is a premium—make the most of yours.

Have comfort will travel.

Comfort you can carry.

Make the most of minimal

Gear up for comfort.

Comfort that won't weight you down.

Big comfort comes in small packages.

Big comfort. Small footprint.

Minimal stuff for maximum comfort.

Welcome to your most comfortable adventure yet.

All of the comfort you crave. None of the weight you hate.

The comfort you crave (without the weight you hate).

Durability one-liners:

Made for a lifetime of adventures.

Designed for adventurous lifestyles.

Adventure tested. People approved.

Made for adventurous lifestyles.

Sustainably designed. Adventurer approved.

Designed to be loved for a lifetime.

Keep comfortable on a lifetime of adventures.

Durable design. Constant comfort.

Not your typical one-season wonder.

Camp furniture designed to last season after season.

Camp furniture designed to last a lifetime of adventures.

Camp furniture you can live in.

Short outdoor manifesto/brand statements:

We believe in everyday, everywhere comfort. When a chair weighs a single pound and packs up smaller than a water bottle, there's never a reason to leave it behind. To us, furniture is meant to travel, so we've designed ours to be portable, durable and mighty good looking so you can bring the comfort of home wherever you go and never feel weighed down.

Alt manifesto/brand statement:

Outdoor descriptor graph:

Big comfort comes in small packages.

Bring the comfort of home to the great outdoors—whether that’s pristine wilderness or your local park—with our lightweight, long-lasting chairs, tables and cots. They collapse small, but pack a wallop in the comfort (and design) department. So treat your seat at the end of a long day of trekking or stage your next beach bash like a boss, and never feel weighed down.

Home brand descriptor:

Maximize your minimal

Life is dynamic. We believe your furniture should be too. Create a flexible living space with our lightweight, long-life chairs and tables. Easy set up and storage means you and your guests will always be comfortable, without extra clutter. And our range of fabrics and colors will keep your inner interior designer content.

Alt version:

Space is a premium. Use yours to it’s fullest. Create a flexible living space with our lightweight, long-life chairs and tables. Easy set up and storage means maximum comfort for you and your guests, with minimal clutter. And our range of fabrics and colors will keep your inner interior designer content.

Category Descriptions

CHAIRS

We’re saving your seat.

Short description:

Lightweight, packable and made to last, our chairs give you the comfort of home, everywhere you go.

Long description:

Get ready to ditch those bulky, single-season chairs for good. We’ve spent a decade refining ours to pack down to the size and weight of bottle of water. Choose from a variety of sizes, colors and designs so you can live your life large—inside and out.

TABLES

You weren’t raised by wolves.

Kick off your picnic party in style—whether it’s somewhere in backcountry or smack dab in your living room. Sure, you could balance your beers here and there, but why? Show some class with one of our lightweight, packable, damn

good-looking tables. Pick the soft top for extra portability or the sturdier hardtop to show you know breaking bread with friends is serious business.

COTS

The thing to choose when you want to snooze.

Short:

Sleep is underrated, which is why our cots over deliver in the shuteye department. Lightweight and built to last, they're perfectly portable and easy to store so you'll always have a comfortable place to rest your—or a guest's—head, no matter where you find yourself at the end of a long day.

Long:

Shuteye is one of life's simplest pleasures and our cots definitely deliver. Equal parts comfortable, durable, portable and stowable, they're perfect for car glamping (no cold, hard ground for you!), a quick snooze in the sun or putting up a surprise houseguest in style. (Because who wants to sleep on a couch or blow-up mattress?) Plus they weigh as much as a camping pad. A good night's sleep makes all the difference between a day that's awesome and one that's not. We say, choose awesome, always.