

car freshener
DannyTM
the Dog



Drive
Happy





• Story & Mission

Danny the Dog is a project of passion inspired by our beloved 'Danny', this fragrance company's favourite little furry colleague who comes into work everyday with Mark, the companies co owner and Creative Director.

His unconditional love for us all keeps a smile on our faces and has driven us, with our long history of producing fragrances, to create this amazing new brand!

We all love animals, and it is our mission is to become the most loved, and most fun, mass market car freshener on the planet!





How do we propose to do this in such a competitive space??

Design and brand name impact at POS

- We believe Danny the Dog will have huge appeal because of the global love for animals especially Dogs. The design is fun, appealing and puts a smile on people's faces – well needed during these challenging times!
- A catchy brand name and easy to pronounce for most consumers regardless of language. Our tagline 'Drive Happy' is also fun, easy to remember and appealing. All in all this results in an appealing product for most demographics. Bearing in mind the commercial driver market is a large proportion (up to 70% based on our research) of the mass market car freshener category, this product will appeal hugely here. All round huge marketing opportunities in social media in particular.

Price

- At €3.99 to €4.99 Danny the Dog fits into the mass market category. Weight / Size comparison to other similar brands - 25% heavier - Danny the Dog - 15g including extra piece sunglasses / Little Joe - 12g - no extra piece.

Fragrance

- 6 initial fragrances researched with the fragrance house to be the most commercial based on previous sales into the mass market.

Working with the right Distribution partners

- Supporting our distribution partners by offering the best possible commercials and thereby empowering them to drive the brand with their retail customers is key to success and what drives us as a company.



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Fragrances

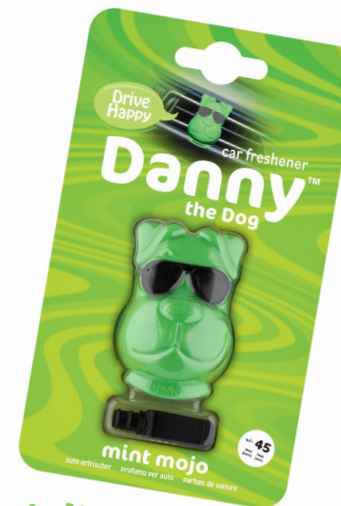
6 commercial scents to choose from



• Berry Blast



• Black Comet



• Mint Mojo



• Vanilla Voom Voom



• Ocean Surf



• New Car Smell

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Displays

Counter & Floor

Counter Display
18 pieces





Inner box 12 units one fragrance

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**One Pallet 2448 Units
12 Master Cartons**



**Master Carton 204 units
17 Inner boxes One fragrance**

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