



## Delicavia Design Brief

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### Brand

A high end subscription box of delicacies from around the world. Consumers will sign up to get the subscription either monthly or quarterly, then they can enjoy the aforementioned delicacy inside.

### Problem

Oftentimes, unless you travel to a country and find the right place or person, a country's delicacy is usually out of reach or hard to find. With Delicavia, this feat has never been easier to accomplish.

### Objective

This brand will allow people to experience the cuisine of other cultures, allowing them to learn more about and appreciate the world. This allows them to widen their palette and their perspective.

### Audience

A Delicavia subscriber is somebody who can afford a higher price point, has an open mind or adventurous spirit, or somebody who is interested in luxury things and experiences.

### Positioning/Competition

Delicavia sets itself apart by price point and food offered. Most competitors sell snacks, candy, etc. from other countries, but this brand will be the first to sell delicacies, meaning we can put forward a higher sign-up rate.

### Message

The world is just a taste away. Broaden your palette and strengthen your adventurous side by indulging in our latest luxury.

### Voice

- Inviting
- Exciting
- Enriching
- Exotic

### Means

- Subscription Boxes
- Web Presence
- Advertisements

