



ATOM  
A0

U.S. GOVERNMENT

Knippa



An unemotional object carries so much emotional value.



A hand holding a set of keys against a white background with a pattern of large, colorful circles (grey, green, yellow, and blue). The hand is wearing a white long-sleeved shirt. The keys are silver and attached to a ring. The text 'Every keyring has a story' is overlaid on the bottom left in a dark grey font on a light brown background.

Every keyring  
has a story



It's not the product, it's the stories connected to it





BRAND IDENTITY

The image features a white background with decorative elements in the corners. In the top-left and bottom-left corners, there are two vertical columns of circles. The top-left column has a light blue circle at the top and a light grey circle below it. The bottom-left column has a light grey circle at the top and a light blue circle below it. In the top-right and bottom-right corners, there are also two vertical columns of circles. The top-right column has a light blue circle at the top and a light grey circle below it. The bottom-right column has a light grey circle at the top and a light blue circle below it. The word "Why" is centered in the upper half of the image, with the letters in white and a gold-colored rectangular background behind them.

Why

Organise  
people's lives.

A vertical column of decorative circles in the top right corner, including a partial grey circle at the top, a light blue circle, a grey circle, and a yellow circle.

## How

By giving you the freedom to  
group your keys easily &  
effortlessly.

A vertical column of decorative circles in the bottom left corner, including a light blue circle, a light grey circle, a grey circle, and a yellow circle.

## What

With quality materials, and simplistic  
design that last a lifetime.



Core values



SIMPLICITY



ORGANIZE



QUALITY



# Brand personality

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#1. Genuine

#2. Confident

#3. Nerdy

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Knippa 200

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# Colors

## Primary colors



C 73  
M 69  
Y 58  
K 79

C 8  
M 5  
Y 5  
K 0



## Secondary colors



C 38  
M 25  
Y 44  
K 8

C 55  
M 35  
Y 30  
K 11

C 8  
M 4  
Y 5  
K 0

C 14  
M 16  
Y 35  
K 1

A un-emotional product that holds a lot of emotions.

Organize

Lorem ipsum dolor sit amet, in pri verterem dissenti...



Scandinavian quality design.

Lorem ipsum dolor sit amet, in pri verterem dissenti...



Design Function Sustainability

Look down here



The singel ring.

Buy



NGO collaboration ring

Buy

Go to top



# MARKETING STRATEGY

Utilitarian



Design



Social - tribe



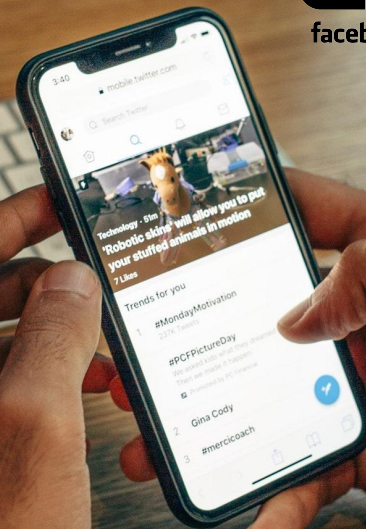




Instagram



facebook



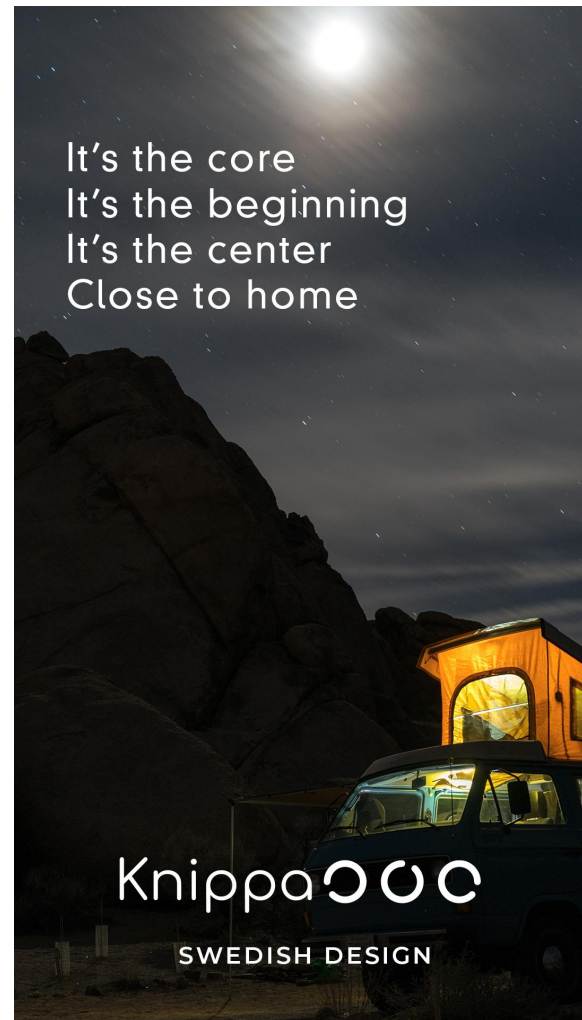
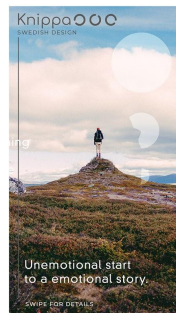
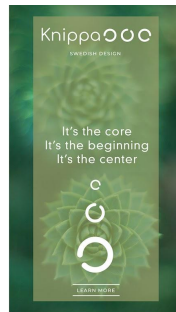
# Outdoorsy Gear Lover



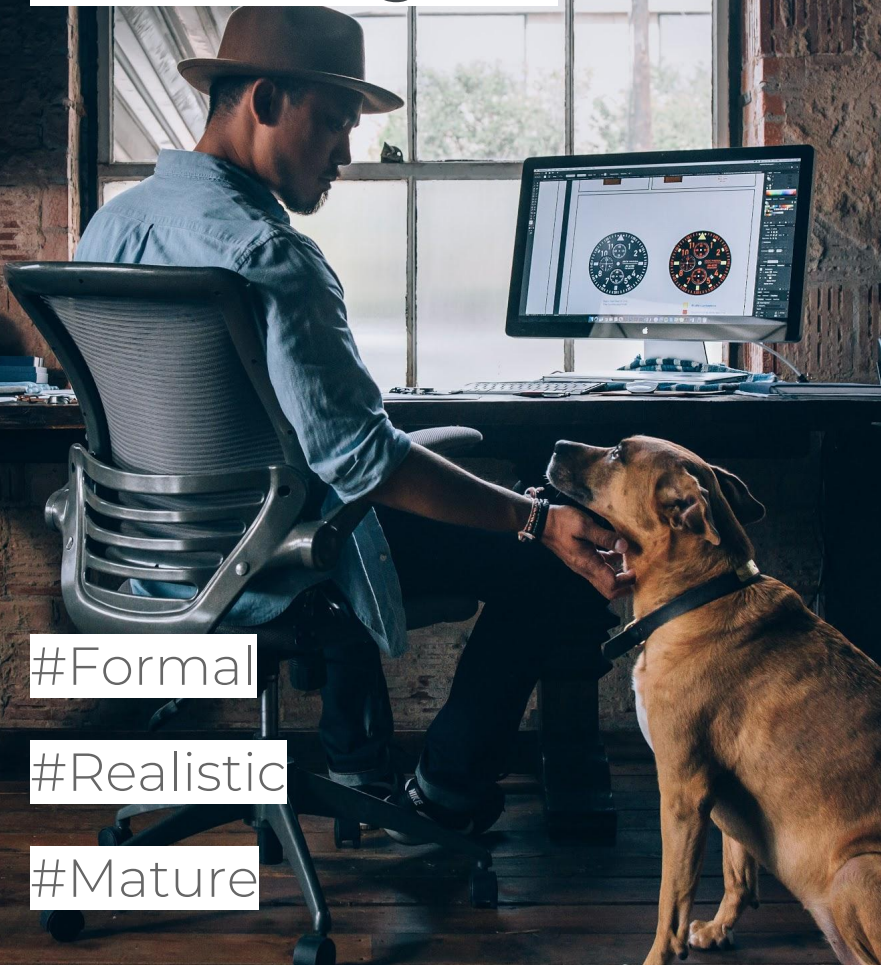
#Friendly

#Funny

#Youthful



# The Designer



#Formal

#Realistic

#Mature

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It's not the product,  
it's the stories  
connected to it

LEARN MORE



# Engaging our audience



## Knippa

Opportunity to win a keyring! We know that every keyring has its own story. And we want to hear yours! Follow the instructions to participate

1. Post a picture of your keyring
2. Share your story
3. Use the hashtag #keyringstories

We will pick three winners and share their stories by the end of the month.

To learn more about @knippasweden keyrings and who we are, follow the link in our bio.

Meanwhile, stay organised!



14,461 likes


OCTOBER 14

Log in to like or comment.



Instagram

Knippa



Shop Now

25 likes


Knippa A common tool for your personal story.  
#knippa #yourstorey #mykeyring

Add a comment...

Instagram

Your Story jack lynda\_s henry

Knippa



Shop Now

25 likes


Knippa On and off. Quick release then resecure.  
#knippa #yourstorey #mykeyring

Add a comment...

18 HOURS AGO

Instagram

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Going out?  
Going to work?  
Go light!

Shop Now

25 likes

Knippa On and off. Quick release then resecure.  
#knippa #yourstorey #mykeyring

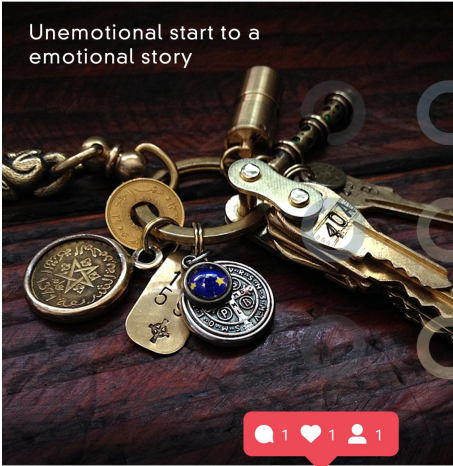
Add a comment...

18 HOURS AGO

Instagram

Your Story jack lynda\_s henry

Knippa



Unemotional start to a  
emotional story

Shop Now

25 likes

Knippa On and off. Quick release then resecure.  
#knippa #yourstorey #mykeyring

Add a comment...

18 HOURS AGO



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- About
- Photos
- Events
- Videos
- Posts
- Community

Create a Page



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Write something on this Page...

Photos



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Website in New York, New York

Community See All

Invite your friends to like this Page  
56,418 people like this  
57,047 people follow this

About See All

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# THANK YOU

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**Business Developer Program - Hyper Island 2018**