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DEMAND PEACE BRAND IDENTITY

DATA-DRIVEN CREATIVITY



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Brand Mission: To inspire and empower individuals to make peace their way of life, promoting love, harmony, freedom, and solidarity for a better world

Brand Vision: To create a global movement where the demand for peace transcends material desires, fostering a world defined by spiritual power and unity.

Brand Narrative: Demand Peace was born from a deeply personal journey, an epiphany that genuine peace must be the ultimate goal of existence. It all started during a serene vacation in Mexico when, during a conversation with my wife, I realized the importance of demanding peace not just for ourselves but for our relationships, our planet, and everything it encompasses. In that moment, we made a decision: Demand Peace should become a way of life.

Our inspiration came from the wisdom of John Lennon, who once said, "If everyone demanded peace instead of another television set, then there'd be peace." We decided to channel this wisdom into a tangible movement that emphasizes the true treasures of life - love, harmony, freedom, spiritual growth, and the power of solidarity.

It's more than a brand; it's a call to action.

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Target Audience: Demand Peace's target audience is composed of individuals who are passionate about promoting peace and harmony in their lives and in the world. This includes peace advocates, spiritual seekers, social activists, and anyone looking to make a positive impact. Our brand appeals to those who believe in the power of unity, freedom, and love as agents for change.

Positioning: Demand Peace stands out from the crowd by offering a diverse range of products that carry a message of peace and unity. We sell clothing, bags, phone cases, backpacks, fanny packs, mugs, bottles, and stickers, all designed to inspire and empower individuals to demand peace. What sets us apart is our unwavering commitment to effectuate change through expression. We encourage our customers to wear, carry, and display our products as a statement of their dedication to a more harmonious and peaceful world. Demand Peace is not just a brand; it's a movement, a call to action, and a symbol of the change we want to see in the world.

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