



Case Study — Tide & Term (Self-Initiated)



Self-initiated concept project. No client engagement — an invented brand built to demonstrate method. Labeled as spec throughout, on purpose.

*Verbal identity system · Maternity & postpartum care (invented brand) ·
Positioning, principles, tone system, lexicon, naming, copy*

The challenge

Premium maternity care has two default voices: **clinical** (earns trust, feels cold) and **cutesy** (feels warm, loses credibility). Neither justifies a premium price to an informed first-time mother in her 30s who reads the ingredient list before she reads the tagline.

The insight

The truth the category keeps skipping: **with a newborn, a mother is born too — new, tender, still healing.** That single line reframes the buyer from *caregiver* to *someone who also deserves care* — and it's a truth the brand can own, because no one else is saying it.

The approach

I didn't write taglines. I built a **system a whole team could run** without me in the room — so the brand sounds like itself on a jar label, a cold email, and a launch caption alike.

1. One governing rule. *Warmth invites the customer; authority keeps her.* Every tone decision resolves against it.

2. A tone dial by touchpoint — warmth and authority weighted per surface, not applied evenly:

Touchpoint	Authority	Warmth
Label / surface	Medium	High
Story / website	High	Low
Social	Medium	High
Email	Low	High

3. A working lexicon — not vibes, decisions. What the brand says vs. what it refuses:

We say	We avoid
Mindfully curated · true-grade · renewing · grounding	Conscious · authentic · "love in every drop" · nature-inspired
Scar-fading oil · sore-nipple care · clean, transparent INCI	Invisible Scar Oil · essential nipple care · "organic"

4. A self-naming SKU format — `[product spec] + [target region + condition]`, so the range scales without a naming meeting every launch. Bundles are the one exception: they name the outcome (*Holistic Nourishing Kit*).

Proof it holds

Same system, three very different surfaces — one voice:

Jar label: Belly Oil. Non-sticky. Herb-infused. Soothing. Aids in lightening scars.

Email subject: Your body has been a shield. Soften it with the belly oil it earned.

Manifesto close: No false urgency. No performance. No promises we can't keep. Just complete care for the mother just born. *Your tide, your terms.*

Why it's built this way

Clarity is the floor; resonance is the finish. I show the edit, not just the output — because the deliverable isn't clever lines, it's a **repeatable language** a team can hold:

Over-written draft	Calibrated final
"Formulations carefully curated that have a long shelf life."	"Clean composition, made to last longer."

Over-written draft	Calibrated final
"Organically sourced ingredients processed in hygiene and mentioned transparently."	"Farm-sourced, hygienically processed, transparent INCI."

My role: everything — strategy, system, and copy. **Format:** self-initiated spec.
What it demonstrates: turning one found truth into a reusable verbal system that survives contact with a real team.