



Airmeet

BRAND PLAYBOOK

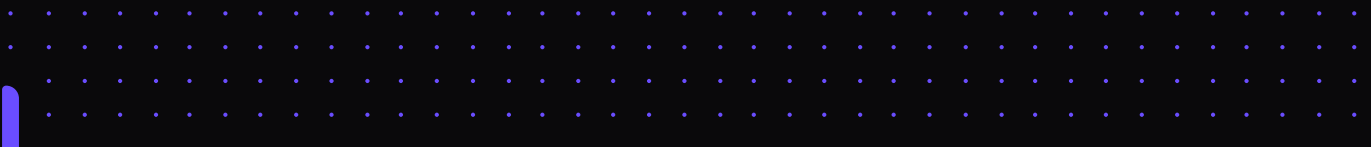


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What is a brand and why it is important?



A brand is the collection of experiences with our Company, our products and our team. It is the sum of all the interactions. It may be rooted in how people use and experience our products and services, but nearly everything we do influences our brand. From developing relevant innovations that meet customer needs to our contracting process, to our ability to provide evidence in support of our offers, to the way people experience our website. Many touchpoints that have the potential to either enhance or tarnish our brand.



Every interaction with our customers reflects on who we are and what we represent as a company.





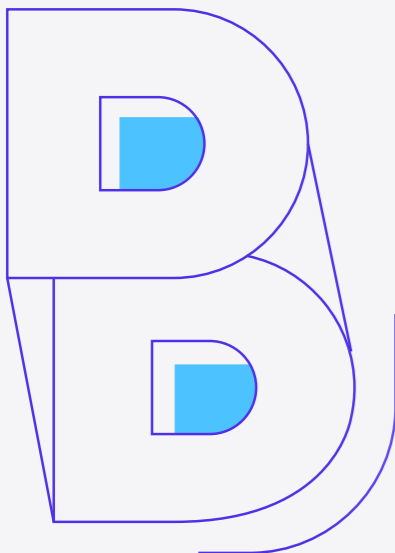
Who we are and our brand story?



Who we are?

Airmeet is an all-in-one platform where community managers can host interactive virtual meetups and events to engage their communities.

Airmeet was founded in 2019 by Commonfloor's former co-founder Lalit Mangal along with Commonfloor's former executives Vinay Kumar Jasti and Manoj Kumar Singh.



Our Brand Story

The world is on the brink of change. The internet has given people the kind of access to resources never seen before, resulting in the rise of the era of remote working, the ability to be able to do the work from any corner of the world.

Our story starts when Lalit, fresh from his stint at Commonfloor, was working out of Noida as a consultant. As an entrepreneur himself, he knew the importance of attending events where he could network with the right people. But he found that the act of physically being there prevented him from attending a lot of such events. And that's when Lalit saw an opportunity for innovation.

We designed Airmeet with human interaction in the core of its DNA. Airmeet is the place where you meet people from the same community as you are and have meaningful social interaction with them. It is that place which you virtually walk into every day and expect to be blown away by the sheer amount of knowledge, be it tech, finance, law, medical, etc. being shared on the platform.

With Airmeet, we bring you a revolutionary new way to keep your community engaged online. By diminishing geographical barriers and reducing associated costs, Airmeet enables you to get the best speakers and tap into new audiences from all over the world, all from the convenience of your own home.



Our Vision and Mission

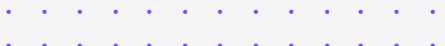


Brand Vision

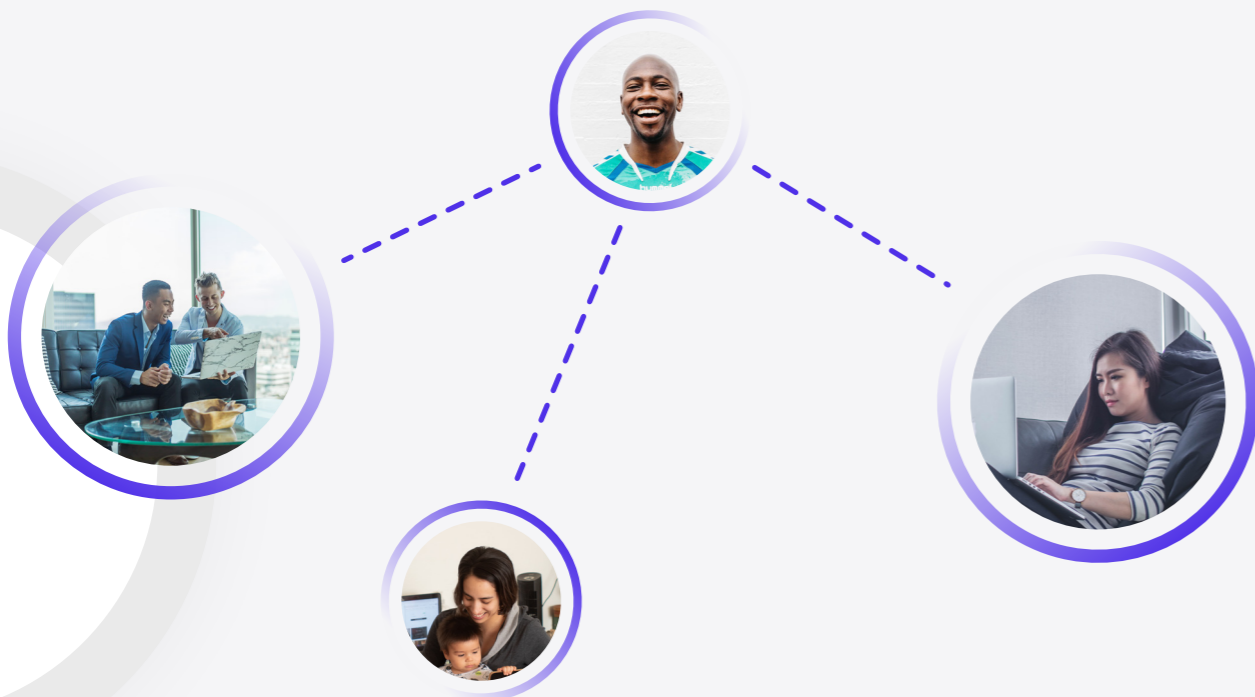
**“Empower communities
to connect, grow
and inspire”**

Brand Mission

**“To drive the world’s
transition to Virtual
Meetups by bringing
people closer to each
other & enabling the
flow of ideas.”**



Our Target Demographic



Actualizers. Age 30-50

Actualizers are a segment of people who are very determined, stubborn and very successful in their jobs. Their career is very important to them, but family is always first.

They take care of their children and look for their education and health. Going to the gym or doing some exercises at least once a week. They are very interested in art, culture, museums, etc. Actualizers are a very intellectual elite.

The environment is very crucial for them. Actualizers are very practical people and manage money very carefully. They would like to pay more for quality. They like being with family and it is their main pastime. Also, they would like to invite friends to the house and have a great time with them.

They favour premium brands and pay more for quality. They plan their purchases and buy everything from one shop. They like reading about the latest news and news about raising children in a healthy way. Also, they prefer to read about gardening, healthy life, business, economy etc.





Our Customer Persona



Group 1 : Corporates and large community

1. CMO/CPO

Name: Thomas Gardner
Age: 40-year-old
Designation: Chief Marketing Officer/Chief People Officer
Marital Status: Married for 10+ years, 2 kids.
Annual income: \$150-200K CTC
Favorite Brands: Apple, Heineken, LinkedIn, BMW, New York Times
Interests: Gives talks at international conferences, loves reading non-fiction books, Passionate about hobbies, keeps himself fit through outdoor activities.

2. Community/Event Manager

Name: Hunter Gray
Age: 34-year-old
Marital Status: Married, 1 Kid, Lives in a Metro.
Annual income: \$65-85K CTC
Favorite Brands: Tesla, Apple, Woodland, Carlsberg, LinkedIn
Interests: Likes to bring like-minded people together, reading non-fiction books, following tech innovations.

3. Social Media Manager

Name: Scarlett Cole
Age: 25-year-old
Marital Status: Unmarried and lives with a roommate.
Annual income: \$40-50K CTC
Favorite Brands: Zara, Samsung, Instagram, Volkswagen
Interests: Very active on Social media platforms, Avid reader of fictional novels, Loves hanging out with friends & travelling.

Group 2 : Smaller communities and Individuals

1. Entrepreneur/ Influencer

Name: Akash Patel
Age: 28 to 32 year old
Designation: Head of his own business
Marital Status: Unmarried
Annual income: \$90-110K CTC
Favorite Brands: Google, Bira, Hyundai, Canon
Interests: He is a hustler, gives talks at local events, occasional photographer, regularly conducts webinars and online classes for newcomers in the industry, reads all kinds of books and has started a podcast program recently.

Our Brand Personality and Attributes

Brand Persona

“CURATOR”

Primary Character Trait:

Friendly

Airmeer is that wise and witty friend who you go to when you need the right suggestion. We are warm and welcoming to all kinds of enthusiasts to engage,share ideas and grow on our platform.

Personality Attributes:

One of the ways we deliver the Airmeet brand is by bringing alive our unique personality. Our personality attributes are the primary attributes we want people to think when they describe Airmeet. They help/guide on how to communicate and behave.

1. Human Connection

We believe collaboration is imperative to solve the world’s problems. We see it as our duty to enable people to find like-minded folks and build communities for meaningful and enriching social interaction.

2. Empathetic

Our objective is to help others make sense, learn or stay informed about a specific interest area, by finding, organizing and presenting key information artefacts while adding their personal viewpoint.

3. Knowledge

We understand the importance of **knowledge sharing** in this information age. It is rightly said that knowledge is power. We want to be the frontier for professionals around the world to gain and transfer their knowledge to the masses.

4. Transparency

We thrive on credibility and trust. In other words, without transparency, our customers cannot easily understand whether our selections are based on true value or on personal whims, interests or economic benefits.

5. Curiosity

Curiosity is the hunger to learn and discover more of what interests us. Our sessions are designed to encourage this very sense in every participant.

Our Logo and Tagline



Our logo and tagline are clear and powerful encapsulations of our brand story and all that we wish to communicate as a brand. Together, they are symbolic and memorable creative elements of our brand.

Logo



Tagline

**Virtual Events,
Real Connections**

Look and feel

