

# Part 1

## About JWWorld®



# Who is JWorld®?

## JWorld®'s Vision

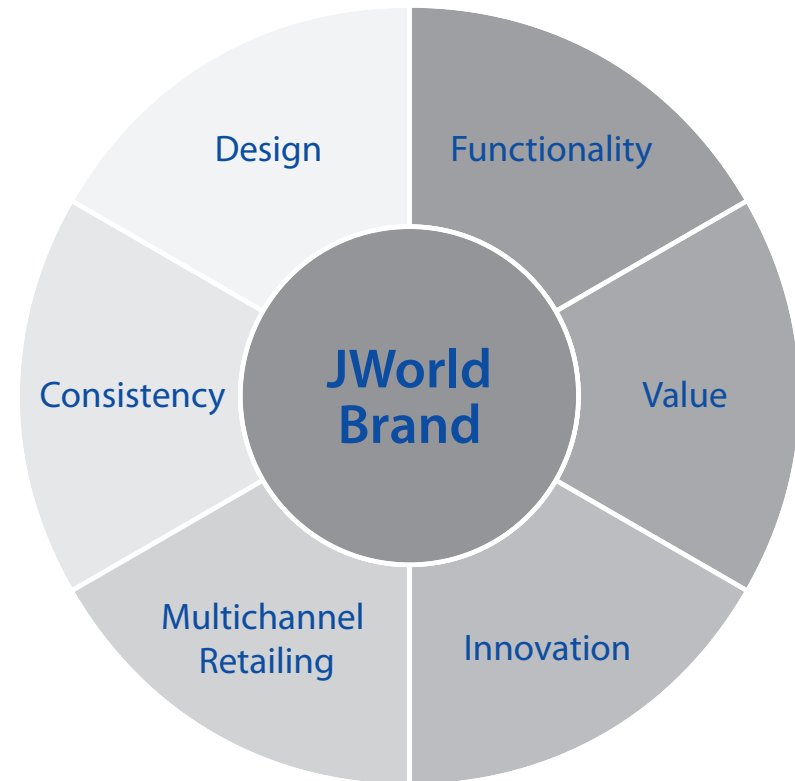
Become a world leader of innovative functional bags without compromising style, quality, social responsibility or consumer value.

## Brand Positioning

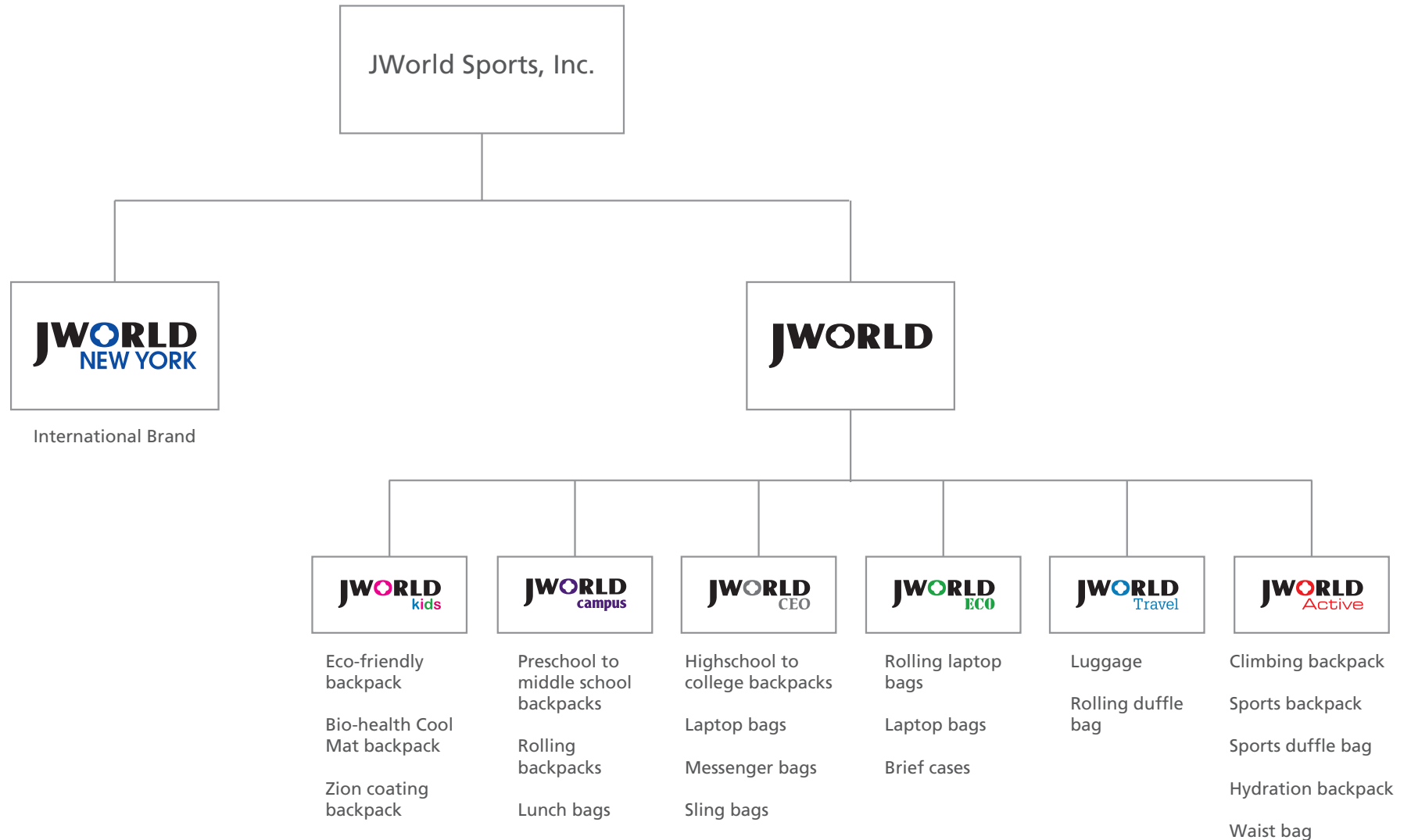
Every communication includes the JWorld® brand statement, the JWorld® brand essence—continually communicating the value of the JWorld® brand—so that, within a few years of consistently delivering evidence of distinction, and an intensive public relations campaign, backed by social media, the JWorld® name will signify a set of expectations that will be recognized and highly valued by the new generation of emerging consumers.

## Brand Identity

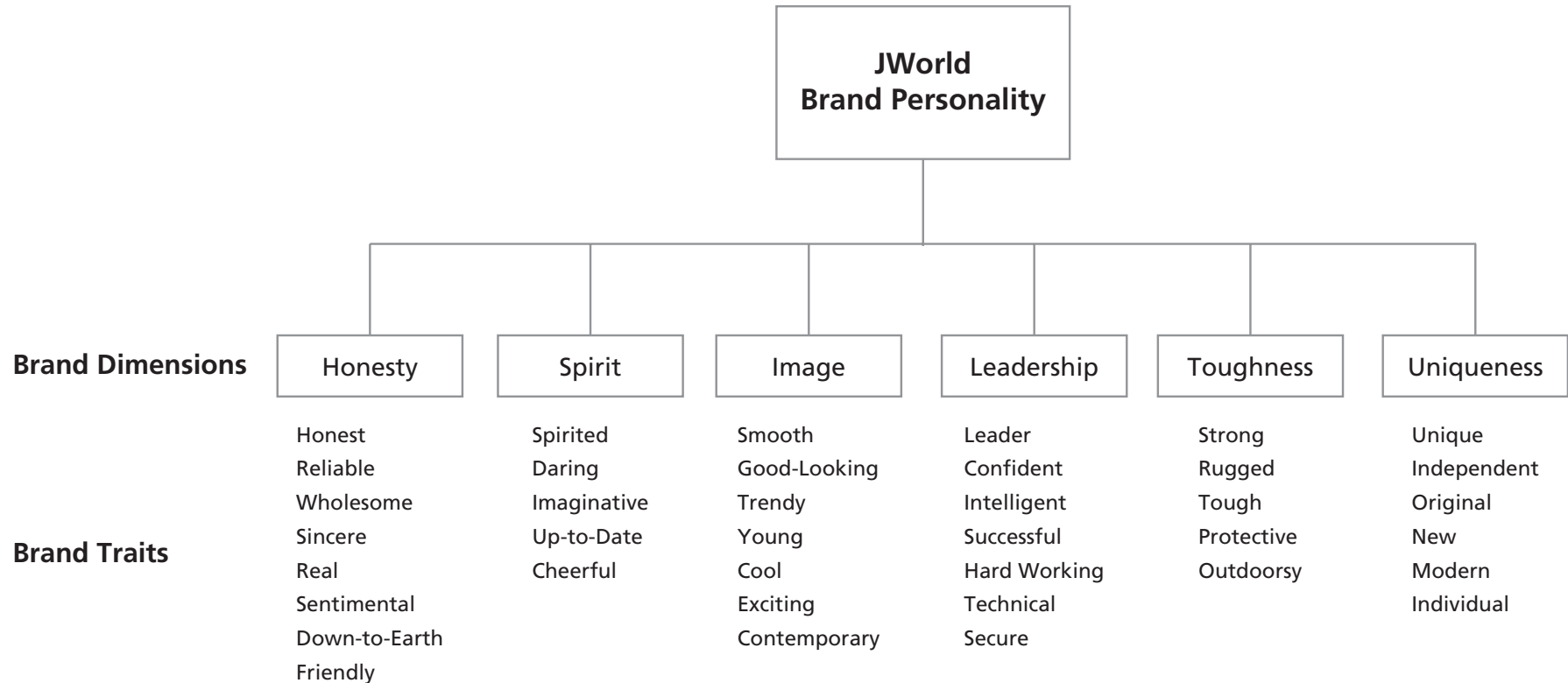
Consumer-driven brand values and associated criteria for an ideal experience to establish and deliver brand meaning.



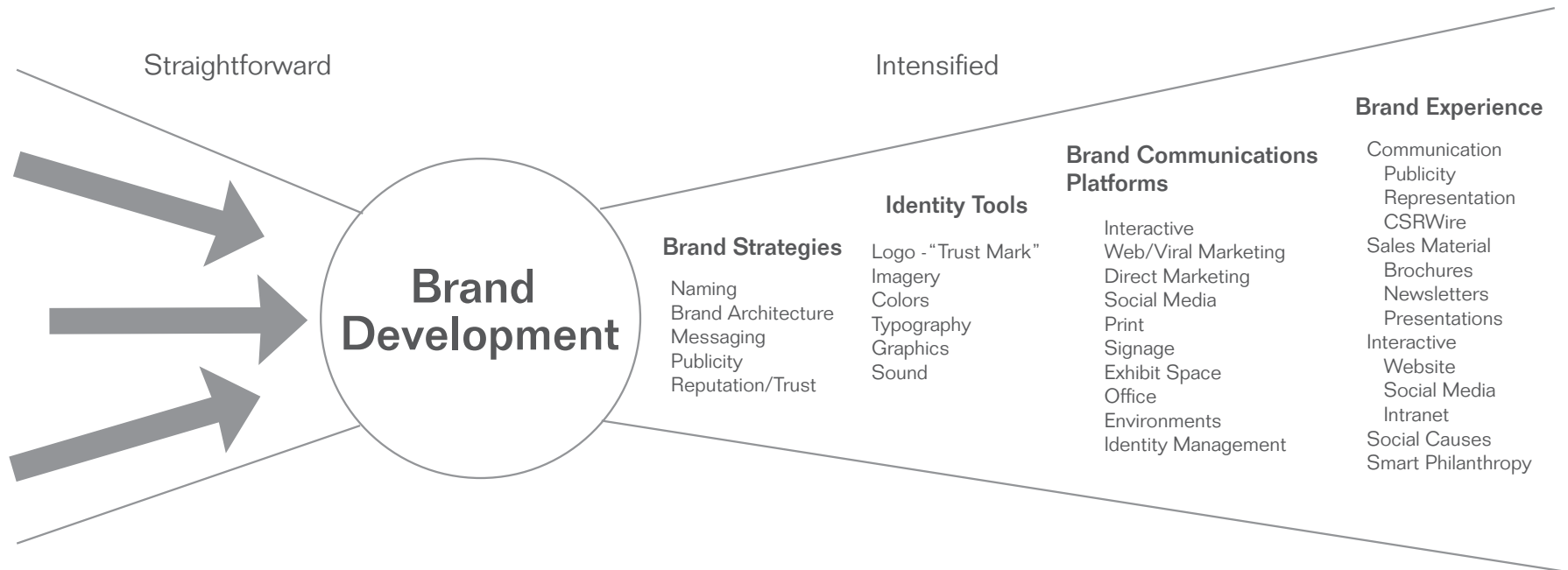
## JWorld® Organization



# Brand Personality



# Developing the Brand



# Communicating Visually

