



DOMI ITALIAN ICE BRAND POSITIONING DOCUMENT

WWW.DOMI-ICE.COM



WWW.TERRYSCHILLINGWRITES.COM



BRAND POSITIONING STATEMENT

"A Creative Way to Serve Italian Ice and Do Good for Others Didn't Exist. So We Created It."





BRAND TAGLINE

Good Ice.
Good Work.
Good People





MISSION STATEMENT

"To inspire our communities by treating their hearts, minds, and taste buds."





BRAND VOICE

We speak to our mission of serving good Italian ice to the good people in our communities.

Our Voice is **Friendly, Witty** and **Aspirational**. We speak in the first person and reference our customers as “you” and DOMI as “we/us/our”





VISION STATEMENT

DOMI Italian Ice will be a dessert favorite that inspires people to have fun, love and do some good in their community. To accomplish this, we focus on the three things that matter most:

Our Italian Ice - It will always be about quality, homemade ingredients, and incredible taste. From the natural fruit we use to the fun toppings, no one beats us in originality and flavor.

Our Customers - We serve, laugh, and engage at every birthday party, wedding, fundraiser, and special event in our customer's lives. People will come because of the delicious Italian Ice, but they come back because of the experience.

Our Community - Customers like us for our amazing flavors, but they love us for how much good we do. With every cup bought, we make sure everyone wins by giving part of the profit to support a local cause.



CORE VALUES

Good Ice - Our ice is crafted locally in small batches using real fruit and dreamy drizzles to sauce it up a bit. Set your taste buds to “tropical” and prepare to experience what we humbly call “good ice” and our customers call heaven on earth!

Good Work - The icing on the ice is that every purchase is also an indulgence in helping others. Who would have thought that Italian ice could do so much good for others?

Good People - We believe that special treats taste better when they are created and served by good people. Our staff is sweet! They will melt your heart long before your delicious ice does, and nobody walks away without a smile.