



NITYE

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OUR STORY

The Journey of Ekaniyere and NIYE

In the world of NIYE, every breath is a breath of fresh air, and every moment is an opportunity to enchant your space.

Ekaniyere, a young air hostess, explored the world, meeting people and visiting places. Through her travels, she realized the power of fragrances in creating memorable experiences. She saw how scents could transform the ambiance of different destinations, from the mountains to bustling markets and tropical paradises.

However, she also noticed the lack of freshness in some spaces, and this inspired her to create NIYE (Absolute Fresh Fragrance). NIYE's products capture the essence of freshness, from scented candles to diffusers and room sprays. Ekaniyere's vision goes beyond products; she aspires to make the world a more fragrant and captivating place.

In the world of NIYE, every breath is a breath of fresh air, and every moment is an opportunity to enchant your space.

OUR MISSION

We are committed to enhancing the ambiance of your living spaces by creating exceptional scented products that capture the essence of freshness. Our mission is to provide our customers with high-quality, eco-friendly scented candles, diffusers, humidifier and more, to transform their surroundings into havens of tranquility and delight. We aim to deliver not just fragrances but unforgettable experiences that rejuvenate the mind and spirit.

OUR VISION

Our vision at NIYE is to be a leader in the Nigeria fragrance industry, recognized for our innovation, sustainability, and uncompromising dedication to quality. We aspire to bring the world's finest scents into homes, offices, and public spaces, enriching lives through the magic of fragrance. We envision a future where our products serve as a conduit for connecting people with their most cherished memories and emotions.



BRAND VALUE

NIYE (Absolute Fresh Fragrance) is a company that specializes in crafting scented products that transcend the ordinary. We believe that fragrance has the power to transform any environment, and we are passionate about helping you create spaces that resonate with your unique style and sensibilities.

- **Quality Excellence**
- **Passion for Fragrance**
- **Sustainability**
- **Customer-Centric**

TARGET AUDIENCE

NIYE (Absolute Fresh Fragrance) resonates with individuals who appreciate the transformative power of fragrance. From fragrance enthusiasts and home design aficionados to wellness advocates and professionals seeking a positive workspace ambiance, NIYE caters to a diverse audience.

Whether you're a young urban dweller, a family prioritizing a warm home environment, or someone environmentally conscious, NIYE's range of scented products aims to enhance your living spaces and evoke delightful experiences. The brand's universal appeal aligns with the values and preferences of those who seek the magic of absolute fresh fragrance in their daily lives.



BRAND VOICE & TONE

Brand Voice: Fresh, Inviting, and Passionate

At NIYE, our brand voice is a reflection of the essence we bring to your life – fresh, inviting, and passionate. We communicate with the warmth of a fragrant breeze, inviting you into a world where every word is crafted with care and enthusiasm.

Tone: Approachable, Informative, and Enthusiastic

Our tone is approachable, ensuring that every interaction feels like a conversation with a friend who genuinely cares about your experience. We strive to be informative, sharing the stories behind our fragrances and the meticulous craftsmanship that goes into each product. Enthusiasm infuses every word, reflecting our genuine passion for the magic of fragrance.

BRAND VOICE & TONE

(Cont'd)

Consistency: Across Touchpoints

Whether you encounter NIYE on our website, social media, product packaging, or in customer service interactions, our voice and tone remain consistent. We want every interaction with NIYE to feel like a seamless and delightful experience, creating a lasting connection with our audience.

Adaptability: Tailoring to Context

While our core voice remains constant, we understand the importance of adaptability. Whether we're sharing the story of a new fragrance, offering product information, or engaging in a social media conversation, we tailor our tone to fit the context, ensuring relevance and resonance.

BRAND VOICE & TONE

(Cont'd)

Key Elements: Emotion and Storytelling

At the heart of our brand voice is the emotion we infuse into every word. We tell stories that transport you, creating a sensory experience that goes beyond words. Through our voice, we aim to evoke emotions, spark curiosity, and invite you into the enchanting world of absolute fresh fragrance.

A Voice That Captivates

In every word we speak, write, or share, NIYE's brand voice is a guide – a friendly companion on your sensory journey. It's the voice that introduces you to the captivating world of fragrance, making every interaction with NIYE an opportunity to elevate your senses and enchant your space.

BRAND PROMISE

NIYE's brand promise is to be the guardian of moments, transforming the ordinary into the extraordinary through the magic of absolute fresh fragrance. This promise encompasses uncompromising quality, captivating diversity in scents, eco-conscious practices, enchanting experiences, transparent connection with customers, continuous innovation, a customer-centric approach, and the creation of unforgettable memories. At NIYE, every breath is a breath of fresh air, and every moment is an opportunity to enchant your space and create cherished memories.



SLOGAN

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**Enchant
Your
Space**

The slogan "**Elevate Your Senses, Enchant Your Space**" embodies the core philosophy of NIYE (Absolute Fresh Fragrance). Inspired by founder Ekaniyere's experiences as an air hostess, the slogan reflects the brand's commitment to providing a transformative sensory journey.

"**Elevate Your Senses**" promises a fresh and emotional experience, while

"**Enchant Your Space**" signifies the brand's mission to go beyond products, creating captivating environments that tell unique stories.

The slogan encapsulates NIYE's aspiration to bring the magic of diverse fragrances into everyday life, enriching every breath and transforming spaces into enchanting realms of memories and emotions.

KEY MESSAGES



Absolute Freshness

NIYE brings you the essence of absolute fresh fragrance, crafted to elevate your senses and infuse your space with a captivating and rejuvenating atmosphere.

Diverse Scents for Every Moment

Explore a diverse range of scents meticulously curated to complement different moods, occasions, and memories. NIYE believes there's a fragrance for every moment in life.

Customer-Centric Excellence

At NIYE, you are at the center of everything we do. Our customer-centric approach ensures your satisfaction and delight, making your experience with NIYE nothing short of exceptional.

Transformative Experiences

Immerse yourself in enchanting experiences as NIYE transports you beyond the ordinary. Our fragrances are designed to create moments of joy, tranquility, and inspiration.

Crafted with Care

Our products, from scented candles to diffusers, are crafted with unwavering attention to detail and a commitment to delivering exceptional quality, ensuring each item exceeds your expectations.

Elevating Lives Through Fragrance

NIYE is more than a brand; it's a source of enchantment that elevates lives through the transformative power of fragrance. Join us on a sensory journey where every fragrance tells a story.



BRAND STORYTELLING GUIDELINES

NIYE's brand storytelling is guided by the following principles:

Emotional Resonance

Create narratives that evoke emotions, connecting customers to the transformative power of fragrance and the enchanting experiences NIYE offers.

Authenticity and Openness

Share authentic stories that reflect NIYE's values and commitments, fostering openness and transparency in all brand communications.

Customer-Centric Focus

Place the customer at the center of storytelling, emphasizing how NIYE's fragrances enrich their lives and create memorable moments.

Product Craftsmanship

Highlight the meticulous craftsmanship behind NIYE's products, emphasizing quality and attention to detail in the creation of scented candles, diffusers, and more.



BRAND STORYTELLING GUIDELINES

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Consistency Across Channels

Ensure a consistent brand voice and narrative across all communication channels, maintaining coherence and reinforcing NIYE's identity.

Inviting Customer Participation

Encourage customer engagement by inviting them to share their own NIYE experiences, turning the storytelling process into a shared journey.

Storytelling Adaptability

Tailor storytelling to suit different contexts and platforms, ensuring relevance and resonance across various touchpoints.



NTYE

