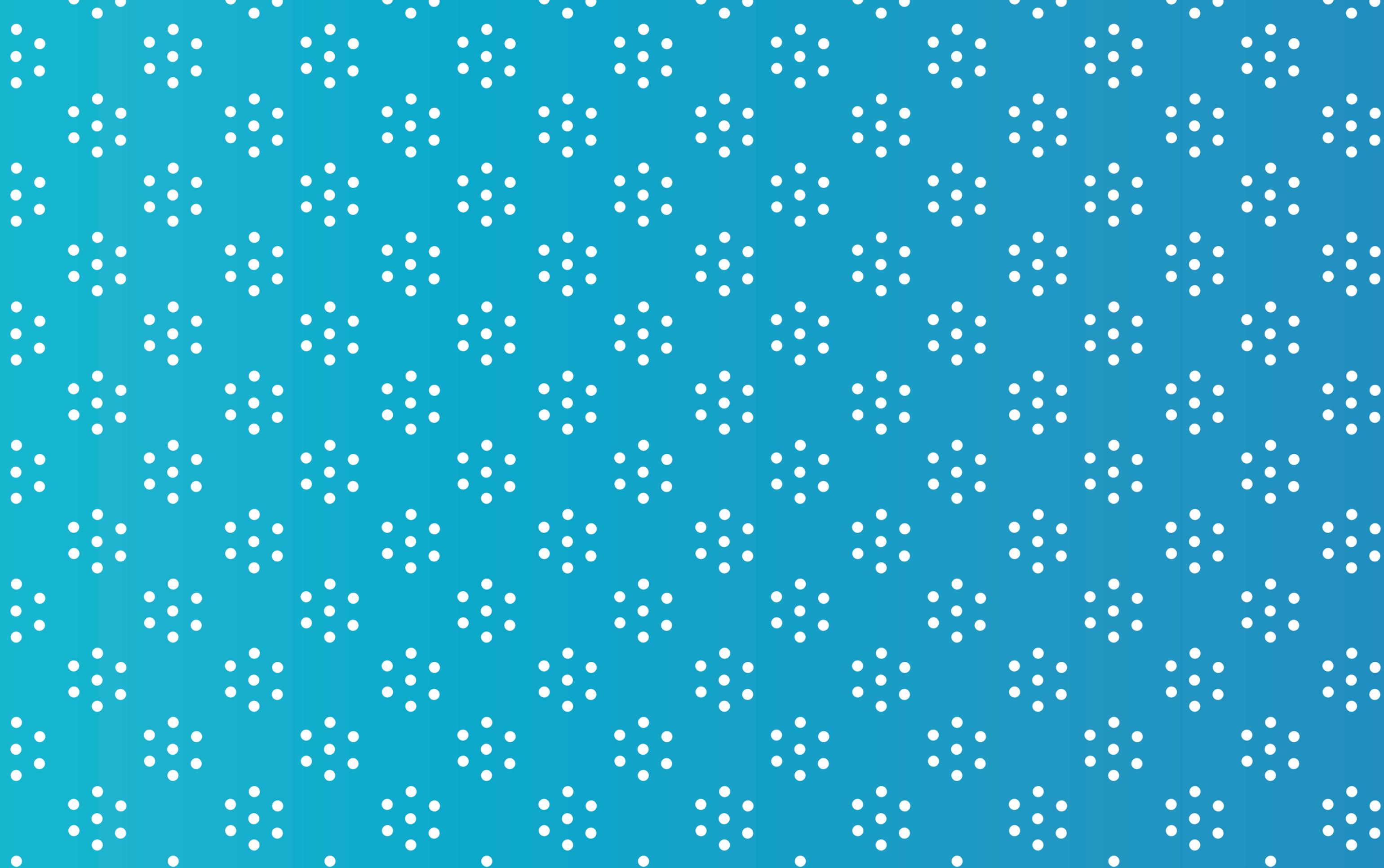




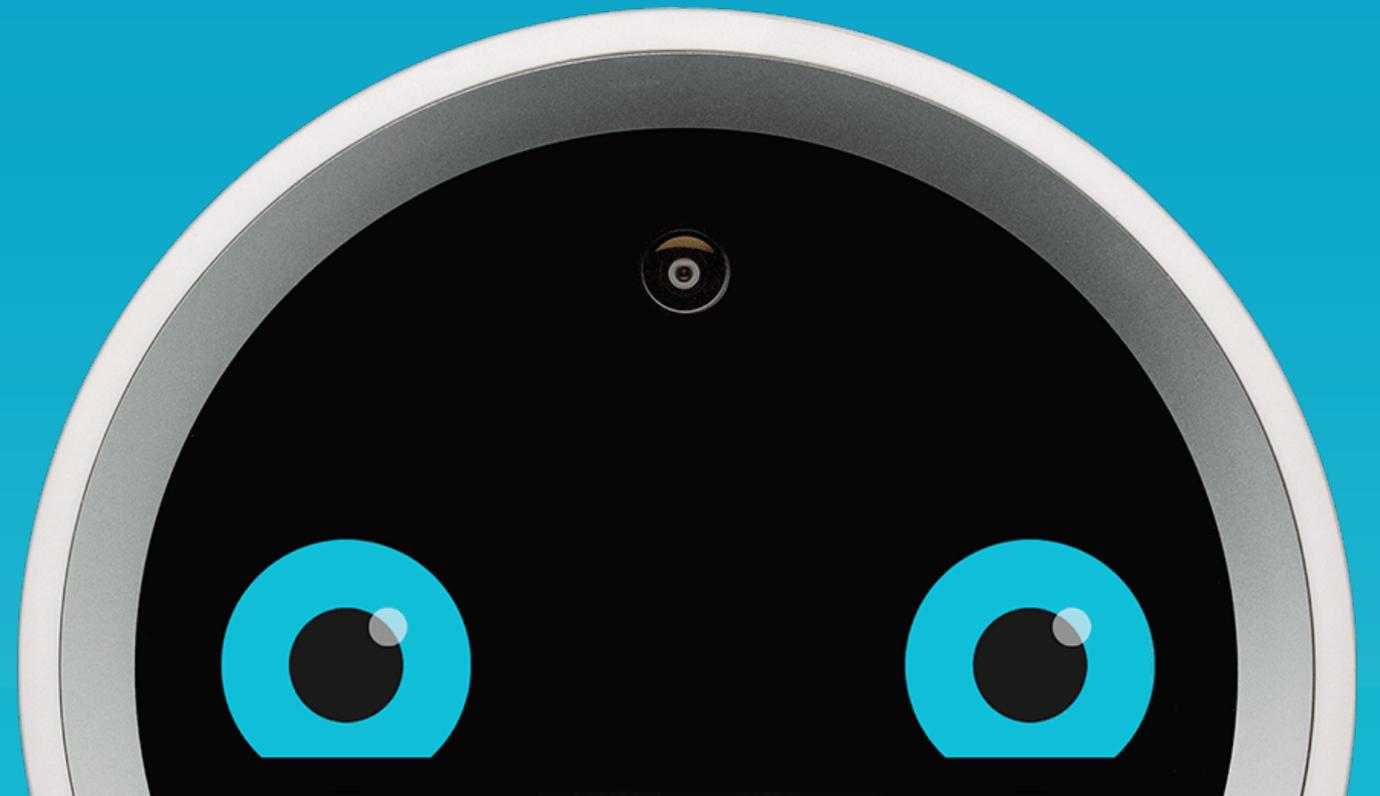
pria™

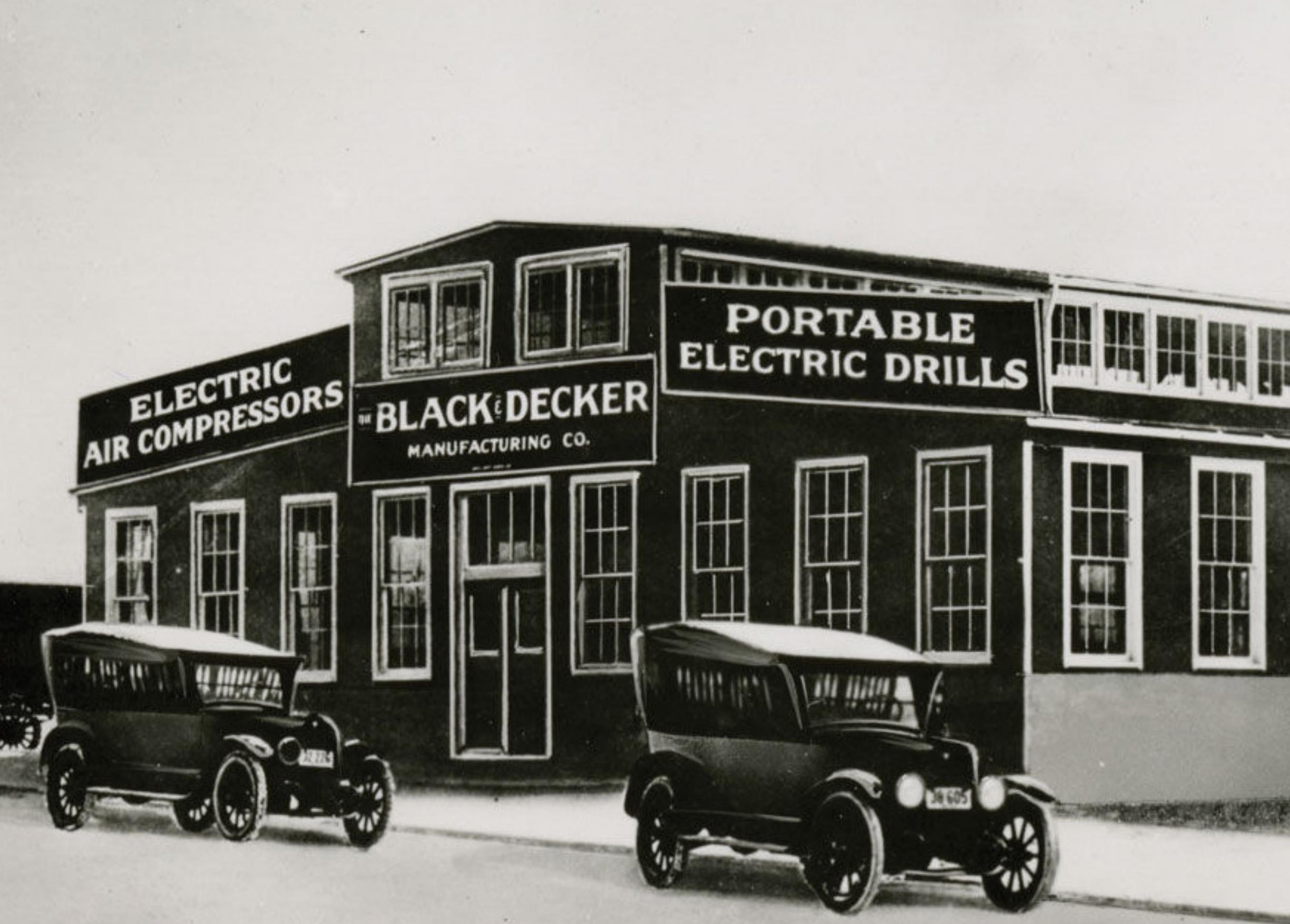
pria™
BY
BLACK+DECKER



Ok Pria...

let's talk about our story.



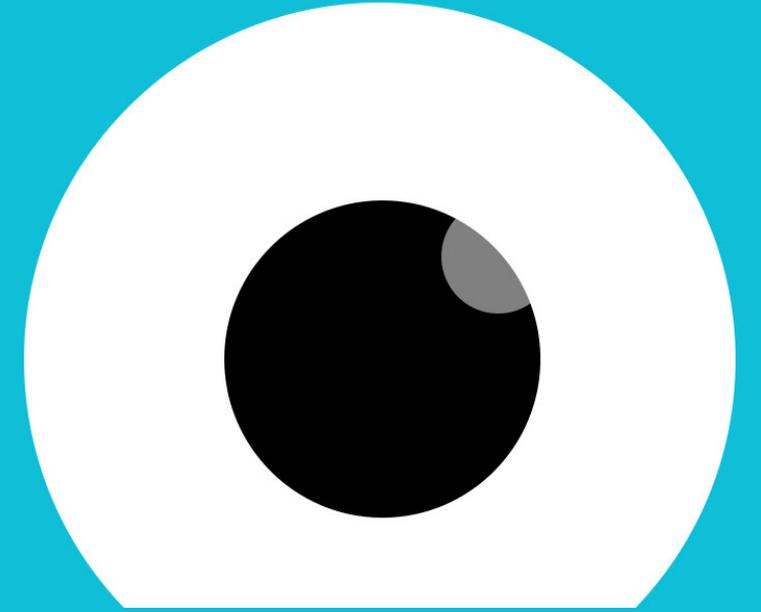
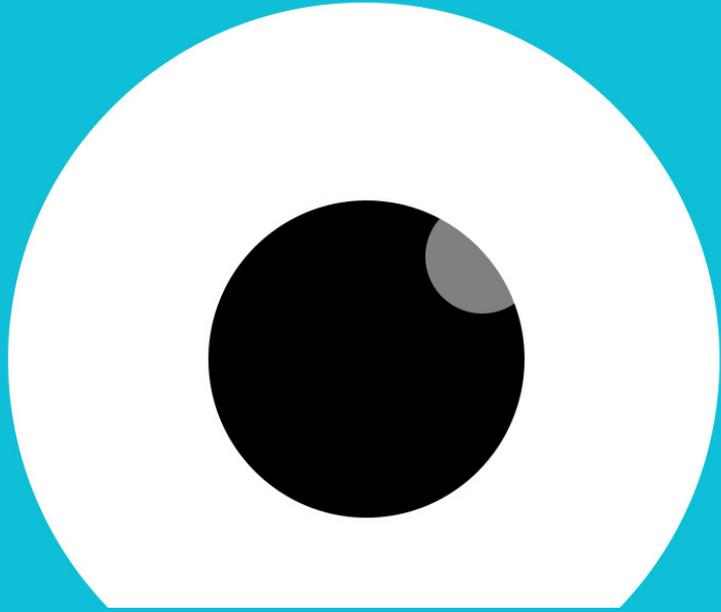


For over 100 years, STANLEY and BLACK+DECKER have been building tools that Americans trust. Within that vast portfolio, a handful of products have truly changed how people go about their daily lives, and have become pop culture icons. STANLEY Healthcare's Pria by BLACK+DECKER has the opportunity to become one of those game-changing products, but in order to do so, we must elevate beyond the actual product and focus on how it can change lives.

from a tool to assurance

To elevate our role in people's lives, we need to refocus the conversation around Pria from it being a countertop tool that dispenses pills and connects people to one around the emotional benefit of providing assurance for both loved ones and caregivers.







Ok Pria,
what's happening in macro culture that's influencing us as a brand?

staying connected with everyone prevents us from truly connecting with anyone



In today's culture, we're pulled from every angle. Work, home, family, parents, fun, friends... they're all in a time-grab and we struggle to do our best to connect with each of them. But the problem is, as we try to maintain connections with everyone, we fall short on truly connecting with anyone.

Looking around our category,
how are businesses innovating to stay relevant?

revolution > **evolution**



True innovation shouldn't be about making a better version of something. It's about envisioning and creating the 'next' by focusing on a human need, and identifies an entirely new way of solving a problem. But, within our category, we too often find it cluttered with me-toos and one-uppers that relentlessly chase each other while adding a feature here or there, novelty-ing up an idea rather than coming up with a novel solution.

So who do we need to tell our story to and why will it matter to them?

the unknown elicits anxiety



It's what we don't know that scares us the most. We fear the worst when we're in the dark. It consumes us. The very thought of what could be holds us hostage... imagining the worst.



loved ones

The fear of not being able to live on your own in the same capacity that you've lived for years can take its toll on you, creating a sense of doubt. But also a sense of guilt, realizing that you don't want to burden others with your fears and questions. Did I take my pills? Did I drink enough water? Did I talk to Billy today?



caregivers

The absence of contact with someone you love can fuel anxiety, forcing a downward spiral of questions and no answers. How are they? Have they done what they needed? Did they take their pills? What are they doing and why can't I get ahold of them?





Ok Pria...

If this is what's happening all around us, then what role can we play in people's lives?



Ok Pria, what's our brand **WHY?**

living in the know

Open your eyes. Live knowing that everything is as it should be. We seek to discover a sense of enlightenment through tools that keep us connected to what matters. That inform us. That empower us through awareness. That provide us with confidence and assurance that things are as they should be. And by living in the know, we create brighter relationships that steadily link us together.



brand DNA



smart



transparent



trusted



visionary



assuring

the emotive essence of the Pria brand

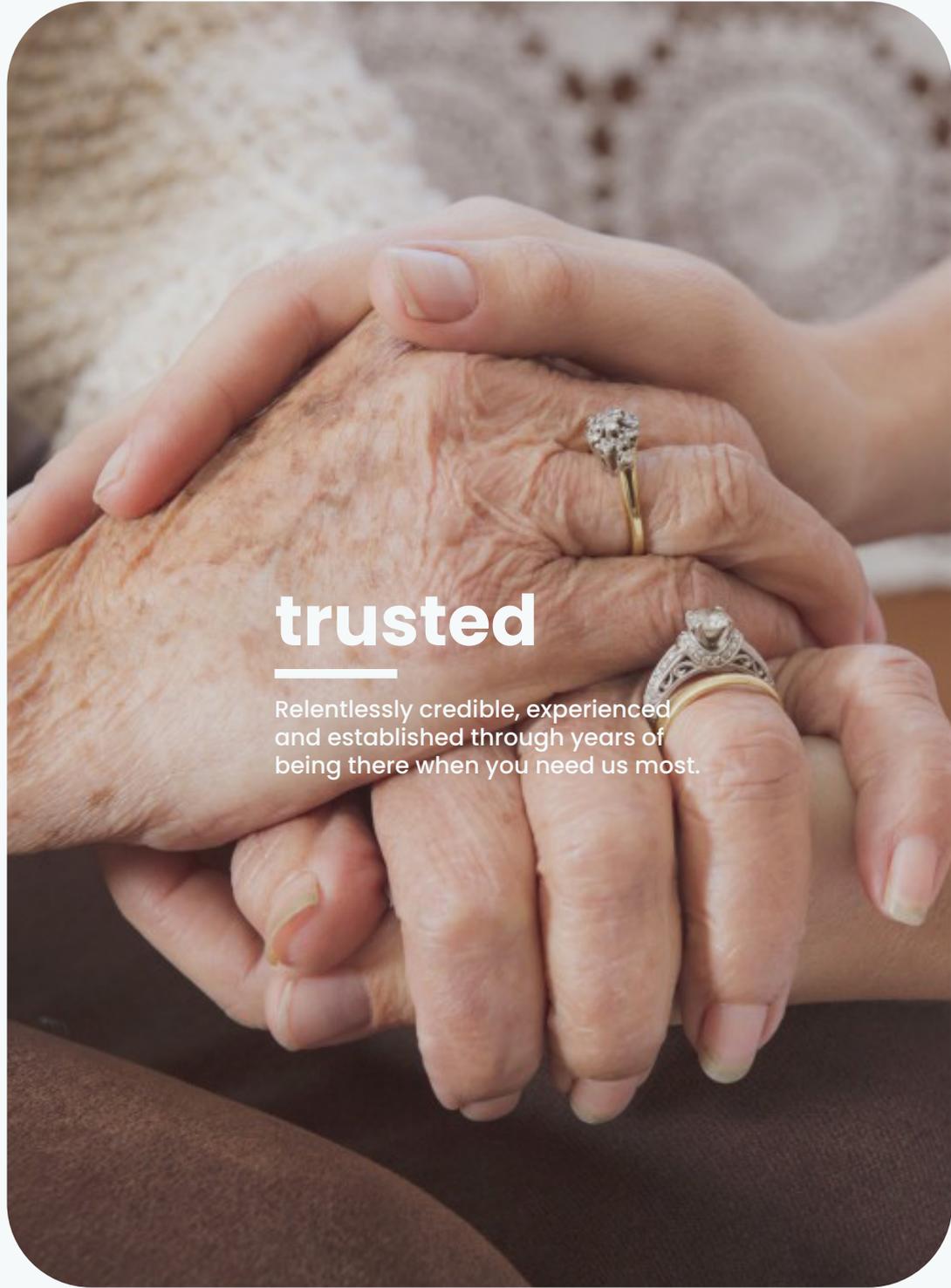


smart

The agility to inform, to learn, to be resourceful in intelligence gathering and distribution.

transparent

Honest, straightforward, clear and to-the-point explicit in our delivery.



trusted

Relentlessly credible, experienced and established through years of being there when you need us most.



visionary

Ambitiously approaching where others may hesitate to reach.

assuring

Ensure confidence in a tone that always cares.



brand pillars



**relentless
innovation**



**simply
connect**



**uncomplicate
the burden**



**visionary
leaders**



**solutions
oriented**

how we live our brand purpose every day

relentless innovation

Unceasingly develop new ways to
elevate how we can better lives.

simply connect

Bring people together through
simple-to-use tools.





uncomplicate the burden

Abridge the everyday stressors that induce anxiety.



visionary leaders

Thought, product and cultural influence that drives others to seek us out for what will be.



solutions oriented

Identify real issues and focus on developing solutions that work together.

opportunity
elevating what we do
to solve for a deeper purpose

purpose
why we exist

DNA
our personality

pillars
how we live our
brand purpose every day

**connect people
around the emotional benefit
of providing assurance for
both loved ones and caregivers**

living in the know

smart, transparent, trusted, visionary, assuring

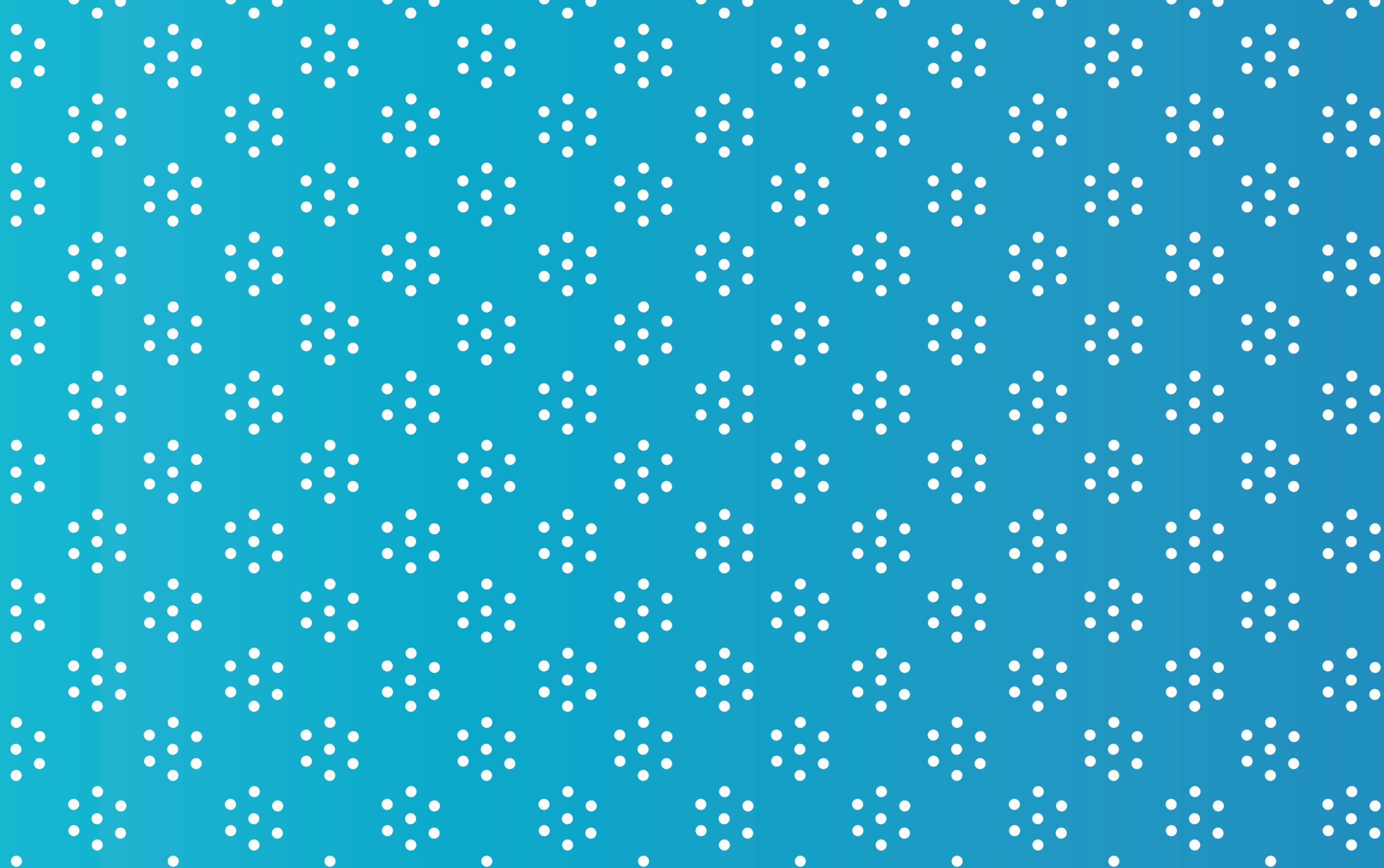
**relentlessly innovate
simply connect
uncomplicate the burden
visionary leaders
solutions oriented**



Ok Pria...

If this is who we are and why we exist,
then how do we create and share our story of...

- what products can we develop?
- what stories do we tell?
- with whom do we partner?
- what can we do that will make people feel assured?





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