

POCKET GUIDE: PARENT BRAND



BRAND ESSENCE

- **Who We Are:** A modern lifestyle brand that offers functional, alcohol-free beverages to elevate everyday moments.
- **Feel:** Inclusive, elevated, social-forward, grounded in wellness.



VOICE & TONE

- **Voice:** Confident, friendly, lifestyle-focused.
- **Tone:** Conversational and inspiring, not preachy or formal.
- **Avoid:** Ingredient overload, clinical detail, traditional wellness language.



BRAND LANGUAGE

✓ USE THIS

- "Modern social beverage"
- "Sober curious lifestyle"
- "Functional refreshment"
- "Your vibe, your rules"

✗ AVOID THIS

- "Kratom drink"
- "Traditional plant ritual"
- "Therapeutic effect"
- "Alternative medicine"



TAGLINES & KEY PHRASES

- Drink Different. Live Better.
- Your Social Sidekick.
- Sober-curious approved.
- Crafted for modern living.



EXAMPLES BY PLATFORM SOCIAL:

- **Goal:** Inspire curiosity and social engagement
- **Example:** "What's in your cup this weekend? If it's not Mitra9, it might be missing something. #LiveMitra"

EMAIL:

- **Subject:** "Your social sidekick just arrived."
- **Body:** "Meet the drink that's changing how people vibe. No alcohol, no crash. Just clean, modern refreshment."

WEB:

- **Headline:** "The future of functional refreshment"
- **CTA:** Shop now | Explore more | Find your favorite



VISUAL DIRECTION

- **Color:** Neutrals + vibrant accents
- **Style:** Minimal, lifestyle-forward, airy
- **Imagery:** Community, movement, moments



AUDIENCE SNAPSHOT

- **Age: 18/ 21+**
- **Mindset:** Conscious, socially active, open to new experiences
- **Lifestyle:** Productive, wellness-aware, playfully curious