

Brand Story & Launch Communications

Smart Home Appliance Brand

A new slogan, brand story, launch articles, and UK and US press releases for a Chinese smart home appliance brand building its reputation with Western consumers.

SCOPE OF ENGAGEMENT

Brand Slogan · Brand Story · Launch Articles · Press Releases · UK & US Editions · Copy Quality Review

THE BRIEF

A Brand Its English Hadn't Caught Up With

A fast-growing Chinese maker of smart home appliances, including robot and cordless vacuum cleaners, was selling to consumers in the UK, the US, and further afield, largely through Amazon. Its products had already built a strong following and a run of positive reviews. Its brand language had not kept pace. The slogan and brand materials read as translated, and the company was preparing four new product launches for early 2021 that needed announcing to Western buyers and retail outlets.

CLIENT	MARKET	SCOPE	ENGAGEMENT
Chinese smart home appliance brand	UK and US consumers, sold mainly via Amazon	Slogan, brand story, articles, press releases	Three commissions over four months

THE CHALLENGE

The existing slogan, “Come into [brand], your life you define”, was clunky and hard to parse in English. The brand materials held the right ingredients (positioning, a brand promise, a set of values) but did not add up to a story a Western consumer would read to the end. Some of the thinking behind them risked narrowing the audience: “youth” sat among the brand values, for instance, when many of the buyers were older and just as tech-savvy. The product feature documents supplied for the launch content also contained spelling errors and awkward phrasing that could not go to market as they were.

MY ROLE

I was engaged across three consecutive commissions over roughly four months. The first covered a new brand slogan and brand story, delivered with a short commentary explaining the word choices. The second covered a series of articles on the company's ambitions and its new product range. The third covered press releases for individual product launches, each supplied in separate UK and US editions so they could be placed with outlets in both markets.

THE CORE INSIGHT

The brand already had something many newcomers lack: satisfied customers and a visible track record on Amazon. The language needed to lead with that. So the slogan was written as a promise already being kept, instead of an aspiration, and the brand story pointed directly to the company's existing reputation. For Western consumers weighing up an unfamiliar name, that evidence counts for a great deal.

KEY DELIVERABLES

From Slogan to Launch

Each commission built on the one before. The slogan and brand story set the voice, and the articles and press releases carried it into the product launches.

DELIVERABLES

01 Brand Slogan

I replaced the existing slogan with “Smarter Living in the Here and Now”. It states the value proposition plainly and presents it as something the products already deliver, which is a stronger claim for a brand asking foreign consumers to take a chance on it. A short commentary set out the reasoning behind the wording.

02 Brand Story

Working from the company's positioning, brand promise, and brand values, and the existing About Us text on its web store, I wrote a brand story that combined all three into one narrative. After the client's feedback I reworked the opening, splitting it so the first paragraph set out the consumer's problem and the second the company's answer, and tied the idea of lifestyle more closely to home living. The story referred to the brand's existing international following and its plans for growth, so that Western buyers would read it as a company with staying power.

03 Launch Articles

A series of articles for the new year: one on the company's ambition to lead the smart home appliance category and why it was equipped to do so, one giving a conceptual overview of the new product range and the thinking behind it, and one covering the specific functions of the new cleaners. Each worked from the client's own brief and feature documents.

04 Press Releases in UK and US Editions

Launch press releases for individual products, built from the feature documents, the user guides, and the live product pages. Where the material was thin, I drew on the product pages to lead with the features the brand itself gave most prominence. I shortened an unwieldy proposed title while keeping the feature it named in the body, and kept the agreed format of a long headline with an explanatory subheading. Each release was delivered in separate UK and US editions with the appropriate spelling.

WORKING METHOD

Writing for the Western Buyer

Each delivery came with commentary on the choices made and the problems spotted along the way. Some of that advice shaped the copy directly; some was flagged for the client to act on.

JUDGEMENT CALLS

- Kept “youth” out of the brand values in English-language messaging, to avoid alienating older, tech-savvy buyers.
- Wrote the slogan as a present-tense promise, since the products could already back it up.
- Used the brand's existing reputation as a trust signal for consumers new to the name.
- Recommended “homeware” over “houseware” as the more recognisable category term.

QUALITY FLAGS RAISED

- Recurring misspellings in the feature documents, such as “tecnology”, which could not appear in consumer-facing copy.
- Awkward phrasing on the product pages, including a brush head that rotated for “multiply angels”.
- Product pages that would benefit from a content edit, while respecting the keyword order Amazon listings depend on.

WHAT THE ENGAGEMENT DELIVERED

01 A slogan that says what the brand already does

“Smarter Living in the Here and Now” replaced a line that read as a translation, and framed the brand's promise as established fact.

02 A brand story written for Western consumers

One narrative drawing together positioning, promise, and values, with the company's existing reputation doing the persuading.

03 Launch content ready for two markets

Articles and product press releases in a consistent voice, with separate UK and US editions for placement in either market.

04 A client who came back

The work ran across three consecutive commissions, from brand story to articles to product launches.

This project has been anonymised to respect client confidentiality. All deliverable descriptions and process details are accurate representations of the work performed, and quoted lines are taken from the working documents. Company and product names have been removed.