

SuianSettle

# INTRODUCTION TO THE BRAND



## **SuianSettle - Adapting to life in the UK with Peace and Optimism**

Brand Essence: it serves as a reliable partner for Chinese international student when transition to the new environment, providing support and guidance to improve mindset and well-being.

Brand value: Care, supportive, accompany.

Brand archetypes: 20%sage, 80%caretaker

Brand Future & Expression: Plans to expand its reach and services, adapting to the evolving needs of international students.


Brand Position: Positioned as a knowledgeable and empathetic guide for Chinese international students.

Brand purpose: help Chinese international students reduce the stress and fear during the adaptation process.

Brand Personality: Friendly, caring, approachable.

**SuianSettle**

**Customise your Suianfriend right now**



**To begin, flip the page**

Hey there, Welcome to SuianSettle. we would like to use our ability to assist you navigate your difficult new life in the UK.

We only need to get to know you better and build your the perfect little friend.

So, tell us more about yourself

What do you want to be known as?

What is your age?

What degree do you currently study?

How much time do you intend to spend here?

How do you feel right now as you walk into this new environment?

Very good, enough about you. Now for the really important part.

What worries you the most as a Chinese international student?

How do you normally handle a stressed mindset?

If you want, you can add any additional information about your situation (this will help us tailor your Suianfriend even better).

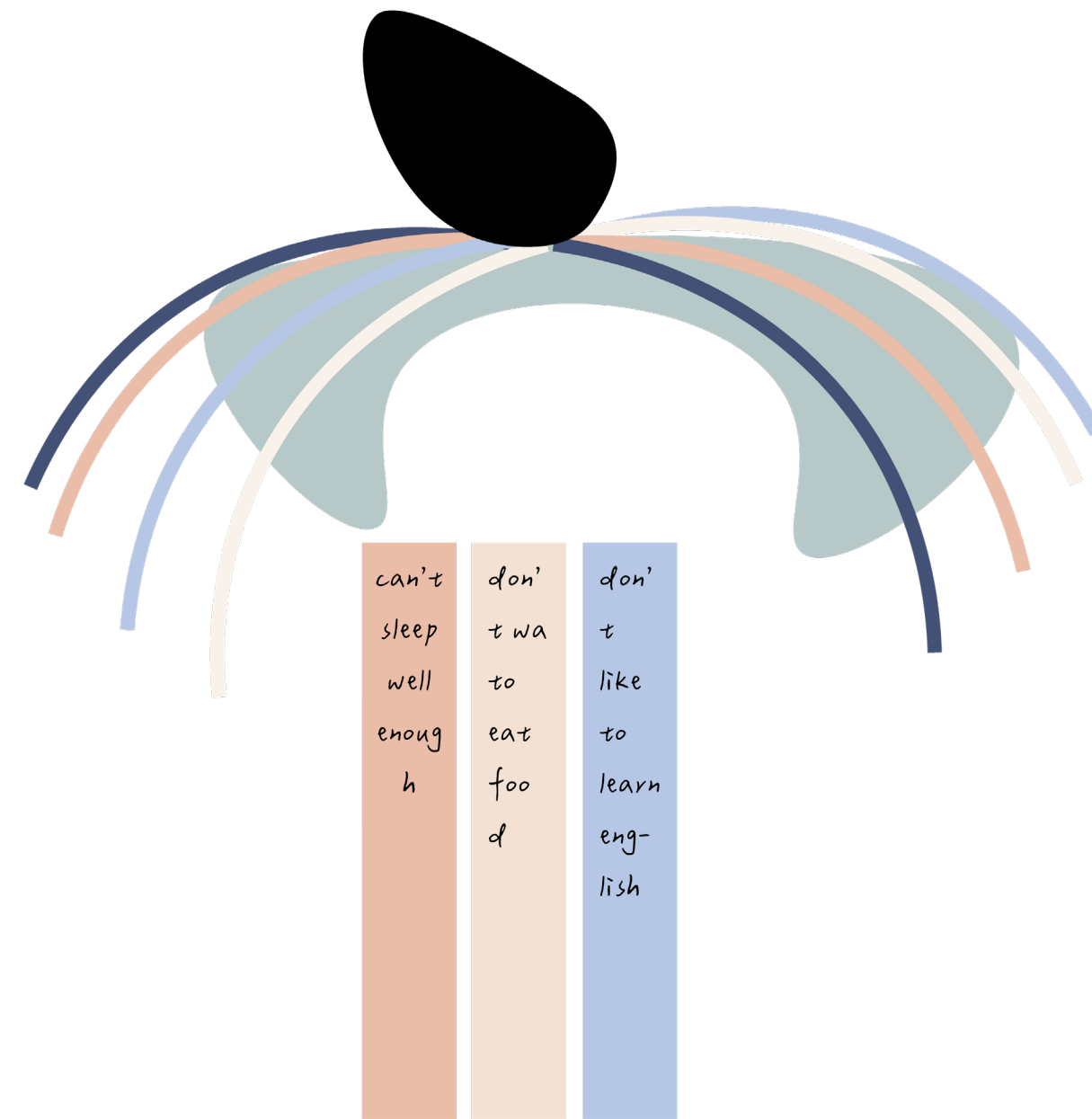
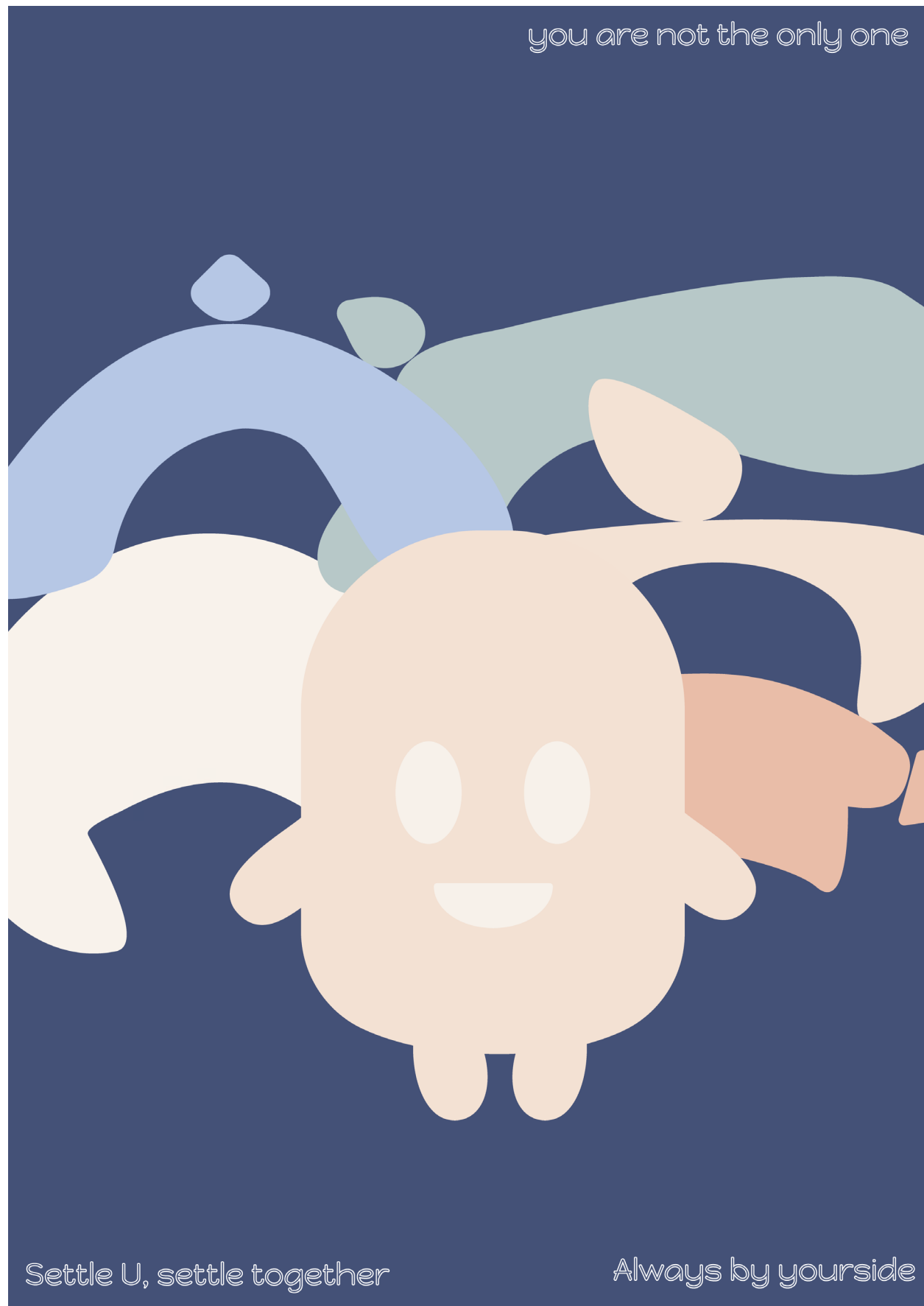
Thank you for your responses. Let's now wait for your Suian-Friend to be born.

come to the ceremony and meet your friend at  
LCC 1st floor  
Elephant and castle  
London SE1 6SB  
05/12/2023

Everything for the brand experience would begin with an invitation, which might be physical or digital; the offline touchpoint would include the university entrance, airport arrival lobby, and lodging welcome area. Then there's the new student group chat, the school's main website, and the student-led discussion forum. The invitation would be included with a brief survey to help develop the Suian Friend. This manner, it could ensure that the Suian buddy would be a good match for the individuals who responded to the poll.



This picture shows how the event would appear, provides CIS a feeling of formality, which motivates them to attempt to participate with the brand more and utilise it to help them acquire a calm mindset. We understand that having a support system is critical to adapting to new circumstances. Suian Settle introduces an exclusive “spiritual partner” for each international student through a unique ceremony. This ceremony is not only a simple introduction, but also the official start of a new life for international students.



I designed an avatar to accompany CIS, with the purpose of guiding them in their pursuit of inner peace. This avatar can wear two different categories of items, represent two modes. As show in the next page, one is called 'suisui', one is called 'anan', which is the thing that form my brand name as well.

The second is that in the ceremony you will be provide a striped hat with the issues you feel stress about. you get to wear it and meet fellow international students who may have similar coloured strips to yours, so you would have some good chance to connect, and to realise that you're not the only one with some difficult adaptation issues, and that we're all here with the same goal in mind, and wanting to improve ourselves.

After everyone has learned about each other's problems and difficulties, it is time to introduce -Suian Friend.