save **money**. save the **planet**.

meet cooper.
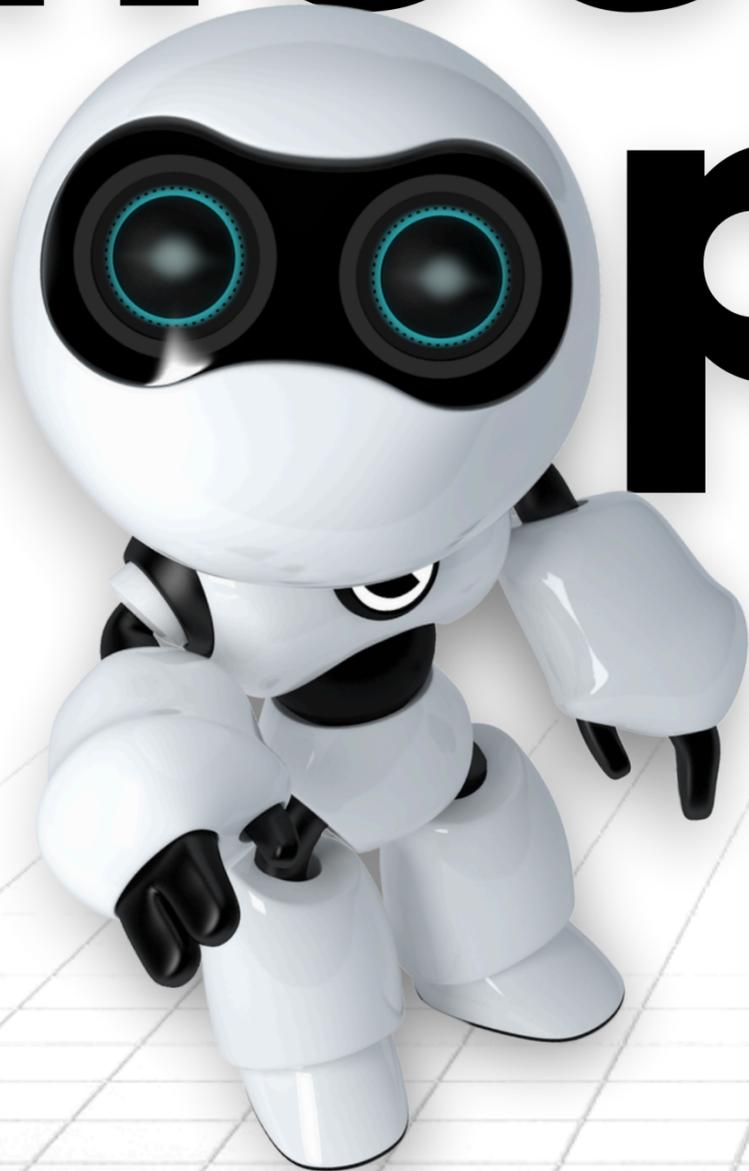
Brand Kit 2020

Outline

Meet Cooper.

how does it work (for customers)?

1 Visit **meetcooper.com** to browse local and global **coop**aks in a wide variety of categories.

2 Choose between local and global options, and purchase a **coop**ak for $2 in the category of your choice!
(Example: Electronics)

3 Instantly access 25 exclusive **coop**ons from local businesses. Simply click '**copy code**' and then '**visit site**' to redeem!

meet cooper.

why would someone **pay** for a coupon?

It's simple; **these are not regular coupons**. These are not coupons that will save you $0.50 or a few dollars. Businesses save their best deals and promotions for cooper and his exclusive club.

You're not just paying for a coupon; you're paying for the VIP access to a **coopak**, offering a total potential savings of thousands of dollars.

The question really is, **who wouldn't pay $2 to save thousands of dollars?**

Save **money**.

Save the **planet**.

how does it work (for businesses)?

Cooper only needs three simple things from your business to be a part of the **cooper club**:

1 an exclusive coopon code to be valid for 3 months

2 your company logo and/or image you want to represent your business

3 the URL you would like your customers to be directed to (if applicable)

Offering a variety of niche categories, Cooper sells **coopaks** filled with only the finest and most exclusive coupon codes that actually work.

Customers can purchase a **coopak** for $2 in a category that interests them, and gain access to codes that are **guaranteed to work**.

All **coopaks** are updated quarterly, meaning
the promos and sales inside are **only valid for three months**.

Businesses save some of their best deals for Cooper so customers know the codes work (and are likely better than any other deals they will find online)!

A portion of each purchase is donated to one of Cooper's Causes.

Cooper offers a win-win-win solution for businesses, customers and the planet.

coopons

1 ## WHAT THEY ARE:

coopons are unique codes provided by businesses for Cooper to include in his quarterly **coopaks**.

2 ## COMPLETELY EXCLUSIVE

All **coopons** are completely exclusive. They cannot be found anywhere else online or in store (unless linked directly to www.meetcooper.com).

3 ## COOPER'S CONDITIONS

Cooper didn't want to get bogged down by exclusions and exemptions - so he created his own list of terms and conditions to be applied to all **coopons**. (see **fine print**)

4 ## TIMELINE

coopons must be valid from the first of the quarter to the end of the last day of the quarter.*

*If you are a member of our Enterprise Club and have a reserved monthly spot, your CoopOns needs to be updated each month

Why do customers choose Cooper?

No paper. No printing. No sneaky expiries. No hidden exclusions. No searching for deals. No browser plugins. No affiliate marketing. No price matching.
No ad spamming.

No problem.

Functionality

If you ask any shopper about their current experience using coupons online, they all say the same thing; digital coupons RARELY work. You're lucky to find a coupon for what you're shopping for, and even luckier if it's still valid when you try to use it. This is because regular coupon sites search for any and all codes they can find... and *hope* that they will work.

Even a **certain popular web plugin** that models their business around 'scanning all available coupons online' doesn't have access to Cooper's codes. And though they are a frontrunner in the industry, 9 out of 10 times their coupons **don't work**.

Supporting Great Causes

Each time you buy a coupon book, you are supporting a great cause. Each month, Coop picks one lucky customer to choose a cause for the month. Coop vows to give back 10% of all his profits to a worthy cause. We'll also feature you and the cause on our social media (with your permission) to spread awareness and encourage others to get involved!

Why do customers choose Cooper?

We're not a regular coupon site; we're a cool coupon site.

In short, Cooper makes finding great deals online easy (and fun).

Cooper knows humans

Cooper offers a combination of 3 things that all consumers want:

- to save money
- to receive exclusive/special offers
- ease of user interface, and coupons that **ACTUALLY WORK**!

We really have reinvented the wheel.

Unlike the many existing coupon sites online, our codes are generated specifically and exclusively for Cooper. That means no surprises at the checkout, no expired coupons, and minimal restrictions on how the coupons can be used. Cooper has set his own terms (see fine print) meaning that the coupons we offer don't come with a laundry list of exclusions. Businesses save those promos for other places, and therefore only offer codes that meet Cooper's VERY high standards.

MeetCooper.com looks better, performs better and **delivers** better than any other coupon website. Customers choose Cooper because they know they can count on him, and make the world a bit better in the process.

Cooper makes **coop**on-ing easy. His website is clutter free, his terms are transparent , and his exclusive codes are **guaranteed to work**.

and save you a lot of money.

Why do businesses choose Cooper?

It's simple; we are disrupting the coupon industry.

Oh, and our database of 7.5 million (and growing) contacts doesn't hurt either.

ROI

Cooper offers you the chance to provide exclusive offers to pre-qualified leads. We can provide warm leads inside your unique niche ready that are ready to buy. We know their interests and pain points (and we keep solving them), which keeps them coming back to you for more each month.

Philanthropy

Cooper is all about saving the planet and helping humans. By being a part of our coupon book, your business is automatically associated with supporting a positive cause chosen by one of our customers each month. Coop gives 10% of his profits to amazing causes each month and you don't have to do a thing. So sit back and be a part of something great.

Pushing Specific Products/Services

Moving new product or old product? Got a new service offering? Cooper's reputation for housing only the best deals in combination with the limited nature of CoopOns creates the perfect equation to offload excess products or push a specific line.

Why do businesses choose Cooper?

Sure, you can run your own sales and promotions, but why limit yourself to that? Customers choose to shop with Cooper because they know that the promotions he offers are exclusive, easy to use, and they **actually work**. Unlike existing coupon sites, Meet Cooper houses codes specifically created for him, and Cooper works 24/7 to ensure only the best experience for all humans joining his club.

Cooper's High Rollers

Sometimes we have businesses with high-ticket items or highly exclusive deals that deserve the VIP treatment. Coop likes to play with the big dogs so he designed Cooper's High Roller Book allowing 10 businesses to show off their best deals. It is only offered for the first week of every month and all promotions/sales can only be valid for the duration of that week.

Cooper Spotlight Pages

Businesses are offered opportunities to expand their audiences and reach by taking advantage of our Cooper Spotlight pages. Our data shows that the first 5 slots in our coupon book are prime realty. You can reserve one of these slots to be featured first!

Who doesn't love free advertising?

While we do offer businesses the opportunity to join our **Enterprise Program** filled with many added incentives, we will always reserve a portion of spots in every CooperBook to be absolutely free. These spots are designed to help smaller sized businesses who may not have the marketing budget that bigger corporations are fortunate to have.

Cooper believes in creating a simple and easy journey for each customer, so he has created his own set of conditions to be applied to all CooperCodes. So here is our **fine print**:

all coopercodes are limited one per customer. no coopercodes can be applied to wholesale, resale or bulk purchases. any minimum requirements will not include taxes or shipping costs. cooper will not be held responsible for any digital shopping sprees.
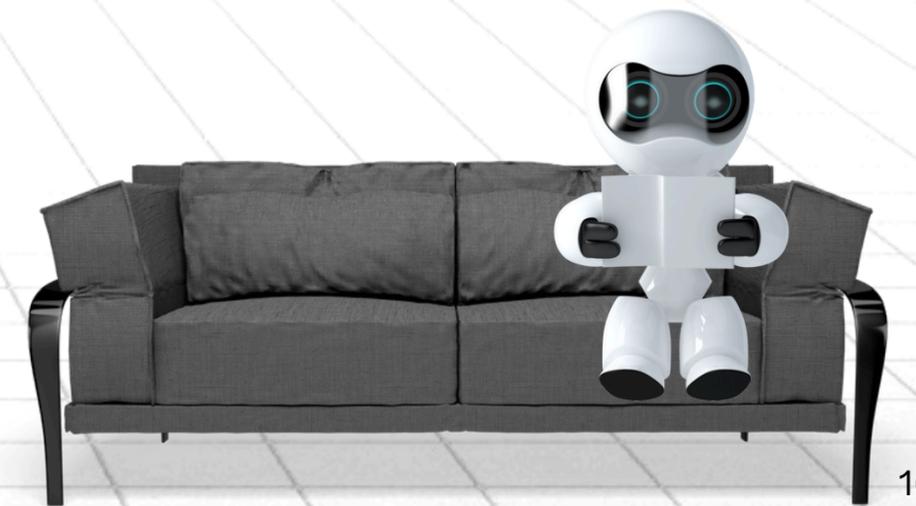
Introduction

All About Cooper

Cooper is a young robot trying to figure out life on Earth. He enjoys learning about what is trending and get's involved as much as he can! His mission is to save the earth all while helping humans to save money. He does his part to keep Earth and everyone in it healthy and happy.

Cooper's hobbies/interests include:
- helping humans
- finding the best deals
- learning about memes
- finding his family
- disguising himself as a human
- learning what an 'influencer' is and how to become one
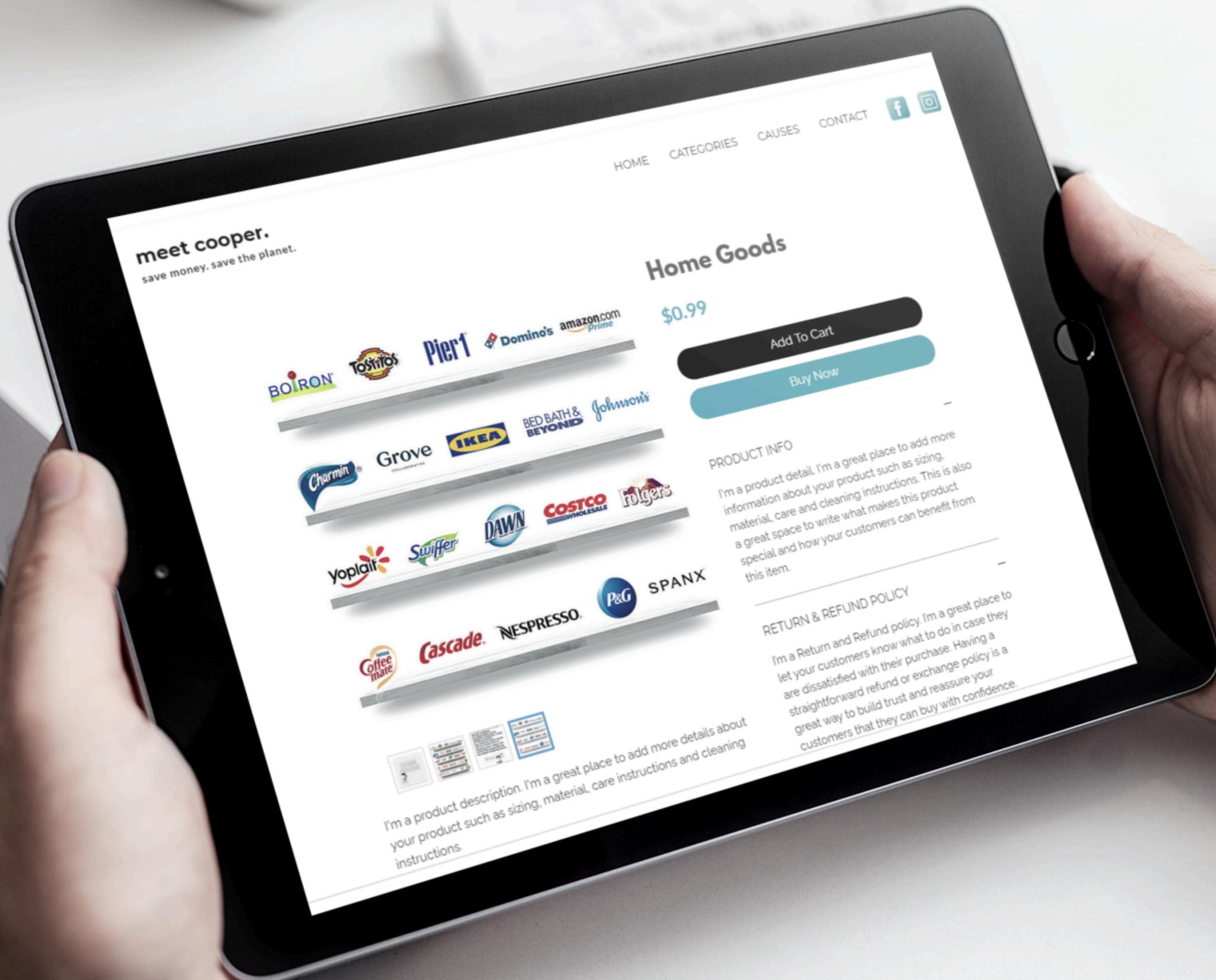
meet cooper.
save money. save the planet.

HOME   CATEGORIES   CAUSES   CONTACT

Home Goods

$0.99

Add To Cart

Buy Now

PRODUCT INFO

I'm a product detail. I'm a great place to add more information about your product such as sizing, material, care and cleaning instructions. This is also a great space to write what makes this product special and how your customers can benefit from this item.

RETURN & REFUND POLICY

I'm a Return and Refund policy. I'm a great place to let your customers know what to do in case they are dissatisfied with their purchase. Having a straightforward refund or exchange policy is a great way to build trust and reassure your customers that they can buy with confidence.

I'm a product description. I'm a great place to add more details about your product such as sizing, material, care instructions and cleaning instructions.

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a little more about Meet Cooper

OUR BRAND

Our brand is simple. We sell coupon books with exclusive deals at a very reasonable price. The more we sell, the more we give back to the earth through cooperCauses.

OUR COMMUNICATION

We are prompt and professional in our responses and try to uplift everyone. Our goal is to encourage others so that they continue to support and promote us. If coop is talking, he may be more informal.

OUR WRITING STYLE

We are professional but anything Coop does or says should try to be fun and inquisitive. We write straight to the point with no fluff.

all about the brand.

Brand Strategy

Explaining the Design

→ **Minimal & Clean**

Our brand design is a direct reflection of Cooper himself. Predominantly black and white, with a pop of CooperBlue, Titles are bold and information is clear and concise.

→ **Simplicity with Depth**

Our branding simplicity is a reflection of our business model. Simple, sleek, and more than meets the eye.
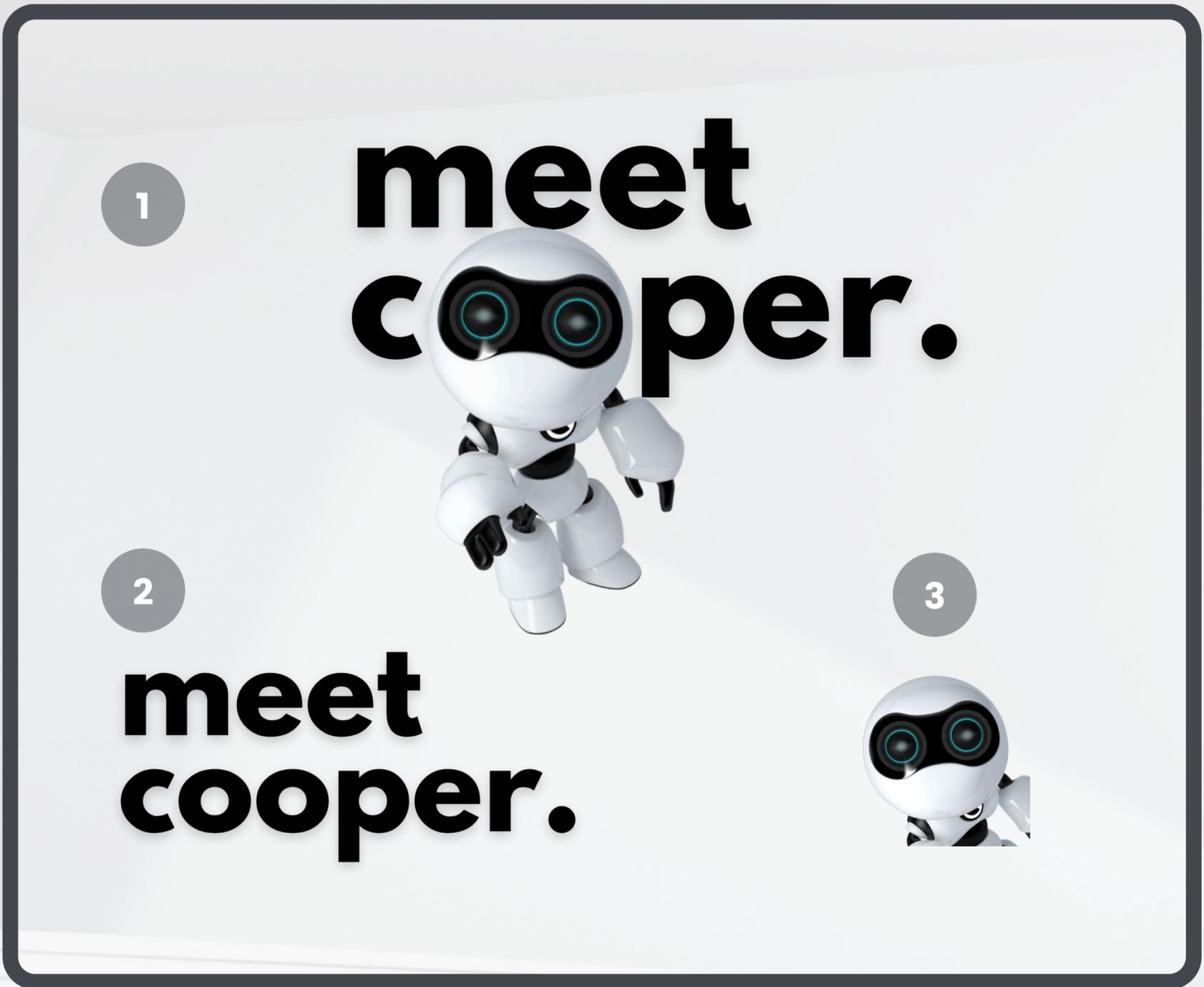
→ **Fun & Humor**

Cooper really wants to help people save money, and save the world - BUT he wants to have **fun** in the process! Coop likes to explore and be in the middle of everything. He may get into some messes here and there as he learns about humans.

Brand Logo

Logo Types

1 Main Logo

2 Text Only

3 Favicon

1 meet cooper.

2 meet cooper.

3

Logo Variations

| MAIN LOGO | VERTICAL TEXT ONLY | HORIZONTAL TEXT ONLY |

Exclusion Zones

To be determined

To be determined

clear space

clear space

clear space

clear space

= # Proper Use

Logo Dos & Don'ts

meet cooper.

DO NOT change the color. Black should be used as a priority. If a substitute is needed, use only colors in the palette.

meet cooper.

DO NOT angle the logo.*
Only Cooper can do that.

Meet Cooper. **MEET COOPER.**

DO NOT capitalize the logo. Cooper has a 'thing' with capital letters.

*logo can be rotated 45 degrees if needed as seen in upper left hand corner of this page

Brand Color Palette

Primary Hex Codes

HEX CODE
#199FB6

HEX CODE
#43464D

HEX CODE
#FFFFFF

HEX CODE
#ADDBD8

Brand Color Palette

Secondary Hex Codes

HEX CODE
#EFEFEF

HEX CODE
#7B7B7B

HEX CODE
#116F7F

Typography

Header Fonts

League Spartan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

the quick brown fox jumps over the lazy dog

the quick brown fox jumps over the lazy dog

Typography

Paragraph

— Raleway

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

— **Note**:

Raleway Numbers (1234567890) are not to be
used unless absolutely necessary.

the quick brown
fox jumps over
the lazy dog

Use of Imagery

Coop often hangs out in white backgrounds in minimalistic rooms. Images should be real-life photos where coop can get himself in funny predicaments. The images should make him look small and as if he is exploring the world

Coop wants to do the things humans normally do. He can be added to any place on Earth!
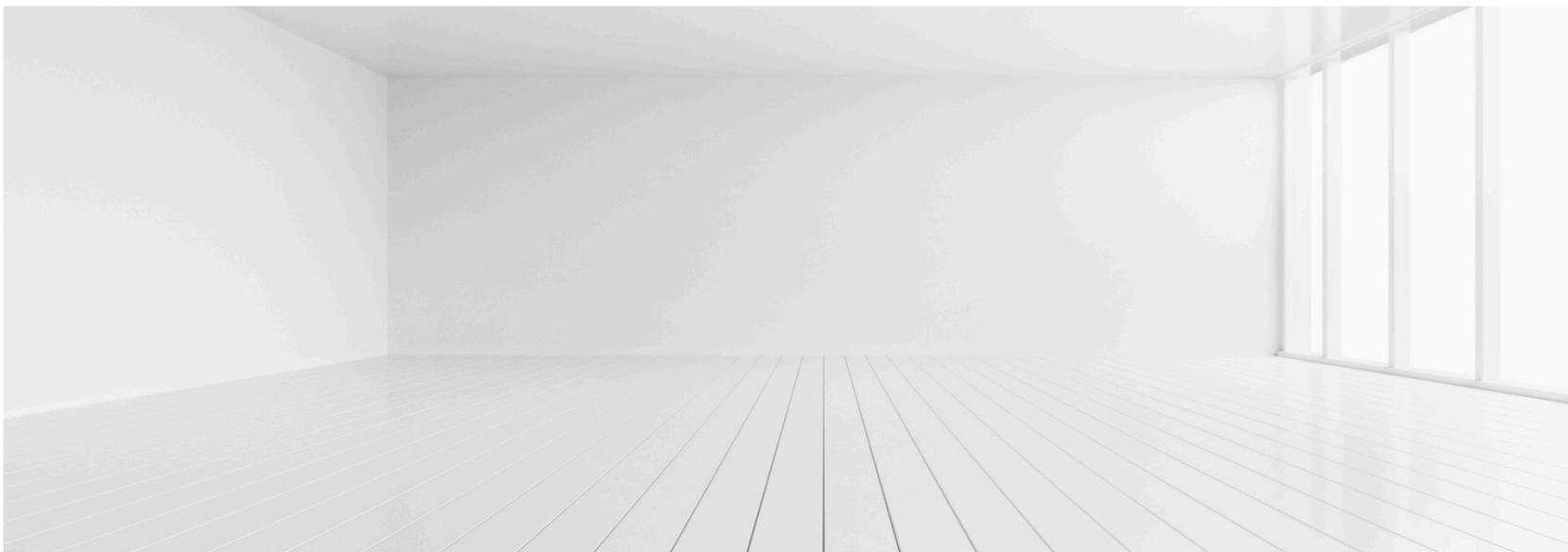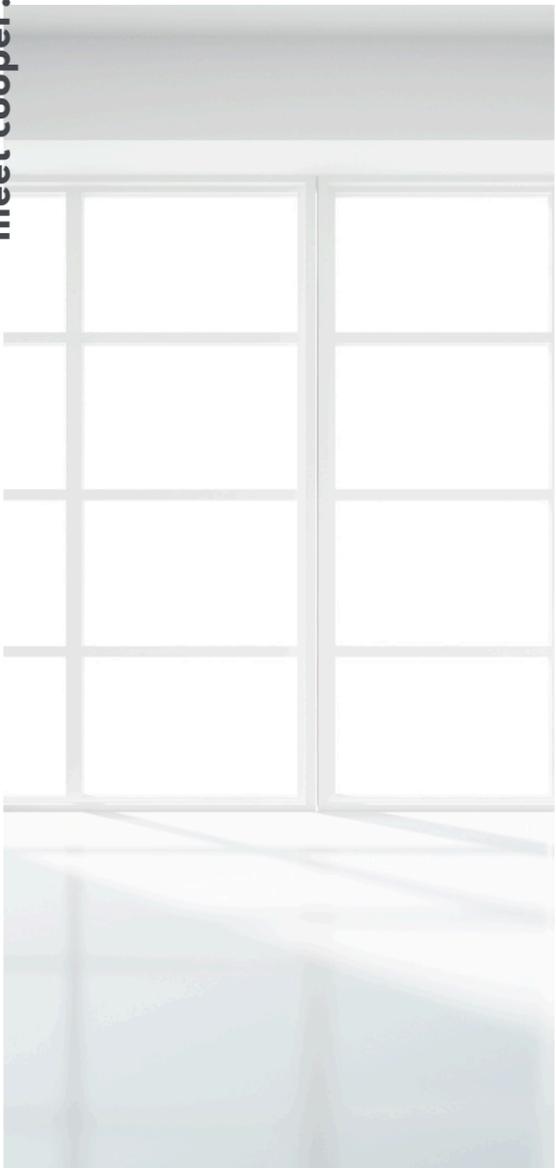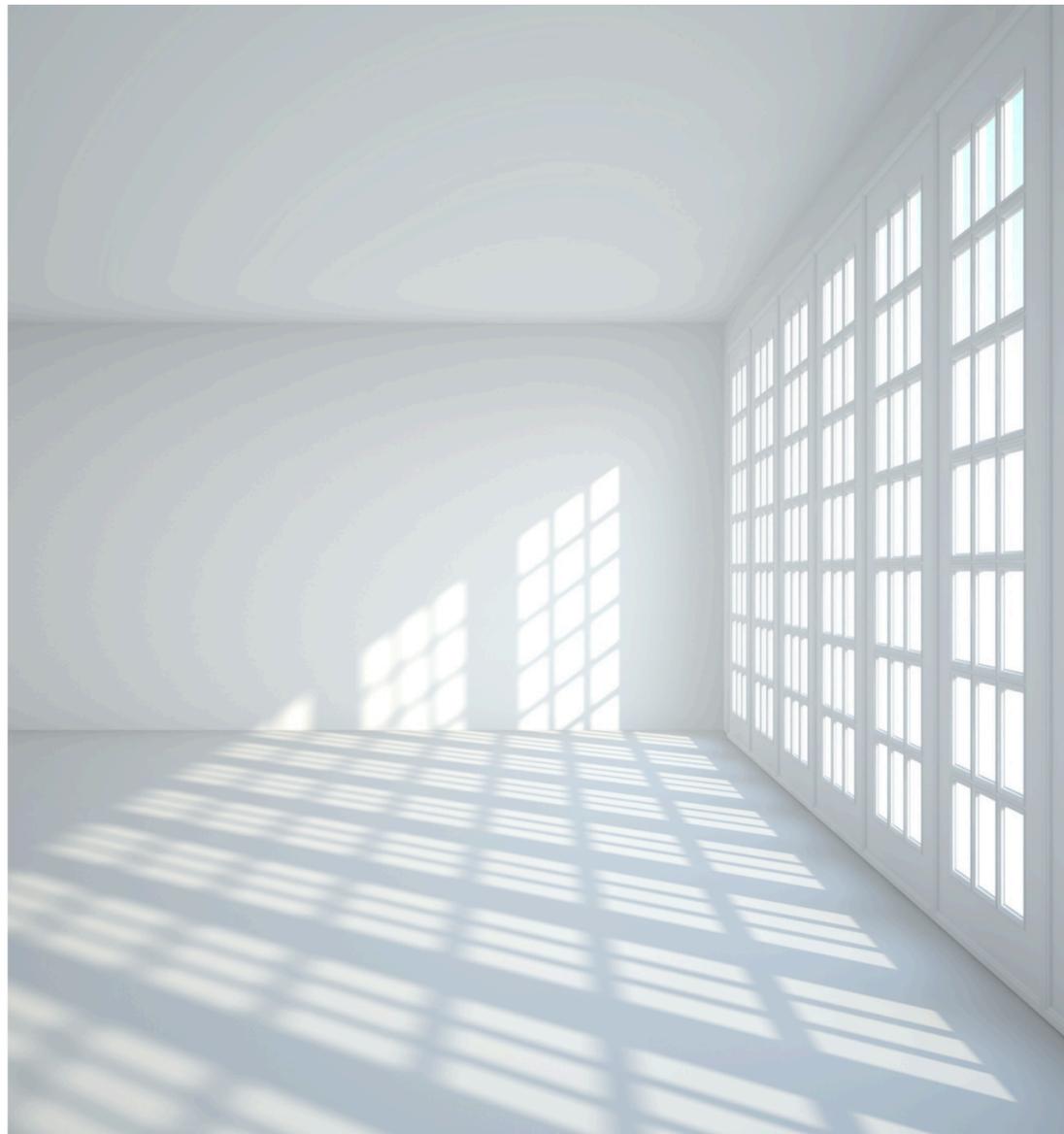
Browse all your favorite brands.
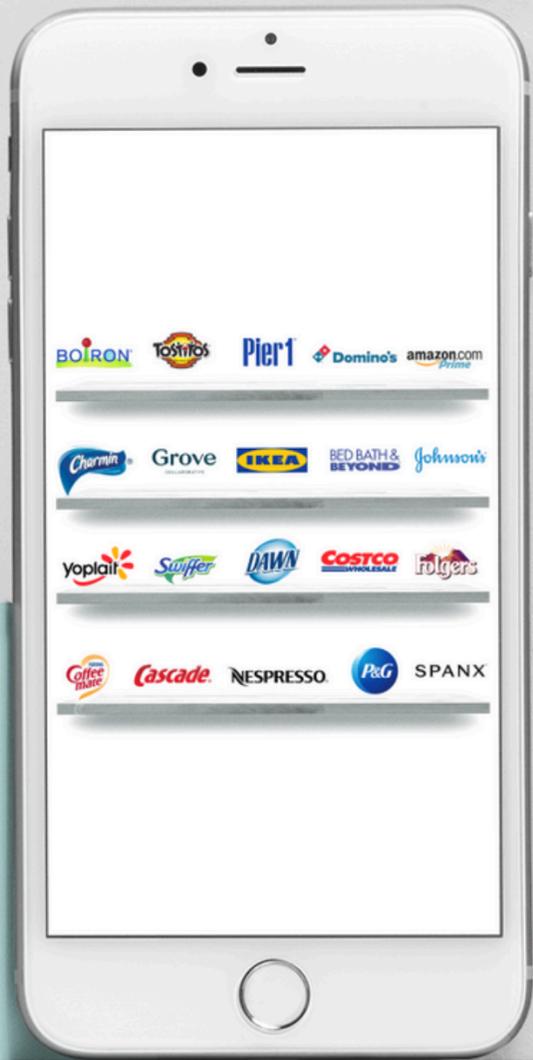
Social Media Presence

INSTAGRAM

@meetcooperofficial

FACEBOOK

www.facebook.com/meet.cooper

TIK TOK

@meetcooper