



UPRISINGTM

As a first mover in the bodybuilding space, UPRISING has positioned kratom as a natural supplement with myriad pain mitigation, performance enhancing, and recovery accelerating properties - a narrative that has been adopted and embellished by other kratom offerings both within and outside the fitness space. However, as a first mover UPRISING has the opportunity to adopt a “we’ve been fighting the good fight on your behalf longer than anyone else” market position that is extremely effective in creating dominance and superiority in the mind of the consumer - particularly the fitness-conscience consumer with strong tribal ties to his/her fitness community. First mover, disruptor positioning naturally skews irreverent, bombastic, and overtly aggressive, which is a perfect fit for the body-building aesthetic and the ‘burn it to earn it’ mentality.

Although first movers typically sell the category because they are often in a category of one, UPRISING, should lean into it’s disruptor and innovator roots while pulling back on disallowed claims and other regulatory pitfalls. In lieu of functional claims about kratom in general, which to date has been its MO, UPRISING should message around its status as a champion for individual freedoms and personal accountability in the bodybuilding space - a position that beautifully supports kratom usage now, and the introduction of other nexacuticals in the future. In other words, UPRISING should mature its go to market strategy and divorce itself from being a ‘kratom innovator’ in the fitness vertical and claim the position of simply ‘innovator’ in the fitness vertical.

IDEAL:
The catalyst UPRISING evangelizes - the intangible UPRISING seeks to embody

ENTITLEMENT

CONVICTION:
How the catalyst works/why it is important

No one can tell you what you can achieve.
And not one can achieve it for you.

ASPIRATION:
What the catalyst can yield/the change that UPRISING has caused in the marketplace

Athletes reclaim what’s theirs.

MANDATE:
What UPRISING does because of its conviction and aspiration

We push the boundaries so you you can break yours.

MANTRA:
How the UPRISING team reminds themselves of their mandate

Do no harm; take no shit.

PROMISE:
The conclusion UPRISING audiences come to after interacting with UPRISING

We don’t need permission.

BRAND PERSONALITY

Key characteristics of the UPRISING brand

- Blue Collar Boys - Luke Combs
- Gorilla Radio - Rage Against the Machine
- We Ready - Archie Eversole
- Cinderalla Man - Eminem
- My Life - Adam Levine, 50 Cent
- Bow Down - I Prevail

- INTELLIGENT / passive
- RESOURCEFUL < luxe
- PRAGMATIC / callous
- RELENTLESS << disciplined
- CURIOUS / inactive
- BENEVOLENT / pushover
- VICIOUS / cruel
- POWERFUL / satisfied
- COMPETITIVE < inclusive
- SECURE / relaxed
- INFLUENTIAL / giving a fuck
- UNWAVERING < trendy
- BRUTALLY HONEST < cunning
- MASCULINE < feminine
- DEFINITIVE / unteachable
- PERCEPTIVE < empathetic
- NO NONSENSE / obnoxious

THIS < As opposed to that
THIS << instead of just that
THIS / without being that

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PRIMARY TYPE

AKTIV GROTESK

UPRISING turns to *Aktiv Grotesk* as its primary typeface because of the type faces contemporary feel, bold authority, and clear legibility.



HEADLINE TYPE PRIMARY READ

SECOND LEVEL HEADER

MICRO DETAILS

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20 NUMERICS

AKTIV GROTESK EXTENDED BOLD

AKTIV GROTESK CONDENSED
SEMI-BOLD

Aktiv Grotesk Italic

Aktiv Grotesk Medium

Aktiv Grotesk Regular

AKTIV GROTESK EXTENDED MEDIUM