
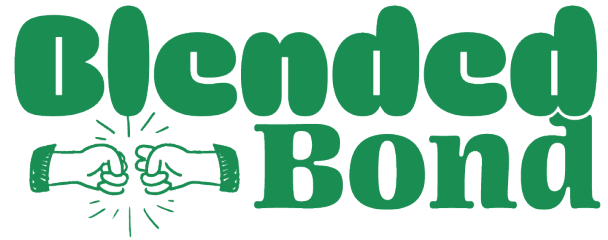


Blended Bond

An illustration of two hands shaking, with radiating lines around the point of contact, symbolizing a partnership or agreement. The hands are rendered in a simple, line-art style with some shading on the palms and fingers.

ADVERTISING WORK PLAN



SITUATION ANALYSIS:

1. HISTORY

Blended Bond was created as a conversation card tool for blended families. It was designed to help families strengthen communication, build trust and create connection while navigating divorce, remarriage, co-parenting and step family dynamics. The brand is rooted in founder Ashley's personal experience, which gives the product authenticity and emotional credibility.

2. CURRENT SITUATION

Blended Bond is in an early growth stage. The product has a clear niche and a meaningful founder story, but the brand still needs stronger positioning and message clarity. One of its main challenges is helping audiences understand that Blended Bond is a communication tool for blended families, not just a card game. The brand also needs stronger proof points through testimonials, reviews, and expert support. The product is currently sold through a Shopify storefront linked from the company website, creating a direct-to-consumer purchase path while keeping distribution limited at this stage. The brand is exploring expansion packs for different audiences that may include single parents, teens, cultural groups, and adults only.

3. TARGET AUDIENCE

Primary Audience

- **Demographics**

The primary audience is adults ages 30 to 50 in blended families, especially parents, stepparents, and co-parents with children in the home. The core buyer is a middle- to upper-middle-income woman with a household income of about \$60,000 to \$125,000 who often leads family communication, emotional care, and household decision-making. Blended families represent a significant audience, with about 40% of marriages involving at least one previously married spouse and 1 in 6 children living in a blended family.

- **Psychographics**

This audience values trust, connection, and stability at home. Many are managing the emotional complexity of blended family life and are looking for support that feels realistic, approachable, and judgment-free. Because communication and role adjustment are common challenges in blended households, they are drawn to practical tools that help reduce tension, encourage meaningful conversation, and strengthen family bonds. They are also active in digital spaces where they seek parenting advice, reassurance, and emotional support while looking for screen-free ways to connect with their families.

Secondary Audience

- A secondary audience includes gift buyers, therapists, counselors, and other family-support professionals who may recommend or purchase tools that encourage communication and connection in blended households.

4. GEOGRAPHY/SEASONALITY/PURCHASE CYCLE

Blended Bond is best positioned as a U.S.-based direct-to-consumer product sold online through Shopify. Sales are currently limited to the domestic market. Demand is likely driven more by key life moments such as family transitions, co-parenting challenges, back-to school stress, and emotional needs than by traditional seasonal patterns. However, the holiday season may create a stronger purchase cycle among the secondary audience, who may buy the product as a thoughtful gift for blended families.

5. COMPETITIVE ANALYSIS

Blended Bond competes across several categories rather than within one clearly defined product space.

- **Primary Competitors**

Primary competitors are conversation card brands such as We're Not Really Strangers, Tales, and This And because they most closely match Blended Bond's format and purpose. These brands use guided prompts and emotional discussion as their main value, but they are designed for broader relationships rather than blended families specifically.

- **Secondary Competitors**

Secondary competitors include family bonding games such as Kids Against Maturity and Apples to Apples, along with co-parenting support platforms such as OurFamilyWizard. These products compete more indirectly by offering entertainment, communication support or family management tools rather than a product built specifically for the emotional and relational dynamics of blended families.

6. MEDIA ANALYSIS

Blended Bond has been built without a strong paid media system. The brand launched in an early stage with organic Instagram growth and community outreach, not with a consistent advertising program. Its current media presence is centered on TikTok, Instagram, Facebook, Linktree and Shopify, with TikTok as the largest platform at 5,499 followers, followed by Instagram at 337 and Facebook at 116 as of March 2026. The brand's sales system is direct to consumer through Shopify, which means Blended Bond has functioned as an online product rather than a paid-media-driven retail brand. The product line includes the physical deck and digital mini decks, including Blended families/Coparenting, Holiday reflection, and Just Us single parent edition.

7. PUBLIC RELATIONS ACTIVITIES

Blended Bond's strongest past and current media activity has been in earned media and PR. The brand was created by Ashley Presti from her own experience with divorce, single parenting, co-parenting and building a blended family. That founder story has been central to the brand from the beginning and has shaped how the product is introduced and discussed. The product itself has also

supported PR activity because it is positioned as a guided conversation tool for blended families, co-parenting households and single-parent families. It was built to help families navigate communication, trust and emotional connection through intentional prompts and bonding activities. Current earned media and PR activity includes podcast features, creator outreach, therapist outreach and relationship-based promotion. Blended Bond has already been featured on Exes & Babies. A feature with Raising His Kids was recorded and scheduled to be shared in March. The brand also lists Michelle Dempsey as an aired feature from 2024. Current outreach has included blended family creators, parenting and divorce voices, step family niche accounts, therapists, educators, media contacts, business partners and affiliate relationships.

8. SWOT

Strengths

- Clear niche as a conversation tool for blended families.
- Easy to use, flexible and convenient.
- Works well in everyday moments like dinner, road trips and family time.
- Approachable, open-ended prompts.
- Screen-free family connection.
- Strong emotional purpose and relatable founder story.

Weaknesses

- Positioning confusion between card game and communication tool.
- Limited adaptability for younger children or special-needs households.
- Social media content lacks consistency and has a low following across all platforms.
- A mix of personal and professional messaging may weaken clarity.
- Needs a stronger balance between lighter and heavier discussion prompts.

Opportunities

- Clarify how the product works.
- Expand for younger children.
- Create new deck formats and editions.
- Add digital support tools and applications.
- Build a stronger content community.
- Strengthen expert credibility.
- Improve website and social media visibility.
- Grow brand presence through merchandise.

Threats

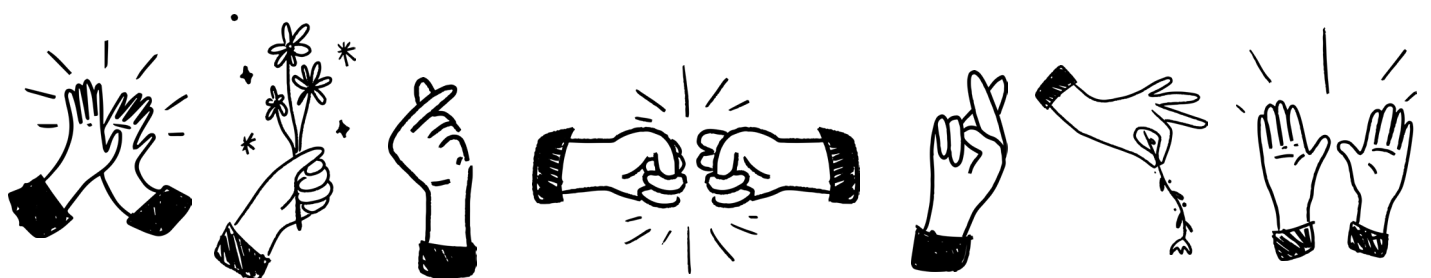
- Limited reviews and testimonials weaken credibility.
- Games and digital entertainment compete for family time and attention.
- Therapy, co-parenting apps and other family tools compete as substitute solutions.
- Product confusion weakens trust and slows purchase decisions.
- Limited brand awareness makes it harder to compete with established brands.

9. OBJECTIVE

To increase brand awareness, build product trust, and drive purchase intent among blended families and their support networks.

10. STRATEGIES

- Clarify what Blended Bond is.
- Highlight the product as a tool for connection, not just conversation.
- Make the brand feel more trustworthy and established.
- Create work that feels supportive and relatable.
- Use testimonials to build trust.
- Leverage founder's story and experience for credibility.



ADVERTISING WORK PLAN

CLIENT: BLENDED BOND



CREATIVE BRIEF:

CLIENT/SITUATION:

Blended Bond is a startup brand offering guided conversation cards designed to help blended families build stronger communication, trust, and emotional connection. By providing a practical, screen-free tool for everyday family life, the brand addresses a growing need for approachable relationship-building support while also creating an opportunity to strengthen awareness, clarify positioning, and build credibility.

TARGET AUDIENCE:

The primary audience is adults ages 30 to 50 in blended families, especially parents, stepparents, and co-parents with children in the home. The core buyer is a middle- to upper-middle-income woman with a household income of \$60,000 to \$125,000 who often leads family communication, emotional care, and household decision-making. This audience values trust, connection, and a sense of stability at home. Many are managing the emotional complexity of blended family life and want support that feels realistic, approachable, and judgment-free. They are drawn to tools that help reduce tension, encourage meaningful conversation, and create stronger family bonds. A secondary audience includes therapists, counselors, and other family-support professionals who may recommend tools for blended households.

FEATURES AND BENEFITS:

Guided prompts	Feels more relevant than general family games
Makes meaningful conversations easier to start	Physical, easy-to-use card format
Made for blended families	Screen-free, flexible, and simple to use in everyday life

KEY MESSAGE:

Build a stronger family, one card at a time.

SINGLE-MINDED PROPOSITION:

For adults in blended families who want stronger communication, Blended Bond is a conversation tool that turns awkward moments into meaningful connection through prompts designed specifically for blended family dynamics.

STONE:

The campaign should feel warm, supportive, and reassuring, with a voice that is emotionally aware, family-centered, and approachable. Messaging should communicate trust, safety, hope, and practicality without sounding overly clinical, heavy, or sentimental. It should balance empathy with confidence so the brand feels caring, clear, and distinct.

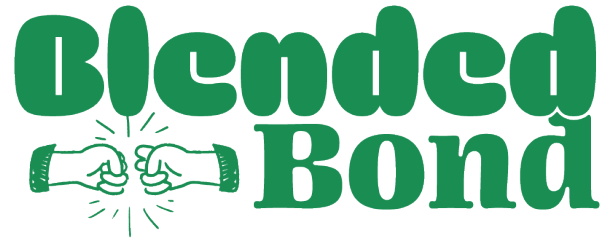
COMPETITORS:

Primary competitors include conversation card brands such as We're Not Really Strangers, Tales and This And. Secondary competitors include family bonding games such as Apples to Apples and Kids Against Maturity, along with co-parenting support platforms such as OurFamilyWizard.

CTA:

Order Blended Bond and start building stronger communication and connection at home.

ADVERTISING WORK PLAN
CLIENT: BLENDED BOND



MANDATORIES:

FONT:

HELVETICA NEUE

- LIGHT - Titles
- BOLD - Subtitles
- Medium - Body

COLOR PALETTE:

BLENDED BOND LOGO

- Green - #258c52
- White - #ffffff

MAIN CARDS

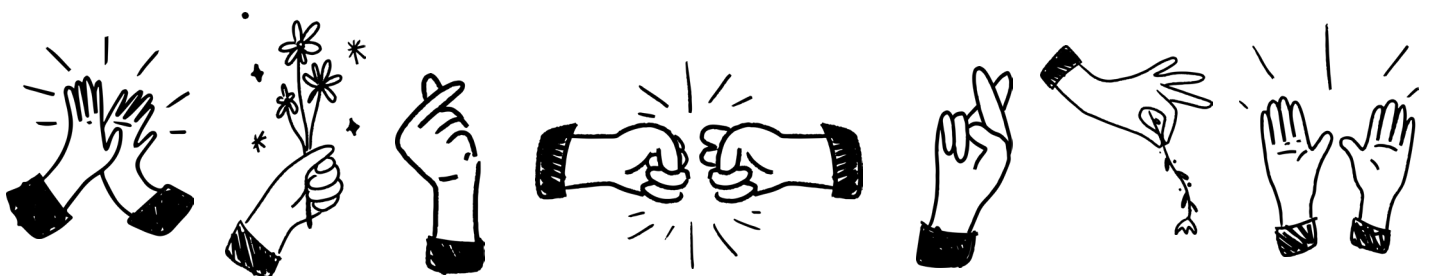
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- Blue - #84d3ea

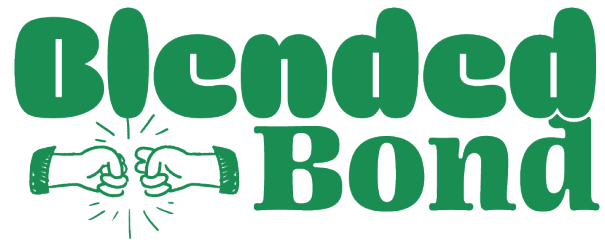
JUST US CARDS

- Yellow Green - #bcc41c
- Black Gray - #39393b

SOCIAL MEDIA

- Dark Green Gray - #6b776d
- Light Green Gray - #9fb2a6
- Beige White - #f7f3e9





KEY MESSAGES/Q&A:

1. Blended Bond helps blended families build stronger communication, trust, and connection.

- Blended Bond was created as a guided conversation card tool for blended families navigating divorce, remarriage, co-parenting, and step family dynamics.
- Blended Bond is rooted in the founder's personal experience, which gives the brand authenticity and emotional credibility.
- Blended Bond is designed to support healthier family relationships through intentional prompts and bonding activities.

2. Blended Bond makes meaningful conversation easier to start.

- Blended Bond uses guided prompts to help families begin conversations that may otherwise feel awkward or difficult.
- Blended Bond is built for households managing communication challenges, emotional complexity, and role adjustment.
- Blended Bond is meant to reduce tension, encourage meaningful conversation, and strengthen family bonds.

3. Blended Bond is a communication tool for blended families, not just a card game.

- One of the Blended Bond's central positioning challenges has helped audiences understand that Blended Bond is a communication tool rather than just entertainment.
- Unlike general family games or broader conversation decks, Blended Bond is built around the emotional and relational needs of blended families.
- Blended Bond's niche focus gives a more specific identity than general family bonding products or co-parenting tools.

4. Blended Bond is a practical, approachable tool for everyday family life.

- The physical card format is screen-free, flexible, and easy to use.
- Blended Bond fits naturally into everyday moments like family time, dinner, or road trips.
- The audience is looking for support that feels realistic, approachable, and judgment-free.

5. Blended families are a large and growing community, and Blended Bond is designed to support their unique communication needs.

- Blended families represent a significant audience, with about 40% of marriages involving at least one previously married spouse and 1 in 6 children living in a blended family.
- Blended Bond was created specifically for blended families, including parents, stepparents, and co-parents navigating divorce, remarriage, and step family dynamics.
- Blended Bond is positioned as a guided conversation tool that helps families strengthen communication, build trust, and create connection.
- Blended Bond's niche focus gives Blended Bond a more specific identity than broader conversation decks, family games, or co-parenting tools.

6. Blended Bond is flexible and customizable to each family's needs.

- Families can use one card for a quick conversation or several for a deeper discussion.
- Blended Bond is designed to fit different comfort levels, time limits, and communication needs.
- Blended Bond a versatile tool that can work in the way that feels most useful for each family.

