

What's Important to Us



1. **Simplicity of use
and of the craft**
2. **Awareness of the
Brand**
3. **Self-Expression**

Rit[®]



Concept #1: Dyeing vs dying

“Lose your fear of dyeing.”

Rit®

1.1 New Product Innovation

- **Rit Color First Aid Kit:**
Trial-size Rit Dye kits, regular size. It's everything you need.
- **Rit Spot Pen:** Think Anti-Tide Pen
- **Rit Spray Bottle**
- **Rit Detergent**



Concept #1:
Dyeing vs dying

1.2 Packaging for the New Product Line

- Adding a meter to bottle and measuring lines inside cap
- Making cap colors same as dye
- Changing the box packaging of Rit Powder Dye to bottle form
- Tablet-shaped Rit Powder Dye



Concept #2:

We wear/are our own colors

1.3 In-Store Marketing

- **Medical box look-alike vending machines/ dispensers** for Rit Color First Aid Kits



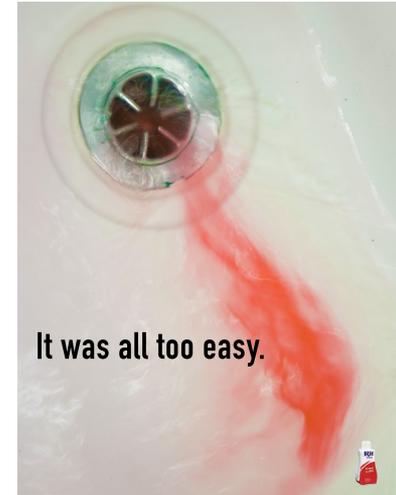
Concept #1:
Dyeing vs dying

1.4 Print/TV/Radio/OOH/Promotions

“What would happen if you dye today?”
What would you leave behind? (What would actually happen if people just dye their stuff)

Dyeing vs dying: a method of infusing new life into boring(white), or old/forgotten stuff

OOH: If you're not afraid to die then you should be afraid to dye.



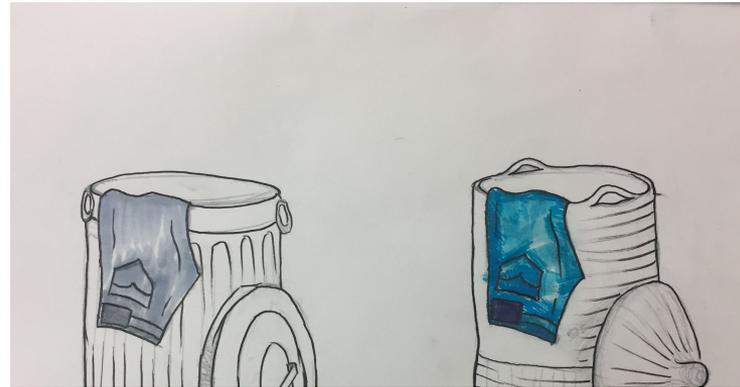
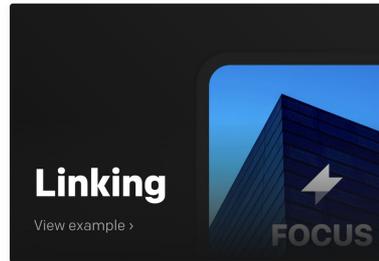
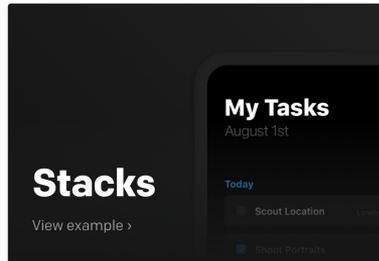
Concept #1:
Dyeing vs dying

1.5 Digital Media

Rit web app that contains digital tools like Dye Preview, “Rit Transformation” project library

Rit Color Mixer, Rit Eyedropper.

Example Projects



Concept #1:
Dyeing vs dying

1.6 Social Media / Earned Media

Rit Dyer - “We can dye your items for you!”

Rit official clothing brand that carries white-colored basic style items

A Rit brand pop-up thrift store that carries white-colored basic style items

Rit Color Factory: an experiential event with workshop stations, installations, dye shop etc

1000 Ways to Dye: a random dye [prompt generator](#)





Concept #2:
Rit helps you show
your true colors

Rit[®]

2.1 New Product Innovation

- **Personalized rit dye** freshly mixed at the store or ordered online
- **Rit Fabric markers** for an instant transformation and mess-free DIY experience
- **Rit Dye Sprays** for large scale DIY projects, like transforming an old couch or carpet
- **Rit Color Sealing Spray**



Concept #2:
We wear/are our own colors

2.2 Packaging for the New Product Line

- **Adding a meter** to bottle and **measuring lines** inside cap
- **Making cap colors** same as dye
- **Changing the box packaging** of Rit Powder Dye to bottle form



Concept #2:
We wear/are our own colors

2.3 In-Store Marketing

- **Digital Color Mixer** that lets you create your own color and mix fresh bottles in store
- **Rit camera** - change the colors of what you're wearing

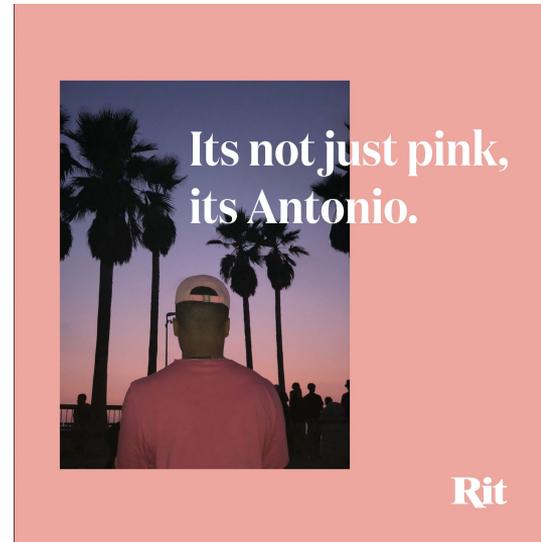


Concept #2:
Dyeing as a kid-friendly activity

2.4 Print/TV/Radio/OOH/Promotions

Rit Dye being a creative outlet, a tool that helps people to be creative and self-express rather than an end that people are expected to be committed to

OOH: Color war event. Create your custom color and use it in the Rit color war.

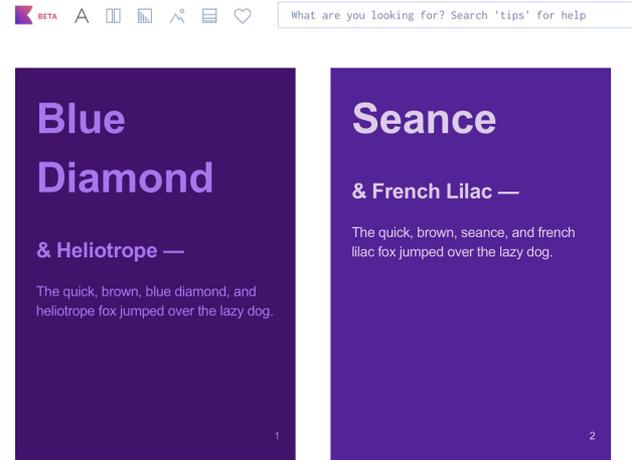


Concept #2:

We wear/are our own colors

2.5 Digital Media

- **Improving the web experience of Rit Dye** with AI/Machine-learning for more personal project and product recommendations and smarter content display
- **Rit mobile app** that provides digital tools like Dye Preview, “Rit Transformation” project library, Rit Color Mixer, Rit Eyedropper & other utilities
- **A bot** that help you determine your personal brand color palette



Concept #2:
We wear/are our own colors

2.6 Social Media / Earned Media

- The hunt for the dye-nasty: Social cause-lead project that aims at bringing the community together (social cause, at risk youth, incarcerated, trauma), sponsored by Rit Dye
- Mockumentary: “50 shades of (Off-)whites/(Off-)blacks/(off-)nudes” - Rit dye provides a weapon for us fashion plebeians to stand up against the even the most monochromatic normcore overlords
- #NotAFollower Contest: Share what you made, social media users will choose winner.



Concept #2:
We wear/are our own colors



Concept #3: Dyeing as a family/kids activity

Kids have colorful imaginations.

Rit®

3.1 New Product Innovation

- Kids/Beginner friendly kit
- Rit “Bath Bombs” (for dye bath)

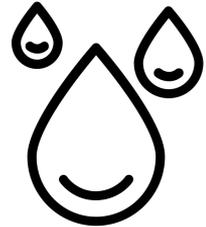
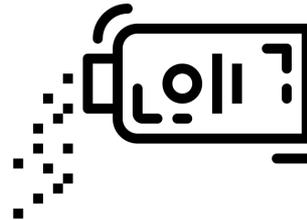


Concept #3:
Dyeing as a family activity



3.2 Packaging for the New Product Line

- **Simplifying the existing instructions** on the packages using simple illustrations
- **Adding a meter** on the liquid dye bottle so people can add precise amount of dye without using a mixer cup (one less step)



3.3 In-Store Marketing

- **In-store dyeing event** - show parents first hand how easy and kid-friendly it is.
- **Flip cards** that shows the before & after images of a dye-able item, the steps taken, the product used etc



3.4 Print/TV/Radio/OOH/Promotions

- *“As easy as R.I.T”*
- Focus on the four positivity about dyeing experience: **Pleasurable, usable, reliable, functional**

Their ghosts are pink,
so now yours are too.



Concept #3:
Dyeing as a family activity

3.5 Digital Media

- **Banner ads** on targeted sites



Concept #3:
Dyeing as a family activity

3.6 Social Media / Earned Media

- Tutorial Series: Kids demonstrating Rit Dye projects



Cutest Kids Makeup Tutorial

The LeRoys • 516K views • 1 year ago

Perri wanted to film another kids makeup tutorial. Now before Everyone gets all worked up.... YES....she is only 5.. NO... she ...



BEST LEARNING COLORS for Kids Children Toddlers Video! Sesame Street Fizzy Tub Colors Surprise Toys

Ryan ToysReview • 22M views • 1 year ago

BEST LEARNING COLORS for Kids Video with Ryan ToysReview! Learn colors while finding surprise toys hidden in Sesame ...

-----New Concepts-----

1. Dyeing as a meditative activity

Eg. Rit Bath Bombs

- Not for human bath but for dye bath
- "Keep stirring until it's completely dissolved - then just rinse it and dry. Say hi to your new favorite shirt!"
- Make dyeing fun and simple

2. Dying vs Dyeing

3. Dyeing as a kid-friendly activity

4. We wear/are our own colors

- Color = individualism, creativity, self-expression*
- Like Rit Dye, we are "made with color"*
- Rebrand Rit as a company that sells colors, not dye?*

-----Execution Ideas Dump Starts Here-----

Nick:

"As easy as (Rit) Dyeing)"

Emily:

"What would happen if you die today?" What would you leave behind?

What would actually happen if people just dye their stuff.

Rit Dye being a creative outlet, a tool that helps people to be creative and self-express rather than an end that people are expected to be committed to.

Tobi:

The hunt for the dye-nasty

Focus on the four positivity about dyeing experience: Pleasurable, usable, reliable, functional

Something lighthearted like the Thanksgiving Song (I got greens beans potatoes tomatoes)

The one weird dish that stands out at thanksgiving that got people wondering “what is that”

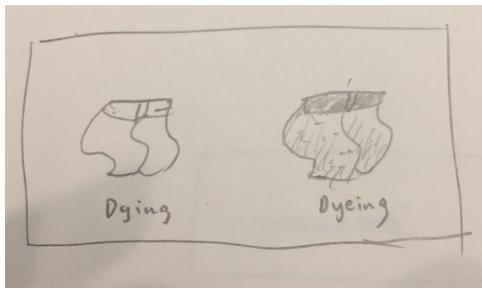
Social cause-lead project that aims at bringing the community together (social cause, at risk youth, incarcerated, trauma), sponsored by Rit Dye

Fabric markers for decorating and designing blank canvas shoes --
<https://jasonmarkk.com/>

Collaborate with a shoe dirt repellent brand

Ray:

Dyeing vs dying: a method of infusing new life into boring (white), or old/forgotten stuff



Establishing hand-dyeing as a super relaxing, meditative activity (“It’s Saturday and I’m DYEING (or RITING)”) similar to adult coloring book and cake icing

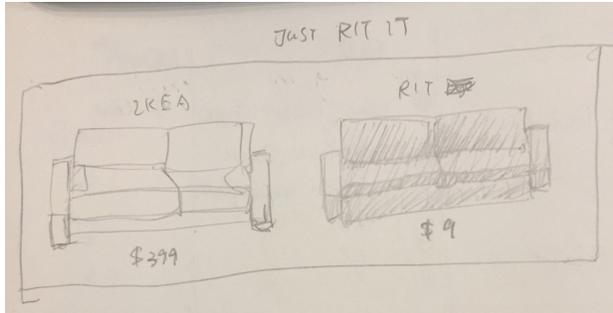
Kids/Beginner friendly kit

“50 shades of (Off-)whites/(Off-)blacks/(off-)nudes” - Rit dye provides a tool for the even the most monochromatic normcore folks to stand out in the crowd

Simplifying the existing instructions on the packages using simple illustrations

Adding a meter on the liquid dye bottle so people can add precise amount of dye without using a mixer cup (one less step)

Expanding the existing Rit/IKEA brand collaboration in more communication channels



Rit color mixing machine

- "Spectrophotometer Gyromixer" you see at Home Depot & Lowe's paint mixing stations
- Interactive screen that lets store customers choose a color out the 900+ colors in Rit's [Color library](#) and mix a fresh bottle in store
- Can be supplemented with a mobile or web-based app (choose a color in the app and the app will send a code to the machine, like how you would print something with the office printer)
- Personalized content for the color mixer on the site using AI

Improving the web experience of Rit Dye: Using AI/Machine-learning to recommend the projects, product and other content and make the digital experience more personal

Rit Dyer - "We can dye your items for you!"

- Rit can provide dye service at major partner stores (Joann, Michael's)
- Could live as an add-on item on the official e-commerce site
- Could live as a one-off thing as a pop-up event
- Potential spokesperson: Natalie Dyer of Stranger Things

Tutorial Series: Kids demonstrating Rit Dye projects

Rit brand basic style clothing brand that

- Only carries white-colored items: t-shirts, button shirts, pants, canvas shoes, tote bags etc
- With a style similar to American Apparels/Uniqlo/Muji
- Made with recycled materials

A Rit brand pop-up thrift store that

- Only carries white-colored items
- Everything is used/recycled

Rit Color Factory(need to change the words): an experiential event where visitors can enjoy:

- Workshop areas
- Interactive stations
- free dye service
- Dye shop
- White-colored clothings items for cheap
- Source of Inspo: The Color Factory, The Museum of Ice Cream

Rit Color Dispensaries

- Vending machines/dispensers selling trial-sized Rit Dye kits

Rit mobile app that provide several tools for more frequent dyers:

- "Predict" what the final outcome will look like given the type of material, dye color and immersion time (Inspo: Sephora mock makeup web-app)
- "Rit Transformation" project library, filterable by project type(like furnitures, apparels or small craft), project duration and levels of skills
- Digital Color Mixer that teach people how to mix a particular color from Rit's color formula library, and also lets people take picture of a color they see and like and find the closest Rit color (Inspo: Adobe Capture)
- Hands-free video tutorials (Inspo: Nike Training Club)
- Q&As and other content

Store Installation: Flip cards that shows the before & after images of a dye-able item, the steps taken, the product used etc

Rit Bath Bombs

- Not for human bath but for dye bath
- "Keep stirring until it's completely dissolved - then just rinse it and dry. Say hi to your new favorite shirt!"
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