

happy PLANNER®

COMPETITIVE BRAND ANALYSIS



MISSION STATEMENT + SPECIAL CAUSES



MISSION STATEMENT: It is our mission to spread happy wherever we go and to empower people everywhere to embrace the positive and Plan a Happy Life™!

SPECIAL CAUSES: 5% of net profits from the Happy PRIDE capsule on TheHappyPlanner.com will be donated to [The Out Foundation](#) and [NQTTCN](#), organizations that focus on nurturing mental and physical health for the LGBTQIA+ community.



MISSION STATEMENT: From high-quality planners and notebooks to custom organizers, desk accessories, and more, each product is intentionally crafted to help customers achieve goals, reduce stress, and lead more joyful, meaningful lives through organization.

SPECIAL CAUSES: Donors Choice, First Responders Children's Foundation, Social Justice, Pride Month – Gives back to the Trevor Project



MISSION STATEMENT: Plan to Do More of What You Love

SPECIAL CAUSES: Kids in Need Foundation, Innocence Project, One Tree Planted, BreastCancer.org, National Urban League, Wounded Warrior Project, Make-A-Wish

MISSION STATEMENT + SPECIAL CAUSES

PLUM PAPER

Personalized For You, By You.

MISSION STATEMENT: Plum Paper is a stationery company based in San Diego, CA. While starting out making simple note cards and wedding invitations, it wasn't long before our line of planners and notebooks became our most popular and favorite product. It has been so exciting to see the joy these planners can bring to people. Never did we think that creating these personalized products would receive such a positive response, and we love to hear the continuous exciting feedback from our customers.

SPECIAL CAUSES N/A



MISSION STATEMENT Building a world where everyone has access to the tools and community, they need to live an authentic and fulfilling life.

SPECIAL CAUSES Get one, give one. Charity: Water.



DAY DESIGNER

MISSION STATEMENT Day Designer creates beautifully functional planners that enable you to overcome overwhelm and live a more organized, productive and stylish life.

SPECIAL CAUSES Uses vegan leather on some products.

PRICE POINTS



The Happy Planner ranges from **\$29.99 - 57.99** Also offer a Walmart exclusive called Organized that is set at a lower price point \$12.99- \$14.99



The Erin Condren LifePlanner ranges from **\$55-\$60 and** changing the coil color is an additional \$10. It comes with a 4-page Erin Condren Sticker Book coiled in for even more customization.



The Blue Sky Planner ranges from **\$10-\$50**



The Plum Planner ranges from **\$35-\$45**



The passion planner ranges from **\$30.59-\$50.99**



DAY DESIGNER

The Day Designer ranges from **\$58 - \$68**

PRODUCT OFFERINGS



PLANNER SIZE + TYPE: classic, skinny classic, mini, big, box kits, be happy boxes, happy bundles

LAYOUTS + STYLE: undated, dated, vertical layout, horizontal layout, dashboard layout, teacher + student layout, homeschool layout, faith planner, gratitude planner, wellness planner, cheerful seasons, gardening planner

BINDINGS: coil, discs, Work + Life binder but with discs inside

ACCESSORIES: dashboards, filler paper, discs, punches, envelopes & tabs, dry erase, gifting, planner companions, extension packs, accessory packs, covers, page markers, stencils and stamps



PLANNER STYLE: Weekly Planners, Daily Planners, Monthly Planners, School Planners, Family Planners, Wedding Planners

FORMAT: 3 months, 6 months, 12 months, 18 months, 24 months (undated and dated)

BINDINGS: Coil, Ring, Soft Bound, Binder

ACCESSORIES: Sticker Books, Pens, Markers, Snap-ins, Sticky Notes, Sticky Note Balls, Tape, Planny Packs, Zipper Pouches, Planner Folio, Planner Magnets, Pencil Case, Bag Straps



PLANNER SIZES: 5" X 8", 5.875" X 8.625", 6.0625" X 6.375", 7" X 9", 8" X 10", 8.5" X 11", 11" X 8.75", 15" X 12"

FORMAT: Weekly/Monthly, Teacher Lesson Planner, Student Planner, Planner Notes, Monthly, Daily/Monthly, Calendar

BINDINGS: Coil, Stapled,

ACCESSORIES: Notebooks, Non-Dated, Binder, Notebook Refill

PRODUCT OFFERINGS

PLUM PAPER
Personalized For You, By You.



PLANNER SIZES: 5.8" x 8.3", 7" x 9", 8.5" x 11"

LAYOUTS: Vertical, Horizontal, Monthly, Daily, Grid, Teacher, Student, Goal Setting

BINDINGS: Coiled

ACCESSORIES: Folios, Sticker books, Paper clips, Bookmarks, Pen pouch, Pencil & pen loops, Acrylic tape, Pen holder, Book bands, Luggage tag, Water bottle

PLANNER SIZES: Small A5, Medium B5, Large A4

LAYOUTS: Weekly Annual, Weekly Academic, Weekly undated, Daily undated, Journals

BINDINGS: Soft bound

ACCESSORIES: Paper stickers, Writing tools, Monthly tabs, Empower pin

PLANNER SIZES: Original size (9" x 9.75") & Mini size (6.625" x 8.3")

LAYOUTS: Daily & weekly planners

BINDINGS: Coiled

ACCESSORIES: lined notebooks, slim notebooks, notepads, clip folio, magnetic bookmark, elastic band, stickers, ruler bookmarks


DAY DESIGNER

PLANNERS



PLUM PAPER
Personalized For You, By You.



DAY DESIGNER



LICENSING COLLABORATIONS



Disney



Star Wars, Jurassic World, Trolls, Hello Kitty, EttaVee, Green Wedding Shoes, Wonder Woman, EC Gives Back! – Hispanic and Latinx collection coming soon, Featured Artists: Rae SenaRighi & Ramzy Masri



Barbie, Dabney Lee, Yao Cheng, Fox & Fallow, Idlewild Co., Egg Press, Endless Summer, Senn. & Sons, Day Designer, Kelly Ventura, Cupcakes and Cashmere, Rachel Parcell, Thimblepress, Snow & Graham Chicago, Nicole Miller, Trina Turk, Breastcancer.org, Plum Pretty Sugar, The Home Edit*, AshleyG, Inkwell Press, AmpersanD, Mia Chavo, The Everygirl, MayDesigns, Janna Rainey, Brit+CO



N/A



American Forests, Arts, Code2040, Charity: water, Movement, Asian Hustle Network, Malala Fund, The Cosmos, Girls who code, TNTP, Pencil of Promise, Wounded Warrior Project, Barbells for Boobs, Oceana, Leukemia Lymphoma Society, CA Labradors, Retrievers, & more, The Future Project



DAY DESIGNER

Collab with Blue Sky

RETAIL CHANNELS



Ecommerce
Amazon
JoAnn
Hobby Lobby
Michaels
LoveCrafts
Target
Walmart
Staples
Office Depot
International
channels
& more

Ecommerce
Walmart
Target
Erin Condren (gift
shop)
Staples
Amazon
Barnes & Noble
The Paper Store

Ecommerce
Target
Walmart
Amazon
Staples
Office Depot
Office Max
Walgreens
CVS
FedEx Office

Ecommerce

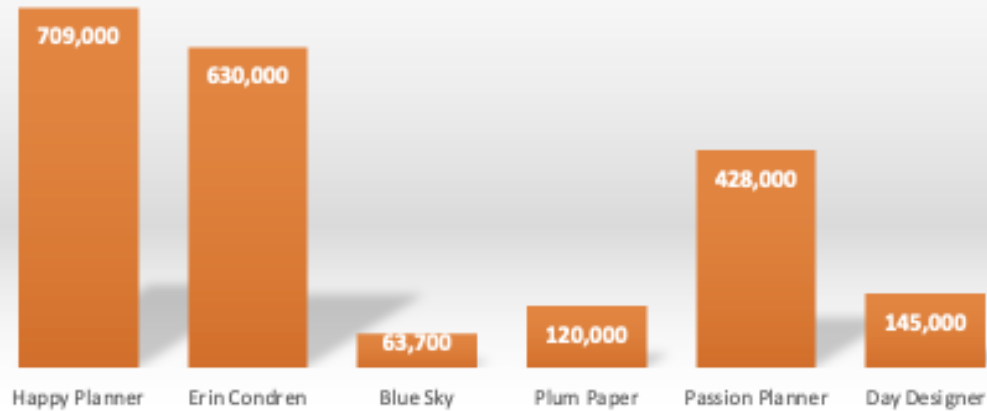
Ecommerce

Ecommerce
Anthropologie
Belle & Blush
Chirps and Cheers
Gifts by Kpep
Jenn & Co.
Stationary Loft
Amazon (limited)
Staples
Office Depot
Target

SOCIAL MEDIA FOLLOWING

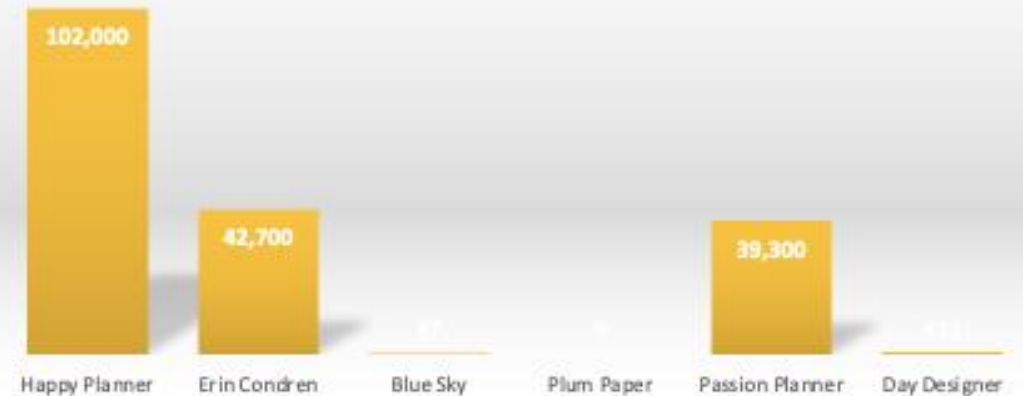
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Instagram



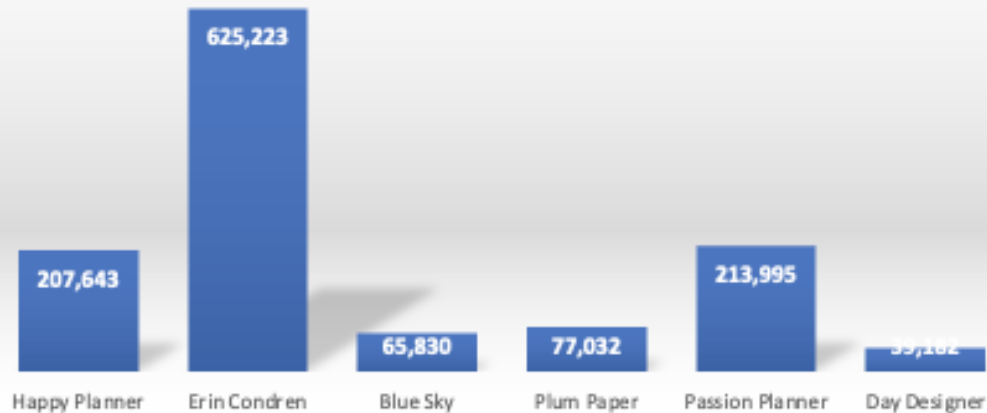
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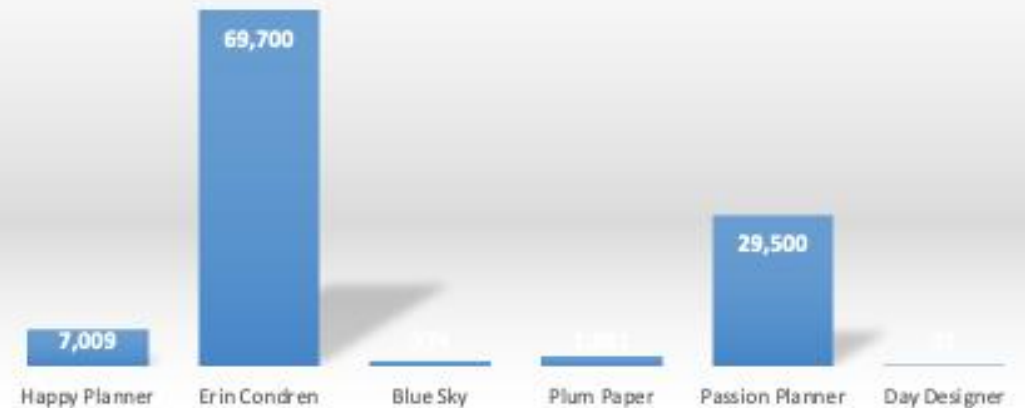
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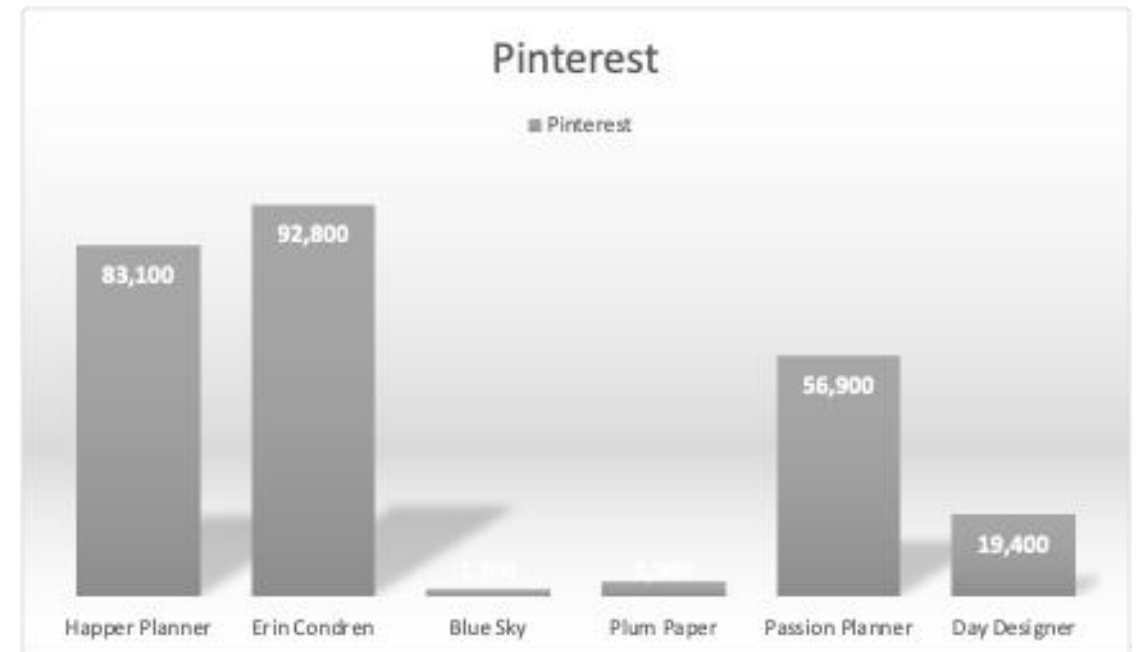


Twitter

Twitter



SOCIAL MEDIA FOLLOWING



EXCLUSIVE CONTENT



YouTube Channel
Blog
Squad Program
Affiliate Program



Blog
Inspiration Center
Press Page
News Room
YouTube Channel



YouTube Channel



Blog



YouTube Channel
Blog
Offers digital
planners + stickers
Offers a planner
quiz



YouTube Channel
Influencer Program
Blog