ARKAY ZERO PROOF

Messaging

Core positioning locked. Expression adaptable by audience, channel and market.



CORE FRAMEWORK

The message hierarchy people should remember.

Keep the category clear, then give teams room to adapt the expression.

LEVEL	ROLE	CORE DIRECTION
EXPERIENCE	What it feels like	Flavor, aroma and a warming finish for cocktail-making.
CATEGORY	What it is	Zero-proof spirit alternatives.
INVITATION	Why engage	Drink Differently.
PRODUCT	What to choose	Choose a bottle or ready-to-drink can. State flavor + format.
ACTION	What to do next	Choose a bottle or can. Enjoy your serve. Share the occasion.

CATEGORY CONTROL

ARKAY DOES NOT MARKET OR SELL ALCOHOLIC SPIRITS.

Use “ARKAY Zero Proof Spirit Alternatives” or “ARKAY Non-Alcoholic / Zero Proof Alternatives.”

Traditional category words describe flavor profile, style or intended use. Match the approved product name and current pack artwork. Ready to Drink: 355 ml cans, in packs of 12.

TONE

Welcoming, confident, useful.

Specific language beats superlatives. Occasion beats moralizing.

01

Taste-led

Use specific flavor and serve language. Give the reader something to imagine, make or choose.

02

Adult + open

Respect every adult choice. Avoid moral superiority, guilt language, recovery promises or pressure.

03

Direct

A clear descriptor is more useful than a superlative. Separate the bottle base from the finished cocktail.

04

Warm, not loud

Keep energy in the occasion and people. Avoid shouting, stacked exclamation marks and endless benefit badges.

AUDIENCE + CHANNEL

Adapt the message to the job people need done.

Examples are guidance, not mandatory scripts. Product-specific wording must match the approved product record.

AUDIENCE	QUESTION	DIRECTION
Cocktail explorer	Will I know what to do with it?	Lead with one recognizable recipe, short flavor cue and clear first-pour instruction.
Host	Can everyone find a drink they enjoy?	Show thoughtful zero-proof choice on the same occasion table, with equal care in glass and garnish.
Alcohol-free regular	Will this feel like an adult choice?	Lead with serve, aroma and ritual. Avoid childish styling or judgment.
Professional buyer	Will staff explain it and guests reorder?	Supply a range map, approved product sheet, tasting protocol and practical menu application.

CHANNEL	EXAMPLE DIRECTION
Homepage	Drink Differently. Find your zero-proof cocktail base.
Product page	Lead with exact product + useful flavor / serve cue.
Shelf	Your next cocktail starts here.
Hospitality	Zero-proof, made with the same care.
Trade	A clear zero-proof selection for your guests.
Social / creator	One bottle. One serve. Show every step.

CLAIMS + TERMINOLOGY

Restraint builds trust.

Claims need evidence; category language must remain precise in every market.

PREFER

Clear sensory language

- Zero-proof alternative; alcohol-free
- Whisky alternative; gin alternative
- A warming finish; made for cocktails
- Without alcohol or intoxication
- Flavor, glass, ice, garnish + occasion

EVIDENCE REQUIRED

Substantiate first

- Exact 0.0% wording by market + product
- Awards, rankings, organic / vegan / halal / gluten-free
- W.A.R.M. technical statements + current patent status
- Approved regulated name + local-language descriptor

AVOID

Do not overclaim

- Unsupported “best,” “number one,” “world first”
- Safe for everyone / pregnancy / medicines
- Unsupported physiological or therapeutic promises
- Unqualified origin, aging or distillation claims

W.A.R.M. should remain a sensory story: “A warming finish, designed for zero-proof cocktails.” Do not turn Patent Pending into patented.

QUICK REFERENCE

Fixed positioning. Flexible expression.

Keep the non-negotiables tight and let teams adapt the execution.

FIXED

Lock the truth

- Core positioning + purpose
- Approved category terminology
- Exact product names / descriptors
- Approved claims + evidence scope

RECOMMENDED

Guide the voice

- Message hierarchy
- Taste-led / adult / direct / warm tone
- Occasion-first storytelling
- Clear next action

FLEXIBLE

Adapt by context

- Exact copy by audience
- Headline + CTA wording
- Market-specific language
- Channel examples + campaign phrasing