ARKAY ZERO PROOF

Ecommerce / Digital

Brand consistency should support conversion, not prevent it.



DIGITAL OPERATING PRINCIPLE

What stays fixed / what can move

Protect brand truth. Give performance teams room to improve the buying journey.

FIXED

Protect trust

- Logo + approved digital colors
- Exact product identity + market wording
- Current claims + launch status
- Destination-specific commercial truth

RECOMMENDED

Make buying easy

- Consumer-first navigation
- First-serve education
- Mobile clarity + accessible contrast
- Clear delivery / returns / support

FLEXIBLE

Test the experience

- Homepage module order
- CTA wording + landing pages
- Email / paid / social formats
- Scene, recipe, creative treatment + A/B testing

ECOSYSTEM + NAVIGATION

Give every destination a clear job.

ARKAY operates across a broader international domain portfolio; maintain a governed registry of priority domains, owners and redirects.

DESTINATION	ROLE	CONTROL
arkaybeverages.com	U.S. discovery + product commerce	Primary product master + clear consumer navigation
arkayzeroproof.ca / arkay.eu / arkay.ae	Regional storefronts	Market-specific currency, catalog, shipping + language
arkaymocktails.com	Recipe + occasion education	Link recipes to the appropriate regional product page
Trade / sampling portals	Qualified buyer + sample applications	Consistent logo, contact identity, privacy + lead routing
Ready to Drink product pages	Current can collection + purchase	355 ml cans, in packs of 12. Show current local stock + delivery.

CONSUMER-FIRST IA

SHOP

Zero Proof Collection
Ready to Drink cans
Shop by style / flavor
Market-specific bundles

HOW TO ENJOY

Simple serves
Cocktail recipes
Flavor finder
Storage + product care

ABOUT / FOR TRADE

Our Story / What is ARKAY? / W.A.R.M. explained
Retail + hospitality / sampling / distributor inquiry / approved product sheets

HOMEPAGE + PRODUCT PAGE

Answer the buying questions fast.

The layout can change. The jobs should remain easy to complete.

HOMEPAGE / 01

Clarity

• What is it?
• Lead with Drink Differently + a short zero-proof descriptor
• Do not make the visitor decode the category

HOMEPAGE / 02

Choice

• Which one is for me?
• Use spirit-style paths: Whisky / Vodka / Gin / Rum / Agave alternatives
• Reduce catalogue overload

HOMEPAGE / 03

Confidence

• How do I enjoy it?
• Add a first serve + verified product details
• Route to reliable regional checkout

PDP ESSENTIALS

Product truth: exact current image • approved name + size • ingredients / nutrition / care • approved claims only • one relevant first serve

Buying clarity: live local price + taxes • fulfillment state • destination-specific delivery • returns / support • clear purchase action

PERFORMANCE ROOM TO TEST

Test what changes behavior. Protect what creates trust.

Creative speed is encouraged inside clear brand and product boundaries.

Can test

- Homepage module order
- CTA language + placement
- Landing-page composition
- Email formats + merchandising
- Paid-media creative + hooks
- Social pace, scene + creator treatment

Must protect

- Original logo + approved color system
- Exact product names / format / artwork
- Claims, ingredients + market status
- Shipping / returns / price accuracy
- No implied endorsements or unsupported claims
- Correct alcohol-free / zero-proof context

TEST → MEASURE → LEARN → SCALE

MARKET RELEASE TEST

Every market needs a clear checkout state.

Do not publish until the consumer can understand region, availability, delivery and support.

CHECK	QUESTION
REGION	Is the destination / currency / catalog correct?
PRODUCT	Is the product actually available in this market?
DELIVERY	Are cost, timing and restrictions clear?
PAYMENT	Are payment methods and taxes accurate?
RETURNS	Are returns / refunds / customer support explicit?
MOBILE + FORMS	Can the user complete the journey without clipping, broken fields or inaccessible contrast?

SHIP FAST WITHOUT LOSING CONTROL

Digital quick reference

The master remains the source of truth. This book defines the operating room around it.

KEEP

Brand recognition

- Logo
- Color
- Product truth
- Approved language
- Zero-proof context

ADAPT

Market execution

- Language
- Currency
- Offers + fulfillment
- Support
- Recipe emphasis + local merchandising

TEST

Performance layer

- Creative
- CTA
- Sequencing
- Landing pages
- Email / paid media / social formats