

SAY IT, CUTIE

MEDIA KIT / WORKING BRAND CONCEPT

Your phone called. It wants a personality



A language-first accessories brand.

The object people carry all day should sound more like them.

48

original launch designs

8

mood-led collections

1-of-1

custom text pathway

12

front-door hero designs

The idea

Say It, Cutie turns tiny pep talks, honest moods, office thoughts, friendship language, and inside jokes into colorful phone cases that still feel intentionally designed.

Phone cases for people with captions.

Replace the founder placeholder with specific, verified history before external use.

Why it exists

Most case shops begin with patterns. Say It, Cutie begins with language: the line in the group chat, the tiny reminder, the polite boundary, the status update that makes someone tag a friend.

Founder placeholder

Add the real founder name, photo, location, origin story, and reason for building the brand. Specific human detail is more credible than generic “self-expression” copy.

▮A great case should protect the phone and reveal the person.▮

WORKING BRAND THESIS - NOT A FOUNDER QUOTE

Built for mobile-first, language-driven shoppers.

The commercial core is likely Gen Z and younger millennials who use accessories as affordable self-expression and gift.

Group-Chat Curator

Sends the first meme and buys the specific birthday gift.

LOVE & FRIENDS / INTERNET BRAIN

Soft-Productivity Realist

Likes encouragement without forced positivity.

TINY PEP TALKS / SOFT CHAOS

Main-Character Shopper

Treats the phone as part of the outfit and shares purchases.

MAIN CHARACTER / PETTY & PRETTY

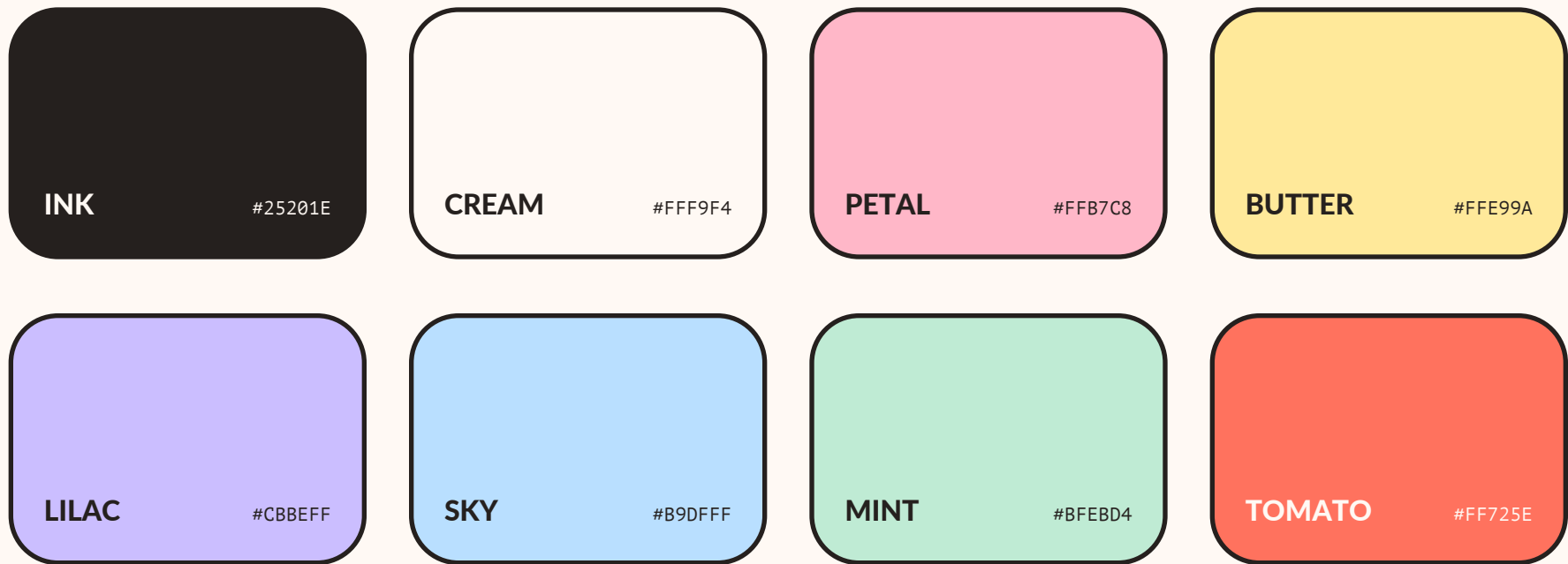
Cozy Introvert

Prefers text, cancelled plans, and low-volume humor.

INTROVERT CLUB / SOFT CHAOS

Bright, outlined, rounded, readable.

The system is playful enough to stop the scroll and controlled enough to make custom text feel cohesive.



Voice: specific, quick, honest, warm, not fake-positive.

Use a second joke in captions. Keep product and shipping claims literal and documented.

Eight collections. Six sayings each.

Each collection gives the shop a clear mood and gives content teams an easy recurring format

Tiny Pep Talks

Pocket-sized encouragement for loud days and quiet wins.

Main Character

A little cinematic confidence for the everyday plot.

Soft Chaos

Pretty colors, honest status updates, zero pretending.

Internet Brain

Chronically online energy, translated into tiny type.

Introvert Club

For cancelled plans, cozy rooms, and low-volume living.

Petty & Pretty

Sweet packaging. Firm boundaries. Excellent taste.

Love & Friends

Inside-joke energy for besties, partners, and chosen family.

Work-ish

Office humor for people currently on their last tab.

Twelve front-door designs.



Cute but Overstimulated



Respectfully, No



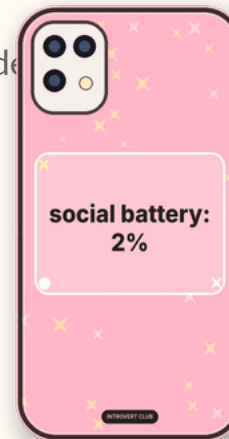
Tiny Steps Still Count



Romanticize the Errands



No Thoughts, Just Snacks



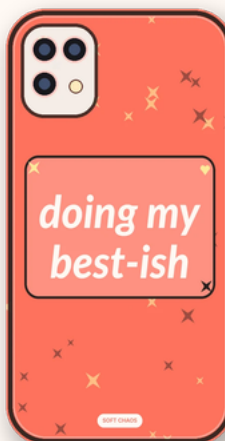
Social Battery: 2%



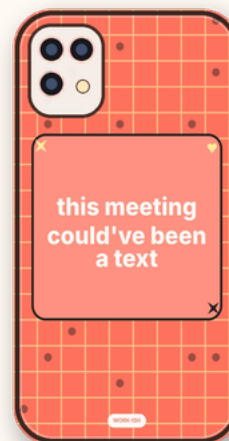
Bestie Hotline



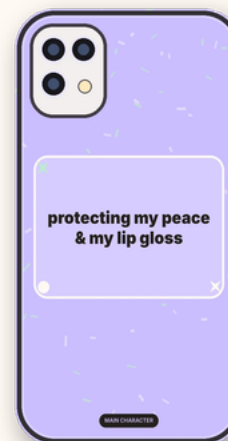
Per My Last Nerve



Doing My Best-ish



This Meeting Could've Been a Text



Protecting My Peace & My Lip Gloss



You Had Me at Send Memes

Three credible ways to tell the launch story.

Use verified founder, production, price, and availability information when pitching.

Custom words that still look designed

A constrained template system turns inside jokes and short lines into coherent products.

The language-first accessories brand

Why captions, memes, affirmations, and boundaries belong on everyday objects.

From group chat to gift

Hyper-specific language creates a low-friction personal gift without generic personalization.

Recognition first. Personalization second.

Partner with creators whose voice fits a collection; do not choose only by follower count.

1

**The case that describes
me before I speak**

Recognition and identity

2

**Turning our inside joke
into a real object**

Customization and gifting

3

**Cases for every person
in my group chat**

Tagging and collection discovery

Mandatory: clear disclosures, verified claims, separate organic repost and paid-usage permission.

LET'S TALK

Press, gifting, creator partnerships, wholesale, and custom collaborations.

REPLACE BEFORE SENDING

Founder / press contact: [NAME]

Email: hello@sayitcutie.example

Website: sayitcutie.example

Social: @sayitcutie

Working concept. Verify name, phrases, founder facts, pricing, availability, claims, and policies before external use.