

adda[®]
COLLINS



Intro

The mobile accessories market is expanding rapidly, with increasing demand for reliable and well-designed products that support modern lifestyles.

Adda Collins is a modern mobile accessories brand focused on simplicity, practicality and reliability. With growing demand from Millennials and Gen Z, users seek well-designed, user-friendly tech products that fit seamlessly into their daily lives. Adda Collins offers high-quality headphones, chargers, adapters, cables, power banks and speakers that are easy to use, stylish and built to last.

The name "Adda" comes from "add", representing how the brand enhances technology with essential accessories. "Collins" links the brand to a family of innovation - driven, design-focused products.

Adda Collins is committed to creating sustainable, intuitive tech accessories that reduce waste and simplify digital life - making technology accessible, enjoyable and effortless for everyone.

Add fun to
your tech



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A New Brand

This brand strategy document will guide you through the journey of Adda Collins, offering a clear and structured overview of our brand. We'll cover the following topics:

- **ADDA COLLINS'S BRAND PHILOSOPHY**

The core beliefs and values that drive everything we do.

- **ADDA COLLINS'S STORY**

Our origins and the journey that led to the creation of the brand, shaping our identity.

- **ADDA COLLINS'S BRANDING AND PERSONALITY**

Our personality shapes the way we connect with our audience.

- **ADDA COLLINS'S BRAND POSITIONING**

Who we design our products for

- **ADDA COLLINS'S PRODUT RANGE**



Adda Collins Brand Philosophy

At Adda Collins, technology should be simple, fun, and reliable. Our philosophy is built on making high-quality mobile accessories that are easy to use and fit effortlessly into everyday life.

SIMPLICITY FIRST Products are designed to be straightforward, user-friendly, and hassle-free - from design to function.

RELIABLE QUALITY Durability and dependability are key, ensuring users stay connected anytime, anywhere.

EVERYDAY STYLE Tech should look good. Adda Collins accessories are modern and versatile, suited for different personalities and lifestyles.

A FRIENDLY APPROACH More than a brand, Adda Collins is a tech companion - fun, warm, and approachable, helping customers feel confident in their choices.

By staying true to these values, Adda Collins, keeps technology simple, stylish, reliable, and enjoyable for everyone.

Adda Collins Brand Promise

"Technology made simple, reliable, and fun. At Adda Collins, we promise to deliver high-quality, stylish, and user-friendly mobile accessories that seamlessly fit into your everyday life. Our products are designed for those who value practicality without compromising on style or performance. With Adda Collins, you get dependable tech that works effortlessly—so you can focus on what matters most."



Handphones

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Prestige Handphones

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The Story of Adda Collins



Adda Collins was founded in Central Europe by a team of young innovators aiming to simplify tech. The goal: to offer high-quality accessories that are fun, easy to use, and reliable - free from the complexity and high costs often found in tech products.

The brand focuses on combining smart design with approachable, user-friendly functionality, making technology feel warm, simple, and enjoyable from everyone.

As part of a broader brand family with Colby Collins, Adda Collins offers a more lighthearted, practical perspective - designed for everyday life. From the first product to today, Adda Collins continues its mission to make great technology stylish, uncomplicated, and accessible to all.



Adda Collins Branding

The Adda Collins brand and packaging design are inspired by the concept of friendship. We wanted to create a visual identity that feels warm, inviting, and approachable—just like the brand itself.

SLOGAN: Add Fun to Your Tech

This slogan reflects Adda Collins mission to make technology enjoyable, easy, and exciting. The brand creates reliable, simple-to-use accessories that add a playful touch to everyday digital life.

LOGOTYPE & ICON: The Adda Collins logo uses rounded, friendly typography where the letters appear to be “holding hands” symbolizing unity and approachability. The brand icon features the letter ‘a’ shaped like a head wearing headphones, highlighting the brand’s focus on accessories in a fun and recognizable way.

PACKAGING & UNBOXING EXPERIENCE: Adda Collins prioritizes a packaging design that is both practical and exciting. Products are made to stand out on shelves, while the unboxing experience feels fun and welcoming - reflecting the brand’s playful and friendly personality.

COLOR PALETTE: The brand uses a vibrant, youthful color palette that is energetic and eye-catching. These colors enhance Adda Collins recognizability and reflect its lively, approachable character.



Adda Collins Brand Personality

Adding human characteristics to a brand is essential for creating a meaningful emotional bond with customers. Adda Collins is a brand characterized by energy, practicality, and friendliness. The brand embodies qualities that make it dependable—smart, fun, and reliable. Adda Collins simplifies technology, making it easy and enjoyable to use, so that every product feels approachable and effortless.

PERSONALITY TRAITS:

- **PRACTICAL**
- **ENERGETIC**
- **FUN**
- **RELIABLE**
- **FRIENDLY**
- **SMART**
- **CURIOUS**

BRAND ARCHETYPES:

- **EVERYMAN** Adda Collins is relatable and inclusive, designed for people from all walks of life.
- **HERO** Strives to make life easier by providing problem-solving, high-quality accessories.
- **CAREGIVER** Supports users by delivering technology that is trustworthy, safe, and built with care.

Through this mix of personality traits and archetypes, Adda Collins creates a brand experience that is welcoming, dependable, and fun—making technology more accessible and enjoyable for everyone.

Add fun to your tech.



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Aura
Earbuds


Bluetooth
5.4

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Aura
Earbuds


Bluetooth
5.4

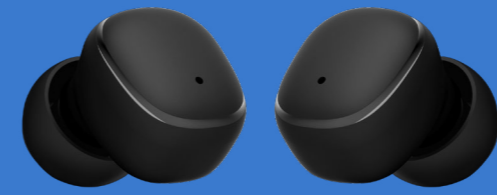
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Adda Collins Categories



• USB CABLES

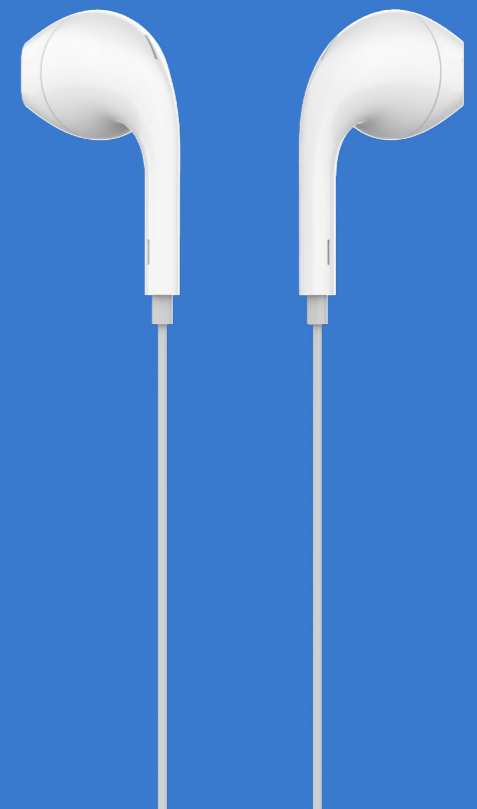
• CHARGERS

• AUDIO

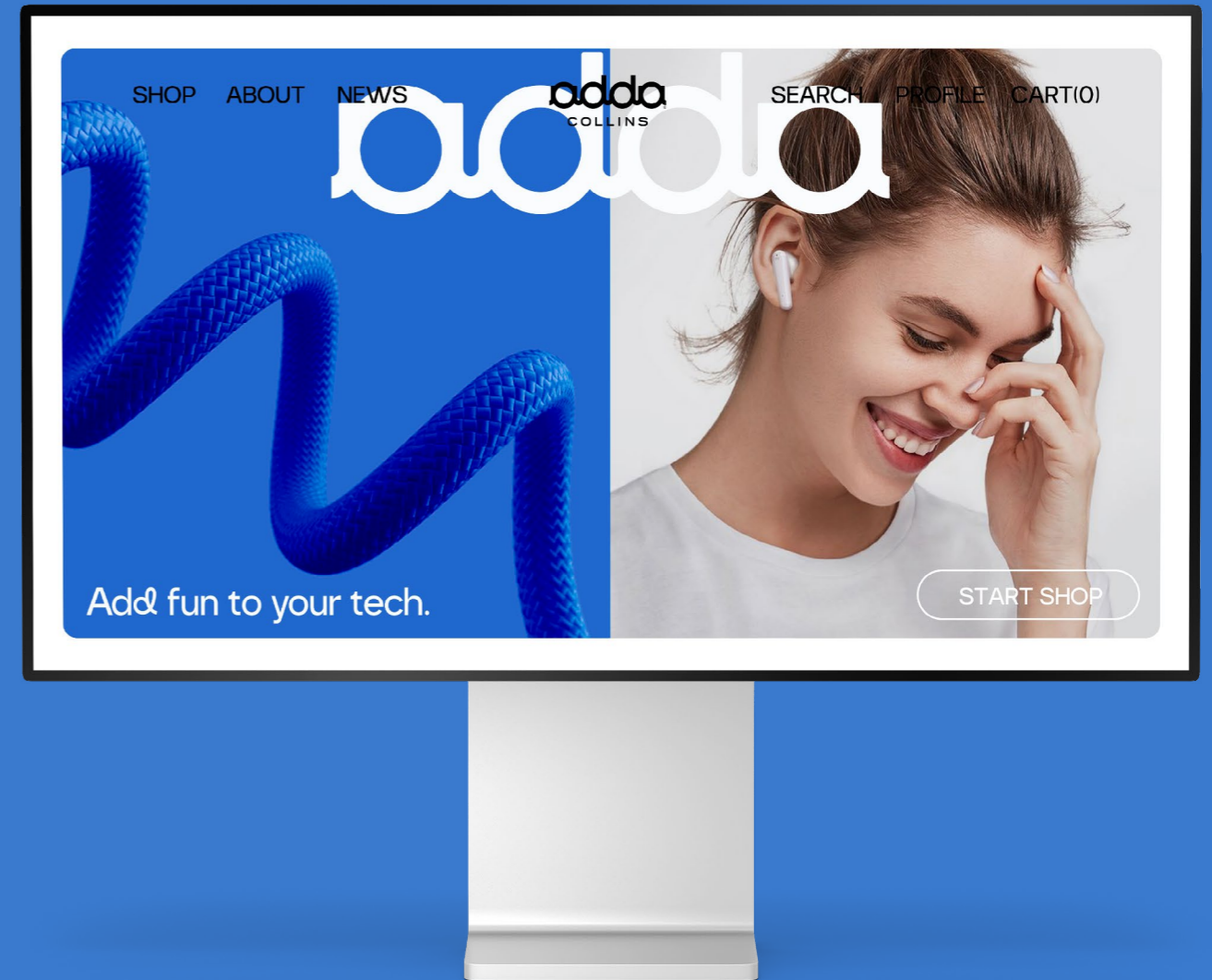
• POWERBANKS

• ACCESSORIES

• ELECTRO CABLES
& TV ANTENNAS

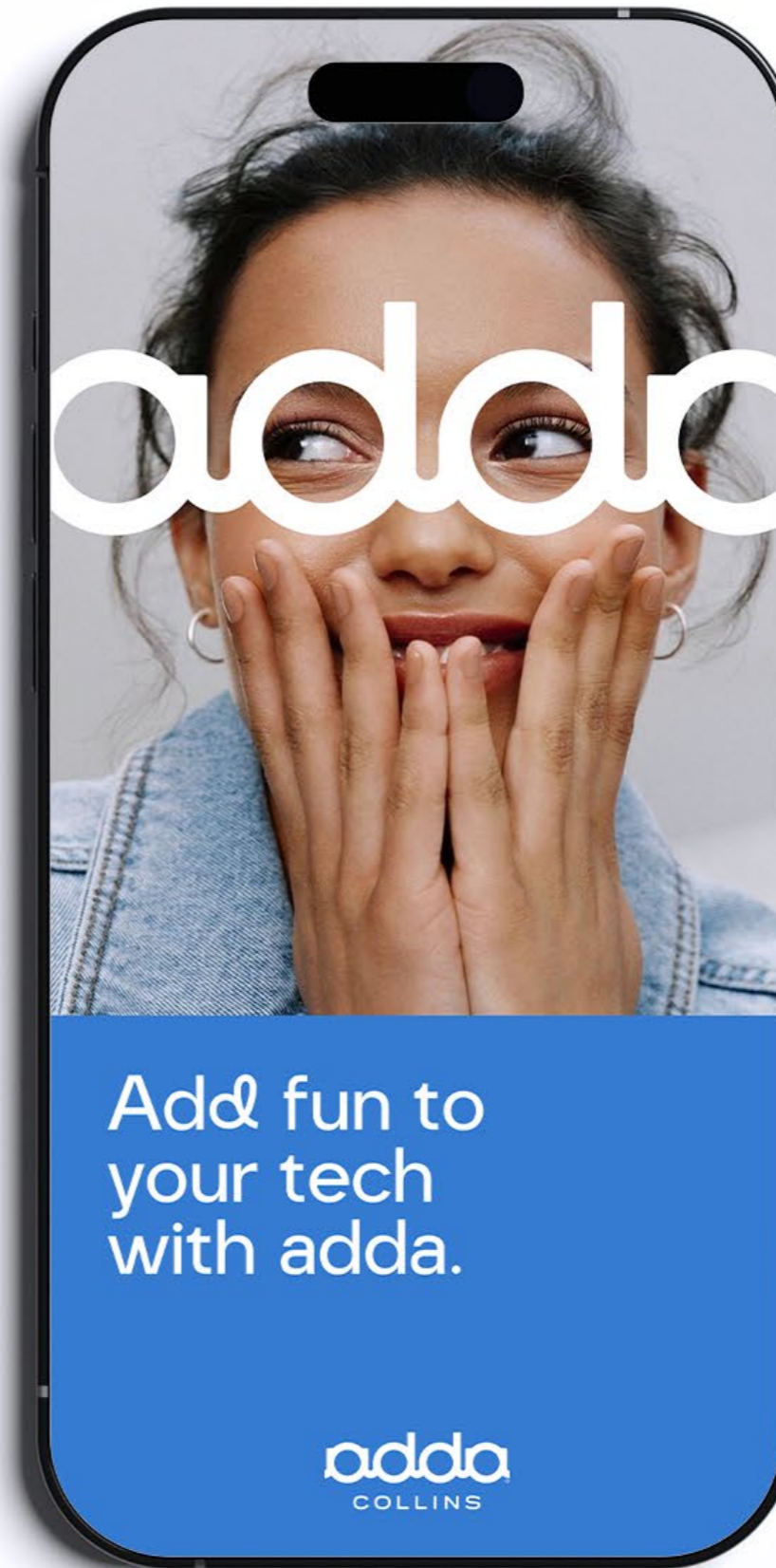
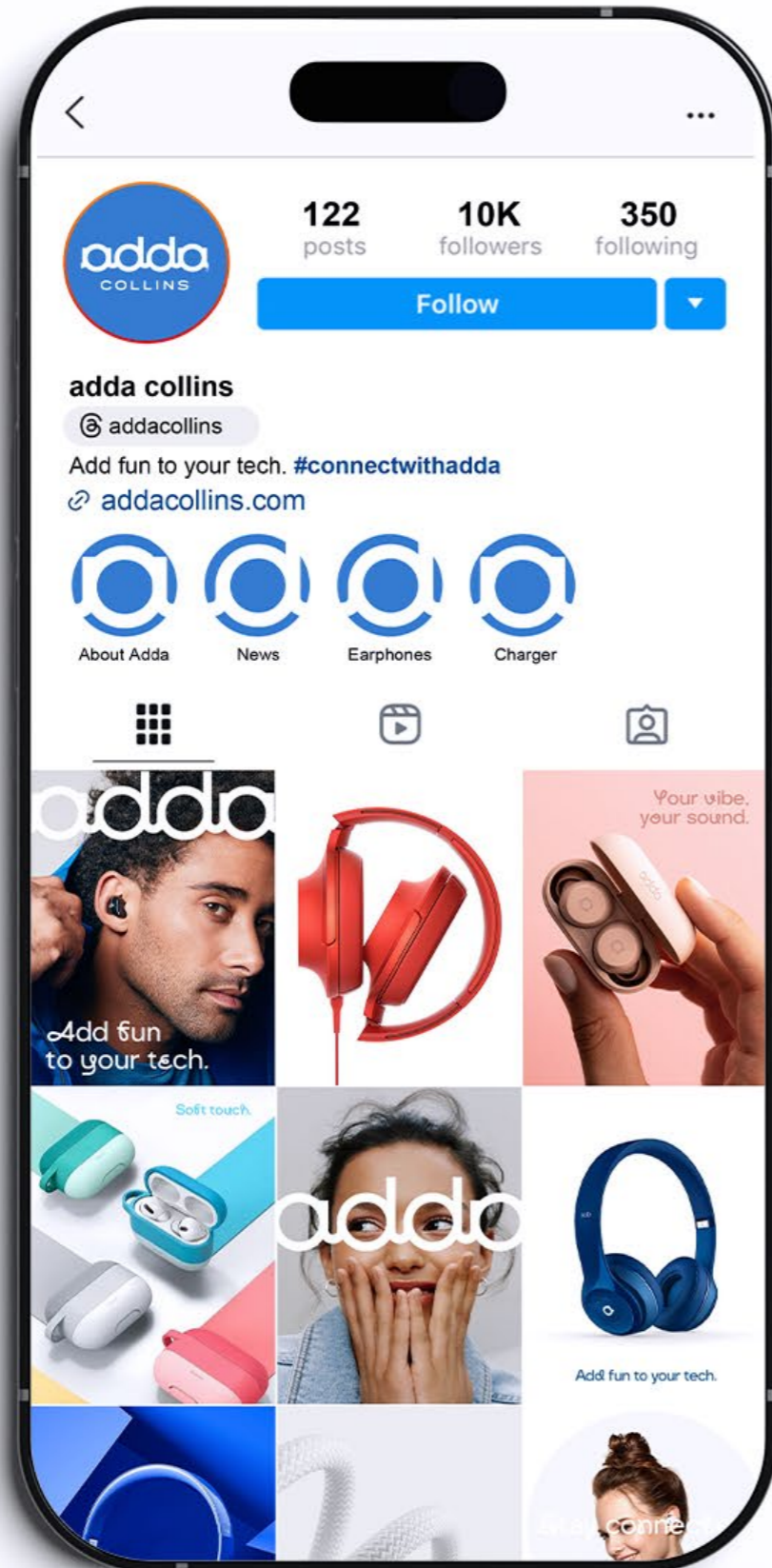


Adda Collins Positioning Statement



Adda Collins is a practical and friendly mobile accessories brand designed for people who value simplicity, reliability, and fun in their technology. Rooted in the belief that tech should be easy and enjoyable, we create user-friendly products that seamlessly integrate into daily life.

Our brand is for those who want technology that just works—without complications—offering a dependable and approachable companion for every moment. Adda Collins stands out by providing high-quality, thoughtfully designed accessories that balance practicality with a fresh, energetic personality. We believe in making everyday technology feel effortless, engaging, and accessible to all.



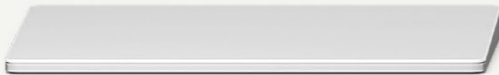
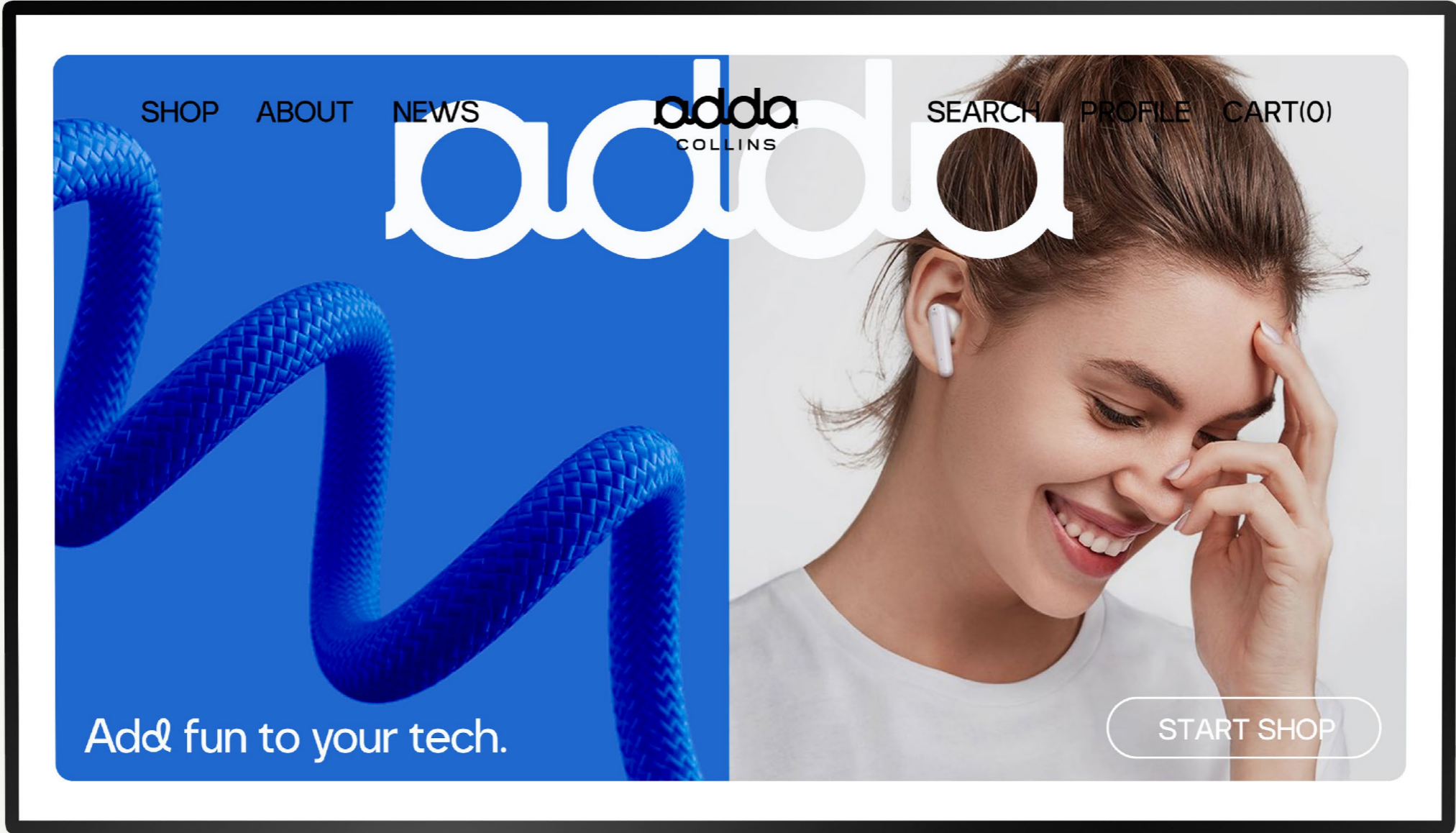
Product Range and Pricing Strategy

Adda Collins offers carefully designed mobile accessories that keep up with the modern pace of life – functional, contemporary, and easy to use:

- **ESSENTIAL TECH ACCESSORIES** – Reliable chargers, cables, and adapters that ensure constant connectivity and fast charging in everyday situations.
- **AUDIO SOLUTIONS** – High-quality headphones and speakers that deliver clear sound and wireless freedom for work, entertainment, and movement without limitations.
- **EVERYDAY ACCESSORIES** – Practical and stylish power banks and other gadgets designed to simplify your digital life.

STRATEGIC PRICING POSITIONING

- Adda Collins is positioned in the mid-price range, offering the ideal balance between affordability and quality. Our pricing strategy meets the needs of modern users seeking reliable, aesthetically appealing, and functional tech accessories – without compromising on design or performance.
- By providing excellent value for money, Adda Collins delivers high-quality mobile accessories that match the contemporary lifestyle – whether for work, entertainment, or travel. Our strategy makes technology accessible, with a touch of style and innovation, making everyday use simpler and more enjoyable.



Distribution: Sales Channels

Adda Collins is building its presence through carefully selected sales channels that ensure wide availability, brand recognition, and convenient purchasing for the end customer.

RETAIL AND E-COMMERCE DISTRIBUTION

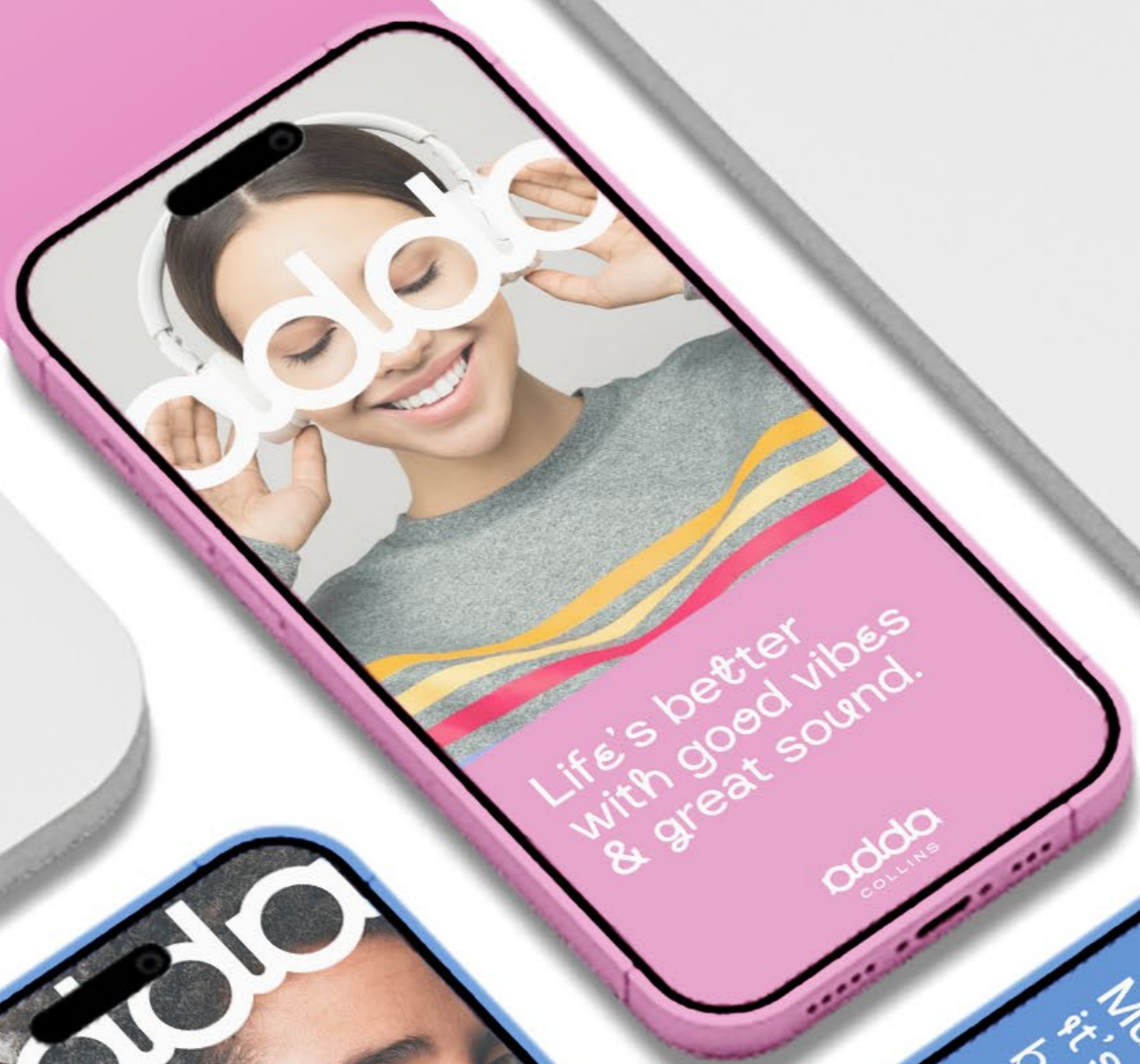
- **MAJOR RETAIL CHAINS** – Adda Collins products are available in leading retail chains such as Interspar, Kaufland, and Plodine, where customers can find reliable tech accessories as part of their everyday shopping experience
- **SPECIALIZED ELECTRONICS STORES** – In cooperation with well-known retailers like Elipso, Pevex, and KTC, Adda Collins targets customers looking for high-quality mobile gear, professional advice, and a wider range of tech solutions.
- **E-COMMERCE PLATFORMS** – Products are also available through the online stores of these retail partners, allowing Adda Collins to meet the needs of digitally oriented customers who prefer fast and easy online shopping.

What is Adda giving?

Delivers **premium quality** with a **friendly, approachable** brand.

Balances **practicality** and **style** without unnecessary complexity.

Focuses on a **fun** and **enjoyable** user experience, something competitors rarely emphasize.



Adda Collins New Products 2025.





Thank you!