

Lantern[!]

Moodboard

Illustrated portraits will be featured on the site created by artists in honor of a loved one who has passed. These are abstract portraits that feel relatable, artful, sentimental, comforting and celebratory of life.



Color Palette

Please use this color palette for all mobile and web needs.

Primary

White background is dominant.
Black and charcoal for buttons and copy.

White	#ffffff
Charcoal	#303030
Black	#000000

Secondary

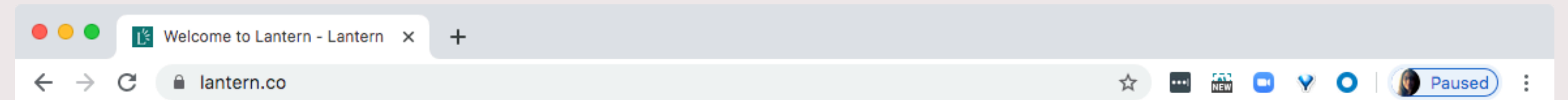
Buttons, text accents/highlights.

Fauna	#0e7874
Leaf	#cee8e1
Sunrise Yellow	#fbd36b
Grapefruit	#f6a494

Greys

Copy, inactive icons, backgrounds.

Ash Grey	#9a9a9a
Off-White	#e9e9e9



Lantern

About Us Checklist Articles

Logout

My Dashboard



Dealing with death is hard.

Get your free step-by-step guide on how to navigate your life before and after a death.

My Dashboard



By Liza Rusalskya for Helen
— my beloved mom.

We're Here for You When You Need Us

"I am almost a year out since my mother passed away, which still feels fresh, and could still use a lot of the information I'm encountering."

Hannah G.
Seattle, Washington

Lantern's Ask

- Comms Guide
 - Social Campaign
 - OOH
 - Digital & Print Advertising
- Elevator Pitch
- Improvements to the brand
- More humanity in the ways users interact with the product

Our Main Challenge

Death is uncomfortable to think about, let alone talk about.

Our business depends on people being proactive around death.

The Strategy

The Problem

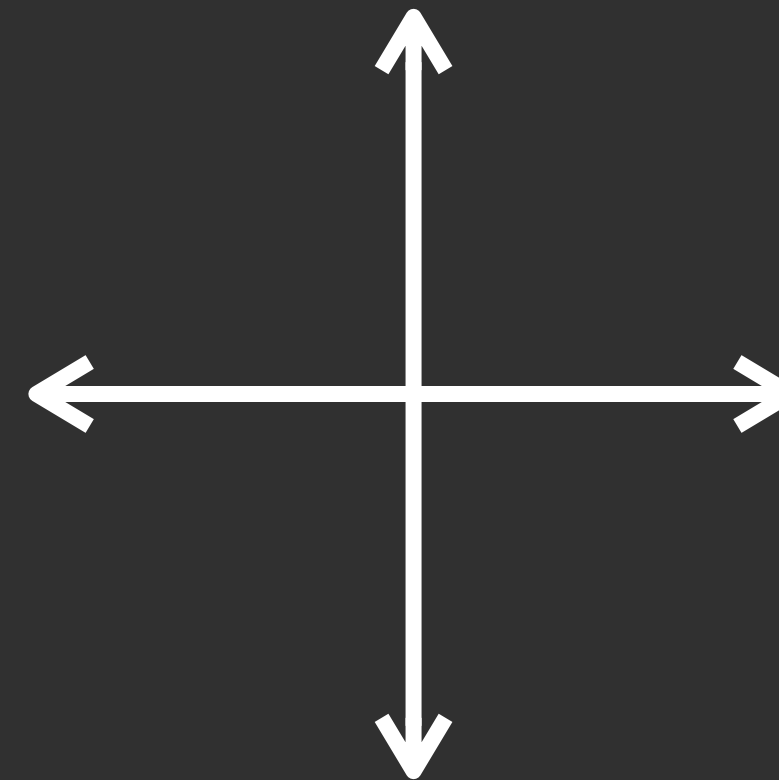
At this very moment, we're separated from our loved ones and worried about them.

We're all searching for something concrete we can do to help them.

The Insight

We don't think about death because we're scared of it.

Even though that lack of consideration only makes death scarier.



The Advantage

We deeply understand the challenges that death poses because we've been there.

We won't treat you like a problem to be solved- but rather as a human to be seen.

The Strategy

Hold you hand and light your way through the darkness by giving you the tools to fight back against death and it's stigma.

Audience Segmentation

Audience Segmentation - Before



Meet Alex

Alex is 35 years old and lives in Brooklyn, New York. Her parents just entered their 70s and it has her thinking about her own mortality. She's very aware that without a plan in place, she'll leave her family and friends with a huge burden. It's also hugely important to her that how she's honored in her in death represents who she was in life. She's got very specific ideas on her memorial service.

She's organized, proactive, family-oriented, and places a huge emphasis on good design. She learned about Lantern through press.

Market Size: 10M+

“ *I think planning my death is helpful for everyone else that remains alive. It's amazing how many questions would go unanswered...Lantern helps to reduce the burden* **”**

Our Audience of 2.1k

61%

Female

88%

Planning Ahead

70%

Under age 45

Audience Segmentation - After



Meet Alex

Alex is a living human being living in America.. Her life is full of beautiful things she's made or curated. Her biggest fear is a lack of creative control- she hates being told how things should look, as if there's only one way.

After thinking about it for a moment, it occurs to her that nothing about her death would be more depressing than a formulaic funeral that doesn't respect her life as she lived it.

She's aspirationally organized, proactive, and family-oriented but also a work-in-progress. She places a huge emphasis on good design. She learned about Lantern through press or from a trusted friend.

Market Size: 360 M +

“Death is all over my news feed and it's hard to know how to react to that. One thing I know for sure is that I'll die well, leaving behind a legacy that burns bright because of Lantern.”

Our Audience of 2.1k

61%

Female

88%

Planning Ahead

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Under age 45

How to Reach Her

Instead of targeting an “age-range” (pretty outdated in advertising these days) we’re interested in reaching Alex in a particular mind-state.

We’ll put Lantern in front of her using targeted advertising at the POS of other “proactive partners” so we’ll reach her when she’s thinking about planning for the future.

Planning for the future

- Employers
- Banks
- Real Estate
- Healthcare
- Big Purchases
- Resume-Writing

Through Referral

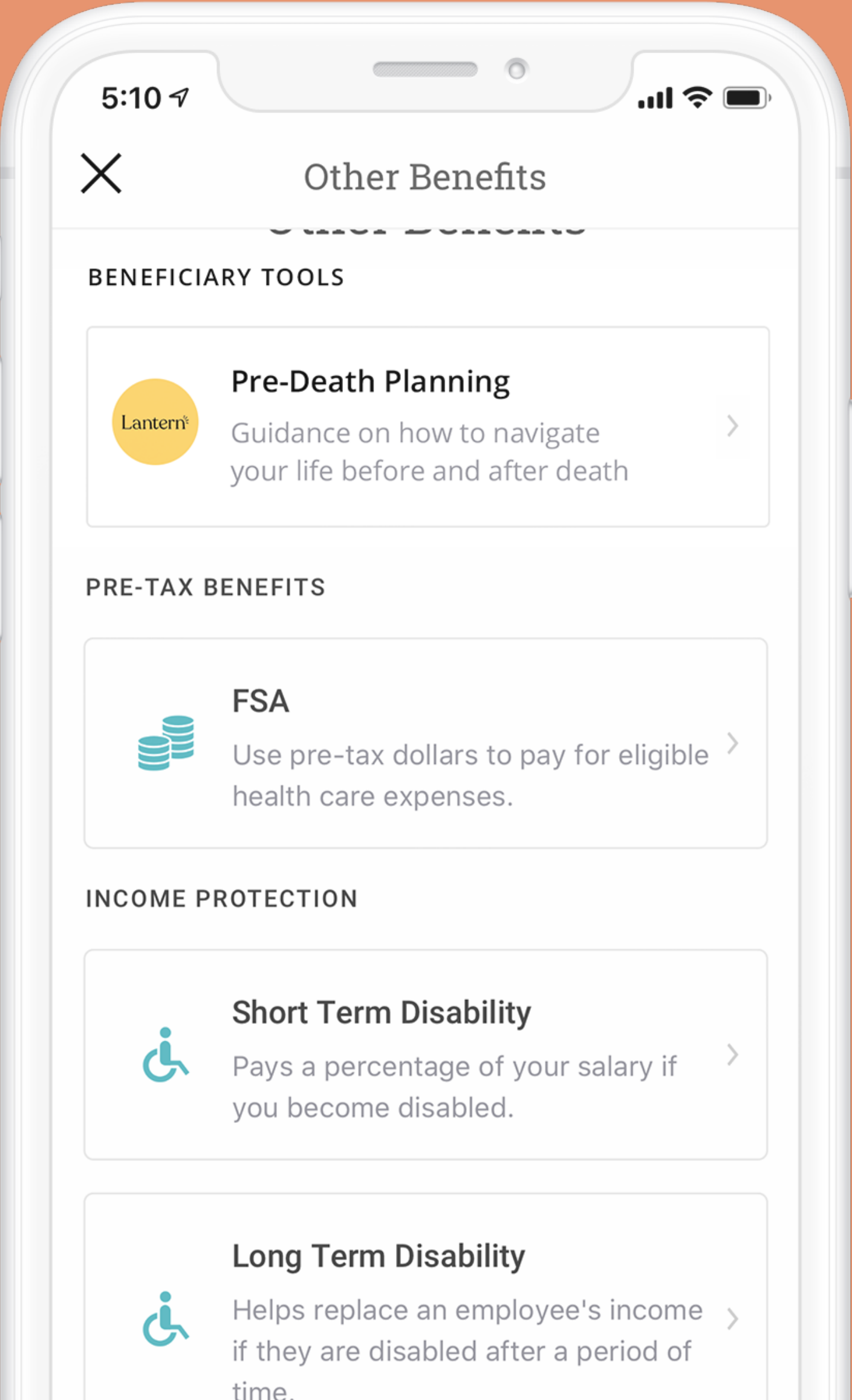
- Social Campaign
- UGC Campaign
- Lantern App Network

Through Press

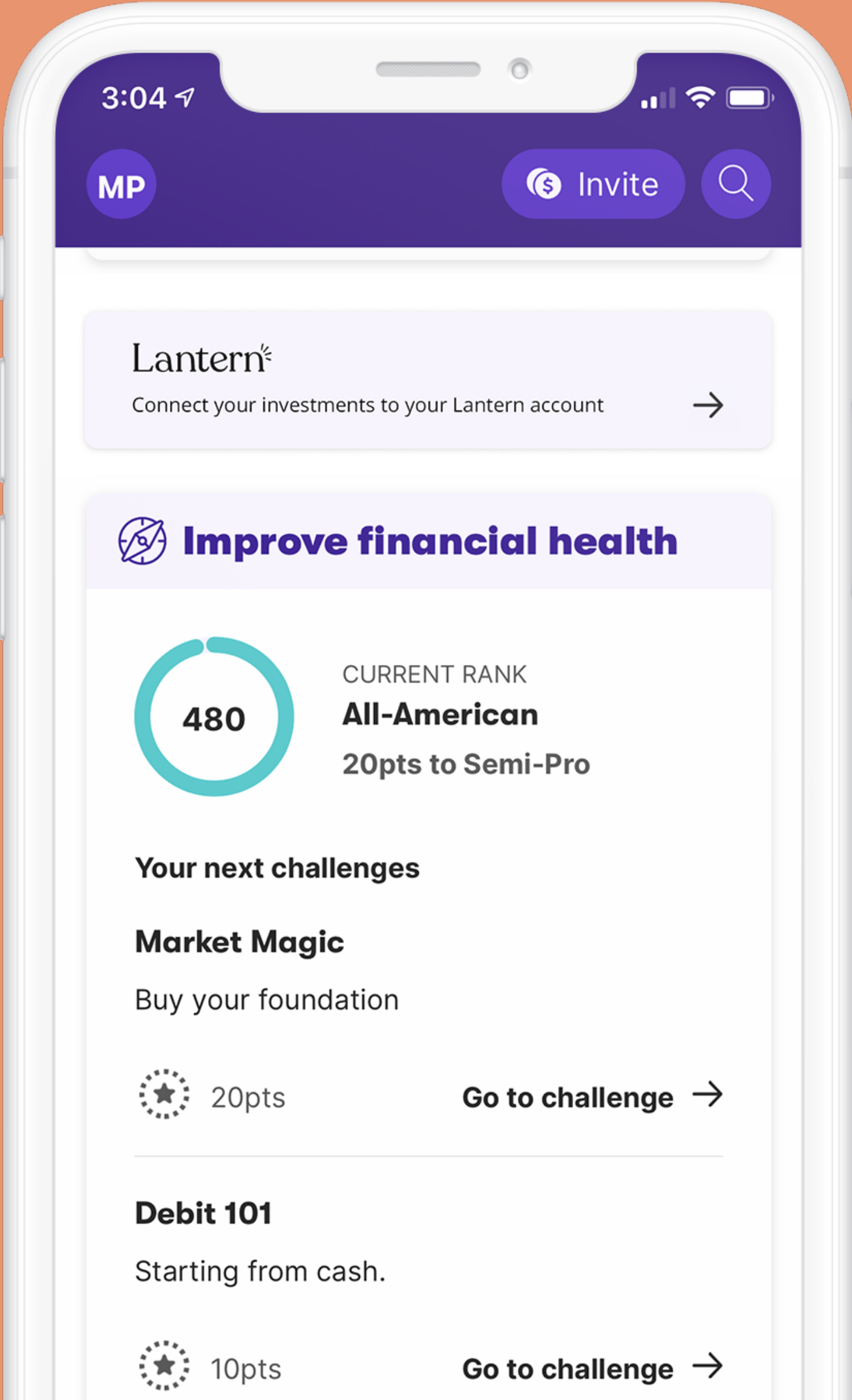
- Palliative Care Initiative
- How to Die Syllabus
- Coronavirus Funeral Guide

Planning for the Future

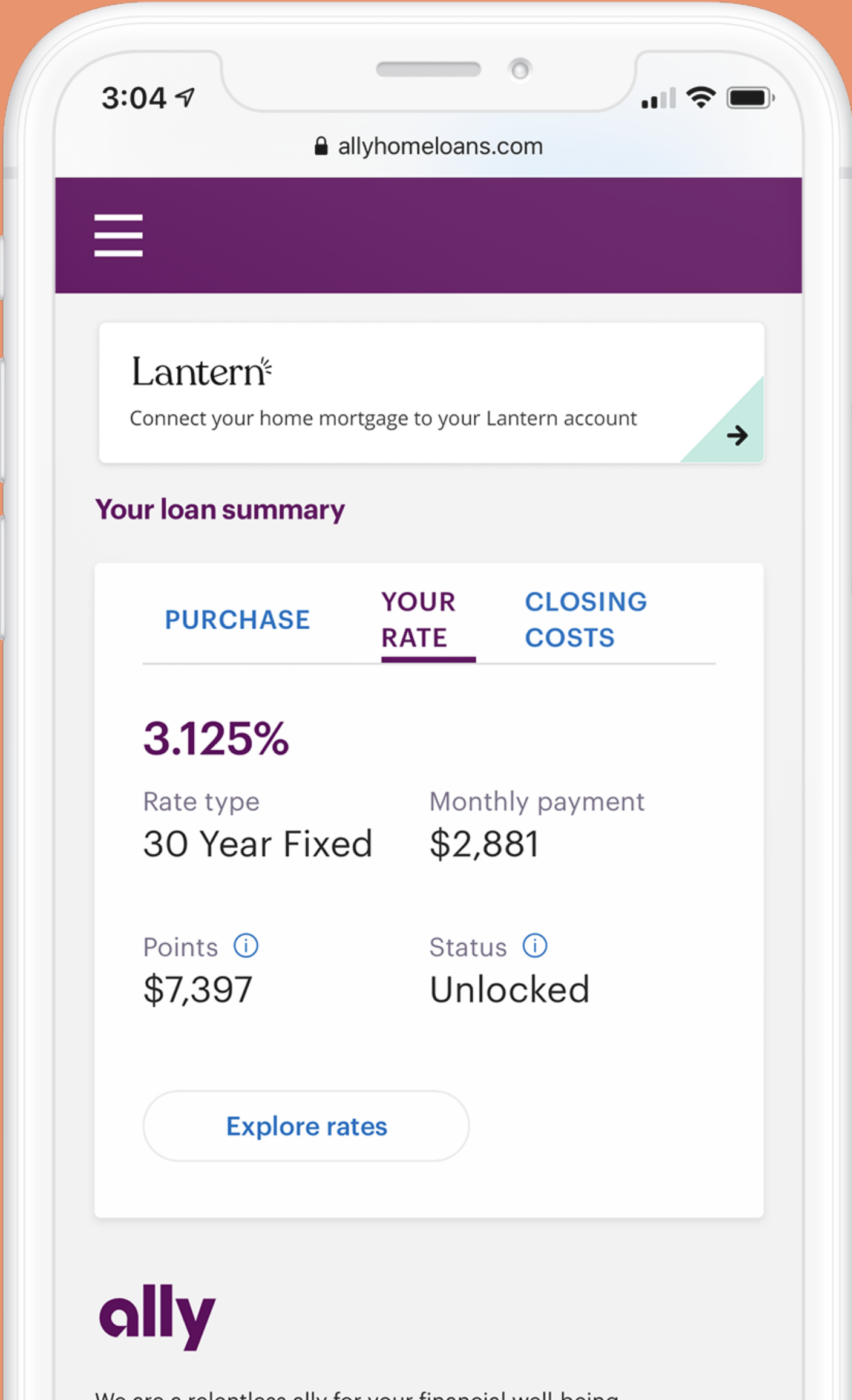
HEALTH INSURANCE BENEFITS



FINANCIAL INVESTING



HOME MORTGAGE



Through Referral

SOCIAL MEDIA



Through Press

The New York Times

The Coronavirus Outbreak | **LIVE** Latest Updates Maps Common Questions What You Can Do Newsletter

A New Curriculum Is Teaching Americans How to Think About Death

Lantern is a company that helps people plan for death. Its founders provide a crash course in contemplating mortality in the face of Covid-19.



Illustration by Lisa Rusalskya. Each illustration commissioned by Lantern is devoted to a loved one who has passed away. This one is a tribute to 'Helen.'

By Alyssa Ruderman and Liz Eddy

March 28, 2020



Virginia Woolf, laid up with the flu, wrote that: “the merest schoolgirl, when she falls in love, has Shakespeare or Keats to speak her mind for her; but let a sufferer try to describe a pain in

New Lantern Brand Strategy

Who is Lantern?

We are...

...taking a “death aware” approach to helping people like us
navigate life before and after death.

We’ve lost parents, grandparents, loved ones and have been totally
overwhelmed by all the work that’s come with it. So we’ve made it
our mission to ensure every grieving person has a simple,
trustworthy, and comprehensive place to turn.

We are here for you.

We are you.

That's why we built Lantern.

We care a lot about planning now for an easier future.

If we can invest in death planning today, we can grieve easier tomorrow.

We are Lantern.

We Believe...

...we have an obligation to ourselves, and the people who matter most to us, to confront what is 100% certain...we will die.

Death is not dark, death is not lonely.

Death is human.

Lantern’s Personality

How we exist in the hearts and minds of our users

Disruptive

- Progressive
- Intelligent
- Thought Provoking

Accessible

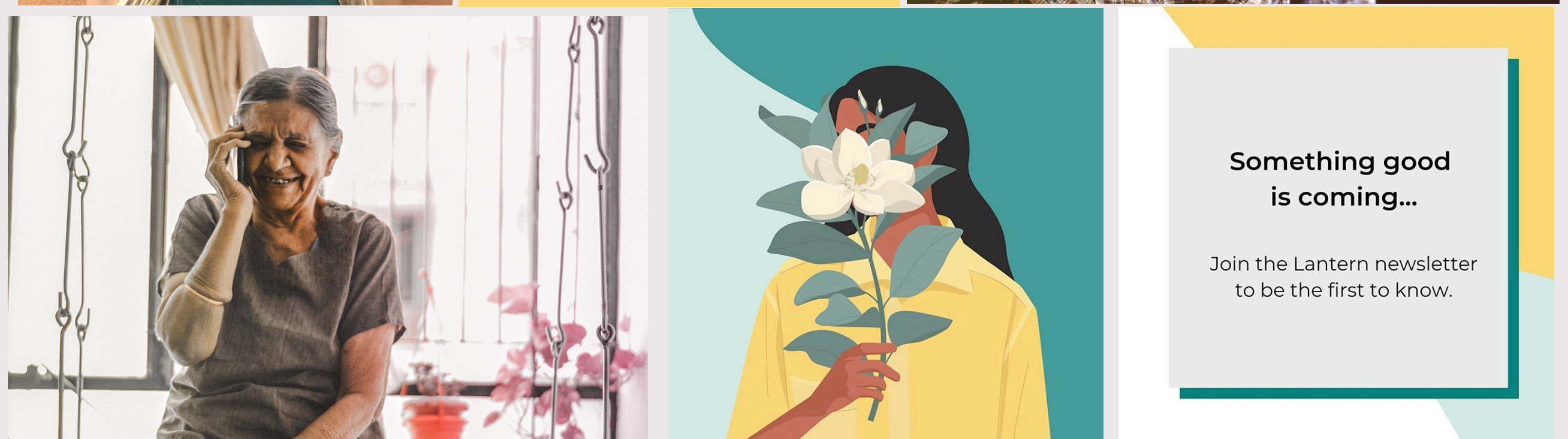
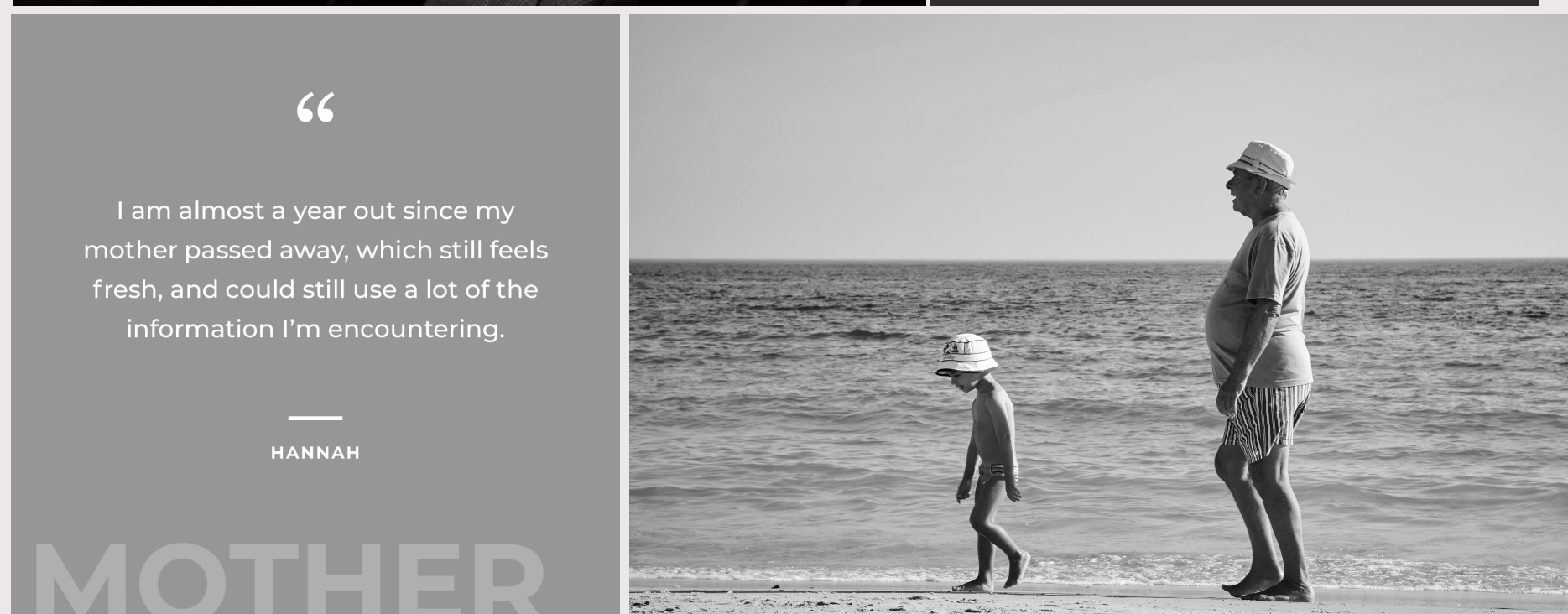
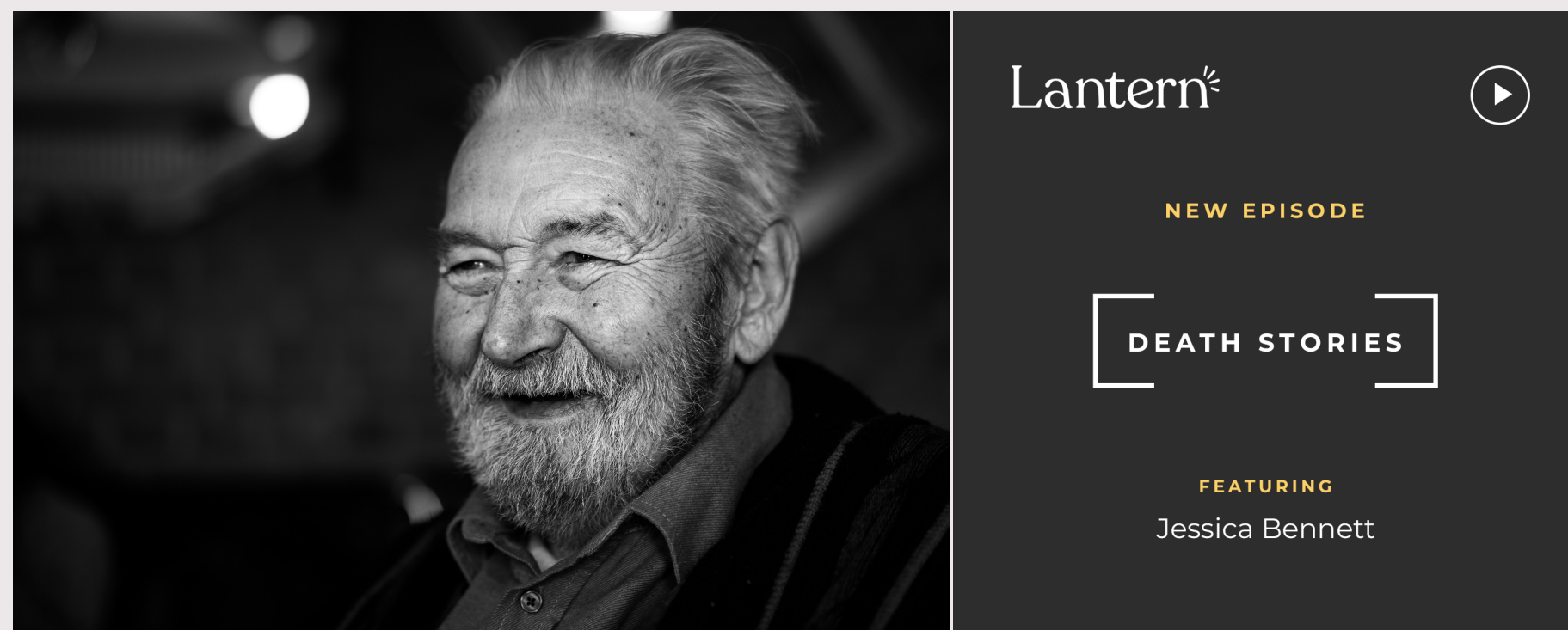
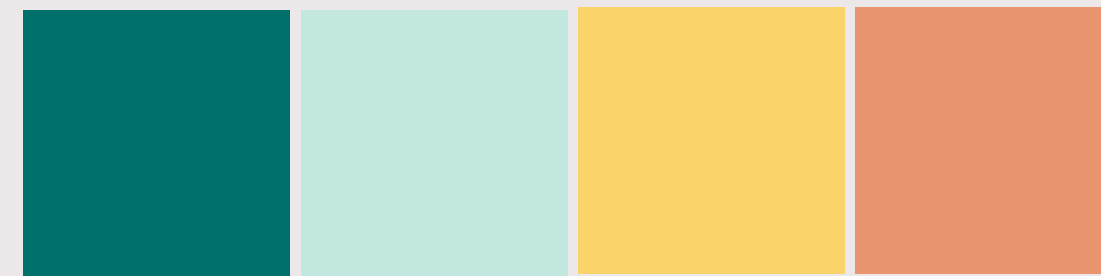
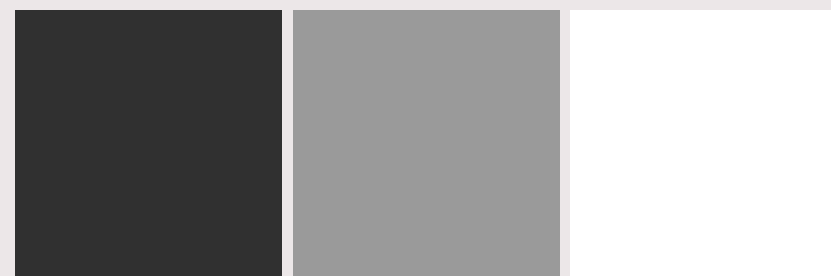
- Lighthearted
- Empathetic
- Tasteful

Purposeful

- Direct
- Dedicated
- Relevant

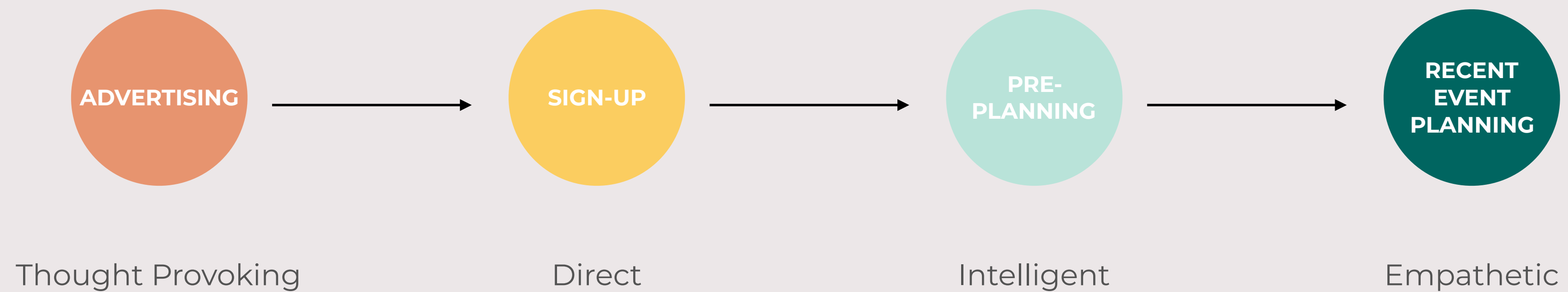
The Lantern Aesthetic

Our colors aim to evoke a sophisticated but calming emotional response that we carry throughout all visual imagery



Targeted Customer Journey

How we behave at specific customer touch points





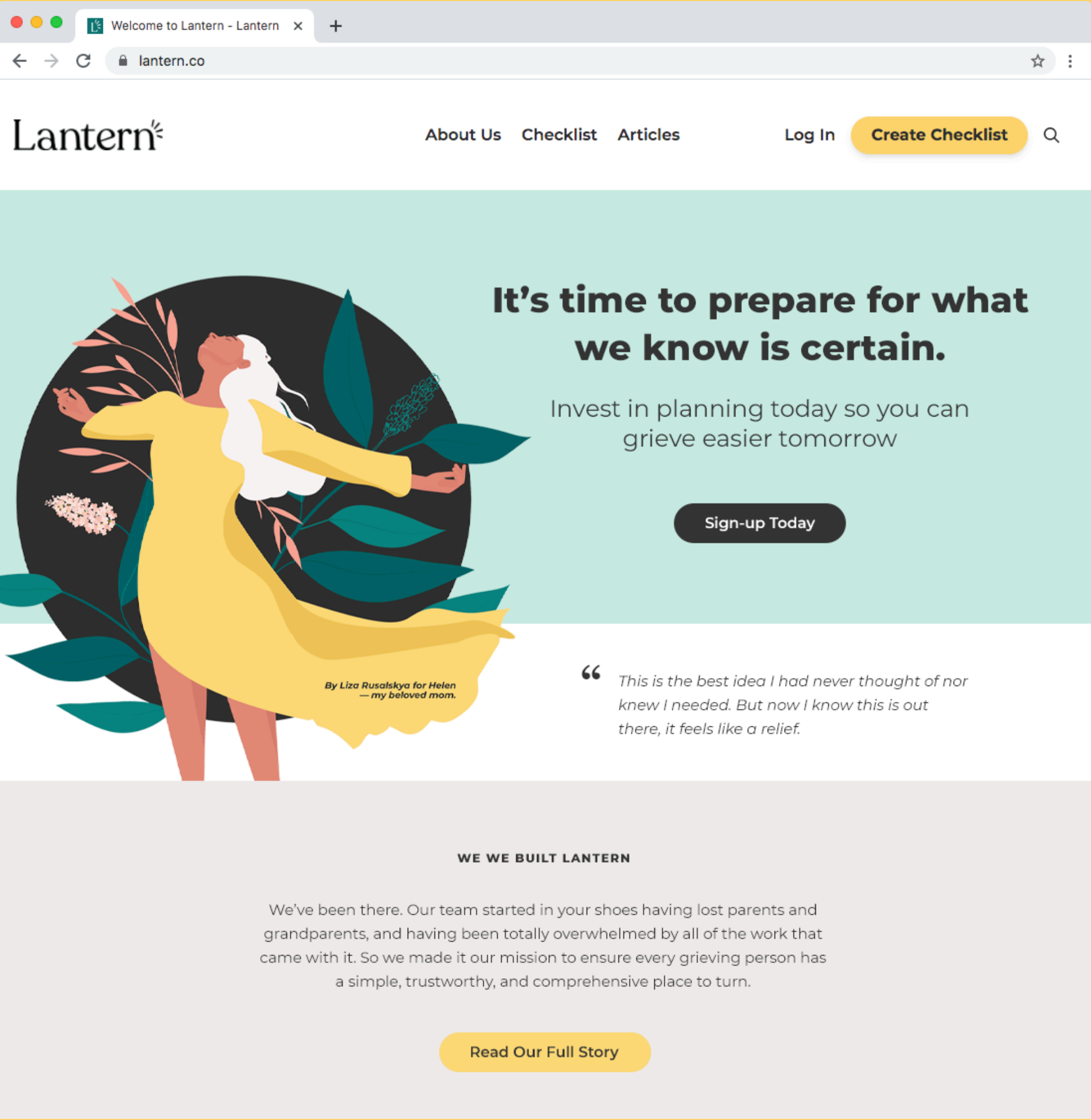
ADVERTISING

Thought Provoking

Everyone's death rate is 100%.

Have you made your death plan yet?

#IAMDEATHAWARE | JOIN THE MOVEMENT

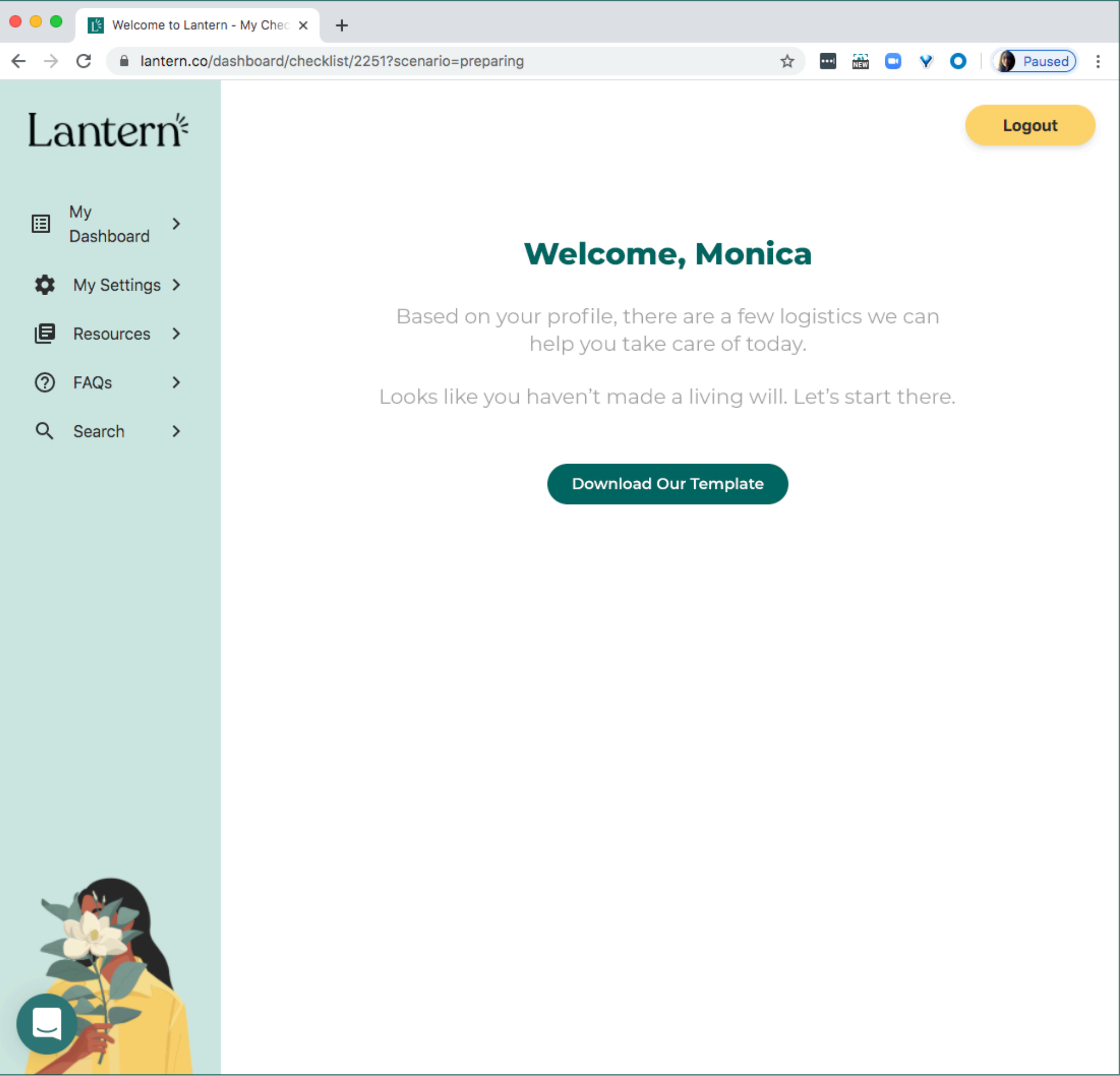


SIGN-UP
Direct

It's time to prepare for what we know is certain.

Invest in planning today so you can grieve easier tomorrow

Sign Up



PRE-PLANNING
Intelligent

Based on your profile, there are
a few logistics we can help you
take care of today.

Looks like you haven't made a living will.
Let's start there.

Dowload our template

No one understands better than us how hard the loss of a loved can be.

Before we begin the process of making the appropriate arrangements, let's make sure you have access to other helpful resources.

GRIEF
COUNSELING

Find a Counselor

PRACTICING
SELF-CARE

Learn More

TALKING TO KIDS
ABOUT DEATH

Read Our Article

