

A photograph of a dense forest with a path leading to a tunnel-like opening in the trees. The text is overlaid on the image.

THE BRAND INCUBATOR

INSIGHT AND INSPIRATION TO GROW THE CATEGORY

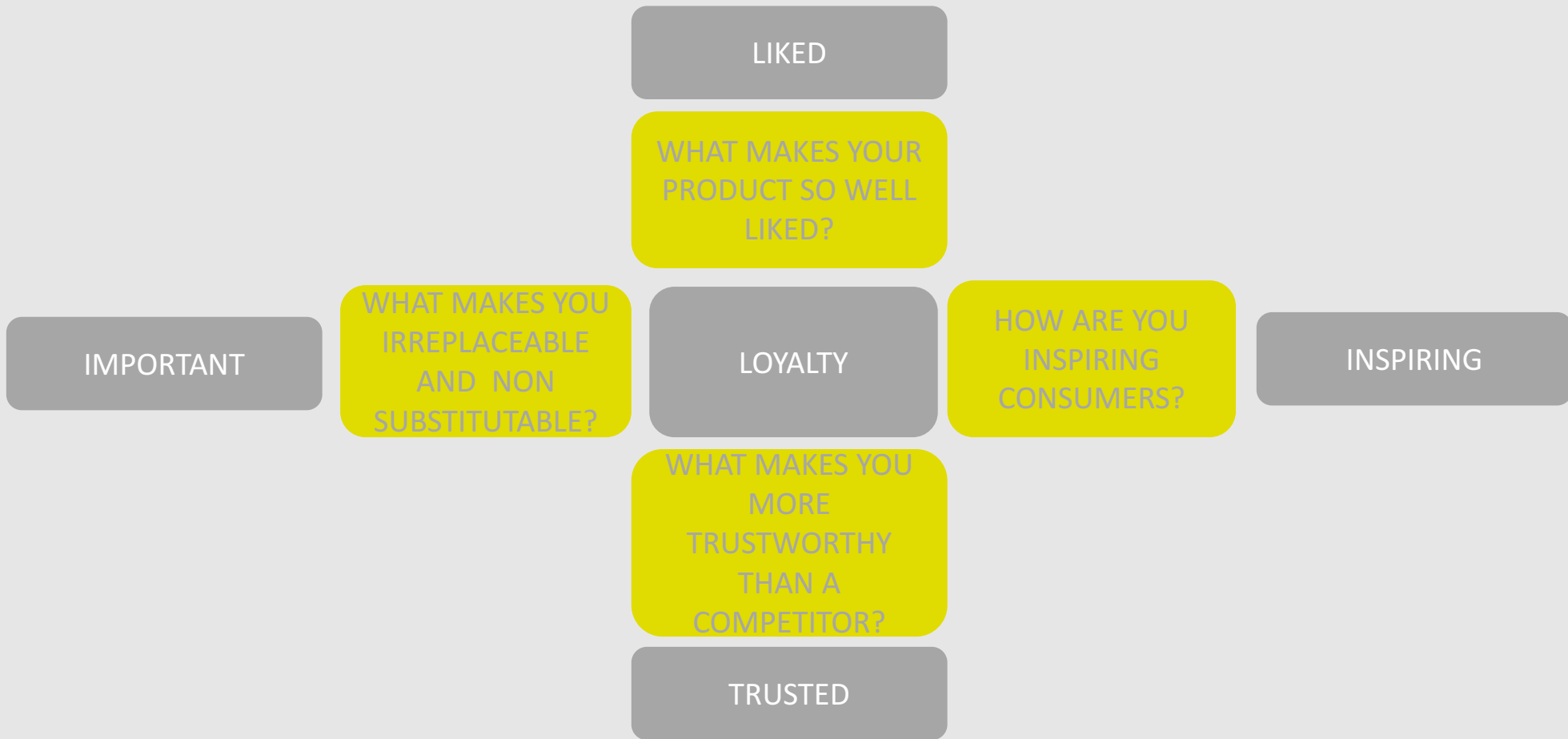
NORWEGIAN – UK SEAFOOD SUMMIT

CLAIRE NUTTALL

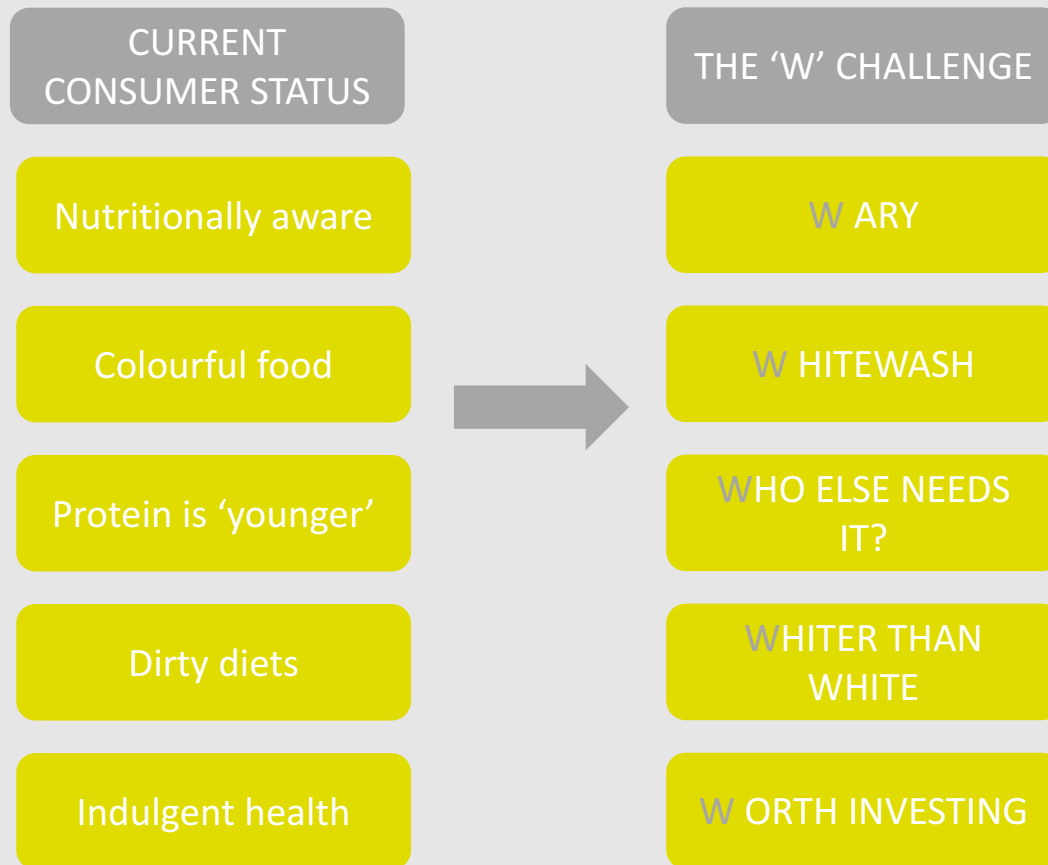
24TH JANUARY, 2018

JUSTIFYING THE PREMIUM...

Driving loyalty is as important as acquiring new consumers in the category...



The challenge is how to make your brands and your products most compelling....



Its about addressing the right issues that will make the difference...

	HEALTH AS CURRENCY	THE BUCK STOPS HERE	NEW PURITANISM
THE PRESSURE POINTS	malnutrition, obesity, over processing, inauthenticity		
THE DISRUPTION	Convenient accessible to all solutions	Good, preventative and medical nutrition	Good at the core, pure performance

Statement nutrition

Don't be afraid to let the good bits show, no longer hidden away, feel good about what you are eating. Putting nature at the heart of the brand.



- See the proof
- Shout about nutrition
- Hero the good stuff
- Accessible healthy
- Pride in goodness

The healthy normal



The healthy normal



Key words

- You decide, nobody telling you
- Empowering to the individual
- Suggests better, not perfect

Healthy normal

Normal food that tastes amazing, yet happens to be healthier. Look normal, tastes the same as you usual choice, just with a twist.



Key words

- Quirky but normal despite an unusual twist
- Taste driven
- Friendly language and names

OhMG, take me away...

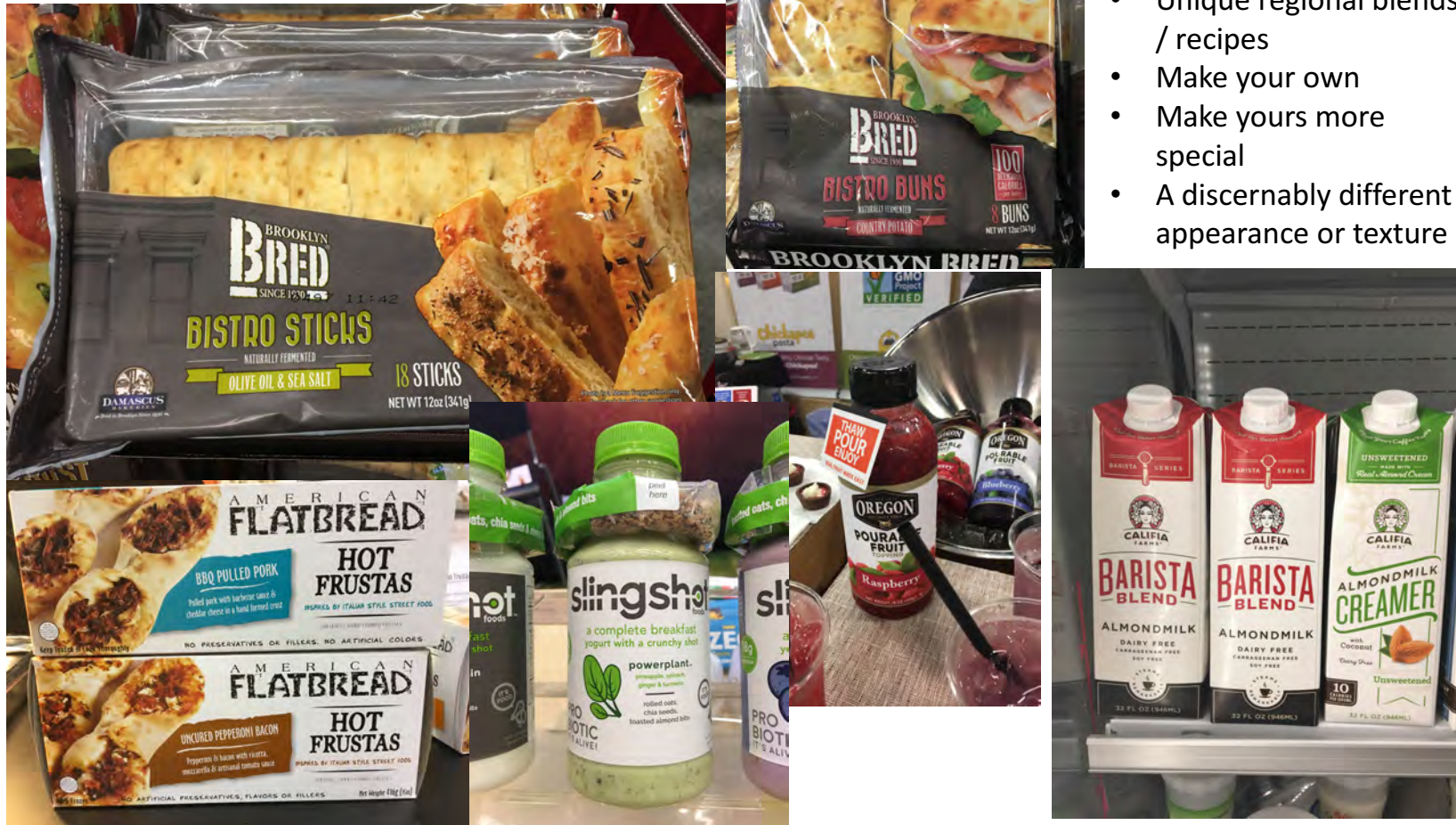
Lighthearted and lifestyle driven. Feel good, break out of the routine and enjoy transporting yourself to a different place. Brands that break the mould and let you know about it

- Take you away from it all
- Humorous, don't take too seriously
- Human and real
- The anti approach – using challenge to pull in consumers



Tell me the difference

If I know how what to use it for and how it is more premium, I can make my choices more quickly. Deli, to bistro or barista, make it yours...



- Unique regional blends / recipes
- Make your own
- Make yours more special
- A discernably different appearance or texture

Mix it all up, everything goes

You seemingly don't have to appeal to one audience, you can now appeal to everyone. Clash the categories, create a universal product. Mix up out of home aspiration with in home favourites for mass appeal.



- Clashing the trends
- Put in everything
- Indulgence boosted by health benefits
- Portable formats
- Easy hits of energy

Serious health, not to be messed with

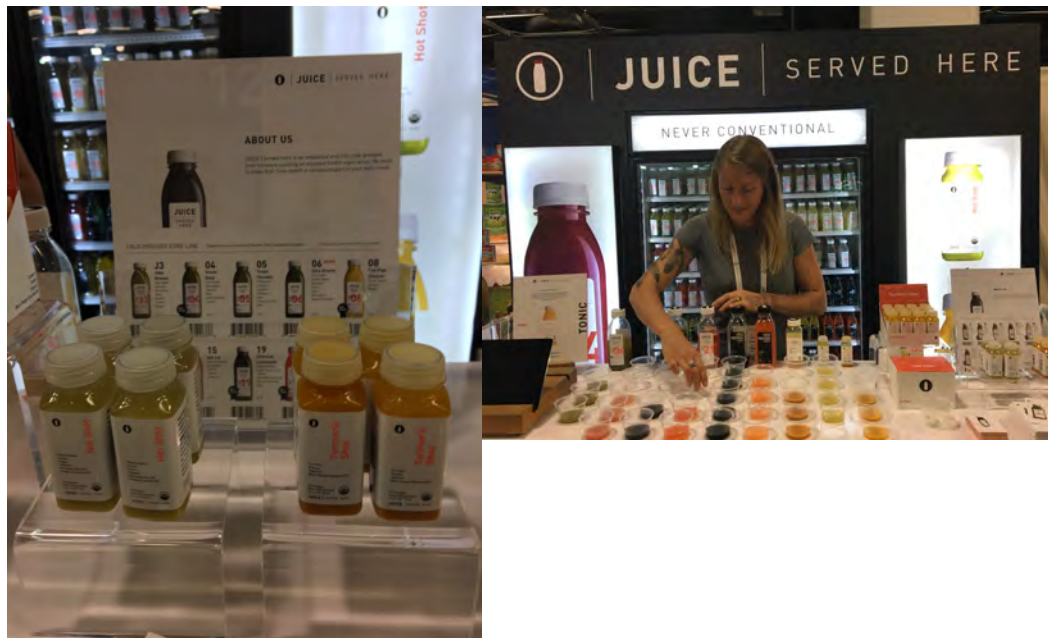
Design is everything, make your design statement and your credibility follows. The ultimate, aspirational choice, if the outside shines, the inside must too...



- Ownable blends
- Named blends
- High style, simple design
- Minimalist
- Essential info conveyed

Systematic health, what's your number?

Eating and drinking by numbers, which one would you choose to suit your bodies needs? Say what you need and they will select it and deliver.



- Numbers and systems
- Bespoke solutions
- Small portions, carefully delivered
- Medicinal indulgence, max taste
- Thoroughly good for 'you'

Darkness and good

Feels like a nightclub or a high end bar, yet this is just fab food, made to look ultra premium. Indulgence, sexy, yet simple and natural. Stand out from the crowds...



- Black is back
- Nighttime appeal
- Natural meets nightclub
- Premium and aspirational health
- Club style design

Colourful eating

Eat with your eyes, passionately vibrant colours of the rainbow in accessible food formats and drinks



Key words

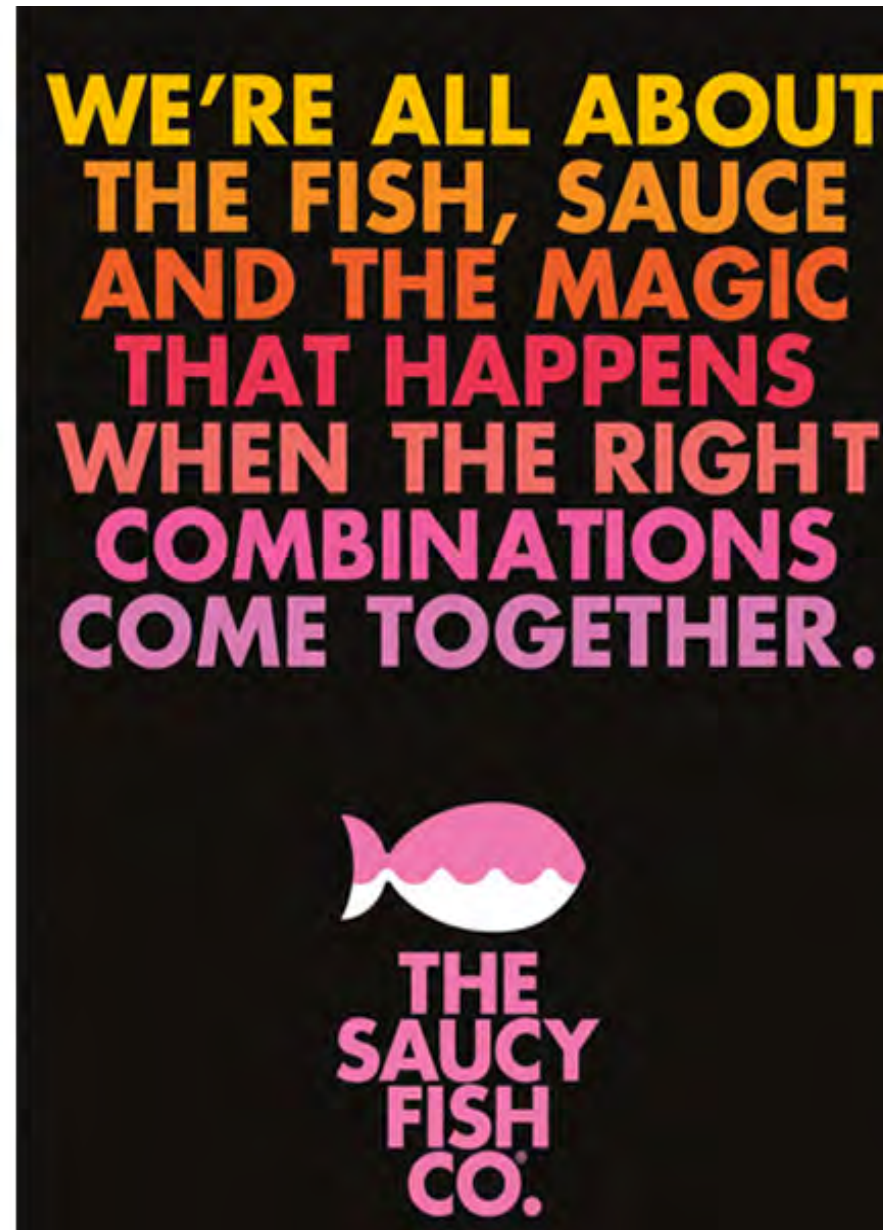
- Vibrant
- Natural
- Energising
- You are what you eat

Using and embracing the right approaches to elicit killer insights...

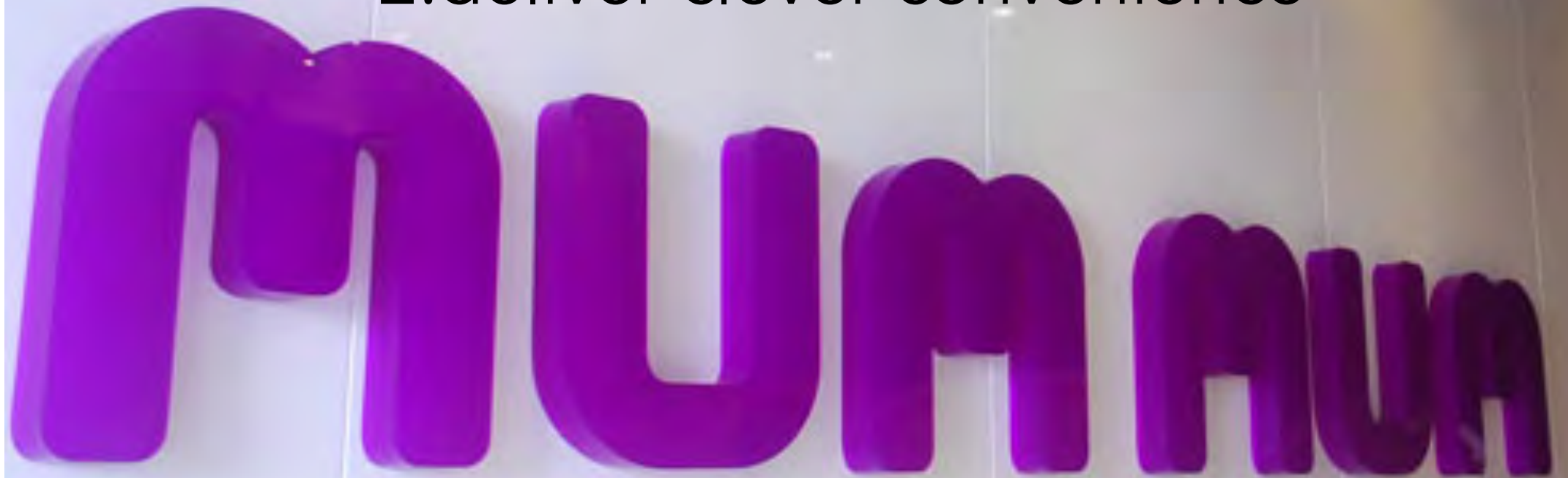


Some obvious yet sometimes overlooked areas
to look into...

1.create real brands..



2.deliver clever convenience



3.shout about positive health attributes (beyond omegas)

HEALTHY
AND
HAPPY :)
The text 'HEALTHY AND HAPPY :)' is presented in a large, bold, sans-serif font. Each letter is filled with a different texture of a fresh vegetable or fruit. 'H' and 'E' are light green, 'A' is a vibrant red, 'L' is a pale green, 'T' is a light brown, 'H' is a bright orange, and 'Y' is a golden yellow. The second row contains 'A' in green and 'N' in red. The third row contains 'H' in orange, 'A' in light green, 'P' in red, 'P' in red, 'Y' in red, and a smiley face ':)' also in red.

4.added value rituals





5. much better targeting



6.raw truths

7. tell stories...



A photograph of a dense forest with a path leading through a tunnel of trees. The path is made of dirt and is flanked by tall, thin trees. The foliage is lush and green, creating a sense of depth and a natural setting. The text is overlaid on the center of the image.

THANK YOU....

FOR FURTHER INFORMATION CONTACT
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