

THE NEW BRAND NAVIGATOR

EXPLORING A NEW WORLD OF FOOD & DRINKS

It's a much-changed world we're looking at and the map is yet to be drawn. Products are diversifying. Category lines are blurring. Here's a tried and trusted route to NPD and branding we've developed over 20 years.

There are riches and there are hazards. There are competitors everywhere looking to sink your chances. Plot your course. Minimize the risks of your voyage.

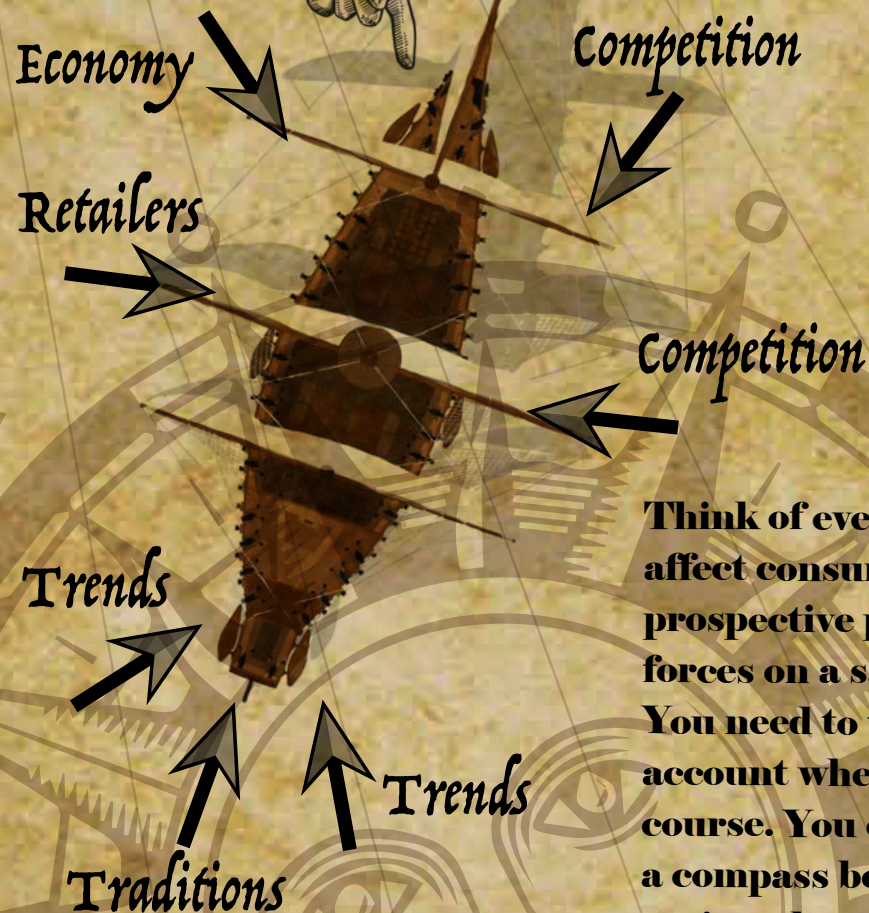
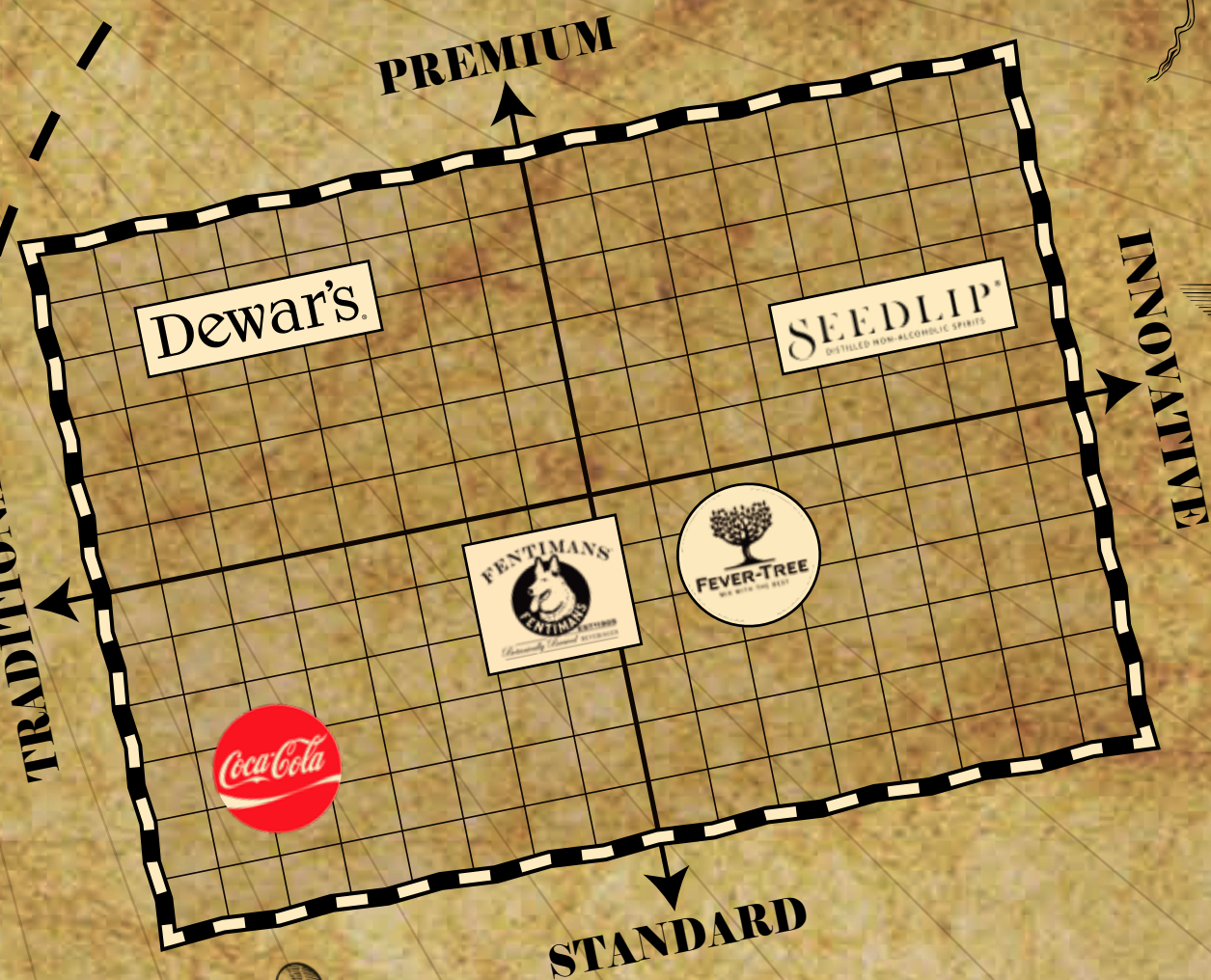
What's the size of the prize?

- What's it worth?
- Who are you competing against?
- What can you steal from?
- Is it worth pursuing?

Occasion Opportunities



We are all pirates at heart because we are in a competitive market. We fight for shelf space and for consumer hearts and minds. There are only so many occasions for people to drink and eat. Where is the space for most potential. Who and what might your product be stealing from?



Think of everything that can affect consumers and your prospective projects. It's like forces on a sailing ship. You need to take these into account when plotting a course. You can't simply set a compass bearing and arrive where you want to be.

TASTE PILOTS

WHAT'S THE STORY?



NEED STATE COMPASS

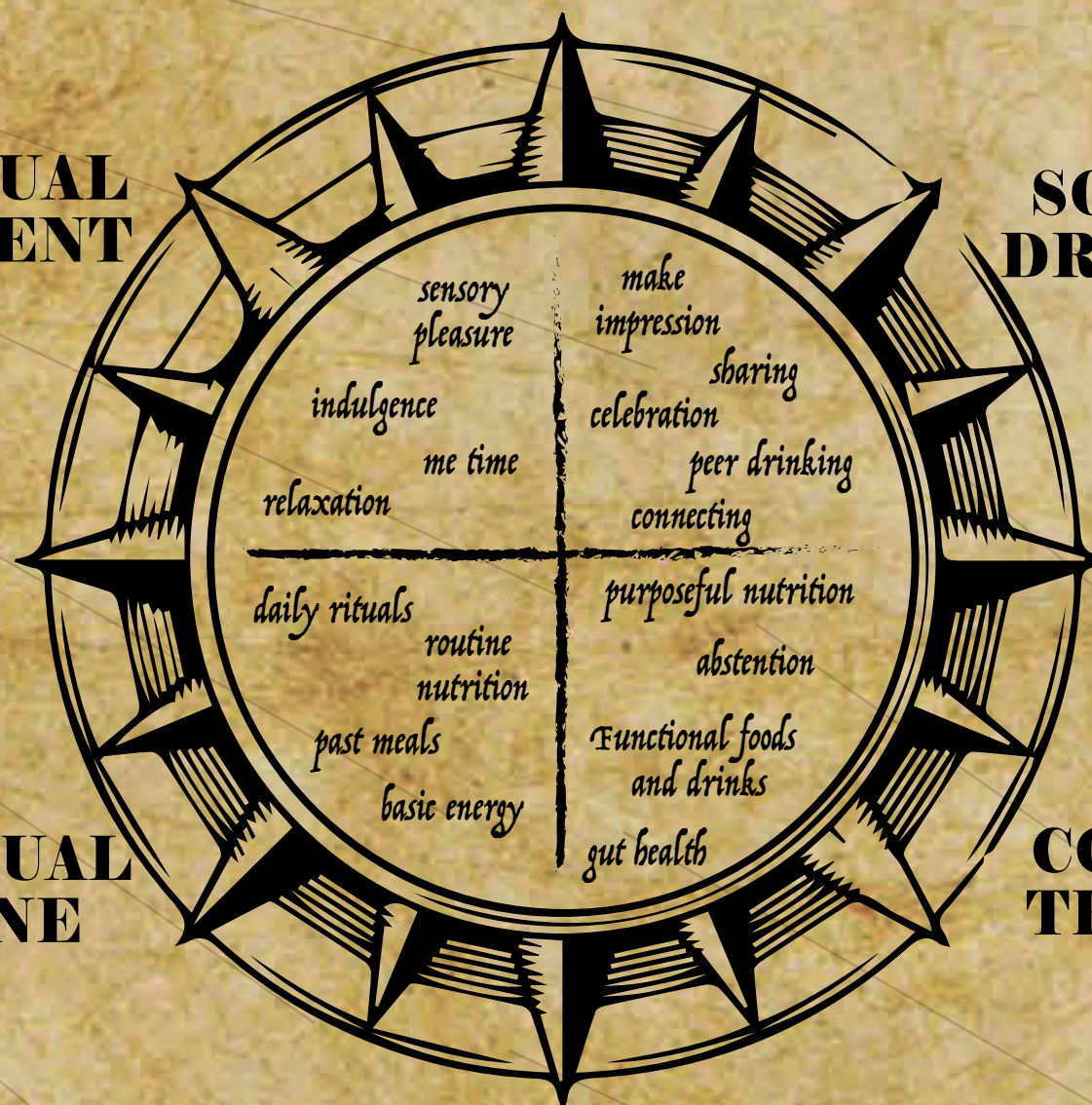
What's steering people to consume?

INDIVIDUAL
ENJOYMENT

SOCIAL
DRIVERS

INDIVIDUAL
ROUTINE

CONSUMING
THE FUTURE



Every eating or drinking occasion has it's driver and many influences on what is chosen.

Whether you are alone or with others,

In the UK we are alone for 50% of drinking occasions
And over 30% of eating occasions

MINDLESS - MINDFUL

BRAND ARCHETYPE WHEEL



What are you aiming to connect with in the consumer mind?

STORYDIGGING

We look at a brand's prospective story from every angle. We delve into the past not just of a brand but markets and categories. The past informs the present to create a future focused story,

WHAT INFORMS THE STORY?

PAST

Traditions
Heritage
Nostalgia
Childhood
Myths
Legends

PRESENT FUTURE

Culture
Trends
Tastes
Life Cycle
Media

Health
Longevity
Wellness
Nutrition

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EPiK
THINK BIGGER - MOVE QUICKER

STORY FEEDING

We build around our story template by researching far and wide. We immerse ourselves in the detail. Nothing is too distant or irrelevant to the cause. Anything with a connection to our product or category feeds our creativity. Innovation and fresh ideas are simply about making connections that weren't seen before. Ask questions and dig in all kinds of related places. For some food and drink fuel start with these these.



DOES IT DO ANYTHING?
Can you feel its effects mentally or physically? Does it energise or relax? Increase metabolism? Are there functional herbs and spices?



HOW'S IT MADE
What's the recipe and process?
Is there something unique in the way it's put together?
Can you add something unique?



WHAT'S ITS PROVENANCE ?
Where is it made? Where are the ingredients from? Does the process, recipe or concept have a provenance?



IT'S A RECIPE FOR MAGIC

You won't know why it works...but it does. Follow these simple steps, be interested, be curious, explore with us and a kind of magic DOES happen.

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TESTING THE WATERS

Nothing speaks to people like real products
and brands and real communications.
That's why we produce prospective packaging,
brand names and 'adcepts' that help ideas live
and that are research ready should you wish
test them online or with focus groups.



PROSECCO
JUST GOT
FRISKIER



Stand the test of time

Our cover exercise is an immersive way to test appeal and authenticity and voice long-term motives. Clients find it so much more insightful than 'mission statements' or strategies.

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