



BRAND STRATEGY & IDENTITY WORKSHOP | EXECUTIVE SUMMARY

CONFIDENTIAL: Contains redacted information, notes & strategies

brand

## Anaya Foods Executive Summary

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## Introduction

Building for the future: A brand position guides how the brand is perceived in the context of competitive alternatives **in the minds of specific target client segments**. As brand architects, we include a target customer definition, brand essence, brand promise, and brand personality. These give the intended brand positioning greater dimension and depth.

The unique value proposition and **brand promise** are similar. They both focus on the one or two key points of difference between the brand in question and other brands. Typically, these points of difference are brand benefits that are relevant, unique, compelling and believable. Brands typically **focus on only one or two benefits** and research has shown that people can't link more than that number of benefits to a given brand in their minds.

Brand Positioning is a fundamental strategic activity to align all stakeholders and target audiences to the brand's success and growth by establishing a set of unifying principles that defines the brand's identity, essence, promise and delivery in the markets the brand competes in.

This summary helps to define a brand position that differentiates your brand in the minds of the target client segments in a way that matters to them, and it will clearly distinguish your brand from competitors.

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SECTION 1: What we've heard

Current circumstances: what's happening right now

## Section I: What we've heard

In the coming year XXXXXXXX will launch four separate products, each with its own brand identity in a "House of Brands."

### These are:

XXXX (produced in Italy by XXXXX)

XXXX

XXXXXXX

XXXXX: buckwheat / soba noodles

### We see the following tasks:

Create a unique identity for each of the four products, with its own name, story, audience, packaging, social media communications plan and website.

## What's happening now?

**Drivers:**

- > **Exotic Eating** As celebrity chefs such as David Chang and Anthony Bourdain (RIP) travel the world, popularizing traditional foods around the globe, consumers are seeking out exotic new food experiences.
- > **Clean Food** Increasingly, today's consumers are health conscious, and care about what they put into their bodies. They choose food that is organic, and free from GMO ingredients.
- > **Culturally Connected** People are turning to food that is culturally connected, regionally authentic, and that has a story to tell.
- > **Eat for Meaning** Today's consumers want their purchases to align with their values. They seek food that is produced using a sustainable supply chain, farmed ethically, with a minimal environmental footprint.
- > **Convenience is King** People are time-constrained but unwilling to trade-off convenient for quality. They want food that is healthy, delicious, and quick to prepare and eat.

*DRIVERS:**strengths and internal/external factors**helping to accelerate brand growth*

What's happening now?

**Inhibitors:**

**XXXXX**

This is a highly competitive, crowded category. XXXXXX runs the risk of being seen as a "Me Too" brand that is late to the party.

Expensive due to special manufacturing techniques required and cost of ingredients.

**XXXXXXXX XXX**

Brand new idea, new to market. The category is unknown to most westerners. Not totally authentic. Exotic flavors and spices might be off-putting to most Western tastes. Concept of "XXXX" may require education via branding & packaging to make more approachable to consumers.

**XXX XXXXX**

If most people know sorghum they think of it as grain fed to animals.

Source is not organic, and may contain GMO ingredients.

**XXXXXX**

Consumers may be unfamiliar with preparation techniques and recipes.

*INHIBITORS:  
friction that is slowing progress right now*

## What could happen?

### Opportunities:

**XXXX XXX**

Convenience of instant, simple to prepare food that is also high quality. XXXX where XXXXX is made is becoming known as a foodie destination. Local. Authentic food brought into the ready-to-eat category. Experience: how the product is made, the heritage of the region, and how the people are treated. Differentiator: is the ready to eat bowl of XXX XXXXX

**XXXXX XXXX**

Globally aware, flavor profiles are opening up and people are discovering new foods. Health conscious consumers are turning to turmeric and ginger. Culturally significant. Clean finger experience.

**XXX XXXXX**

Environmentally friendly to produce food. Eco-conscious eating. Environmental responsibility. Instead of sourcing quinoa from Bolivia you can eat local by buying products made from sorghum from the Central Valley. Position sorghum cracker as a superfood that has been around for thousands of years in Indian and African cultures around the world.

**XXXX XXXX**

Mainstream Soba and Pad Thai Noodles normally found in specialty markets.

## What could happen?

### Threats:

- > Largest threats come from issues of trust in the XXX marketplace.  
If one product in a brand's line up is labeled gluten free, consumers want them to ALL to be gluten free.

*THREATS:  
real factors not in management control*

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## SECTION 2: Discoveries & Insights

The **XXXXXXXX** strategic vision

## Strategic Insights

### Vision

Food connects us all. We support small organic farmers; we celebrate the regions where our food is sourced; we connect to the heart of the land.

### Mission

We are on a mission to open people's minds to cultural diversity through the food they eat.

We make food products as close to the source as possible. Products, that reflect the heritage of the region where they are made, and celebrate the traditional wisdom of the people who make it.

### Essence

This is adventurous eating.  
Eat meaningfully.

### Promise

Food that helps you experience the world in a culturally relevant way.

[alternates]

Our food is the fastest and most delicious way to experience traditional cultures from around the world.

We make food that connects consumers with culture, traditions, regions, and the growers who produce it.

Travel through food.

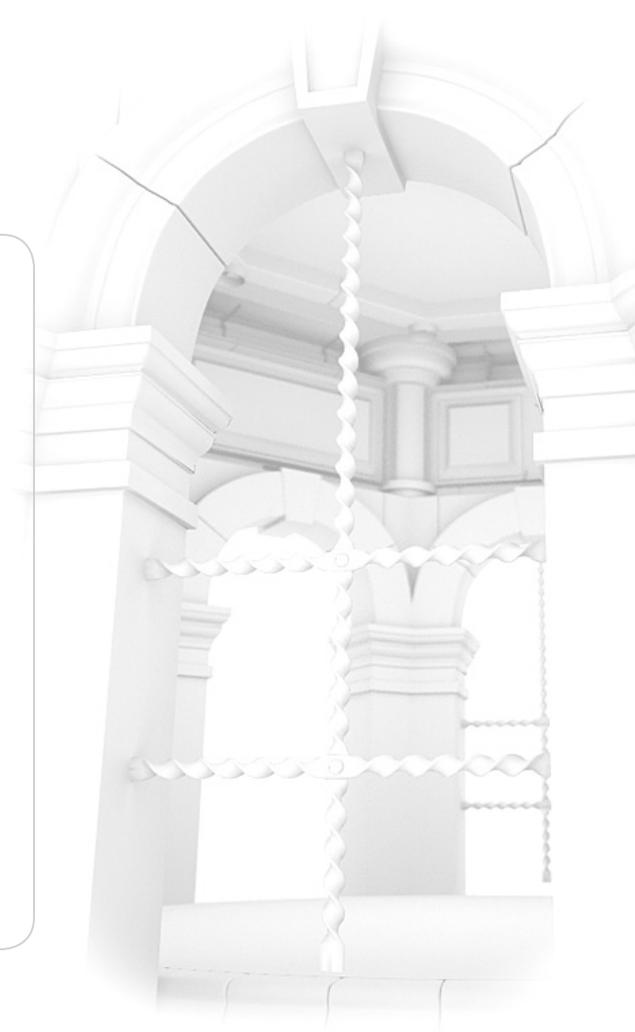
Set your family table with food that celebrates culture and tradition from around the world.



## Getting to WHY: **What we do**

We make four products.

- > **XXXXXX** Made with grains and cereals to introduce grain diversity in your diet in a convenient and familiar XXX line. Gluten-free
- > **XXXXXX** Be the category creator in introducing a “XXXX”, based on traditional family flatbread recipe, and bold, differentiated flavors that we love.
- > **XXXXXX XXXX** Change to: Nutritious, everyday crackers made with nutritionally dense and anti-oxidant rich sorghum (suitable for lectin free plant paradox diet). Gluten-free.
- > **XXXXX XXXXX** Authentic Asian XXXXX made with organic ingredients, in familiar and approachable packaging.



## Getting to WHY: **How we do it**

> **How we do it.**

We travel the world looking for new food experiences, and ways to transform traditional foods into products designed to appeal to modern lifestyles and sensibilities. We work closely with our growers, and our food producers. During our travels around the world, we listen, learn, and work closely with our local sources. As a result, we discover new approaches to traditional foods. The result is a western perspective on innovative food trends and healthy eating inspired by traditional regional foodways.



## Getting to WHY: **Why we do it**

> **Why we do it.**

We want to transform eating food into a way to experience the world. By producing food grounded in deep cultural traditions and regional techniques, we seek to open people's minds to diversity and culture through food. Our food becomes a way to connect to nature, to the people who farm the land, and to the culture that sustains it. This isn't a business; it's a belief system that takes a conscious, culturally respectful approach to local traditions, regions, and the people who live, farm, and work there.



## Profiles:

XXXX XXXXX

**Hard-working Hanna** is a busy professional and a mother to three children. She wants to find food that is healthy, delicious and convenient to prepare.

XXXX XXXX

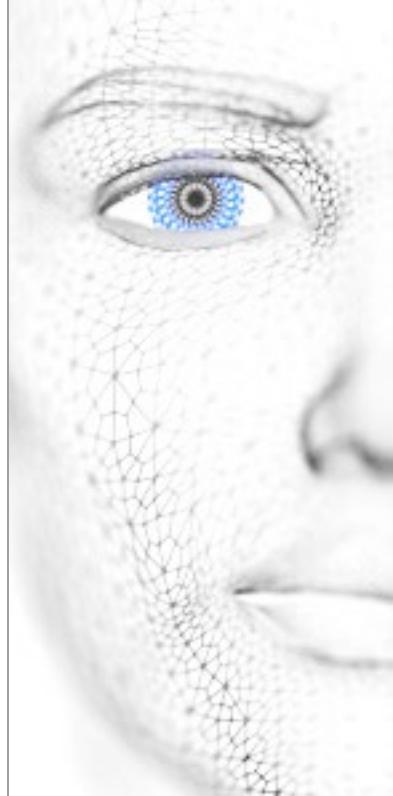
**Adventurous Annie** works in downtown SF, recently spent a year traveling the world, with time spent in Tel Aviv, Bangalore, and Thailand. She's eager to reconnect with the traditional cuisines of the world.

XXXXX XXXXXXXX

**Torch-bearing Tom** is an environmentalist who wants to buy local, save the environment, and leaves his Tesla in his solar powered garage so he can ride his bike to work.

XXXXX XXXXXXXX

**Eclectic Edward** seeks out new experiences, and the hottest new farm to table restaurant. He wants his food choices to reflect his curiosity, and his desire for high quality experiences.





## SECTION 3: Recommendations & Suggestions

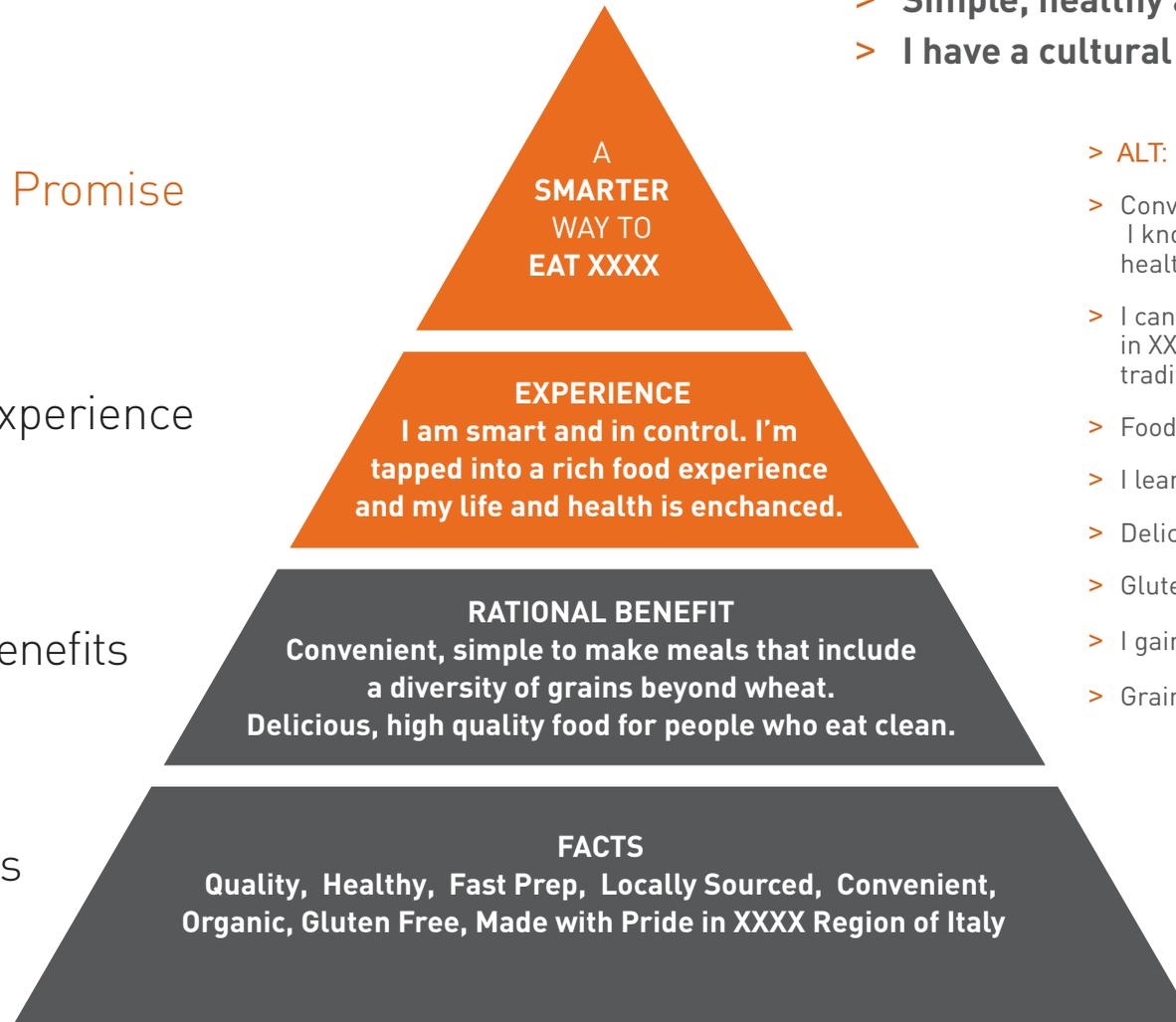
Building a foundation for the XXXXX brands

Aspirational Promise

Emotional Experience

Functional Benefits

Brand Truths



- > Convenience and quality without compromise.
- > Simple, healthy and delicious meal on the go.
- > I have a cultural connection to real people.

- > ALT: My family eats better with pasta made from diverse grain sources.
- > Convenience and quality without compromise. When I feed my family XX XXXXX I know I'm getting a simple meal on the go made from delicious, healthful ingredients.
- > I can feed my family with food that harks back to the heart of pasta-making in XXXX, Italy, which makes me feel good knowing I can connect to a tradition that is authentic.
- > Food provides a cultural connection to real people.
- > I learn and grow, with a new experience of food.
- > Delicious, high quality food for people who want to eat clean.
- > Gluten free pasta is easy to digest for people with celiac issues.
- > I gain respect by tapping into a source of wisdom and culture.
- > Grain diversity lets you include more options for your diet.

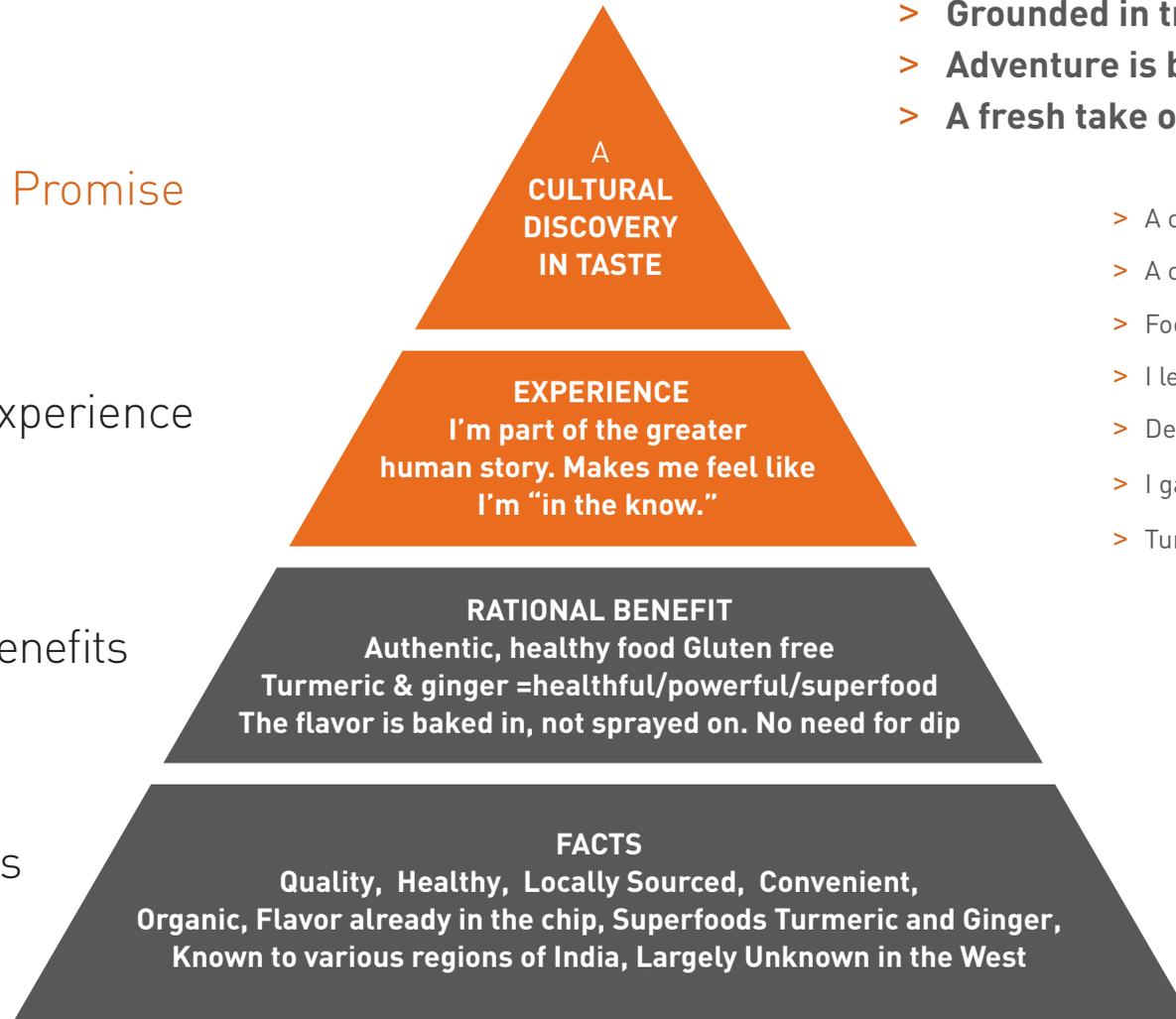
- > Pastas made from alternative grains
- > Grains sourced from traditional farmers
- > Gluten free pasta is easy to digest for people with celiac issues.
- > Artisanally made in XXXX Italy by XXXXX, a company that has supported local farmers for generations.

Aspirational Promise

Emotional Experience

Functional Benefits

Brand Truths



- > **Grounded in tradition, expanded by innovation.**
- > **Adventure is baked in.**
- > **A fresh take on a centuries-old tradition.**

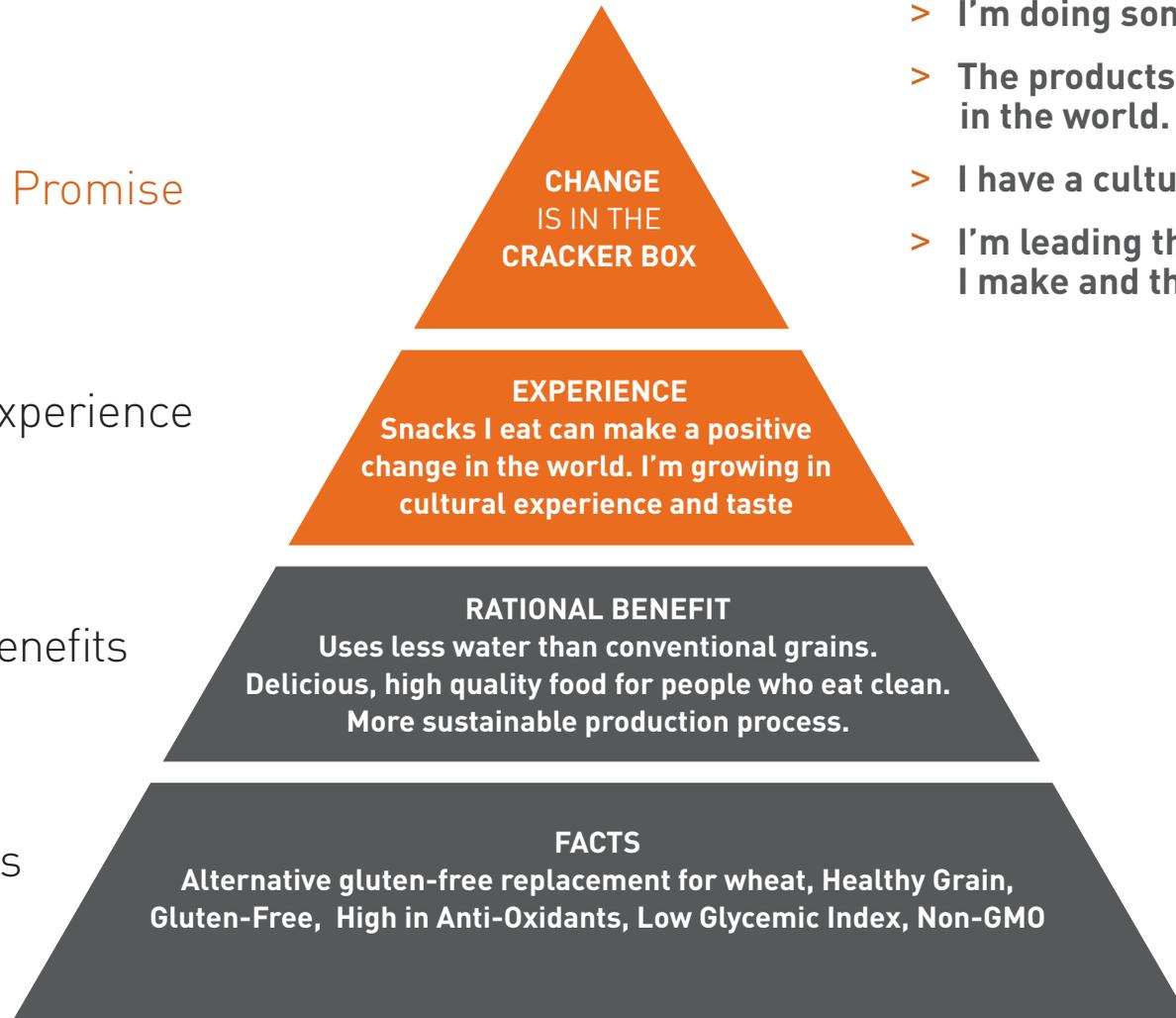
- > A connection to the traditional food and culture of India.
- > A cultural exchange program in a snack. Adventure is baked in.
- > Food provides a cultural connection to real people.
- > I learn and grow, with a new experience of food.
- > Delicious, high quality food for people who want to eat clean.
- > I gain respect by tapping into a source of wisdom and culture.
- > Turmeric & ginger = healthful/powerful/superfood

Aspirational Promise

Emotional Experience

Functional Benefits

Brand Truths



- > I'm doing something good for the planet by eating something good.
- > The products I buy and the snacks I eat can make a positive change in the world.
- > I have a cultural connection to real people.
- > I'm leading the change in my life, and in the world by the choices I make and the food I eat.

Aspirational Promise

Emotional Experience

Functional Benefits

Brand Truths



- > I have the opportunity to widen my cultural perspective and enjoy the best foods the world has to offer.
- > Simple, healthy and delicious meal on the go.
- > I have a cultural connection to real people.

- > Food provides a cultural connection to real people. I gain respect by tapping into a source of wisdom and culture.
- > I learn and grow, with a new experience of food.
- > I embrace creativity in fusing the best of the world into new foods
- > Delicious, high quality food for people who want to eat clean.
- > XXXX provides an easy way for me to experience exotic flavors

- > XXXX made from alternative grains
- > Grains sourced from traditional farmers
- > Flavor profiles from all over the world

## The core elements of XXX

## Value Proposition

### Reasons to believe:

- > XXXX made from gluten-free ingredients
- > Cooks instantly (like cup of noodles/ramen)
- > Simple cooking procedure
- > Organic, non-GMO
- > Made with pride in Italy



## The core elements of XXX

## Value Proposition

### Reasons to believe:

- > Includes superfood ingredients such as turmeric & ginger
- > Available in five flavor profiles: Chili. Black Pepper. Salt. Mango Chaat
- > Convenient taste without the need for dip
- > Organic, non-GMO
- > Flavorful
- > Cultural



The core elements of **XXX XXX's**

Value Proposition

**Reasons to believe:**

- > Sorghum requires less water to grow than conventional grains like wheat and rice
- > Sustainably sourced
- > Organic, non-GMO



The core elements of **XXX XXXX's**

Value Proposition

**Reasons to believe:**

- > Made from buckwheat, an easy to digest, protein rich grain
- > Cooks instantly (like cup of noodles/ramen)
- > Simple cooking procedure
- > Organic, non-GMO
- > Made with flavors of the World



## XXXXXX Brand Promise | Positioning Statement Framework

FOR	Busy home makers	
WHO WANT	To serve their families healthy alternative grain gluten-free XXX meals	Different
ONLY	XXXXXXXXX	
OFFERS	A convenient, simple way to get dinner on the table in a hurry	Good
UNLIKE	XXXXXXXXX from Big Ag, XXXXX is made in XXXXX, Italy using innovative ingredients based on generations of tradition and heritage.	

## XXXX XXXX Brand Promise | Positioning Statement Framework

FOR	Adventurous snackers	
WHO WANT	To expand their snacking experience	Different
ONLY	XXXXXX	
OFFERS	A culinary connection to traditional Indian snack foods	Good
UNLIKE	Boring potato and corn chip snacks, XXXX offers five flavors that can satisfy a taste for adventure.	

## XXXX XXXX Brand Promise | Positioning Statement Framework

FOR	Hungry people	
WHO	Demand their purchases align with their values	Different
ONLY	XXXXX from XXXX	
OFFER	A delicious snack made from sorghum	Good
SO	People can enjoy snacking on a sustainably grown food	
UNLIKE	Snacks made from traditional grains like wheat or rice, sorghum uses much less water to grow, so it is an environmentally friendly option.	

## XXXX XXXXXX Brand Promise | Positioning Statement Framework

FOR	People	
WHO WANT	Want an alternative to traditional, boring XXXX XXXXX	Different
ONLY	XXXXXXXX XXXXXXXX	
OFFER	Delicious, healthy Asia-style XXXXX with world flavors made from buckwheat	Good
UNLIKE	Ordinary XXXXXXXXXX, XXXX is an adventurous way to experience the best of world cuisine.	

## Brand Archetype: Defining the Brand's Personality

### **XXXXX Archetype: The Provider/Caregiver**

Driven by an altruistic devotion to care for and nurture others—from her immediate family to the farmers who grow the food she serves her family—as well as a responsibility to care for the planet.

### **XX XXXX Archetype: Explorer/Adventurer**

Innovative and ambitious, the Explorer is driven by a need to experience new things and see what's coming next. The Explorer cultivates culinary experiences that expand the discovery of the best the world has to offer.

### **XXXX XXXXX Archetype: The Torch-Bearer**

The Torch Bearer lights the way, trailblazing a new way of doing things, and illuminating a new way of thinking about the way we grow and consume the food we eat.

### **XXXX XXX Archetype: The Explorer**

Innovative and ambitious, the Explorer is driven by a need to experience new things and see what's coming next. The Explorer cultivates culinary experiences that expand the discovery of the best the world has to offer.

Target audiences	Costco and other club food buyers.
Primary message pillar	XXXX opens your mind to new cultures and expands your horizons through food.
Brand promise	To connect people, cultures and places through high quality, nutritious and delicious foods that enable the modern lifestyle.  A snack to change the world. Feel good about your food. Satisfy your taste for adventure. Pride in heritage through quality foods.
Point of difference	Respect for all people, cultures and wisdom through food that connects, enriches and nurtures the human experience.
Brand identity/essence	Grounded in tradition, expanded by innovation.
Brand Archetype:	The Provider/Caregiver, Alchemist, Torch-Bearer, Explorer, Creator/Magician

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QUESTIONS?

Please contact **Fischer Design** at 415.462.1401

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