COMMERCIAL THINKING WITH Creative EDGE
WHAT WE DO

The engine of our business

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BUY-SIDE & SELL-SIDE BRAND & CONSUMER ASSESSMENT

CREATIVE RESEARCH & BRAND PLANNING

BRAND DUE DILIGENCE

ENGAGEMENT

BRINGING BRANDS TO LIFE CREATIVELY

INNOVATION

IDEAS, INSPIRATION & PROCESS
We find, size and create opportunities for brand owners and investors looking for accelerated brand growth.

We bring M&A thinking to brands, and brand thinking to M&A.
WHERE'S THE POTENTIAL?
What is the opportunity in the market, category, consumer, brand or region?

WHAT'S THE POTENTIAL VALUE?
What could this opportunity be worth and by when?

WHAT'S THE BRAND STORY?
What does this opportunity mean for the existing brand, portfolio or a new brand?

HOW DO WE ENGAGE?
How do we tell our story internally, externally and to our channel/trade partners?

Needing a change of pace and tangible results in a timeline
CONSUMER PACKAGED GOODS

- Thorntons
- Coca-Cola
- Kellogg’s
- Miller Brands
- Twinings
- Danone

PRIVATE EQUITY / MERGERS & ACQUISITIONS

- Inflexion
- Princes
- Bridges Ventures
- Unilever

FOOD SERVICES

- Aryzta Food Solutions
- 2sisters Food Group
- Aviko
- Delifrance
- Monken Orlando
- Tnuva

RETAIL

- Bensons Beds
- Boots
- McDonald’s
- The Original Factory Shop
- Harveys

TRAVEL, MEDIA & TECH

- DMG Media
- Samsung
- eBay
- TalkTalk
- HTC
- Rail Discoveries
Insight isn’t insight if it leaves you thinking, ‘that was interesting but what do I do with it?’ We believe that insight has to inspire action and deliver ROI, and that’s why we always deliver real insight and tangible growth opportunities.
We always blend insight from multiple sources to find & size growth opportunities

- Consumer
- Shopper
- Stakeholder
- The Fringe
- Data Analytics

Where’s the potential?

What’s the potential value?
We work creatively with consumers around the world to unlock potential through…

- Immersion in their lives and their culture
- Exploring the complete consumer-shopper journey
- Leveraging digital & mobile to get close to point of usage / purchase
- Creatively enabling consumers to go beyond the rational
- Leveraging appropriate models to signpost opportunities & build the story
- Using data analytics to deliver size of prize & ROI
Some of our insight tools...

**Qual research techniques**
- Group discussions and depth interviews (including standard, extended, conflict, workshop, co-creation, mini-groups)

**Ethnographic and immersive** (home immersions, community immersion, mobile ethnography)

**Digital** (mobile, communities, pre-tasks, forums, webnography, social media trawling)

**Self-completion** (creative scrapbooks, behaviour change tasks, diaries, mobile)

**Behavioural observation** (Eye tracking, facial coding, time and motion filming)

**Semiotics** (visual codes analysis, cultural analysis)

**Self-completion methods** (creative scrapbooks, behaviour change tasks, diaries, mobile)

**Quant research techniques**
- Data collection methods (on-line, phone, mobile, face-to-face)

**Analytical tools** (Brand Potential Forecaster, conjoint, regression, TURF, CHAID, factor analysis, cluster analysis, segmentation, econometric modelling, perceptual maps)

**WAYPOINT™** – Optimise your customer journeys

**MAXPOTENTIAL™** – Create more valuable segmentation
We use a variety of insight tools to look beyond the here & now and define a future perspective.

How brands respond to the changing world

Inspiration from opinion formers and left-field thinkers

On the ground insight from around the world

Bespoke trends analysis

Our bank of ideas and inspiration
We develop and size opportunity frameworks to work out where to invest.
Always bringing insight and opportunities to life creatively

- Visual positioning
- Opportunity platforms
- Consumer & brand films
- Segment portraits
- Pack mock-ups
- Conference material
- Collateral design
- Infographic design
Always engaging stakeholders on the journey.

- Programme identity
- Invitation & pre-task
- Insight workbooks
- Creative workshops
- Workshop Safari
- Idea incubation forums

Indulgence workshop, Tnuva
Developing brand & category stories to engage internal and external stakeholders

- 3 Ps (proposition, positioning, personality)
- Brand essence model
- Creative brief
- Brand story
- Conference presentation
- Brand manual
- Brand films
Delivering an Accelerator Brand Plan to operationalise the strategy

1. THE ACCELERATOR DASHBOARD

- **CONSUMER STRATEGY**
- **BRAND POSITIONING**
- **SHOPPER EXPERIENCE**
- **OPERATIONAL GUIDELINES**

2. THE ACCELERATOR ROADMAP

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<thead>
<tr>
<th>2015</th>
<th>2016</th>
<th>2017</th>
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<tr>
<td>The quick wins</td>
<td>Mid distance</td>
<td>Longer term</td>
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<td>e.g. Brand investments</td>
<td>e.g. Innovation</td>
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<td>Brand stretch</td>
<td>ATL comms</td>
<td>Acquisition</td>
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<td>In store comms</td>
<td>Category visualisation</td>
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And we can partner
our clients through
to innovation,
design & execution,
translating insights
into tangible outputs

- Brand identity
- Brand comms
- Marketing material
- Online concepts
- Retail experience
- Naming
- Packaging
Typical growth questions we answer

- How do I segment my category?
- How do I get the most out of my existing segmentation?
- How do I build a portfolio story to engage the trade?
- What are the richest insights to underpin innovation?
- Which international markets have greatest potential for my brand?
- How do we build a brand to target a new audience?
- How do I reverse the decline in my brand?
- What is the most compelling proposition for my new product/service?
- How do I translate insight into a brand story and communications?

Buy-side support for 9bar for Bridges Ventures
Meet the Brand Potential team!