

# Get a fresh perspective

The essential 5 point health-check for your brand



**DISCOVER**  
Brand Creation

## An introduction:

### Richard Pearson

Richard Pearson has a wealth of experience of building brands in the U.K. Food Industry covering most of the key categories including Frozen, Chilled & Ambient.

Following an earlier career with Cadbury's, Ross Young's (U.B.), Princes Buitoni etc. he has successfully developed his own business as a Brand Builder or Trouble-shooter primarily within the Food Sector, helping a variety of food businesses generate sales growth and brand momentum over a period of 15 years.

Clients range from large brands such as Aunt Bessie's and Young's through to medium-sized brands such as Primula & Wikingers right down to start-ups such as Twiss Drinks and Little Fingers.

His approach is very commercial, flexible & pragmatic and covers the following 5 key areas:

1. UNDERSTANDING CATEGORIES
2. MANAGING PROJECTS
3. UNCOVERING CHANNELS
4. FRONTING SALES
5. OPTIMISING PEOPLE



[www.richardpearsonmarketing.com](http://www.richardpearsonmarketing.com)

### Habib Patel

Habib Patel's experience has covered most areas of the brand communication mix, from advertising and marketing to brand identity and design. He has worked to Creative Director level and has served the likes of Ogilvy, Saatchi & Saatchi, Coley Porter Bell and Landor in his 20 years experience.

The brands that Habib has influenced in the FMCG arena include Quorn, Schwartz, Lucozade (core range, sport and Revive), Dove, Comfort, Sensodyne and Walkers.

The purpose behind Discover is to seek out what makes a brand special and to give it a cutting edge by amplifying it to its audience. The skills that Discover can bring to a brand's marketing strategy include brand innovation, brand strategy, brand identity and design as well as a workshop tool call 'Discovery' which creates the conditions and environment to create a strong, unique brand direction.

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## The 5 Point Health-Check:

# Why your brand needs a health-check.

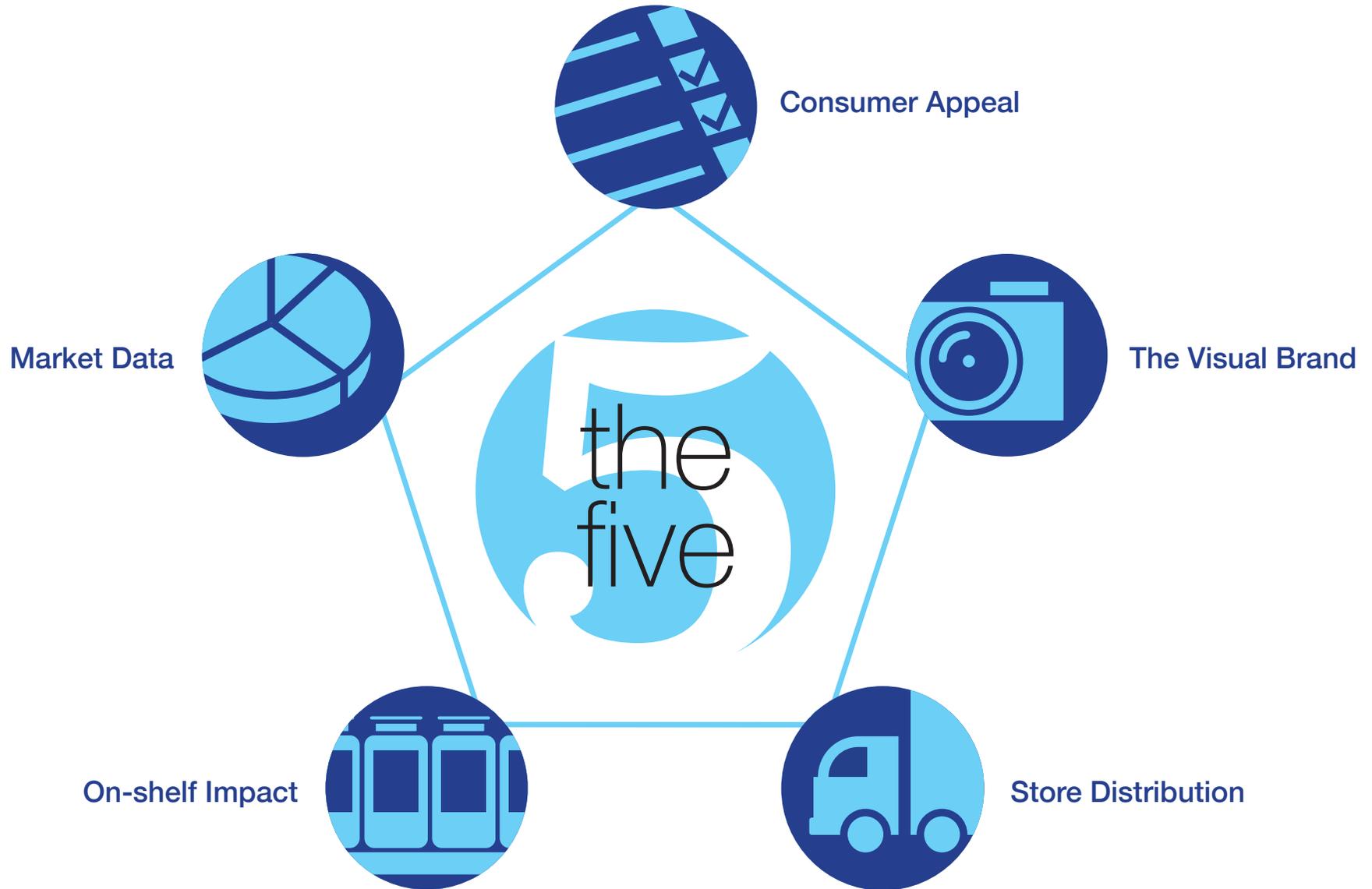
The environment for brands is becoming ever more challenging:

- Rapidly changing grocery trade
- Increasing influence of discounters
- Media fragmentation
- Growth of on-line shopping
- Increasing digitalisation
- Influence of social media
- Challenging factors in brand recognition and awareness

All of this results in the need for your brand to nurture brand clarity and strength. Richard Pearson Marketing in association with Discover Brand Creation have created a 5 point approach to health-check your brand.



# The 5 point health-check: The key measures to evaluate your brand



## The 5 point health-check: The key measures to evaluate your brand



### Market Data:

Analysis of key market data including consumer & retailer specific to gain a real handle on competitive position.



### Store Distribution:

Store audits and analysis to identify potential gaps & opportunities.



### Consumer Appeal:

Level to which the brand currently engages with consumers in all key platforms.



### The Visual Brand:

Assessment of strength and consistency of brand image on packaging design, website, social media etc.



### On-shelf Impact:

Checking of brand's presence in terms of quality & share of space across the trade versus the competition.

These 5 factors are evaluated and scored to create your brand's health-check report.

# Thank you

If you are interested in how the brand health-check can help refresh your brand, please contact Richard Pearson on 07970 550 251 or email him at [rp@richardpearsonmarketing.com](mailto:rp@richardpearsonmarketing.com)

