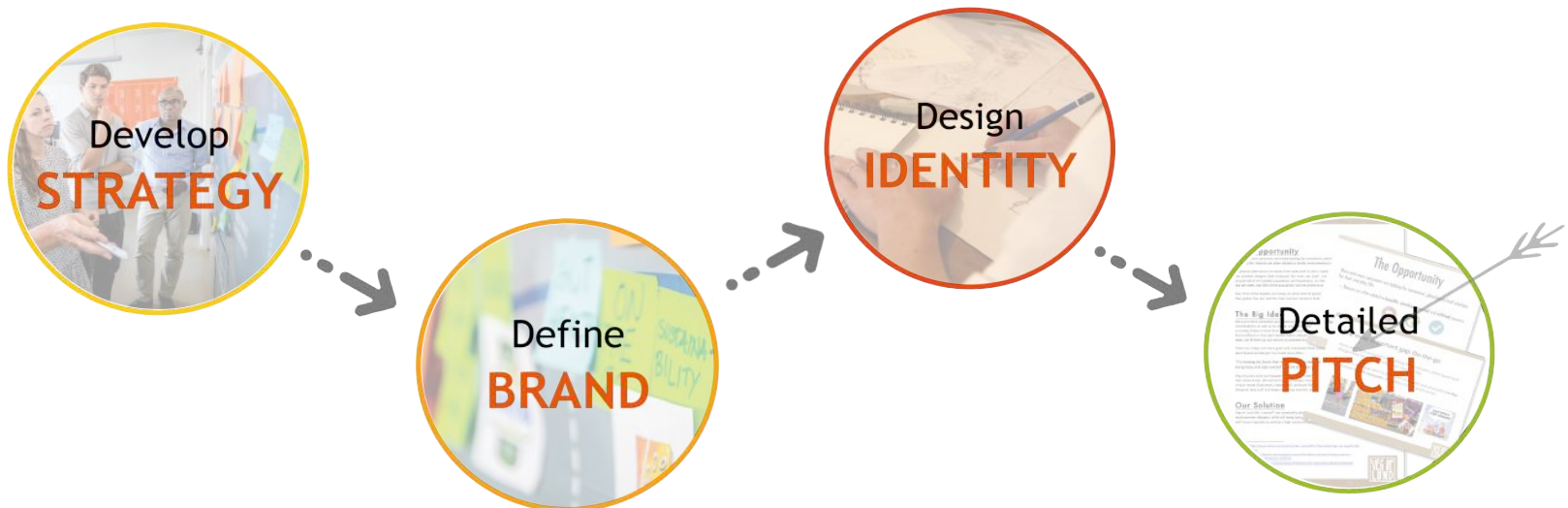




Brand Acceleration Process

From Strategy to Execution in four steps



THE HMT

Better targeted Brands Faster to Market

If you want to be the **first to market with a new idea** Healthy Marketing Team is the perfect partner.

With our Brand Acceleration Package, we can take you from **Strategy to Execution**, and help you build a **differentiated, compelling consumer proposition**.

We at the HMT are global specialist in innovation, branding and design of nutritional products. With the proven Four Factors[®] Brand Acceleration System, our globally experienced Strategy Team can help you define a winning **Brand Strategy**. Then our talented Creative Team will develop your **Brand Identity** so that you are ready to launch!

Our promise is to support our clients to create **healthier brands and healthier business!**

Get in touch:

Amanda@thehmt.com

www.thehmt.com

The Healthy Marketing Team



HMT STRATEGY



Peter Wennström
President & Founder
25+ years of international
brand strategy & innovation
experience



Aurore de Monclin
Senior Consultant
Brand Strategy & Innovation
Specialist, M. Sc Food
Science, Ex-Nestlé



Rukmini Gupte
Senior Consultant
Brand Strategy & Innovation
Specialist, Indian Institute of
Management, Ex-Unilever



Amanda Allvin,
Project Manager
Communication &
Specialist,
M. Sc. Food Science



Zuzana Hrubá
Insight and Project
Coordinator
M. Sc Health Food
Innovation Mgmt



Felicia Wennstöm
Creative Direction &
Copywriting
B.A Marketing
Communication



Line Becktor
Graphic Design &
Illustration
Graphic Artist

One Stop Shop: From Strategy to Execution

A Four Step Process*



*Together with you we will customize the process according to your specific needs

WHERE SHOULD YOU PLAY?



Develop STRATEGY

- ✓ Understand category
- ✓ Identify Segments
- ✓ Decide Market Entry Strategy

1

HOW TO CREATE A UNIQUE BRAND?



Define BRAND

- ✓ Identify Growth Hypothesis
- ✓ Brand Positioning Blueprint
- ✓ Creative Bridge

2

MAKE YOUR BRAND COME ALIVE!



Design IDENTITY

- ✓ Graphic profile
- ✓ Logo design
- ✓ Packcepts/pack mock-ups
- ✓ Full pack design
- ✓ Webpage design

3

HOW TO SELL IT?



Detail PITCH

- ✓ Consumer Testing
- ✓ Investor presentation
- ✓ Retail presentation

4

Our mission is to create
Healthier Brands *and* Healthier Business





healthy
marketing
team

GLOBAL BRAND STRATEGY CONSULTANTS FOR THE NUTRITION INDUSTRY

LONDON

SINGAPORE

MALMÖ