



BRAND RELATIONS
Project Overview

AWARD WINNING BRANDS

ABOUT BRAND RELATIONS

With 30 years of knowledge and experience in marketing and branding spanning four continents, we can make a real difference to your brand. Brand Relations has launched over a 100 brands and continues to aid innovative and unique products that powerfully enter the market. We offer a tailor-made service to perfectly suit your needs and successfully build your brand. What makes us different to other agencies is our combination of industry knowledge and extensive contacts within development, marketing and branding- all under one roof.

For more information, find us at our website: www.brandrelations.co.uk



SOME OF THE 100 BRANDS WE HAVE WORKED WITH:



MENTORING AND GUIDANCE

Richard Horwell is the owner of Brand Relations- a specialist food and drink marketing and branding company based in London, that has been behind the launch and development of over 100 brands in the UK market in the last 12 years. Richard has also built up and sold companies of his own in this sector during this time, plus has over 30 years experience in marketing FMCG brands around the world; from having lived and worked in the UK, US, Australia and the Middle East. Most entrepreneurs have a lot of knowledge and business experience in their own space but very little in the extremely competitive Food & Drink category. As with most start ups, most will sadly fail but armed with experience and knowledge you will have a far better chance of survival.

As part of the project, Richard will help with mentoring and guidance though all the pitfalls and shortcuts that he has learnt from both the success and failure of the 100 brands launched by Brand Relations. Knowledge is key in this industry and there are a lot of companies out there that will gladly take your money without a conscience. We can help you plan a strategy with the least amount of cost and the maximum amount of impact; utilising all his contacts built up over the years.

During this project Richard will always be at the end of the phone supported by a very experienced and knowledgeable group of staff for any questions or queries you may have.



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BRAND RELATIONS KEY PRINCIPALS

- We will keep you updated with every aspect of the project
- All information is transparent
- Everything we do is a mix of our experience and knowledge as well as thorough research
- We have been behind over 100 brands and know what works and what doesn't
- Create striking designs that sell your product from the shelf and online
- Research and introduction to the most suitable ingredient suppliers to make the ideal recipe



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RESEARCH AND MARKET OVERVIEW



Thorough detailed research and analysis on what has been done so far in the current specific drinks market. We will give you a competitive arena analysis to understand current pricing, messaging and target consumers. From this, we can create a clear positioning of your product on the market



World-wide research to understand what has been successful and what has not in this category. This research will give the brand a point of difference to the ones who have gone before



We will pick up on new trends or insights from current global influences or events. From this, we will be able to create a product which is timely and adaptable to hurdles or trends in the future



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RECIPE DEVELOPMENT

- At Brand Relations, we only work with healthy products that have no artificial colourings/preservatives, low calories, natural flavourings and a great refreshing taste
- With our input and research, a detailed brief will be curated for our recipe developer with an idea of what flavours to work with. The flavours must resonate with the target audience, be on trend and match the ethos of the brand
- We will ensure it has a unique flavouring by researching future taste trends. It will be innovative and diverse to the market by introducing a flavour pairing that will fill the researched desired gap in the drinks market
- The chosen ingredients will then be checked with Novel Foods by us to guarantee its legibility in the UK/EU market
- Our recipe developer will make samples that will be shipped direct to you and working in tandem with Brand Relations; we will refine the product until we have the final flavour perfected. We will try to get it 100% right!
- Legal ingredients and nutritional requirements for the labels will be provided
- We can arrange mock-ups of the product prior to manufacturing, from a third party to show you what the packaging will look like



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NAME IDEAS

- Before we share our names choices with you, we will research the product and the history behind it to generate timely and unique name choices different to anything else currently existing
- Then, we will collate the names brainstormed and put them into an informative presentation that will have all the possible names and meanings to demonstrate the brands image and core message. We will explain why we chose those names and what influenced the ideology behind it as we feel the name must reflect the brands concept and resonate with your target audience as much as possible
- Brand Relations will combine your ideas and ours founded from research to create a name that will be rigorously tested through the UK's Governments IPO portal. We will our best try to ensure that the brand name is 100% free to use on your product before any decision is made but any final checks is the final responsibility of the client



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DESIGN, BRANDING AND MESSAGING

- Firstly, we will create a mood board presentation showcasing various current designs on the market as well as current trends and concepts based on your brief
- Based on your choice of concept from the mood board, we will explore logo designs and colour schemes that compliment the product. This will then progress to striking packaging designs and creating a strong brand image that will give it a Point of Difference amongst the mass on the market
- To explore as many designs as possible and ensure it looks professional, we will produce mock-up's both virtually and physically- this will enable us to get initial content for marketing material and get a great feel for how the brand will look. The final design must represent the true core messaging of the brand
- Brand Relations will help place all the legal information required for the UK market to make the product compliant as well as assist barcodes for the retail market



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OTHER MARKETING MATERIAL & GETTING MARKET READY

- Brand Relations will provide designs for extra material to match the overall brand. These include POS displays, presentation boxes and e-material. These are fundamental for continuing success of the brand.
- Presentation boxes are the first impression a buyer will get of the brand so we will ensure they fit with the brand perfectly. They will be created to look like a gift packed full of lots of information on the product
- We will also provide you with sales brochure artwork, that will explain the brand concept to both the buyer and the consumer.
- We will do a full handover of all design and relevant material at the end of the process, so you are able to continually progress and support the brand after the launch.



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MANUFACTURING

- Brand Relations will help source a packaging for your product that will look premium and healthy in keeping with the brands concept
- We will assist from start to finish in producing a budget for your first production run that will account for all the expected costs involved with producing the product (Including ingredients, manufacturing, labelling costs ect)
- Technical Certificates will be collated and submitted on your behalf
- We will locate the highest quality contract manufacturer across the UK/Europe to mix and fill the product to the best quality and within budget
- All ingredients will be sourced, negotiated price-wise and ordered to the manufacturer. These ingredients will be checked and approved with relevant checks before production
- We will even assist with the scheduling of production to ensure that everything runs as smoothly as possible
- Brand Relations will also provide you with a long-term budget plan to accurately forecast the cost of future production and demonstrate the brand's economies of scale.





**HOW WILL WE MARKET
YOUR PRODUCT?**

UNDERSTANDING THE MARKET

Whenever we launch a new product, we ensure we understand the product positioning and the market it will be sold into before anything else. We extensively research the competitive products to your brand in the market- whether that be in the food, drink, or snack market. To ensure we get it right, we create a market analysis and market trends guide for your product to understand consumer behaviour and what they want to see from a new product launch. We research the competition to understand their pricing and yours, and to see where they are selling and what their message is to the consumer.

Using our CRM, we will draw up a target list of buyers and find out a little about them to be sure we know what they are looking for. Just because they stock competitor products and it's a desire to be listed by them, doesn't mean the product is right for them. We find this little preparation now will save you time and money later. Once we have established the desired brands to sell the product, we agree an RRP on your brand- the wholesaler price and the retailer prices. Once we have a strong understanding about the market surrounding your product, we begin to create our market launch plan to ensure your product is on trend; fills a niche and is competitive from the very beginning. Market research is crucial with any product launch, so for us understanding what is in demand and what is not is what we focus on to get it right first time.



E-FLYER AND SOCIAL MEDIA

Our designers will create an eye-drawing and informational e-flyer to show off your product's unique features, tastes, and benefits.

Our database has over 5000 buyers in the UK and 1000 buyers internationally meaning we will be the first to show them all your unique selling points and information they receive on your brand. We work to ensure that the brand and product's message from the e-flyer extends all the way to POS development and any design work aligns with future informational pieces concerning your product.

We also will use the e-flyer as a base to create social media content that will start a buzz amongst the masses to connect with your product. All the messaging within this content will be consistent with the brand's tone of voice and personality. Once the initial foundation of your social media has been built, we will hand over to you to begin the process of following relevant influencers and sales outlets where you want to be stocked- also if possible, the buyers themselves. We will help you start to create a buzz around your product and connect with people you'd like to work with.



REACH OUT TO POTENTIAL CUSTOMERS

Once the e-flyer is approved by you, we send it out to over 5000 UK buyers and 1000 International buyers to get their response. On average we get about 1200 UK buyers read our e-flyers from each mail out. We will let you know who read, opened and/or clicked the e-flyer. Then utilising our knowledge of contacts within the UK supply chain, we target wholesalers and customers from major retailers and food chains to wholesalers, health stores, gyms, universities and corporate catering to ensure a fast uptake across your target sectors. Over a 3-month period, we will put your brand in front of every possible snack buyer in the UK so that you will know who is and isn't interested in stocking your product. We contact our vast list of buyers via emails, calls and arranged meetings.

In the past wholesalers would give brand owners their clients details to go and sell you brand to, these days with GDPR they are not allowed to do this. We have all the key wholesalers' databases and can sell your brand into them so that the wholesalers are happy to list you, knowing that Brand Relations will create the sales. Buyers no longer attend exhibitions, so they are open to the Brand Relations e-flyers telling them about innovation and new ideas. After being behind over 100 brands, they know who we are and that we only pick the brands with the best chance of success.



SAMPLE BOXES

After reaching out to thousands of potential buyers and wholesalers, we should receive requests for samples of your product along with more information and pricing. We know it is the first impression that counts- it must be in a branded box, so buyers take your brand seriously. A lot of brands also forget that buyers are consumers too. And just like any consumer, the first impression is the most important impression. Our in-house designers and marketers will work to create sample boxes that make your brand look like a beautifully presented gift; it will align with your brand story, product benefits, and package design to create a strong brand image. We have found that plain cardboard boxes, SRPs and plastic bags will get your product unnoticed and out of favour from the buyer. Within this sample box, we will also create a brochure that features information on your product, pricing, and anything else that your brand may need to ensure a positive in person impression. Within this content, we will include contact information so buyers can view social media platforms, your website, and can either reach out to us or to you if they have questions or concerns. Everything with in the sample box, from the information, physical packaging, branding, etc. will align with your existing brand image and entice the buyers to work with your products.



SHARING CONTACTS & REPORTING

After collecting information on your product such as:

- Your brand positioning on the market
- Competitors
- Potential clients and consumers
- Responses from wholesalers and buyers
- Sending out sample packages
- Creating social media accounts
- Creating brochures and any other projects

We will ensure you are kept up to date every step of the way by compiling all the information we collate into a live Google, so you have transparency on everything that happens. On this document you will see exactly what feedback buyers and wholesalers have to say about your product- good or bad. We feel this is important for brand development and get some real idea of what the market is saying about your product.

Upon completion of working with you all assets and reports will be handed over to you as well as the ongoing leads from buyers.



CATEGORY CONTACTS ON OUR CRM

Catering & Foodservice (450 buyer contacts)

Fitness

(323 buyer contacts)

Key Retailers (60 buyer contacts)

Wholesalers (358 buyer contacts)

Restaurants (450 buyer contacts)

International (around 1000 contacts built up from exhibitions around the World)

Vending (101 buyer contacts)

Health Stores (681 buyer contacts and clients of the Health Wholesalers)

Pubs Chains (178 buyer contacts)

Café's, Coffee Shop Chains, Deli's, Farm Shops (850 buyer contacts)

Hotels, Clubs & Bars (774 buyer contacts)

Convenience Store chains (117 buyer contacts)

University & Education sector (239 buyer contacts)



REFERENCES



"Brand Relations was a great early-stage investment for Coldpress, having arrived from Australia, the UK was a totally new market. Brand Relations helped us quickly understand the market and introduced us to some excellent new accounts." -

Andrew Gibb,
COLDPRESS JUICES



"As first-time beverage producers Brand Relations was instrumental in helping us get off the ground. With a deep knowledge of the Food and Beverage market and relationships with a large number of Distributors, Buyers & Retailers, Richard was able to get us listings very early on with the likes of Whole Foods Market, Marigold, Tree Of Life, Diverse Fine Foods and more. Richards contacts span many different sectors within the market and he was able to open up many opportunities within Food Service, Retail, Contract Catering and export. I couldn't recommend Richard more highly if you are looking for a head start into the F&B market." -

Ariel Booker, CANO WATER



"Brand Relations knowledge and contacts are second to none. They provided the contacts and leads that got us started and without them, we would not have grown so fast. They have long-established relationships with buyers who trust them and this made a real difference when it came to getting listings. Their industry knowledge saved both time and money and would recommend them to any new brand entering this space." - **Jamie Douglas Hamilton,**

ACTIPH WATER



"Brand Relations are absolute superstars! They take your brand/product, give you no BS feedback and then they let their magic happen. They've got a fantastic network and give you access to who's who in the business. They are doers - it's all about impact and effectiveness!" –

Ashwin Ahuja, KARMA BITES





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