



ACTIONABLE STRATEGY

Formulating actionable strategies to drive brand, category or innovation agendas.



Jägermeister®



pepsi



JACK DANIEL'S



BROWN-FORMAN



COLUMBIA
C A R E

Examples:

Acquisition Strategy – Creating a methodology and variable driven model, enabling Mast Jägermeister to identify high-fit, high-potential acquisition targets.

Global Innovation Strategy – Supporting the leadership team in aligning around a global innovation vision, scope and set of innovation priorities for the Pepsi brand.

Aligning Innovation to Brands – Helping Pepsico understand how a bank of existing (quant. tested) concepts could support the innovation ambitions of existing portfolio brands.

Category Vision - Understanding how Martini could organise the Vermouth category to increase salience and appeal, attracting younger shoppers into the brand fold.

Branch Stretch - Exploring with consumers to bring to life the best ways for Jack Daniel's to enter and lead the emerging American Malt Whiskey Category.

Portfolio Strategy – Working with Brown Forman to define a portfolio strategy to maximise the relevance and reach of American Whiskey in European markets.

Brand Essence Models & Architecture – Defining brands and developing architectures, enabling Columbia Care to launch new propositions with competences extending beyond the confines of hemp derived CBD.

Get in touch with Dan Read to find out more.

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