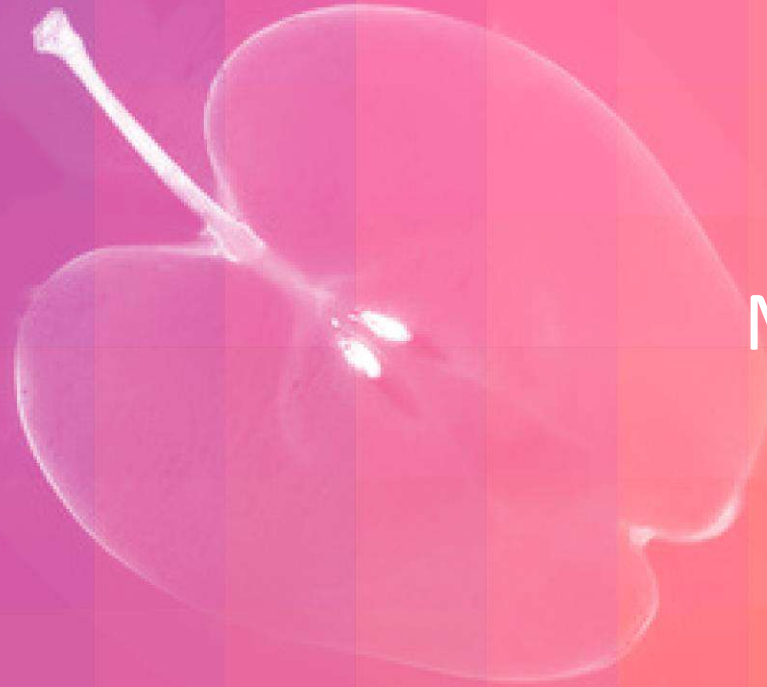


20°

Twenty°

Bringing fresh produce  
to life

Twenty°



Mastering the Market  
Approach for Berry  
Branding Excellence



## Agenda

- Why brand?
- Entering a new market
- Creating your brand
- Case studies



# Why brand?

“FMCG brands that utilise a quality brand strategy experienced growth and margin of an average **25% more** than non-branded packaging”

McKinsey & Co 2018

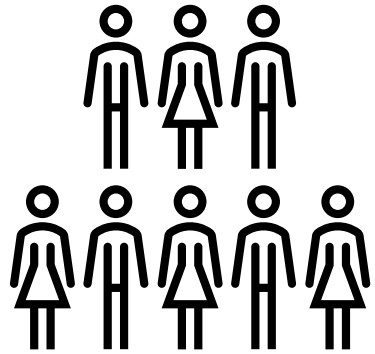
- Differentiates products in a competitive market
- Builds customer loyalty and trust through consistency in quality and customer expectations
- Allows for premium pricing
- Facilitates market expansion into new outlets
- Positions grower for long-term success

Twenty°

Entering a new market



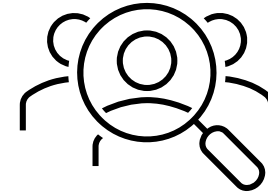
# What to consider



Sizing the market



Asses the competitor landscape



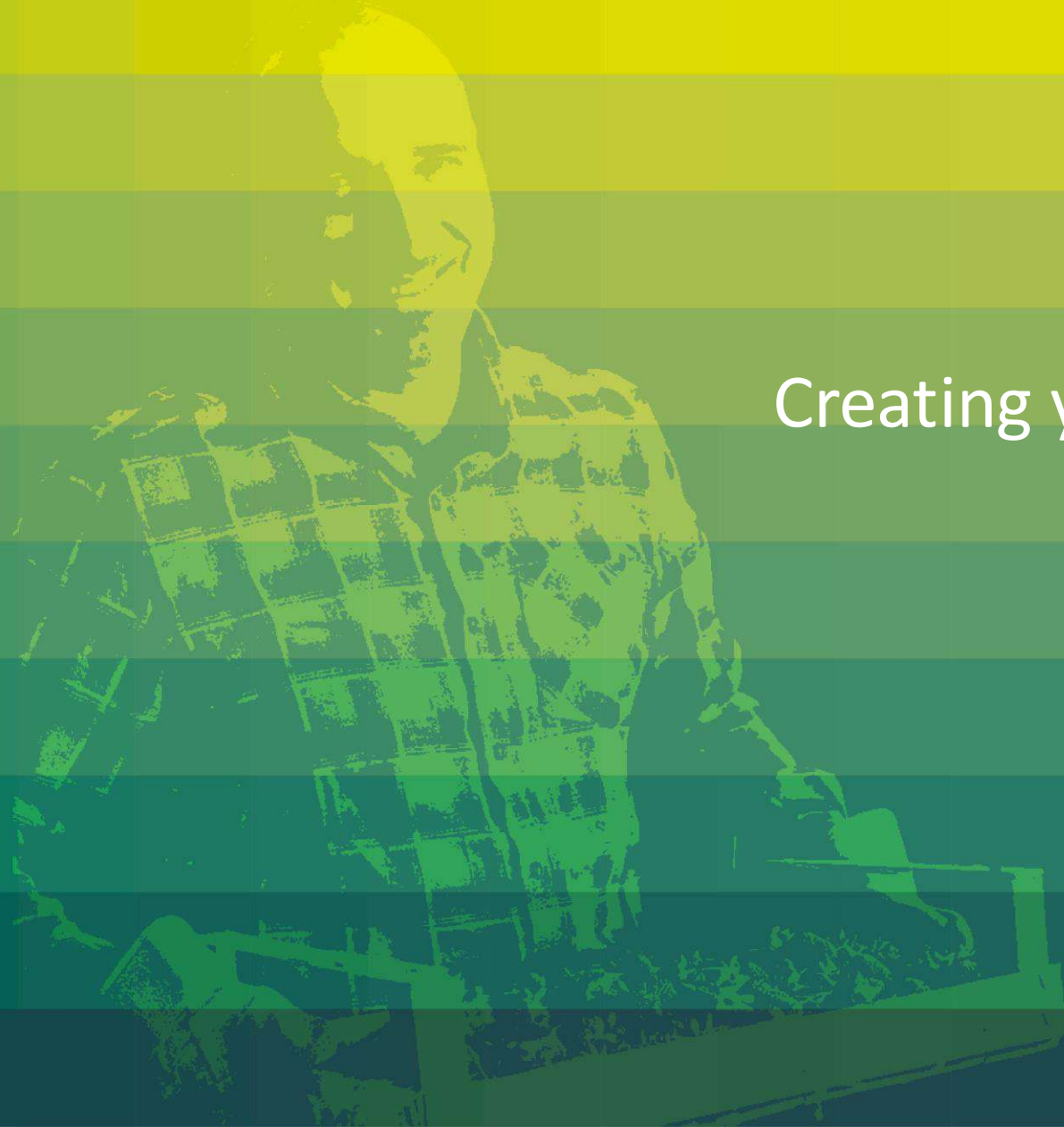
Understand your consumer



Routes to market

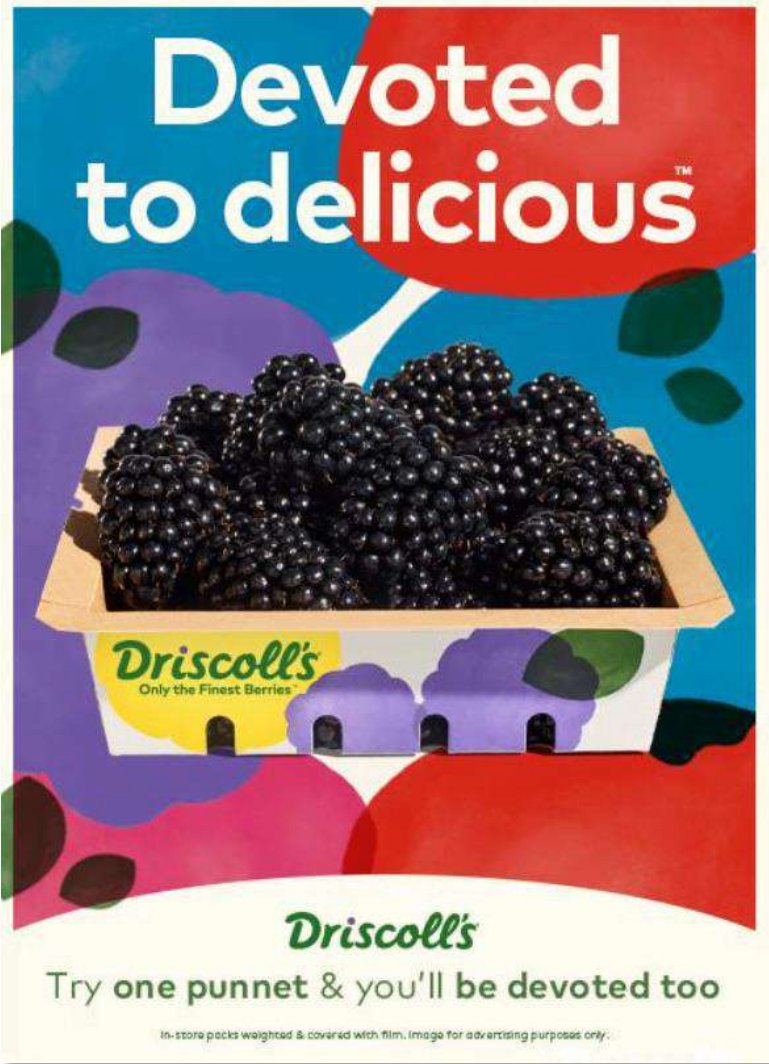
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Creating your brand





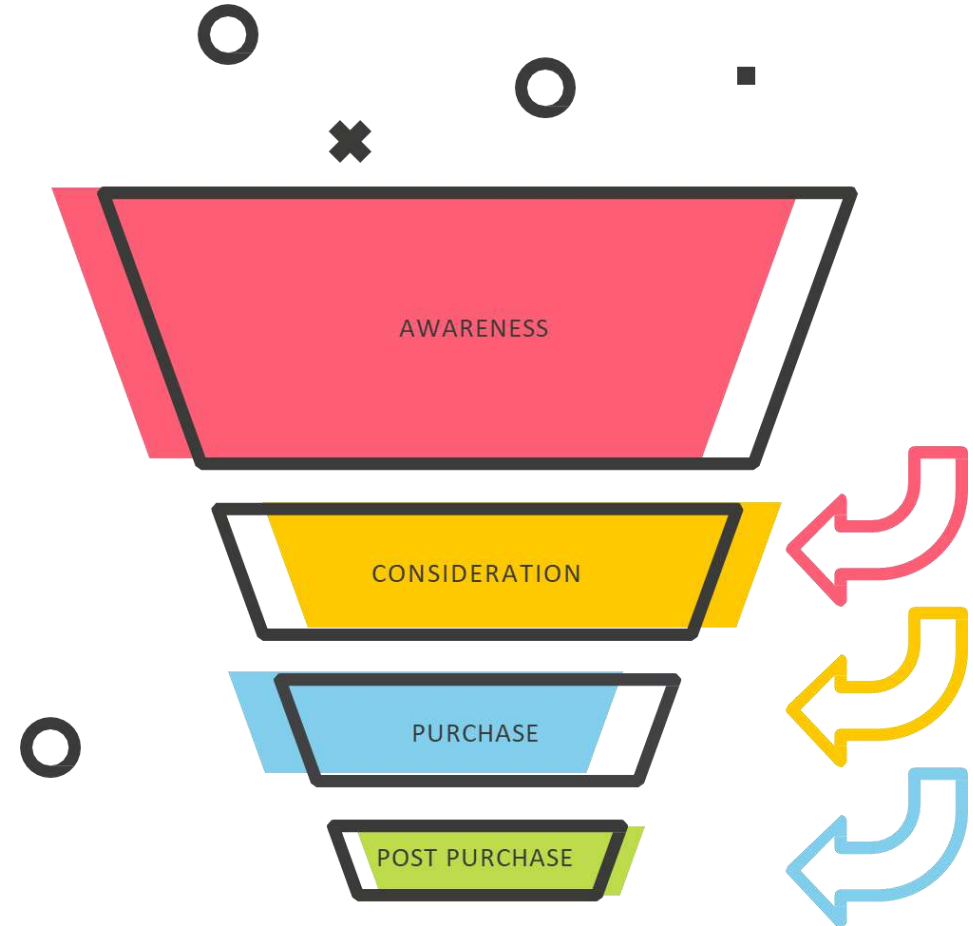
# How will you differentiate





# How to attract your consumer

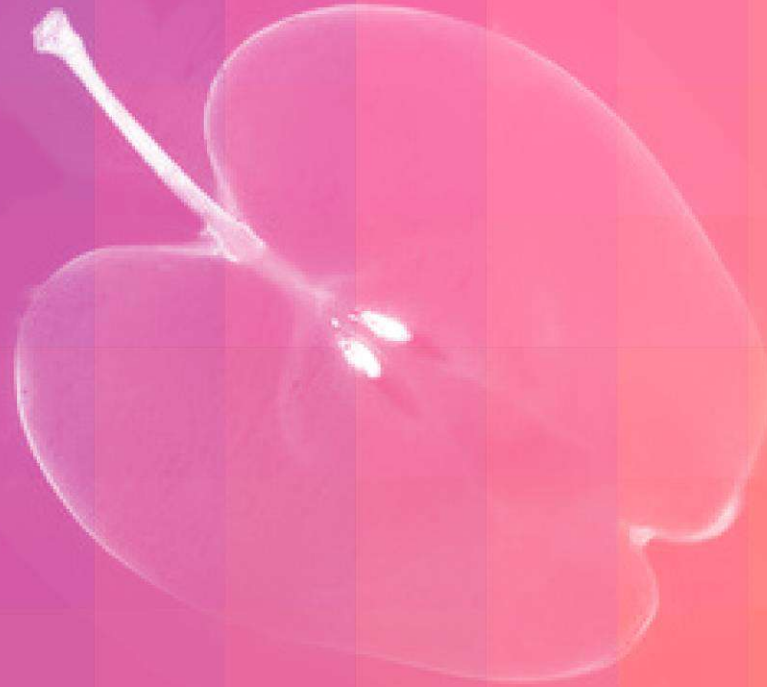
Fresh produce is the most planned purchase category and it is also the most susceptible to influencing consumer choice at the point of purchase. **Over 60% of shoppers decide on the exact item they want at shelf**



## Other considerations;

- IP protection
- Quality consistency
- On-going supply
- Packaging compliance

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Case Study















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Differentiating your offer adds value  
throughout the supply chain securing  
consumer choice and loyalty

# Thank you

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