

OUR MISSION IS:

**TO ENABLE MORE PEOPLE
ACROSS THE WORLD,
TO ENJOY GREAT HOME-COOKED,
FLAVOURFUL FOOD, MORE OFTEN.**

BRAND RECIPE

1. CONSUMER INGREDIENTS:

**TARGET CONSUMER
CONSUMER INSIGHT**

2. BRAND INGREDIENTS:

BRAND PERSONALITY

BRAND DNA

REASONS TO BELIEVE IN THE BRAND

BRAND ROLE

BENEFITS OF THE BRAND

TARGET CONSUMERS?

BULLSEYE:

**FEMALE, 25+, BUSY LIFESTYLE,
CASH-RICH, TIME-POOR.**

**WANT TO COOK FROM SCRATCH, BUT
TOO BUSY, AND ARE 'SCARED OF
SPICES' (KNOWLEDGE GAP).**

CONSUMER INSIGHT:

CATEGORY

**COMPLEX
EXPENSIVE
DAUNTING
CLUTTERED**

LIFE

**TIME POOR
EAT BETTER
IMPRESS FAMILY
SCRATCH COOKING
SPICIER LIFE**

**FAST & SIMPLE
PERSONABLE
ACCESSIBLE
TASTES GREAT
AUTHENTIC (& REAL FOOD)
STRONG SIMPLE BRAND
YOUR FOOD PARTNER
GOOD VALUE
LIFESTYLE BRAND**

SUANIA SPICES

CONSUMER INSIGHT:

I WANT TO COOK GREAT TASTING, FRESH & FLAVOURSOME MEALS FOR MY FAMILY & FRIENDS.

BUT I'M NERVOUS AND CONFUSED ABOUT USING SPICES AND FLAVOURS.

I NEED SOMEONE TO GUIDE ME THROUGH THE PROCESS, BUT I ALSO WANT TO BE SEEN AS A GOOD COOK.

BRAND POSITIONING:

RELEVANT	CREDIBLE	DISTINCTIVE
SIMPLE TO UNDERSTAND WANT TO EAT GOOD/WELL APPETITE FOR FLAVOURS PRACTICAL COOK FROM SCRATCH WEB-FRIENDLY MEAL SIMPLE TO PREPARE SUPER TASTY FAST TO PREPARE PROVIDES LOTS OF OPTIONS SUITS VEGETARIANS STEP BY STEP RECIPES	AUTHENTIC FAMILY RECIPES INDIAN SPICES SOUTH AFRICAN INFULENCE PASSED DOWN GENERATIONS UNDERSTANDS WESTERN TASTES REAL SPICES / REAL MEALS ALL ABOUT GOODNESS PURE HONEST ACCESSIBLE	ONE PASSIONATE OWNER NOT A GLOBAL BOHEMETH DOWN TO EARTH INDIAN / SOUTH AFRICAN EMPATHISES WITH TARGET FAMILY OBSESSED INHERITED THE RECIPES LOVES FOOD & FLAVOUR LOVES TO COOK

ADDRESSES CONSUMER NEEDS

TRUE TO THE BRAND

DIFFERENT TO COMPETITION

BRAND PERSONALITY:

**HELPFUL, CARING, FRIENDLY,
FAMILY FOCUSED,
TRUSTWORTHY, CONFIDENT,
APPROACHABLE, FORWARD
THINKING, SAVVY,
UNDERSTANDING, FUN, SEXY,
DOWN-TO-EARTH.**

BRAND DNA:

[CAPTURES THE KEY INTRINSIC ASSETS THAT ARE UNIQUE TO THE BRAND, AND THAT DEFINE ITS HEART AND SOUL – RESULTS IN A BRAND BELIEF]

FAMILY IS FOOD.

FAMILY LIFE

FAMILY OCCASIONS

FAMILY RELATIONSHIPS

BRAND BELIEF:

**SUANIA BELIEVES THE WORLD
WOULD BE A BETTER PLACE IF...**

**MORE PEOPLE COULD TASTE
MY FAMILY'S COOKING.**

REASONS TO BELIEVE:

SUANIA IS 'MISHKA SUANIA', A REAL PERSON

SUANIA IS OF INDIAN & SOUTH AFRICAN HERITAGE

**"I GREW UP WITH MY GRANDMOTHER, MOTHER
AND AUNTIES COOKING, EVERYDAY"**

COOKING IS 'COMPULSARY' IN INDIAN TRADITION

***COOKING COMES NATURAL* IN INDIAN TRADITION**

COOKING IS NOT A WAY OF LIFE, IT'S THE ONLY WAY!

BRAND ROLE:

**SUANIA SPICES EXISTS TO
MAKE IT SIMPLER FOR YOU TO
COOK MORE FLAVOURSOME,
HOME-COOKED MEALS,
MORE OFTEN.**

BENEFITS OF THE BRAND:

**YOU SHOULD ENGAGE WITH SUANIA SPICES
BECAUSE...**

FUNCTIONAL:

**FLAVOURSOME MEALS. GREAT FOOD.
HOME COOKED. SIMPLICITY (STEP BY STEP
COOK-ALONG). HASSLE-FREE.**

EMOTIONAL:

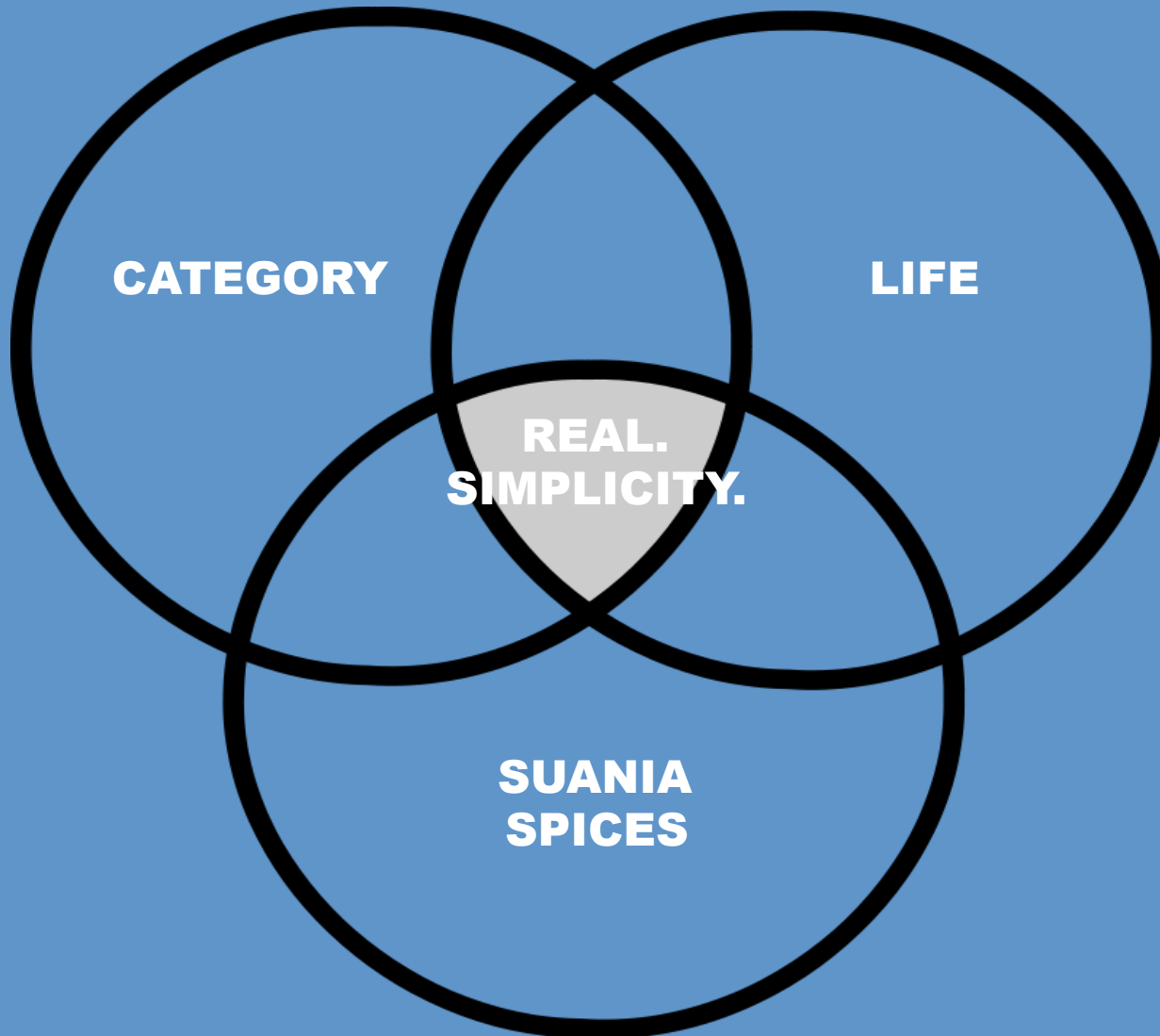
**ENJOY MORE FAMILY TIME. BE PROUD.
FEEL HAPPY. FULFILLED. THANKFUL.**

CREATIVE BUSINESS

POSITIONING:

ERUPTS & DISRUPTS. CRITICAL DIFFERENTIATOR. SO POWERFUL IT CAN TRANSFORM BUSINESSES, AND ALTER CONSUMER PERCEPTIONS. CREATES REAL & LASTING CONNECTIONS. IT IS CAPABLE OF PERSUADING CONSUMERS TO ACTIVELY PURSUE A RELATIONSHIP WITH THE BRAND, NOT VICE VERSA. TRANSFORMATIONAL, CHANGING BUSINESS STRATEGY AND DRIVING PROFITABLE GROWTH. A GREAT CBP DOESN'T JUST CHANGE HOW CONSUMERS VIEW A COMPANY, BUT HOW A COMPANY VIEWS ITSELF.

CREATIVE BUSINESS POSITIONING:



BRAND TAGLINE:

SUANIA SPICES

COOK *WITH* ME.