Aranda Brand Trust

DISCOVERY BRIEF · PREPARED FOR SOLENNE SKIN

Category: Clean skincare · Online and beauty retail

Awareness, price or difference?

A **Clarity Diagnostic** to find what is really slowing Solenne down, before we fix anything.

WHAT WE HEARD IN OUR CALL

- Growth has slowed from 30%+ a year to single digits.
- New clean beauty brands keep arriving on the same shelves.
- Promotions are rising to hold share in retail.
- The team's instinct is to spend more on awareness.

THE QUESTIONS THE DIAGNOSTIC WILL ANSWER

01 **Why has growth slowed, and where is it leaking?**

02 **Is the real problem awareness, price, product or a lack of difference?**

03 **What will it take to grow again, and is a Sprint needed at all?**

WHAT WE WILL DO · STEP 1 OF THE CLARITY LOOP, DIAGNOSE

Leadership interviews

The founders, marketing and sales leads, and your agency and two key retail buyers.

A full review

Brand, marketing investment, sales and promotion data, team, agencies and retail partners.

A market scan

How Solenne compares with its top five rivals on shelf, online and on social.

WHAT YOU GET

- A diagnostic report: the findings and the evidence behind them
- A clear problem statement your leadership team signs off on
- A recommendation: which Sprint solves it, or whether you need one at all
- What it will take: time, team and investment
- An Engagement Brief that sums it up on one page

WHAT WE NEED FROM YOU

- Access to sales, promotion and media data
- Time with the leaders and partners above
- Any past research and brand guidelines
- One point of contact on your team

Credited toward the Sprint

The Diagnostic fee is credited in full toward the Sprint that follows, if one is needed.

Next step: confirm the Diagnostic and a start date.

Scope and fee are confirmed in the proposal.

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Solenne Skin is a fictional brand used to illustrate the format.

Clear brands grow.