Aranda Brand Trust

ENGAGEMENT BRIEF · PREPARED FOR SOLENNE SKIN

Category: Clean skincare · Online and beauty retail

From “clean” to chosen.

A **Brand Clarity Sprint** to give Solenne a reason to be chosen that rivals can’t copy.

WHAT WE HEARD

- Growth has slowed from 30%+ a year to single digits.
- “Clean” was Solenne’s edge in 2019. Today every new brand on the shelf says the same.
- Promotions are rising to hold share in retail, and margins feel it.
- The website, retail displays and social each tell a slightly different story.

WHAT THE CLARITY DIAGNOSTIC FOUND

The real problem is not awareness. It is differentiation.

Solenne built its brand on a claim the category now takes for granted, and has not yet replaced it with a reason to choose that is its own.

HOW THE SPRINT SOLVES IT · THE CLARITY LOOP, APPLIED TO SOLENNE

02
Discover
Talk to loyal, lapsed and competitor customers. Audit shelf, site and social against the top five rivals.

03
Define
Choose who Solenne is for, the moments it wins, and the one idea it will own.

04
Design the system
Turn that idea into a brand platform and messages for shoppers, retail buyers and creators.

05
Direct the work
Brief the agency, set investment priorities and hand the plan to the team.

06
Measure and refine
Agree the KPIs and a review rhythm, then keep improving.

WHAT YOU GET

- Consumer, category and occasion insights
- Positioning and a one-page brand platform
- A messaging house by audience
- A creative brief ready for your agency
- Brand investment priorities: how much, where and in what order
- A 90-day action plan your team owns

HOW WE’LL KNOW IT’S WORKING

- Repeat purchase rate
- Less promotional depth in retail
- Branded search and social share of voice
- Retail sell-through and new doors

Ends with an Activation Day

Your marketing team, with sales and agency leads, takes ownership of the plan: priorities, owners, KPIs and the first 30 days.

Next step: agree the scope and a kickoff date.

Timing and investment are confirmed in the proposal.

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

Clear brands grow.