Aranda Brand Trust

ENGAGEMENT BRIEF · PREPARED FOR VELA PET CO.

Category: Premium pet food · Pet specialty and online

A senior marketing leader, part time.

Alberto joins Vela's leadership team as **Fractional CMO** to lead marketing.

WHAT WE HEARD

- A premium pet food brand, backed by private equity, with a growth plan to deliver.
- The last head of marketing left, and the role has been open for months.
- A capable brand team and two agencies are working without senior direction.
- The board wants a clear marketing plan and numbers it can track.

WHAT THE CLARITY DIAGNOSTIC FOUND

The brand is strong. What is missing is someone to lead it.

Vela does not need a new strategy project. It needs a senior leader to set priorities, direct the team and agencies, and report to the board now.

HOW IT WORKS · ALBERTO LEADS MARKETING

01 · Start

Confirm and focus

Confirm the Diagnostic findings with the leadership team, agree the scorecard and land a few quick wins.

02 · Build

Set the plan

Set the marketing plan and budget priorities, and organize the team, agencies and retail partners around them.

03 · Run

Lead and report

Lead the work week to week, run the Clarity Loop every quarter and report results to the CEO and board.

WHAT YOU GET

- A marketing strategy, annual plan and budget priorities
- Leadership of your team, agencies and retail partners
- A KPI scorecard tied to revenue and profit
- Regular reporting to the CEO and board
- Coaching for your brand team
- Help defining and hiring your full-time leader

HOW WE'LL KNOW IT'S WORKING

- Revenue growth against the plan
- Return on marketing spend
- Household penetration and repeat purchase
- A stronger team, ready for its next leader

Part time, agreed with you

Alberto works as part of your leadership team. Once a full-time leader is hired, the role can step down to Strategic Advisory.

Next step: agree the scope and a start date.

Time commitment and investment are confirmed in the proposal.

Alberto Aranda · Founder

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Vela Pet Co. is a fictional company used to illustrate the format.

Clear brands grow.