Aranda Brand Trust

ENGAGEMENT BRIEF · PREPARED FOR NORTHFIELD PROVISIONS

Category: Premium frozen meals · Grocery

Find the leak. Fund the growth.

A **Growth Reset Sprint** to find where Northfield loses growth and fund what works.

WHAT WE HEARD

- Sales of the premium frozen meals range have been flat for two years.
- Store brands and new entrants are taking share in grocery.
- Trade and media spend are both up, but each dollar returns less.
- The team is busy, but nobody agrees on where the next growth comes from.

WHAT THE CLARITY DIAGNOSTIC FOUND

Growth is leaking from lapsed households, not new ones.

Northfield keeps buying new buyers while past buyers quietly drift away, and spend is spread evenly across every channel instead of where it pays back.

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

02
Discover
Map who buys, who stopped and why, using sales, panel data and shopper interviews.

03
Define
Choose where to play: the households, occasions, products and stores to focus on.

04
Design the system
Line up range, pricing, trade and media behind those choices.

05
Direct the work
Move the budget, brief sales and agencies, and hand the plan to the team.

06
Measure and refine
Track growth and return on spend, and shift money as results come in.

WHAT YOU GET

- A map of where growth is leaking
- Clear choices on where to play and how to win
- An investment plan: how much, where and in what order
- Priorities for range, pricing and trade
- A 90-day growth plan your team owns

HOW WE'LL KNOW IT'S WORKING

- Household penetration and repeat rate
- Sales per store in focus accounts
- Return on trade and media spend
- Share against store brands

Ends with an Activation Day

Your marketing and sales teams take 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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Northfield Provisions is a fictional brand used to illustrate the format.

Clear brands grow.