Aranda Brand Trust

ENGAGEMENT BRIEF · PREPARED FOR TIDEWELL

Category: Functional beverages · Grocery and convenience

Launch what people need.

An **Innovation Sprint** to rebuild Tidewell's pipeline around real consumer needs.

WHAT WE HEARD

- The core hydration drink is strong, but the last two launches missed their targets.
- New products sell to existing fans instead of bringing in new drinkers.
- Retail buyers want a reason to give the brand more shelf space.
- The pipeline is a list of ideas with no clear way to choose between them.

WHAT THE CLARITY DIAGNOSTIC FOUND

The launches were line extensions, not answers to new needs.

New flavors gave fans more choice but gave nobody new a reason to buy. Ideas are picked by internal preference, not by evidence.

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

02
Discover
Study when and why people drink for energy and recovery, and where today's options fall short.

03
Define
Choose the need spaces where Tidewell has the right to win.

04
Design the system
Shape two or three concepts, each with a clear proposition and fit in the range.

05
Direct the work
Test the concepts with consumers, set go or no-go rules, and brief R&D and agencies.

06
Measure and refine
Set launch targets for trial, repeat and new buyers, and learn from every launch.

WHAT YOU GET

- Consumer need spaces and prioritized opportunities
- Two or three concepts with clear positioning
- Consumer feedback on each concept
- Go or no-go criteria for what to develop next
- Briefs for R&D, packaging and agencies
- A 90-day action plan your team owns

HOW WE'LL KNOW IT'S WORKING

- Concept scores against category benchmarks
- Trial and repeat after launch
- Share of buyers new to the brand
- Launch revenue against plan

Ends with an Activation Day

Your marketing, R&D 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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Tidewell is a fictional brand used to illustrate the format.

Clear brands grow.