Aranda Brand Trust

ENGAGEMENT BRIEF · PREPARED FOR CALLA SLEEP

Category: Consumer sleep technology · Online and electronics retail

From early adopters to every shelf.

A **Launch and Market Entry Sprint** to take Calla from online fans to retail shoppers.

WHAT WE HEARD

- Calla's sleep headband has a loyal online following among tech enthusiasts.
- A national electronics retailer has offered a test in 300 stores.
- Online ads are getting more expensive and less efficient.
- The brand talks about sensors and data, which most shoppers do not care about.

WHAT THE CLARITY DIAGNOSTIC FOUND

Calla sells features. Mainstream shoppers buy better sleep.

The story that won early adopters will not work on a store shelf. The launch needs a new audience, a simpler promise and a clear role for every channel.

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

02
Discover
Learn how mainstream shoppers choose sleep products, in store and online.

03
Define
Choose the target audience, the moments that matter and one simple promise.

04
Design the system
Set the role of each channel: packaging, shelf, online, social and the retailer's own media.

05
Direct the work
Write the launch brief, plan the activation with the retailer and brief the agencies.

06
Measure and refine
Track the store test week by week and decide what to change before the national rollout.

WHAT YOU GET

- Target audience, occasions and proposition
- The role of each channel: brand, digital, social, retail and commerce
- A launch brief for your agencies and the retailer
- A 90-day activation plan
- Success metrics tied to revenue
- Rules for scaling from the test to national

HOW WE'LL KNOW IT'S WORKING

- Sell-through in the test stores
- Share of buyers outside the early-adopter base
- Ratings and returns at the retailer
- Cost to win a customer, online and in store

Ends with an Activation Day

Your marketing, sales and retail 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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Calla Sleep is a fictional company used to illustrate the format.

Clear brands grow.