Aranda Brand Trust

ENGAGEMENT BRIEF · PREPARED FOR HARBOR & PINE

Category: Home fragrance · Specialty and home retail

Fewer brands. Stronger brands.

A **Portfolio and Brand Architecture Sprint** to give every brand a clear role.

WHAT WE HEARD

- Four home fragrance brands and 180 products, built up through launches and one acquisition.
- Retail buyers ask what makes each brand different, and the team struggles to answer.
- The marketing budget is split four ways, so no brand gets enough to be noticed.
- Margins are falling as the long tail of products grows.

WHAT THE CLARITY DIAGNOSTIC FOUND

The brands compete with each other more than with rivals.

Two brands target the same shopper at the same price, and a small share of products earns most of the profit. The portfolio has grown without a plan.

HOW THE SPRINT SOLVES IT · THE CLARITY LOOP, APPLIED TO HARBOR & PINE

02
Discover
Profit and sales by brand and product, plus how shoppers and buyers see each brand.

03
Define
Give each brand one job: who it is for, the price tier and the need it serves.

04
Design the system
Build the architecture: how the brands relate, and how products and names fit.

05
Direct the work
Decide what to grow, fix or cut, reset the budget, and plan the changes with retail buyers.

06
Measure and refine
Track each brand against its role, and review the portfolio every year.

WHAT YOU GET

- A role for every brand and product in the portfolio
- A clear brand architecture
- What to grow, what to fix and what to cut
- A budget allocation that follows the strategy
- A retail story buyers can repeat
- A 90-day action plan your team owns

HOW WE'LL KNOW IT'S WORKING

- Profit per product and overall margin
- Share for the focus brands
- Fewer products, with sales holding
- Shelf space kept or gained at key retailers

Ends with an Activation Day

Your brand, sales and product 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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Harbor & Pine is a fictional company used to illustrate the format.

Clear brands grow.