

FDIN Private Label vs the Brand

The challenges and opportunities for retailer own brand

3rd April 2014

The new challenges facing retailer brands

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- Price trading impacting growth potential
 - Having a point of view
 - The yellow thread that needs to run through
 - The challenges of plagiarism
 - A nice design is not a brand strategy
 - Growth will come from going beyond just good, better best
 - Not innovating for innovations sake

Price trading impacting growth potential



Having a point of view



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The yellow thread that needs to run through



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The challenges of plagiarism

ASDA
Chosen by you

The image shows the ASDA logo on a black background. The word 'ASDA' is in a bold, green, sans-serif font. Below it, the tagline 'Chosen by you' is written in a white, cursive script font. A thin white horizontal line is positioned under the 'y' in 'you'.

The **co-operative**
LOVED *by us*

The image shows the logo for 'The co-operative'. The words 'The co-operative' are in a small, black, sans-serif font. Below them, the word 'LOVED' is written in large, multi-colored block letters (pink, orange, green, blue). To the right of 'LOVED', the words 'by us' are written in a black, cursive script font.

A nice design is not a brand strategy

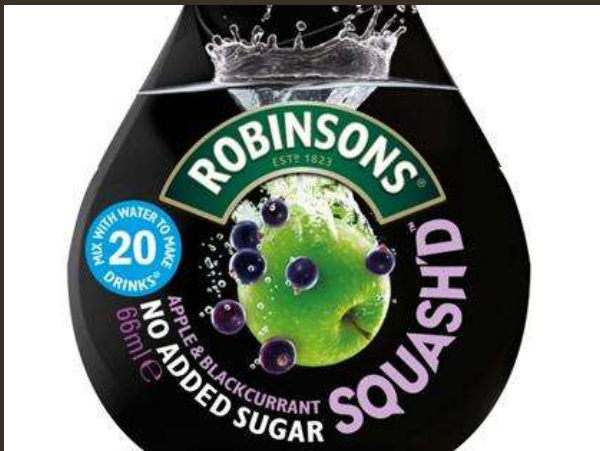


Growth will come from going beyond just good, better, best



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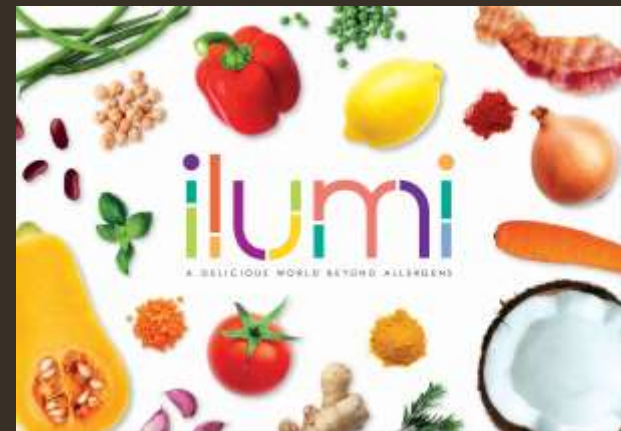
Not innovating for innovations sake



Opportunities for differentiation and premiumisation -

- Direct to customer
- Embracing the health and sustainability agenda
- Getting close and convenient
- Personalisation through technology
- Scaling up and coming entrepreneurial categories

Direct to customer



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Embracing the health and sustainability agenda



What we're doing

We've identified five key areas where M&S can make a difference. We call these the Five Pillars.



Getting close and convenient



Personalisation through technology

parsly

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Buy ingredients —for— any recipe

*Click here to put in
your ingredients*

copy & paste
the ingredients list
of any recipe

Scaling up and coming entrepreneurial categories



Making the most of innovation to bring brand advantage

- Filling genuine retail and channel gaps
- It's not just about product
- The on line experience vs the transaction
- Clever ways to address pricing challenges
- Getting 5 steps ahead, not just 1

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Filling genuine retail and channel gaps



It's not just about product



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The on line experience vs the transaction



Clever ways to address pricing challenges



Getting 5 steps ahead, not just 1



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The key questions retailer own brand should be asking moving forward

- Why is it 'our' brand innovation not just any other retailers?
- Is our innovation sustainable or tactical?
- Do we want to create one off product innovations or new categories we can own via our brands?
- Are we embracing technology fully and making it consumer friendly and added value for our consumers?
- Are we thinking beyond product for our innovation strategy for our brands?
- Are my own label brands really brands or just designed packs?
- Does our innovation make us a destination retailer?
- Do our teams understand innovation and engage with it in the right way to make it a success?

8 key success factors for growth of retail own brands -

- Real time insight and closeness
- Listening harder and better
- Treating brands as brands not just tiered product ranges
- Sticking to what you stand for and a strategy
- Innovating long term, not just for the here and now
- Being proactive, not just doing the same as the competition
- Confidently engaging and using the foresight of entrepreneurial thinkers to add value to innovation process
- People internally being as inspired and driven to drive innovation, not mediocrity

**We look forward
to making your
business thrive.**

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