THE BRAND INCUBATOR
NEW BRAND CREATION, INNOVATION AND GROWTH ACCELERATION
MICRO TRENDS AND INNOVATIONS: LOS ANGELES, MARCH 2017
Pushing the boundaries of what’s possible to the point crazy becomes quirky and acceptably fun, so why not give it a go....
Don’t be afraid to let the good bits show, no longer hidden away, feel good about what you are eating. Putting nature at the heart of the brand.
THE HEALTHY NORMAL

ALOE WAS ON TINDER YOGURT SWIPED RIGHT
You decide, nobody telling you
Empowering to the individual
Suggests better, not perfect
Normal food that tastes amazing, yet happens to be healthier. Look normal, tastes the same as you usual choice, just with a twist.
<table>
<thead>
<tr>
<th>Secret武器</th>
<th>Unique regional blends/recipes</th>
<th>Make your own</th>
<th>Make yours more special</th>
<th>A discernably different appearance or texture</th>
<th>The professional choice</th>
</tr>
</thead>
</table>

If I know how what to use it for and how it is more premium, I can make my choices more quickly. Deli, to bistro or barista, make it yours…
Clashing the trends
Put in everything
Indulgence boosted by health benefits
Portable formats
Easy hits of energy

You seemingly don’t have to appeal to one audience, you can now appeal to everyone. Clash the categories, create a universal product. Mix up out of home aspiration with in home favourites for mass appeal.
SERIOUS HEALTH, NOT TO BE MESSED WITH

Design is everything, make your design statement and your credibility follows. The ultimate, aspirational choice, if the outside shines, the inside must too...

<table>
<thead>
<tr>
<th>Ownable blends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Named blends</td>
</tr>
<tr>
<td>High style, simple design</td>
</tr>
<tr>
<td>Minimalist</td>
</tr>
<tr>
<td>Essential info conveyed</td>
</tr>
</tbody>
</table>
SYSTEMATIC HEALTH, WHAT’S YOUR NUMBER?

Eating and drinking by numbers, which one would you choose to suit your bodies needs? Say what you need and they will select it and deliver.

Numbers and systems
Bespoke solutions
Small portions, carefully delivered
Medicinal indulgence, max taste
Thoroughly good for ‘you’
Feels like a nightclub or a high end bar, yet this is just fab food, made to look ultra premium. Indulgence, sexy, yet simple and natural. Stand out from the crowds…

Black is back
Nighttime appeal
Natural meets nightclub
Premium and aspirational health
Club style design
COLOURFUL EATING

You are what you eat

Eat with your eyes, passionately vibrant colours of the rainbow in accessible food formats and drinks.

Vibrant
Natural
Energising

You are what you eat
MICRO TRENDS AND INNOVATIONS: LOS ANGELES, MARCH 2017