

Commercialising brand experiences

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Carlo Montemarano – Head of Retail Experience, Heygath

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How to move beyond sampling and five ways to generate revenue and immediate ROI from brand experiences.

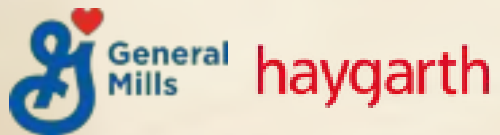
- The importance of understanding your consumer and their shopping behaviour.
- Why you need to continuously remind your target audience of your product and brand values.
- The need to be culturally relevant.
- Combining product sampling with social media activity.
- The rationale for selecting launch retail partners.
- Considering different KPI's for measuring product launches in new channels.



LÄRABAR

6 PRINCIPLES FOR BRAND LAUNCH

POPAI RETAIL CONFERENCE 13.02.2020



SPEAKERS



ARJOON BOSE

General Mills



CARLO MONTEMARANO

Haygarth

MEET LÄRABAR

An American cult classic, LÄRABAR launched into the UK healthy snacking market in 2019





This is Lara, our founder

She's a big hiker. And very intentional about what she puts in her body. She wanted a simple, real food bar that was a joy to eat. She couldn't find one so she made her own, and then shared it with the world. Lucky world

LÄRABAR

IS
FOOD MADE FROM FOOD

(real food)

that

ENLIVENS *the* **SOUL**

therefore

EVERYTHING WE DO
WILL FEED THE SOUL WITH

GOOD THINGS

for the

MIND, BODY, & SPIRIT

*and our intentions will be our
filter for everything we do*

KEEP

**LEARNING &
EXPERIENCING**
THE WORLD

INCLUSIVITY

EAT

CLEAN

The brand has strong values, purpose
and a powerful story to tell

LÄRABAR

General
Mills

haygarth

And it's ethos resonates with a modern tribe of UK consumers



Non-profit organisations |
Self-employed or freelance |
Health & wellbeing brands



Critical, purposeful and determined
to find products that align with her values.

Top 3 Diets:

- Vegan
- Free-from
- Vegetarian

"The Mindful Tribe"



'Recycle and reuse' mindset, combined
with responsible purchasing



Curates multiple media channels to
fuel her interests & curiosity.



Uses her free time to fulfil herself
through inward betterment and
outward connection.

Traveling • Outdoors • Cooking • Reading • Yoga • Hiking

OUR STRATEGY

**Tell the target audience [mindful tribe]
what we are [real food].**

**Prove we live our values
[Mental availability]**

**Show up where they are.
[Physical availability]**



But the healthy snacking market is hyper competitive

We needed to engage a health conscious audience to pay attention to LARABAR.

Through creating brand love, making the brand relevant and seeding our food credentials, we would build credibility and authenticity with our audience.

We needed to inspire people to live more purposeful, intentional lives through clean eating, staying active and being mindful.

We needed to drive relevance and authenticity to lovers of healthy and natural snacking...

...ensuring that we were where our audience would be when they were in the right mindset.

We needed a brand platform that resonated with the health conscious consumer and work with partners and advocates that shared a similar outlook.

So we created...



LESS IS MOREISH



FOOD MADE FROM FOOD

Less is Moreish encompasses what the brand stands for – less ingredients, less nasties, less guilt means more tastes, more indulgence – so delicious that you'll want more.



**TO BE CULTURALLY RELEVANT,
WE NEEDED TO APPEAL TO OUR
AUDIENCE'S PASSIONS**

YOGA



MINDFULNESS



FASHION



**FOR THE LAUNCH TO BE A
SUCCESS WE NEEDED TO
ACTIVATE WITH BOTH AGILITY
AND IMPACT**

SAMPLING & PARTNERSHIPS

WANDERLUST

27th July 2019 Battersea

WANDERLUST





HAPPY PLACE

3rd & 4th August 2019
Chiswick House



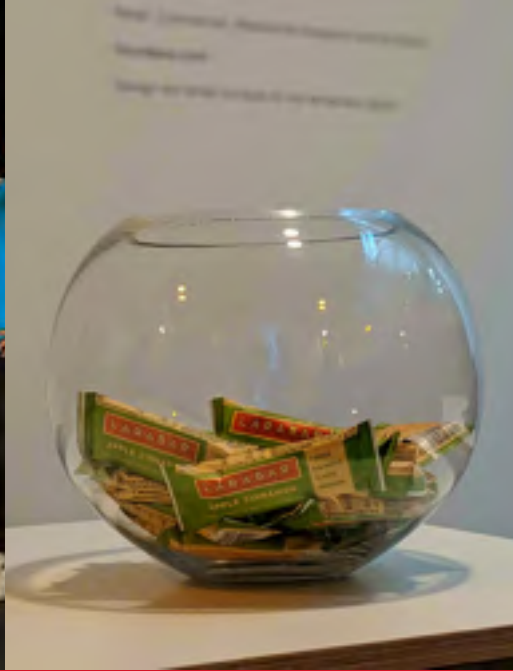


LONDON FASHION WEEK

13th - 17th September 2019

180, The Strand





WIDER PARTNERSHIPS





PR & SOCIAL

**A TRUE INSTAGRAM-FIRST
APPROACH WAS NEEDED TO
SPREAD OUR MISSION**



Just popped into @wholefoodsuk to pick up this little piece of heaven 🍫

LARABAR
PEANUT BUTTER CHOC CHIP
2 DATES 10 PEANUT CHOC CHIP

@larabar

AD

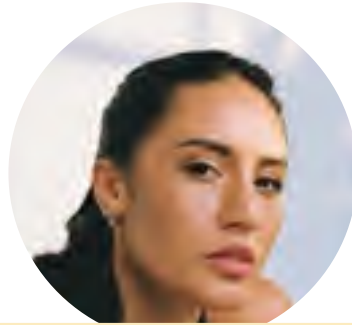
swipe up



WE RECRUITED A LIKE MINDED INFLUNCER SQUAD



NATALIE GLAZE



FAT BUDDHA YOGA



MIND BODY BOWL

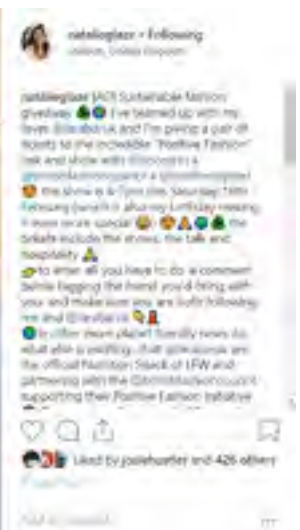
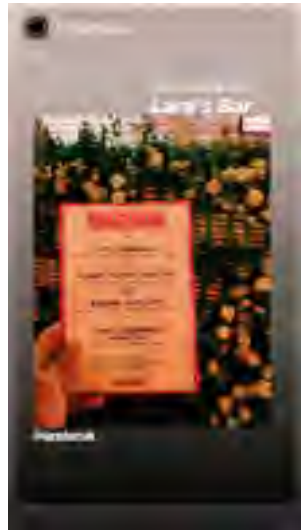


KIM HARTWELL



ADRIENNE LDN

INFLUENCER ACTIVITY



LAUNCH COVERAGE

The launch gained huge PR buzz, as leading media titles shared the news of the cult brand reaching the UK, with titles such as The Daily Mail, The Evening Standard and The Metro covering the news.

Women's Health

DAILY EXPRESS



Daily Mail

POPSUGAR.



METRO

Hip & Healthy

YAHOO!
NEWS

The Grocer

The INDEPENDENT



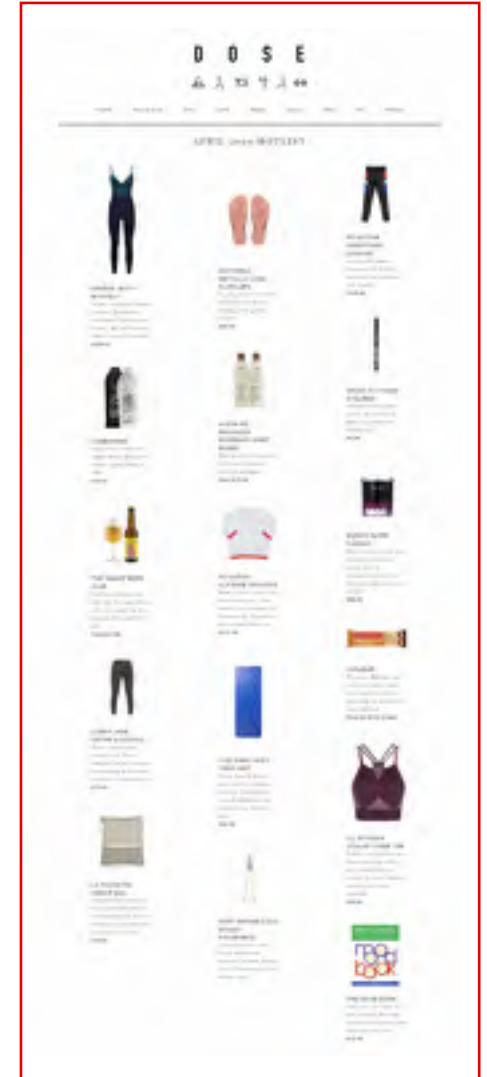
Health & Wellbeing

WELLTODD
GLOBAL WELLNESS NEWS

D O S E
A S T R A ↔



CONSUMER TITLES...



...AND A FEW MORE

Evening Standard.

Larabar Peanut Butter Choc Chip Fruit & Nut Bar

Discover how easy it is to incorporate more fruit and nuts into your diet with Larabar Peanut Butter Choc Chip Fruit & Nut Bar. These bars are made with natural ingredients and are a delicious way to get your daily fruit and nut intake. Find out more about the range of Larabar bars.



LARABAR
PEANUT BUTTER CHOC CHIP
1.1g sugar

Vegan Food

GLORIOUS FOOD



Hip & Healthy

LARABAR Launches In The UK



Discover how easy it is to incorporate more fruit and nuts into your diet with Larabar Peanut Butter Choc Chip Fruit & Nut Bar. These bars are made with natural ingredients and are a delicious way to get your daily fruit and nut intake. Find out more about the range of Larabar bars.



'Cult' US Vegan Snack LARABAR To Launch In Sainsbury's Next Week



The new snack will need to keep up its reputation as a cult favourite in the UK. This is available to launch now.

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Health & Wellbeing

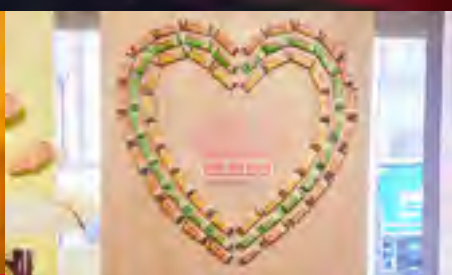
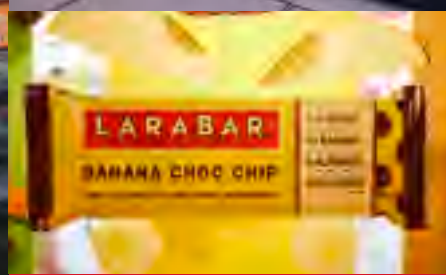
LET'S HAVE A PICNIC



Discover how easy it is to incorporate more fruit and nuts into your diet with Larabar Peanut Butter Choc Chip Fruit & Nut Bar. These bars are made with natural ingredients and are a delicious way to get your daily fruit and nut intake. Find out more about the range of Larabar bars.

RETAIL

WE SUPPORTED OUR RETAIL PARTNERS



IN-STORE SAMPLING

Sainsbury's



WHSmith



WHOLE
FOODS
MARKET

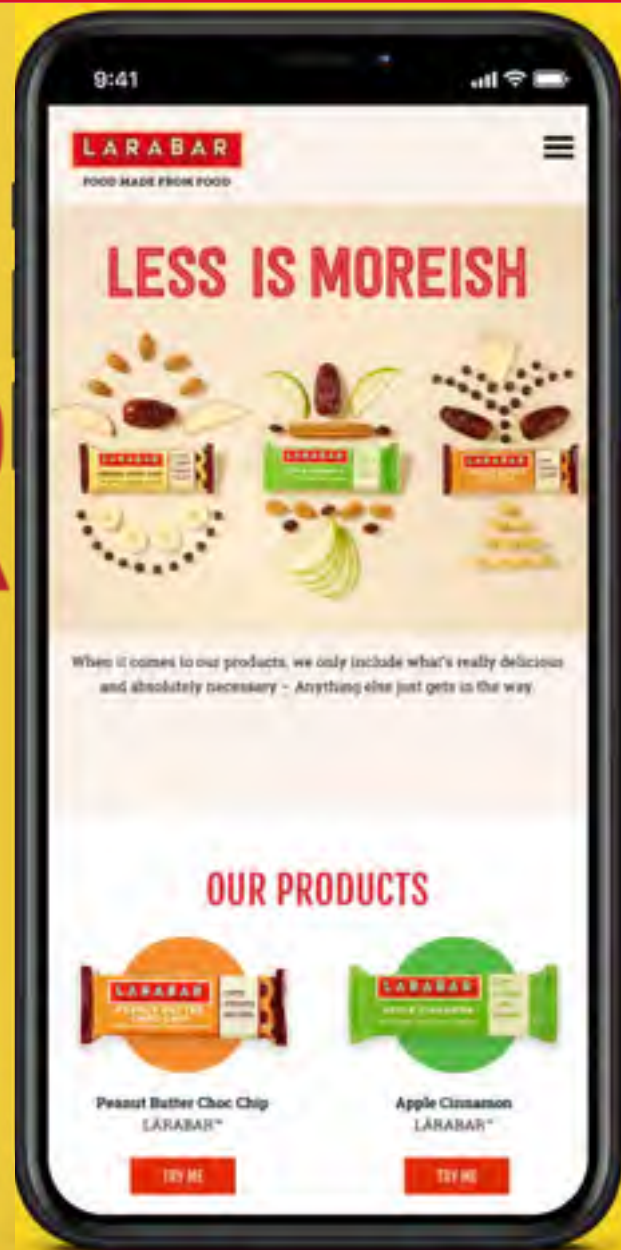


**WE EVEN CREATED A UNIQUE
RETAIL OPPORTUNITY**

THE FIRST EVER DIRECT TO CONSUMER PLATFORM FOR GENERAL MILLS

LARABAR

.SHOP



THE CUSTOMER JOURNEY



SELLING 16 PACKS ONLINE

Plus post-event fulfilment

Campaign branded
LÄRABAR.Shop website



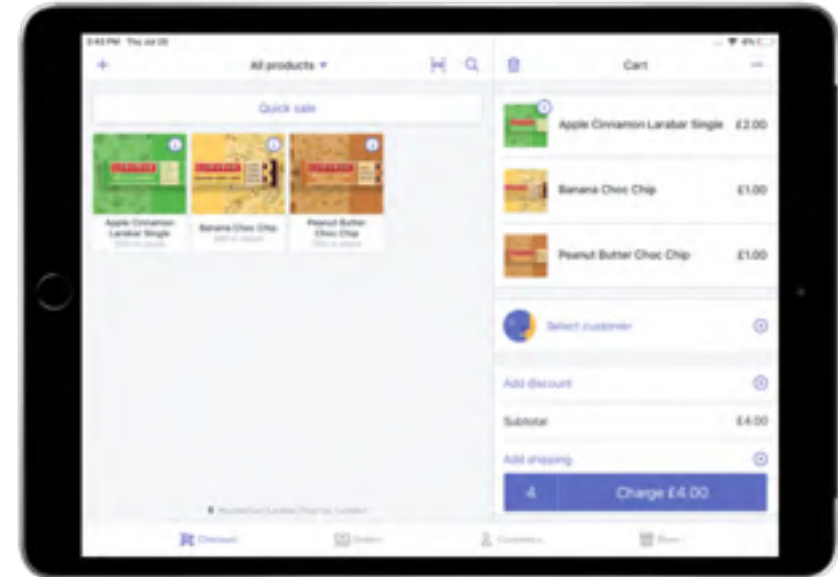
Flyers directing
customers to the site



SELLING SINGLE BARS ON SITE

Plus on-site fulfilment


POS app for selling single bars
with card reader



The platform created a unique pop-up retail solution, allowing us to sell a personalised and unique product offering, plus host tailored content specific to the campaign




LARABAR RECIPES



THE INCREDIBLE BOWL

A flung layer of apple cinnamon sweetness and a tangy berry.


[SEE THE RECIPE](#)



SWEET ACID SHAVED ICE

Sweet bars and oats with delicious berries. MADE IN MINUTES.

[SEE THE RECIPE](#)



MULA CHOC CHIP

Fluffy butter goodness paired with coffee and cacao.

[SEE THE RECIPE](#)

SOPHIEBAR <small>The Ultimate Chewy & Soft Bar</small>	KATIEBAR <small>The Ultimate Chewy & Soft Bar</small>	KRISTIBAR <small>The Ultimate Chewy & Soft Bar</small>	CLAREBAR <small>The Ultimate Chewy & Soft Bar</small>
LILYBAR <small>The Ultimate Chewy & Soft Bar</small>	OLLYBAR <small>The Ultimate Chewy & Soft Bar</small>	PAULBAR <small>The Ultimate Chewy & Soft Bar</small>	MADDIEBAR <small>The Ultimate Chewy & Soft Bar</small>
JAMESBAR <small>The Ultimate Chewy & Soft Bar</small>	ESMERBAR <small>The Ultimate Chewy & Soft Bar</small>	DAVEBAR <small>The Ultimate Chewy & Soft Bar</small>	TOMBAR <small>The Ultimate Chewy & Soft Bar</small>
LISABAR <small>The Ultimate Chewy & Soft Bar</small>	JOBAR <small>The Ultimate Chewy & Soft Bar</small>	SARAHBAR <small>The Ultimate Chewy & Soft Bar</small>	JAYBAR <small>The Ultimate Chewy & Soft Bar</small>
BRADBAR <small>The Ultimate Chewy & Soft Bar</small>	JOONBAR <small>The Ultimate Chewy & Soft Bar</small>	HELENBAR <small>The Ultimate Chewy & Soft Bar</small>	AMYBAR <small>The Ultimate Chewy & Soft Bar</small>
ALEXBAR <small>The Ultimate Chewy & Soft Bar</small>	YASBAR <small>The Ultimate Chewy & Soft Bar</small>	ANNABAR <small>The Ultimate Chewy & Soft Bar</small>	BECKYBAR <small>The Ultimate Chewy & Soft Bar</small>
LIAMBAR <small>The Ultimate Chewy & Soft Bar</small>	HARRYBAR <small>The Ultimate Chewy & Soft Bar</small>	KIMBAR <small>The Ultimate Chewy & Soft Bar</small>	KATEBAR <small>The Ultimate Chewy & Soft Bar</small>
ANNIEBAR <small>The Ultimate Chewy & Soft Bar</small>	JESSBAR <small>The Ultimate Chewy & Soft Bar</small>	NATBAR <small>The Ultimate Chewy & Soft Bar</small>	PHOEBEBAR <small>The Ultimate Chewy & Soft Bar</small>

LET'S RECAP



WHAT WE LEARNT

SIX EMERGING BRAND LAUNCH PRINCIPLES TO LEAVE YOU WITH

1.

START WITH YOUR
CONSUMER AT HEART

2.

LEAD WITH MISSION
(WHERE APPLICABLE)

3.

FEWER, DEEPER, BETTER
(MONEY & ENERGY)

4.

PLAY THE LONG GAME

5.

YOU CAN'T TREASURE
WHAT YOU
DON'T MEASURE

6.

BE YOUR OWN
BRAND AMBASSADOR

QUESTIONS?



THANK YOU