

Since 2002

Carrot Juice®

Steps to success, a proven process.

DISCOVERING		Chemistry/fact-find: We like to start with a chemistry meeting in which we answer any questions you may have and get to know more about you and your challenges and ambitions. After this meeting you will receive a written audit outlining the project, schedule, costs and opportunities.
		Discovery day: On the discovery day we delve much deeper and facilitate a session of approximately half a day to brainstorm the brief and brand opportunities and basics. This allows us to get under the skin of where the brand should sit and have a clear understanding of the brief and the requirements and objectives going forward.
CREATING		Exploration: In this stage we present a broad range of initial visual concepts for brand names, brand design and packaging and visually explore how these can be presented. The purpose of this stage is not to find a solution but to explore the proposition and further develop the opportunities.
		Design presentation: Following feedback on initial concepts, we will develop the routes to next stage and present design recommendations of how the preferred routes may be implemented. The development stage often requires several stages to complete until all elements are agreed.
IMPLEMENTING		Design development: In this stage we will finalise the chosen brand route and develop the most appropriate executions for packaging, promotion and digital communication.
		Design sign-off: Once all elements of the brand design are agreed, we finalise and supply all brand assets.
DELIVERING		Roll-out: Brand assets are then used for roll out to all required collateral including signage, packaging ranges, point of sale, sales presenters and digital platforms.
		Sales support: With all required collateral established, we will bring our expertise to the fore developing strategies for approaching retailers, meeting with buyers, promoting the brand on social media and digging for further opportunities.
ADAPTING		Adapt: Review and plan next steps: Post launch we keep a keen eye on the development and reach, looking for future opportunities to promote the business and build the brand.

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