

The logo for 'Rooted Living' is centered on a light cream background. The word 'Rooted' is written in a large, dark blue, cursive-style font. Below it, the word 'LIVING' is written in a smaller, dark blue, all-caps, sans-serif font. The text is framed by a decorative border of thin blue lines, featuring stylized leaves and small, simple flowers.

Rooted
LIVING

A dark blue horizontal banner spans the width of the slide. It features several pieces of golden-brown granola with dark chocolate chips scattered around the edges. The text 'BRAND STRATEGY ANALYSIS' is centered in a bold, light yellow, all-caps, sans-serif font.

BRAND STRATEGY ANALYSIS

Team 1: Hannah Axtell, Ondine Finley, Emily Tsao, Jodi Au, Elina Xiao

AGENDA

01. Company Background

Problem

Solution

Target Market

Industry

Competitive Landscape

02. Brand Strategy

Brand Dimensions

Brand Positioning

Perceptual Map

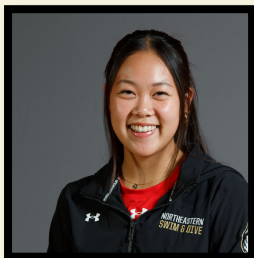
Brand Associations

S.W.O.T Analysis

MEET THE TEAM



Ondine Finley
Copy Editor
Slide Designer



Jodi Au
Project Manager



Hannah Axtell
Client Liaison



Emily Tsao
Data Manager



Elina Xiao
Slide Designer

TEAM 1



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Rooted
LIVING

The bottom section of the slide has a solid pink background. It features several clusters of small, dried, golden-brown flowers scattered in the corners. The main text is centered in a bold, black, sans-serif font.

01. COMPANY BACKGROUND

PROBLEM STATEMENT



There is a gap in the market for **sustainably-packaged** snacks with **clean ingredients** that taste good. Most snacks on the market are either full of processed ingredients or are wrapped in single-use plastic that hardly ever gets recycled.

“I started Rooted Living when I was 19 because I was tired of making sacrifices every time I snacked. Either my snacks were packed with impossible to pronounce ingredients or wrapped in single-use plastic, a major environmental pollutant.”

-Rachel Domb, Founder of Rooted Living

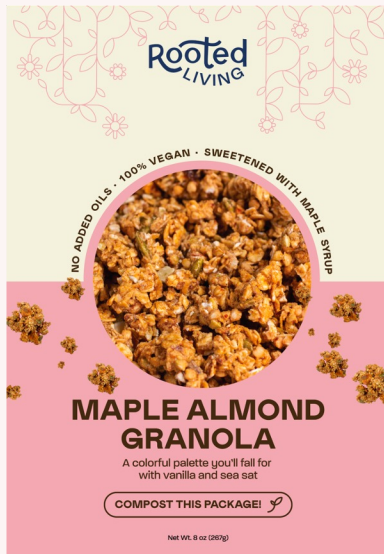


SOLUTION

100% Compostable

Plastic takes hundreds of years to break down

Rooted Living's packaging takes three months



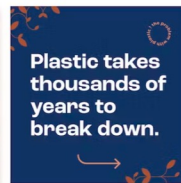
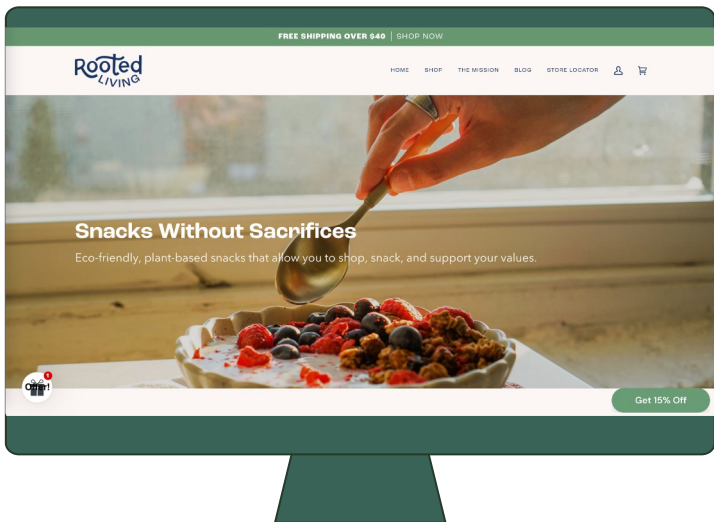
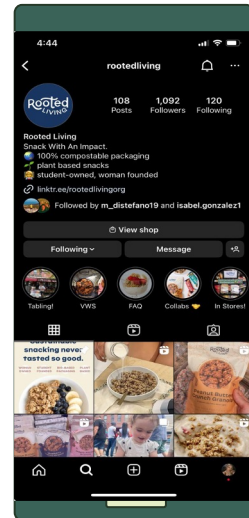
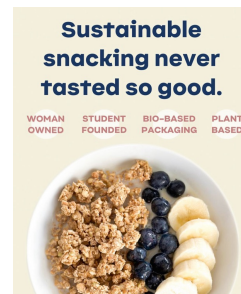
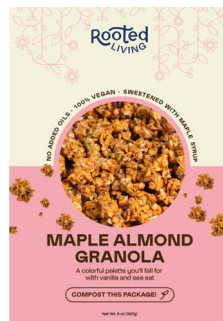
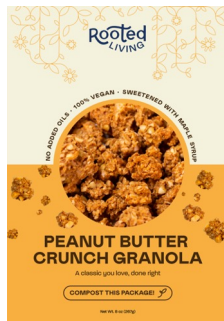
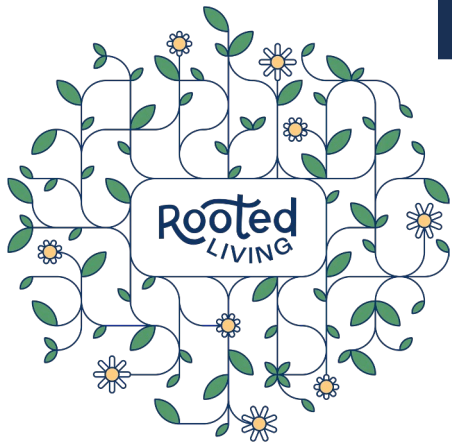
No Refined Ingredients

Instead of sugar we use maple syrup

Instead of oil we use nut butter

BRAND ELEMENTS

Rooted
LIVING



TARGET MARKET

Primary

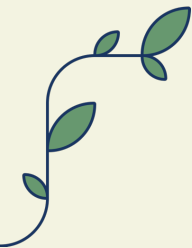
18-24 years old

- Engage with most on social media
- Interests lie in personal health and well-being + environmental and social causes

Secondary

35-55 years old

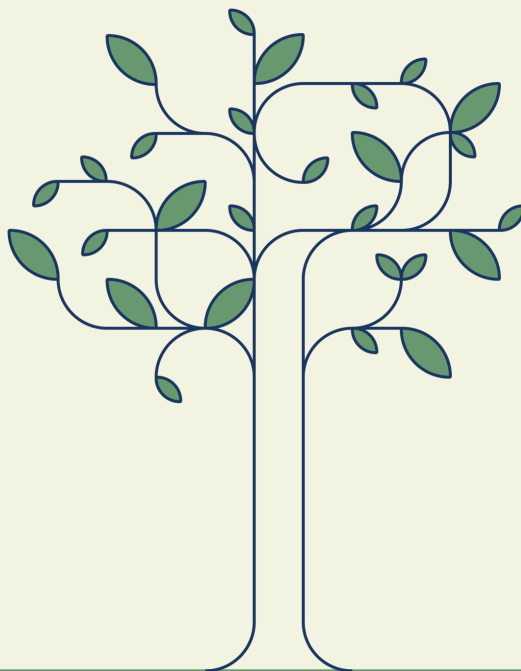
- Find RL through retail + marketplaces
- Looking for healthier snacks for their family, may already engage in sustainable practices like composting





Aloe

College student who cares about sustainability, is athletic, engages with businesses in her community, needs more education about sustainability, composting, and how to dispose of packaging



Rebecca

Young parent who wants more healthy options for her family, lunch for her children, has her own composting or recycling, does sustainable practices already

TARGET MARKET PERSONA

INDUSTRY

Rooted Living product category: Vegan granola product

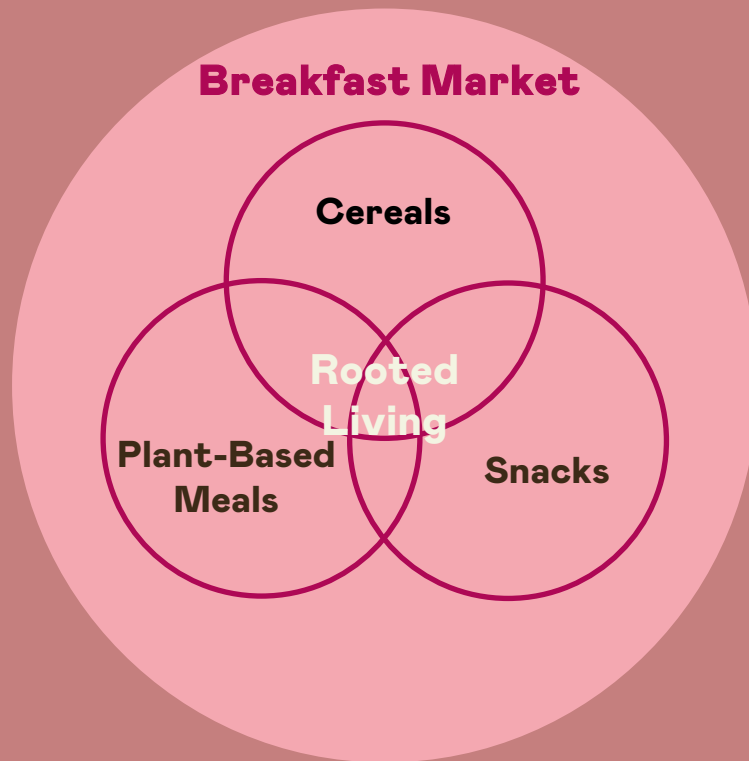


- The granola market is a segment of the breakfast cereals market
- Rooted Living competes with various cereal products, such as: ready-to-eat cereals, hot cereals, granola, muesli, and cereal bars
- The US granola market size was valued at USD 1.2 billion in 2023
- The share of vegan consumers in the US was estimated at 3% in 2020

INDUSTRY

The granola market can be segmented by product type and application:

- By product type, the market can be divided into bars, mixes, and cereals.
- By application, the market can be classified into breakfast, snack, gratins, fruit crisps, salads and trail mix.



COMPETITIVE LANDSCAPE



Brand	Rooted Living	88 Acres	Kind	
Product Type	Granola	Granola bars, seed butters and dressings	Granola bars, clusters, breakfast cereals, and nut butters	
Position	Compostable packaging, free refined ingredients and support your values.	Seed-based, allergy-friendly, and vegan products	Healthy, delicious, and transparent products	
Price	\$9	\$7.99	\$17.98/3bags	
Mission	Compostable packaging and snacks that are free of any refined ingredients, allowing you to shop, snack, and support your values.	Everything made in an allergen-friendly Bakery to foster a more inclusive and empowered community.	Creating a kinder and healthier world - one act, one snack at a time	
Target Audience	People who value personal health and well-being / environmental issues	People with dietary restrictions who appreciate natural and organic food	People who value nutrition and have an active lifestyle	
Distribution Channel	Online & Local Boston Stores	Online, Whole Foods	Online, Walmart, Target, and Costco.	

COMPETITIVE LANDSCAPE



Brand	Special K	Nature Valley	Purely Elizabeth	
Product Type	Cereal, Bar	Granola, Snack Bar	Granola, oatmeal, cereal, and bars	
Position	Low-fat, high-protein, and nutritious product that can help consumers lose weight or maintain a healthy lifestyle.	Easy to carry, made with natural ingredients	Regenerative agriculture, superfoods, and collagen	
Price	\$5.99	\$5.49	\$7.99	
Mission	Create better days and a place at the table for everyone through our trusted food brands	Inspire consumers to enjoy nature and live a healthy and balanced lifestyle. Supports nature conservation and outdoor activities through partnerships and initiatives.	Believes that food can heal. When you eat better, you feel better.	
Target Audience	Young to middle-aged women who are interested in losing weight	25-35 years old, pre-family professionals who are on the go and support nature conservation	People with dietary restrictions or are health conscious	
Distribution Channel	Amazon, Major Retailers	Amazon, Target, Walmart, major retailers	Online, Whole Foods	

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Rooted
LIVING

The bottom section of the slide has a solid orange background. On the left and right sides, there are clusters of caramel popcorn. The central text "02. BRAND STRATEGY" is written in a bold, black, all-caps, sans-serif font.

02. BRAND STRATEGY

BRAND DIMENSIONS

Brand Purpose

- Rooted Living's purpose is to promote **sustainable** and **healthy** living in the Boston community through **plant-based** products that nurture your body, soul, and the environment.

Brand Vision

- Rooted Living envisions becoming a well-established and widely recognized Boston-based company known for sustainability, plant-based living, health, wellness, and community prosperity.

Brand Mission

- Rooted Living is committed to offering high-quality, plant-based products with eco-friendly packaging, supporting local businesses, educating about sustainability, and innovating in line with eco-conscious goals.

BRAND DIMENSIONS

Brand Values

- Rooted Living values sustainability, community, health, and **innovation** as it strives to make eco-friendly, plant-based living accessible.

Brand Personality

- Rooted Living embodies "The Caregiver" archetype, demonstrating nurturing, **responsibility**, and compassion in its approach to sustainability, community engagement, and health & wellness.

Brand Voice

- Rooted Living's communication is friendly, informative, and environmentally conscious, reflecting its mission to **educate** and **inspire** its audience about sustainable living.

BRAND POSITIONING

Points-of-Parity:

- Similar proposed health benefits to other brands
- Overlapping Target Markets with other granola brands
- There are a selection of vegan and gluten free product offerings existing in the market

Points-of-Difference:

- Ingredients (no sugar and oil)
- Vegan, plant based, gluten free, etc.
- Compostable packaging
- Smaller portions (8oz versus 11oz)
- Only three flavor profiles (i.e., blueberry lemon, peanut butter crunch)
- Apparel (t-shirts, tote bags)
- Offers blog posts to customers with recipes using their products
- Small local business



Compostable
Packaging



5g Plant
Protein



Gluten
Free



Vegan



No refined
sugars



Student
Founded



Woman
Owned



No added
oil

POSITIONING STATEMENT

“For the eco-minded health-conscious snackers in the US who aim to snack with intent while minimizing their environmental impact without compromising dietary choices, Rooted Living provides snacks that are free of any refined ingredients that utilizes compostable packaging because we believe you should be able to shop, snack, and support your values.”

“Snack with an Impact”



Compostable
Packaging



5g Plant
Protein



Gluten
Free



Vegan



No refined
sugars



Student
Founded



Woman
Owned



No added
oil

PERCEPTUAL MAP



Compostable
Packaging



Refined/Processed
Ingredients

Non-Refined
Ingredients



purely
elizabeth.



Non-compostable
packaging

BRAND ASSOCIATIONS

Health

Plant-Based &
Gluten Free

No refined
ingredients

Sustainability

Compostable
packaging

Innovation

Woman owned

Student founded

Desired Associations

- To be more easily accessible (i.e., can only be ordered online or purchased locally)
- Known as a reputable Boston small business
- Good value for your money

S.W.O.T. ANALYSIS



Strengths

- **Healthy** - free of any refined ingredients
- **Plant-based** - excluded all animals products & minimal
- **Eco-friendly packaging** - 100% compostable packaging



Opportunities

- **Focus on vegan** - should start working to divert its marketing efforts towards this group
- **Local stores** - collaborate with more local store
- **Product extension** - e.g. ready-to-eat cereals, hot cereals, granola, muesli, cereal bars, and cereal cups

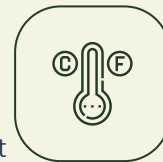
Weaknesses

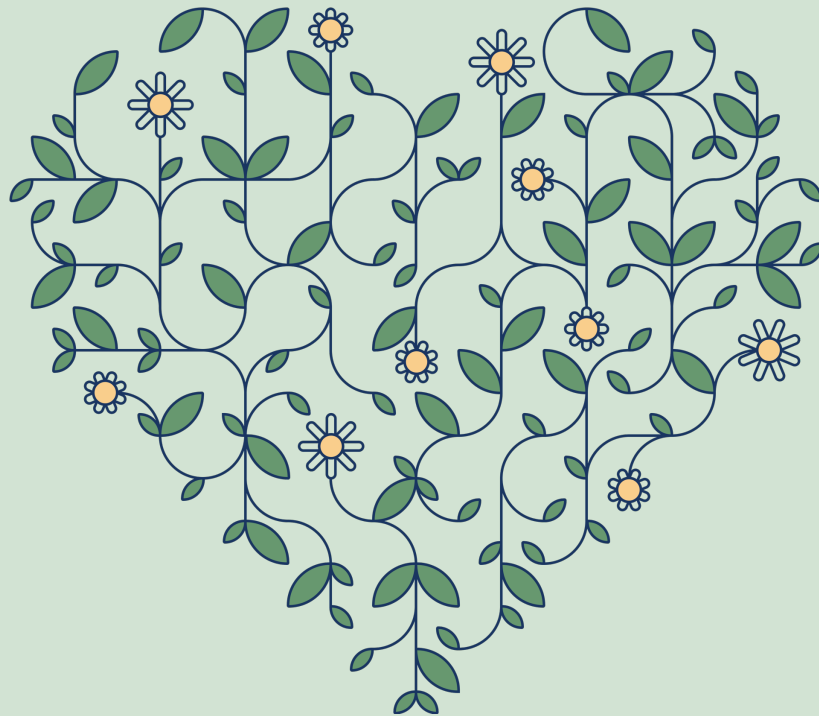
- **Limited product portfolio** - small range of snack products
- **Geographic coverage** - store location only occur in MA
- **Limited brand awareness** - lack the recognition and trust that established competitors enjoy



Threats

- **Competition** - challenging to differentiate itself & gain market share
- **Price sensitivity** - higher production costs lead to higher prices
- **Regulatory Compliance** - maintain the same quality and health regulation





Thank you!

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