

A decorative border of thin blue lines featuring stylized leaves and small flowers, framing the central text.

Rooted
LIVING

A dark blue background with several golden-brown, textured clusters scattered around the text, resembling granola or cookie pieces.

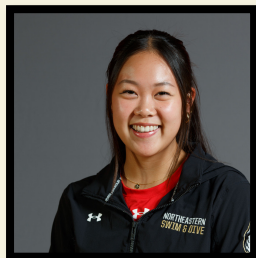
**BRAND GROWTH
OPPORTUNITIES & TESTING**

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

MEET THE TEAM



Ondine Finley
Slide Designer



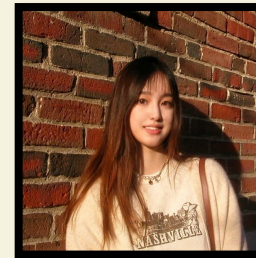
Jodi Au
Project Manager



Hannah Axtell
Client Liaison



Emily Tsao
Data Manager



Elina Xiao
Copy Editor

TEAM 1



AGENDA



The logo for 'Rooted Living' is centered in a dark blue, serif font. The word 'Rooted' is on the top line, and 'LIVING' is on the bottom line in a smaller, all-caps font. The background is a light beige color with a repeating pattern of thin, golden-brown lines forming stylized leaves and flowers.

Rooted
LIVING

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

**01. BRAND PORTFOLIO
ANALYSIS**

BRAND PORTFOLIO

Product Visual Hierarchy



MARKET COVERAGE

By Types:

- Cereals
- **Bars (Brand Growth Opportunity)**
- Popular among people who participate in outdoor activities like hiking since they are light, healthy, high in calories, and easy to store (Allied Market Research, para. 1)

By Flavors:

- Primary: blueberry lemon, maple almond, peanut butter crunch
- Secondary (Granola Bars Market Report Highlights):
 - Fruits flavor
 - Nuts flavor
 - Spice flavor
 - Other flavor

By Distribution Channels:

- Online stores
- Grocery store/hypermarket
- **Subscription box (Brand Growth Opportunity)**
- Most subscribers come from the younger age groups. They are the most active social media group, making it easier for companies to advertise their services (Subscription Box Market 2024-2032, para.9)

By Ages:

- Primary: 18-24 year olds
 - engage with most on social media & interests lies in personal health and well-being + environmental and social causes
- Secondary: 35-55 year olds
 - Find RL through retail + marketplaces
 - Looking for healthier snacks for their family, may already engage in sustainable practices like composting

EXPANSION OPPORTUNITIES

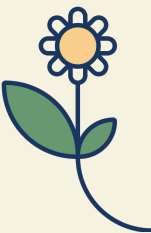
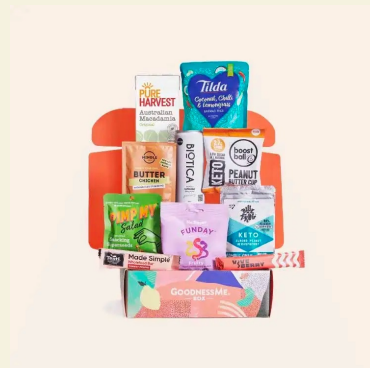
1. Category Extension

- Use leftover granola products to make granola bars
 - Maximize market coverage so that no potential customers are being ignored



2. Subscription Box

- Partner with a nationwide clean health or environmentally-focused subscription box company
- Minimize brand overlap so brand aren't competing among themselves



S.W.O.T. ANALYSIS



Strengths

- **Healthy:** free of any refined ingredients
- **Plant-based:** contains no animal products
- **Eco-friendly packaging:** 100% compostable packaging



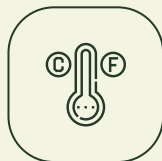
Weaknesses

- **Limited product portfolio:** small range of snack products
- **Geographic coverage:** in-person shopping in Boston only
- **Limited brand awareness:** lacks recognition and trust that established competitors have



Threats

- **Competition:** challenging to differentiate & gain market share
- **Price sensitivity:** new product - higher production costs - higher prices
- **Regulatory Compliance:** maintaining quality and ingredients
- **Scaling:** less focus on original product



Opportunities

- **Category extension:** cereals, granola bars, muesli, shake mix
- **Distribution:** collaborate with local Boston stores, introduce new ways to get product
- **Brand Revitalization:** influencer marketing, education, building community



The logo for 'Rooted Living' is centered on a light pink 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 background is decorated with faint, light pink line art of vines, leaves, and flowers.

Rooted
LIVING

Several clusters of dried cannabis buds are scattered in the bottom left corner of the slide.Several clusters of dried cannabis buds are scattered in the bottom right corner of the slide.

**02. BRAND GROWTH
OPPORTUNITIES**

BRAND GROWTH OPPORTUNITY #1

Category Extension

- Rooted Living **granola bars** made with leftover granola product.
- Differentiating from the market similar to granola with their dedication to **no refined ingredients** and **100% compostable** granola bar packaging.
- Granola bars market was valued at USD 4.56 billion in 2022 and is expected to reach the value of USD 5.97 billion by 2030, at a CAGR of 4.87% during the forecast period of 2022 to 2030 (Granola Bars Market Report Highlights)
- **Desired Brand Associations:** Satiating, high-quality, iconic, giftable, sustainable, nutritious, delicious.



Ansoff's Growth Matrix: Product Development Strategy

		Products	
		Existing	New
Markets	Existing	Market Penetration Strategy	Product Development Strategy
	New	Market Development Strategy	Diversification Strategy

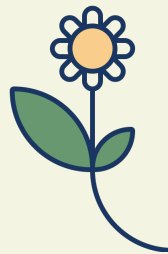
BRAND GROWTH OPPORTUNITY #2

Distribution & New Subscription Box Model

Key Steps:

1. Rooted Living to partner with a nationwide **clean health** or **environmentally-focused** subscription box company (like Goodness Provisions or Simply Earth).
2. Rooted Living to pursue Boston-based stores and online retailers (like Thrive Market).

Desired Brand Associations: accessible, high-quality, recognizable, giftable, delicious, something special to look forward to.



Ansoff's Growth Matrix: Market Development Strategy

		Products	
		Existing	New
Markets	Existing	Market Penetration Strategy	Product Development Strategy
	New	Market Development Strategy	Diversification Strategy

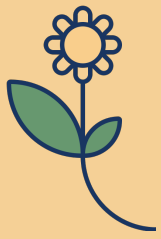
A decorative border in dark blue line art surrounds the central text. It features stylized vines with leaves and small, multi-petaled flowers. The border is symmetrical and frames the text.

Rooted

LIVING

A dark blue horizontal band at the bottom of the page. It features several clusters of golden-brown, textured food items, possibly granola or cookies, scattered around the central text.

03. METHODS



RESEARCH PURPOSE

Looking to execute:

- As **diverse** of a sample as possible within our two key target markets
- Sample people **living in Boston**
- As **large** of a sample size as possible
- Understanding of ideal Rooted Living consumer preferred **usage situation**
- Understanding of how much target markets value the **sustainability** of the product
- Understanding of how much target markets value the **health** and quality of **Ingredients** of the product

Looking to gain more info on:

- **Existing brand associations** with Rooted Living
- Insight into the **ideal Marketing Mix** (4 P's: Product, Price, Place, and Promotion)
- Brand associations with our two **new BGOs**
- Interest in each brand growth opportunity from our two main **target markets**:
- Willingness to buy their **granola vs. a granola bar**
- **Likelihood of subscribing** to the new subscription box method

METHODS

Qualtrics Survey

Capture Two **Target Markets:**

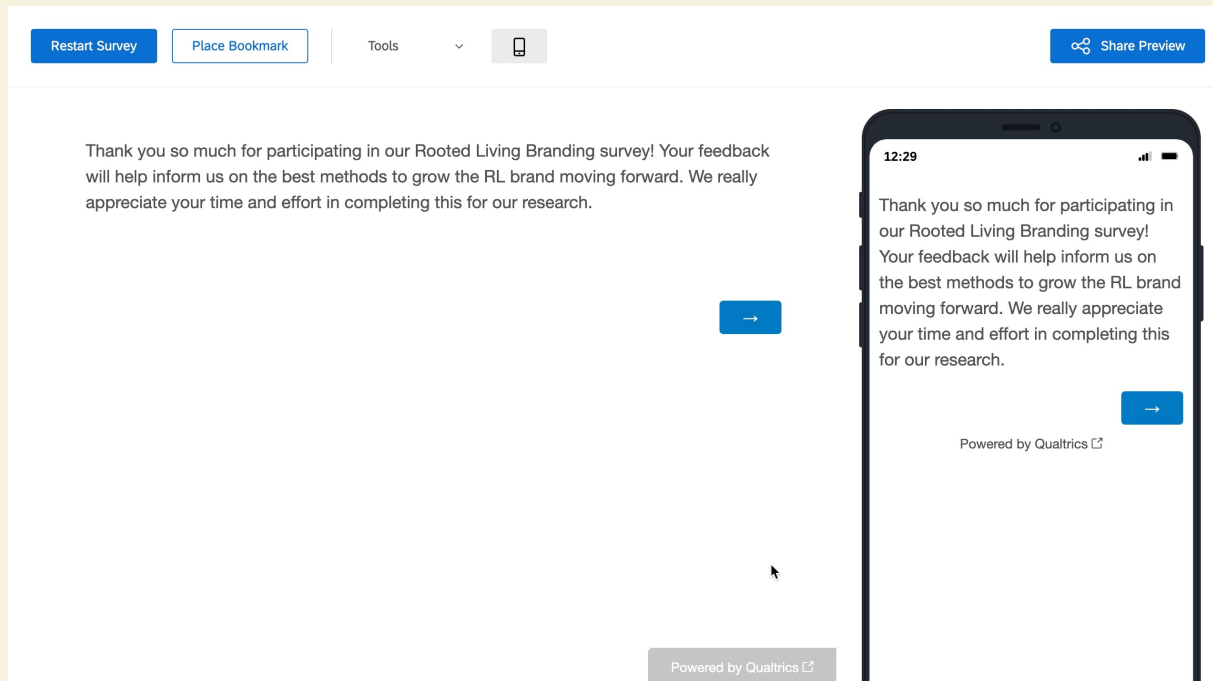


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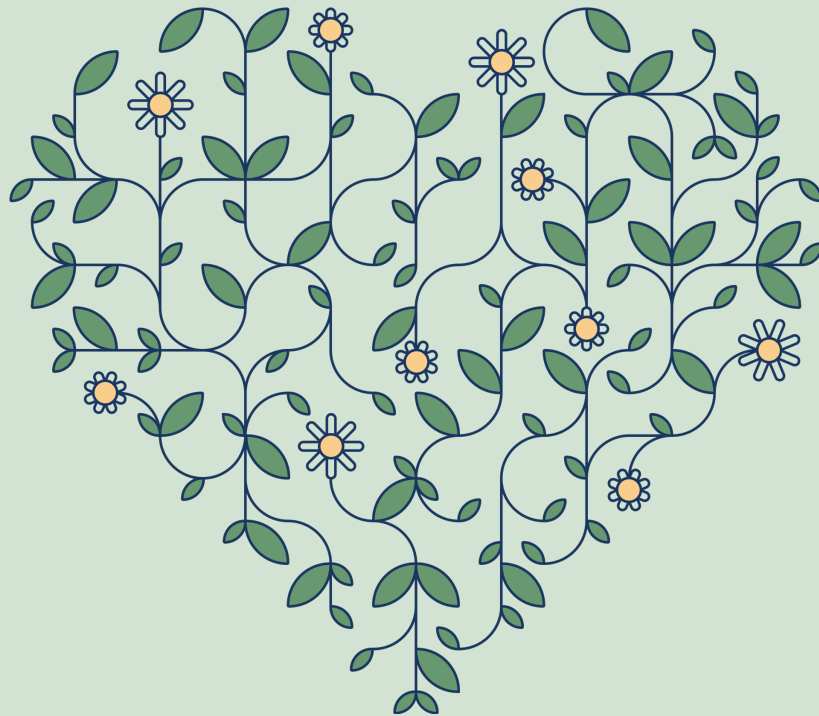
Sampling Technique: Qualtrics, convenience sample dispersed through our networks

Ideal outcome: 50+ responses

DATA COLLECTION



Qualtrics Draft Survey Preview



Thank you!

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