

A decorative pattern of thin blue lines forming stylized vines, leaves, and flowers, framing the central text.

**Rooted**  
LIVING

A dark blue background with several pieces of golden-brown cookies scattered around the text.

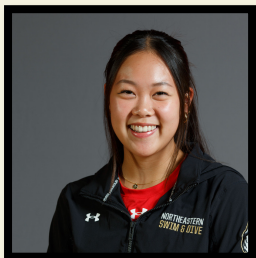
# BRAND STRATEGY PITCH

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

# MEET THE TEAM



**Ondine Finley**  
Slide Designer



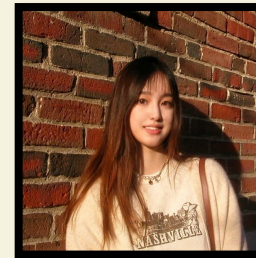
**Jodi Au**  
Project Manager



**Hannah Axtell**  
Client Liaison



**Emily Tsao**  
Data Manager



**Elina Xiao**  
Copy Editor

**TEAM 1**



# AGENDA



## 01. Background

Problem

Solution

Target Market

## 02. Brand Positioning

Industry

Positioning Statement

## 03. Brand Portfolio

Market Coverage

Associations

S.W.O.T. Analysis

Expansion  
Opportunities

## 04. Brand Growth Opportunities

BGO 1

BGO 2

## 05. Research

Purpose

Methods

Primary Data

Secondary Data

## 06. Brand Marketing Plan

Metrics

Strategy  
Recommendations

The logo for "Rooted Living" is centered on a white 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 a repeating pattern of thin, gold-colored lines forming stylized leaves and flowers.

**Rooted**  
**LIVING**

The bottom section of the image has a solid orange background. On the left and right sides, there are several clusters of caramel, some large and some small, scattered across the space. The text "01. COMPANY BACKGROUND" is centered in a bold, black, sans-serif font.

**01. COMPANY  
BACKGROUND**

# PROBLEM STATEMENT



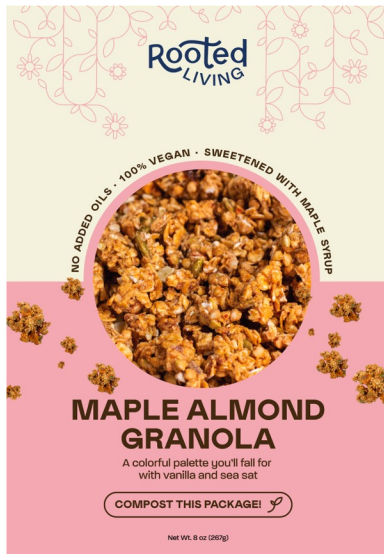
There is a gap in the market for **sustainably-packaged** snacks with **clean ingredients** that taste good. Most snacks on the market are either full of processed ingredients or are wrapped in single-use plastic that hardly ever gets recycled.

# SOLUTION

## 100% Compostable

Plastic takes hundreds of years to break down

Rooted Living's packaging takes three months



(Rooted Living, n.d.)

## No Refined Ingredients

Instead of sugar we use maple syrup

Instead of oil we use nut butter

# TARGET MARKET

## Primary

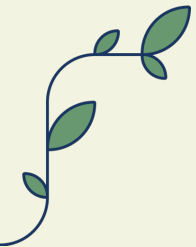
### 18-24 years old

- Interests lie in personal health and well-being + environmental and social causes
- 49% of Gen Z eat snacks to boost their moods while 30% agree they are a convenient meal replacement

## Secondary

### <18 years old; 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 Gomez



(SportsEngine, n.d.)

## Demographic

- 21 years old
- Female
- Northeastern University
- Student-Athlete

## Geographic

- Lives in the Back Bay neighborhood of Boston, MA
- Travels around the state and country for her games

## Psychographic

Rooted  
LIVING

- **Passionate about sustainability**
- Engages with small businesses
- Invested in her local community

## Behavioral

- Looking to minimize her carbon footprint
- Prefers purchasing sustainable products
- **Brings convenient snacks to practices and games**

# TARGET MARKET PERSONA 1




## Rebecca Crumb



### Demographic

- 47 years old
- Female
- Young mother of two

### Psychographic



- Cares about the environment and doing her part to protect it
- **Looking for healthy options for her family**

### Geographic

- Lives in Brookline, MA
- Has lived in New England her whole life

(6 tips, n.d.)

### Behavioral

- **Packs lunches for her kids every morning**
- Composts, recycles, and looks to reduce their production of waste

# TARGET MARKET PERSONA 2

The logo for 'Rooted Living' features the word 'Rooted' 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 of the top half of the slide is a light cream color with a repeating pattern of thin, pink line-art illustrations of vines, leaves, and small 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 POSITIONING

# COMPETITIVE LANDSCAPE



Brand	Purely Elizabeth	88 Acres	Oats Overnight	Rooted Living
<b>Product Type</b>	Granola, oatmeal, cereal, and bars	Granola bars, seed butters and dressings	Overnight Oats	Granola
<b>Position</b>	Regenerative agriculture, superfoods, and collagen	Seed-based, allergy-friendly, and vegan products	Heathy, innovative, customizable	Compostable packaging, free refined ingredients and support your values.
<b>Price</b>	\$7.99 per bag	\$7.99 per bag	\$3.33 per 2.7 oz pouch	\$9 per bag
<b>Mission</b>	Believes that food can heal. When you eat better, you feel better.	Everything made in an allergen-friendly Bakery to foster a more inclusive and empowered community.	To create a new way to enjoy oats with exciting flavors and benefits	Compostable packaging and snacks that are free of any refined ingredients, allowing you to shop, snack, and support your values.
<b>Target Audience</b>	People with dietary restrictions or are health conscious	People with dietary restrictions who appreciate natural and organic food	Adventurous, fitness-focused, oat addicts	People who value personal health and well-being / environmental issues
<b>Distribution Channel</b>	Online, Whole Foods	Online, Whole Foods	Online, Walmart, Target	Online & Local Boston Stores

# BRAND POSITIONING

## Points-of-Parity:

Similar **health benefits**

Overlapping Target Markets

Selection of **vegan** and **gluten free** product offerings existing in the market

## Points-of-Difference:



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 is the only **whole-food snack company** with **fully compostable packaging**, providing products that are **free of any refined ingredients** 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

A decorative border in a light blue line-art style surrounds the central text. It features vertical stems with small, rounded leaves and several stylized flowers with multiple petals.

**Rooted**  
LIVING

The background is a solid dark blue. Scattered around the central text are several pieces of golden-brown cookie crumbs, some with dark chocolate chips, giving the impression of a cookie being broken apart.

**03. BRAND PORTFOLIO  
& ASSOCIATIONS**

# CURRENT BRAND PORTFOLIO

## Product Visual Hierarchy



# BRAND PORTFOLIO ANALYSIS

## Market Coverage

- Organized the market coverage analysis by **types, distributional channel, flavors, and ages**
- Focuses more on product category, and distributional channel
- Also, consider children (under 18 yrs old) as our potential customers

## Future Opportunities

- **Expand Customer Base**
  - **Category Extension - Maximize the market coverage** so that no potential customers are being ignored
- **Maximize Brand Equity**
  - **Subscription Box - Minimize overlap** to avoid competition among themselves



# CURRENT BRAND ASSOCIATIONS

## Health

Plant-Based &  
Gluten Free

No refined  
ingredients

## Sustainability

Compostable  
packaging

## Innovation

Woman owned

Student founded

## Desired Associations

Accessible & Convenient

Reputable Boston small business

Good value for your money

Impactful

# 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

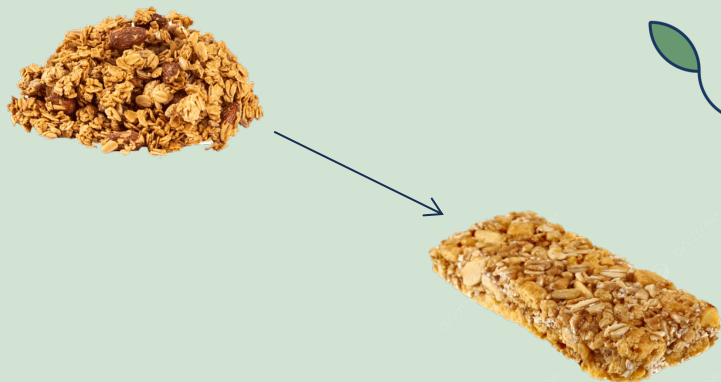
- **Competition:** challenging to differentiate & gain market share
- **Price sensitivity:** new product - higher production costs - higher prices
- **Regulatory Compliance:** maintaining quality and ingredients
- **Scaling:** less focus on original product



# EXPANSION OPPORTUNITIES

## 1. Category Extension

Use leftover granola from manufacturing to make granola bars



## 2. Subscription Box

Partner with a nationwide clean health or environmentally-focused subscription box company



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 of the top half of the slide is a light beige color with a repeating pattern of thin, golden-brown lines forming stylized leaves and flowers.

**Rooted**  
**LIVING**

The bottom half 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.

**04. BRAND GROWTH  
OPPORTUNITIES**

# BRAND GROWTH OPPORTUNITY #1

## Category Extension

- Rooted Living **granola bars** made with leftover granola product, (i.e., smaller pieces that get filtered out of the bagged granola)
- Maintain market differentiation with dedication to **no refined ingredients** and **100% compostable** granola bar packaging.

**Desired Brand Associations:** Satiating, high-quality, iconic, giftable, sustainable, nutritious, delicious.



### Ansoff's Growth Matrix: Product Development Strategy

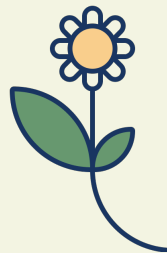
		Products	
		Existing	New
Markets	Existing	Market Penetration Strategy	<b>Product Development Strategy</b>
	New	Market Development Strategy	Diversification Strategy

# BRAND GROWTH OPPORTUNITY #2

## New Subscription Box Model

Rooted Living to partner with a nationwide **clean health** or **environmentally-focused** subscription box company

**Desired Brand Associations:** accessible, high-quality, unique, 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

# SUBSCRIPTION BOX MODEL

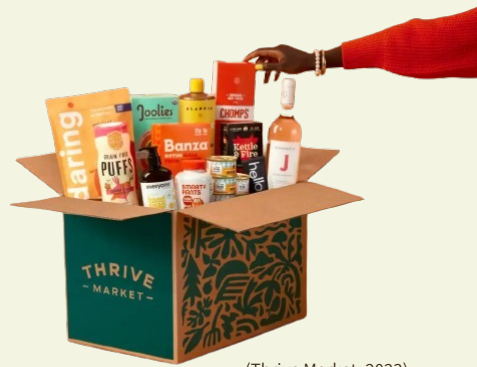
Potential subscription box companies for Rooted Living to partner with:



(UrthBox, 2023)

## UrthBox

Sustainable Snack Box  
\$29.99/box



(Thrive Market, 2023)

## Thrive Market

Wholesome Food at Wholesale  
Prices  
\$12/mo membership



(Runner Box, 2023)

## The Runner Box

Products and Accessories for  
Endurance Athletes  
\$40/box

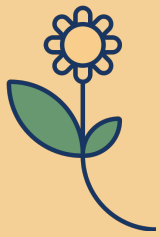


**Rooted**  
LIVING

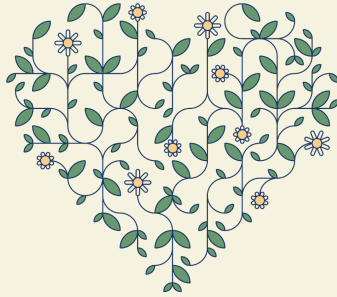


**05. RESEARCH METHODS  
& INSIGHTS**





# RESEARCH METHOD & PURPOSE



## Sampling Technique:

27 question, ~ 3 min. long Qualtrics survey, convenience sample dispersed through our networks

**Ideal outcome:** 50+ responses

## Looking to gain more info on:

- **Existing brand associations**
- New brand associations with our two **BGOs**
- Insight into the **ideal Marketing Mix** (4 P's: Product, Price, Place, and Promotion)
- Attitude towards 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



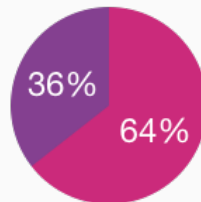
# PRIMARY DATA - PARTICIPANTS

## Qualtrics Survey

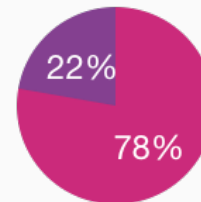
**Total number of participants: 45**

- Age: **29** (18-24 yrs old); **16** (25-60 yrs old)
- Gender: **35** (Female); **10** (Male)
- Location: **22** (Boston-based); **23** (Not Boston-based)
- Occupation: **20** (NU student); **4** (Local Uni student); **19** (Non-student)

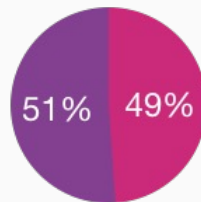
- 18-24 yrs old
- 25-60 yrs old



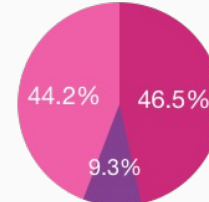
- Female
- Male



- Boston-based
- Not Boston-based



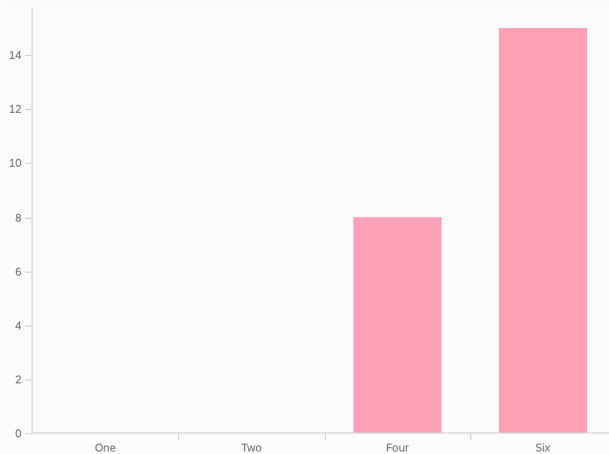
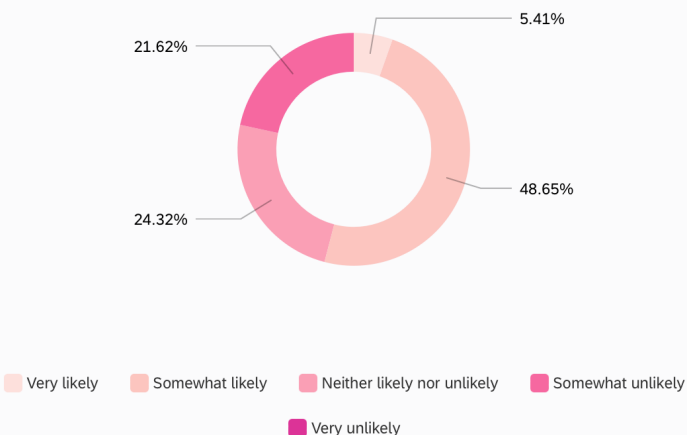
- NU student
- Local Uni student
- Non-student



# PRIMARY DATA – GRANOLA BAR

## Qualtrics Survey

Survey Question: How likely would you be to buy a Rooted Living granola bar over their current granola offerings?



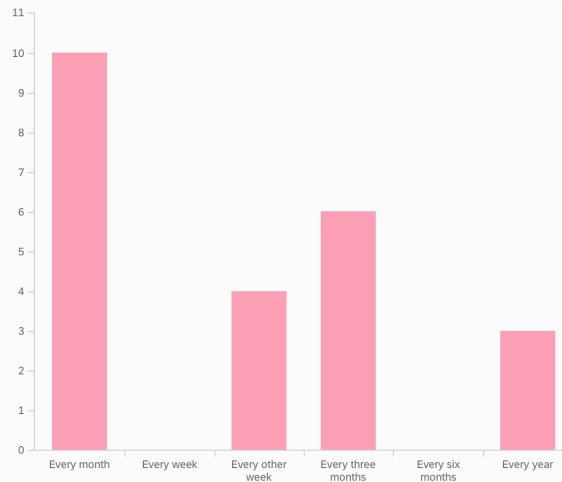
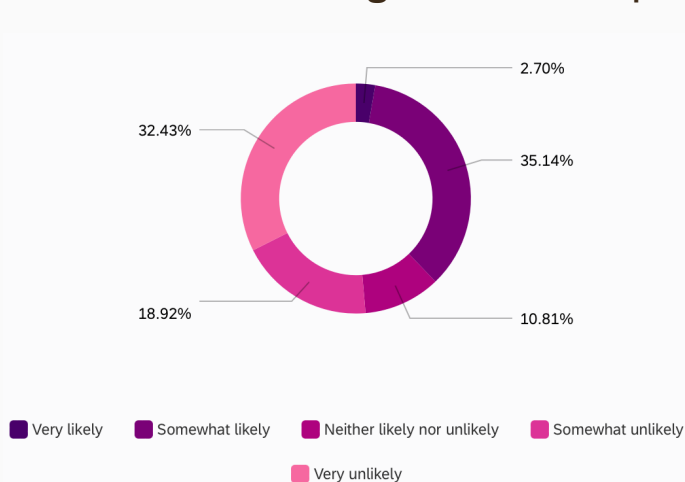
### Key Insights

- **48.65%** of participants (nearly half of them) would **somewhat likely** to buy a Rooted Living granola bar, a BGO strategy product
- Most survey participants associated granola bar with a **healthy, sustainable**, and **convenient** product
- **65%** respondents prefer to buy a **pack of six** granola bar, and **35%** respondents are willing to buy a **pack of four**
- Most respondents willing to pay **\$2** for a 1oz granola bar

# PRIMARY DATA – SUBSCRIPTION BOX

## Qualtrics Survey

Survey Question: How likely would you be to subscribe to a sustainable and health-conscious nationwide monthly subscription box if Rooted Living granola were to partner with one?



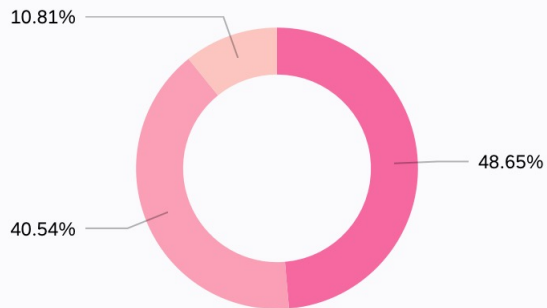
### Key Insights

- **Almost 40%** of respondents would willing to purchase a Rooted Living subscription box, a BGO strategy.
- **Most survey participants** would love to receive a subscription box **every month**, followed by every three months.
- Majority of participants believe that **price influences their purchasing behavior**, so people are more likely to buy when it is **on Sale** or **less than \$30 per month**.

# SURVEY RESULTS

## Qualtrics Survey

Survey Question: Would you be more likely to be a consumer of the Rooted Living granola, granola bar, or sustainable and health-conscious subscription box?



Rooted Living granola
  Rooted Living granola bar
  Rooted Living partner subscription box

### Key Insights

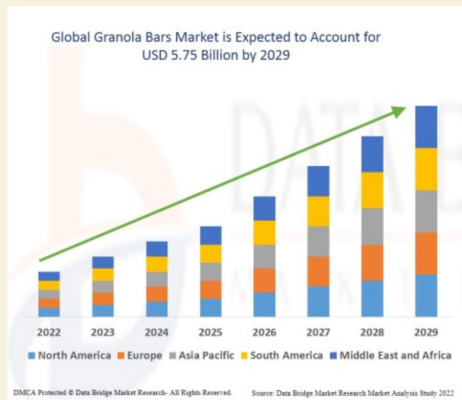
- According to the chart, almost half of the respondents (**48.65%**) are **more inclined to buy granola**, followed by granola bar (**40.54%**) and then subscription box (**10.81%**)
- Compared to the subscription box, **the granola bar will be a better BGO.**
- However, it is **unclear** from our data **why** people prefer to buy granola than granola bar and subscription box.

# SECONDARY RESEARCH

## Category Extension

- 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)
- Granola bars targeted at children showed a **more positive nutrient profile** than those for the general population (Gilbert-Moreau et al., 2021).

However, compared to bagged granola...



(LinkedIn, n.d.)

- \$377.3 million:** US granola bar sales in 1985
- \$722.2 million:** US sales of **just the top granola bar vendor** (Clif Bar & Co.) in 2021
- Consumer insight surveys show that ~65% of **consumers prefer bagged granola over granola bars.**

(Quartz, 2023) (White, 2019)

## BGO Challenges:

- Granola Bar market is highly saturated and highly competitive
- Does little to grow brand awareness for Rooted Living
- Increases production and manufacturing costs for the company

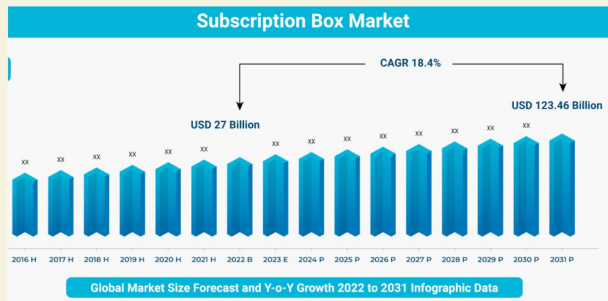
# SECONDARY RESEARCH

## Subscription Box

The global subscription box market size was valued at around USD 27 Billion in 2022 and is projected to surpass **USD 123.46 Billion by 2031**, expanding at a **CAGR of 18.4%** during the forecast period, 2023–2031.

(Reports, n.d.)

- As of 2021, Blue Apron has over **1 million subscribers** and a net revenue of over \$300 million.
- The average US consumer now has four subscriptions.
- Quality and variety are top elements for retention.
- The strongest magnet for new subscribers, cited by 62% of survey respondents, is **good perceived value: the right combination of offerings and pricing.** (Kalantari, 2023) (McKinsey, 2021)



(Reports, n.d.)

## BGO Challenges:

- Balancing profit with an ideal price point for consumers
- Adjusting to increased pressure on manufacturing
- Securing first subscription box collaboration

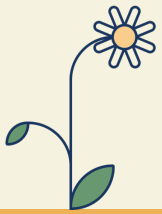
A decorative border in a light blue line-art style, featuring stylized leaves and flowers. The border is composed of vertical stems with leaves and small, multi-petaled flowers, framing the central text.

**Rooted**  
LIVING

A dark blue background with several clusters of golden-brown, textured material, possibly granola or cookies, scattered around the text.

**06. BRAND MARKETING  
PLAN**





# BRAND MARKETING PLAN

## BGO to prioritize: Category Extension

### Product

- Rooted Living **granola bar**
- Produced in current granola flavors
- Made with leftover granola product
- Six granola bars per box

### Price

- **\$12.99 for a box of six** 1.5 oz. granola bars

### Place

- **Integrated Marketing Campaign**
- Collaboration advertised on both the subscription box company's and Rooted Living's content distribution channels
- People prefer to purchase the bars in-store

### Promotion

- Recurring purchases prompts
- Social media giveaways and discount codes
- Sale events near major holidays
- Bulk deals for athletes and teams



# METRICS

## Metrics to Track:

- **Sales Growth:** Measure the sales of granola bars and compared with granola sales
  - **Frequency:** Every month
- **Brand Awareness and Perception:** Consumer awareness and perception of the brand
  - **Method:** Surveys on consumer feedback and brand associations
  - **Frequency:** Each year
- **Customer Engagement:** social media, website traffic, brand's online content interaction
  - **Method:** Social media performance KPIs (reach, shares, likes) on each platform
  - **Frequency:** Each week



## Consumer Questions:

- **Product Satisfaction:** How satisfied are customers with the new granola bar/subscription box?
- **Brand Consistency:** Do consumers feel the granola bar/subscription box aligns with the core values and image of RL brand?
- **Purchase Intent:** Are consumers more likely to purchase a RL granola bar over their competitors?

# BRAND STRATEGY RECOMMENDATIONS

## Key Takeaways:

- **50%** of survey participants said they would be **more likely to be a consumer of granola bars** than granola
- **10%** said they would be a **consumer of the subscription box**
  - Subscription box market is valued at **USD 27 Billion** and is projected to continue to grow

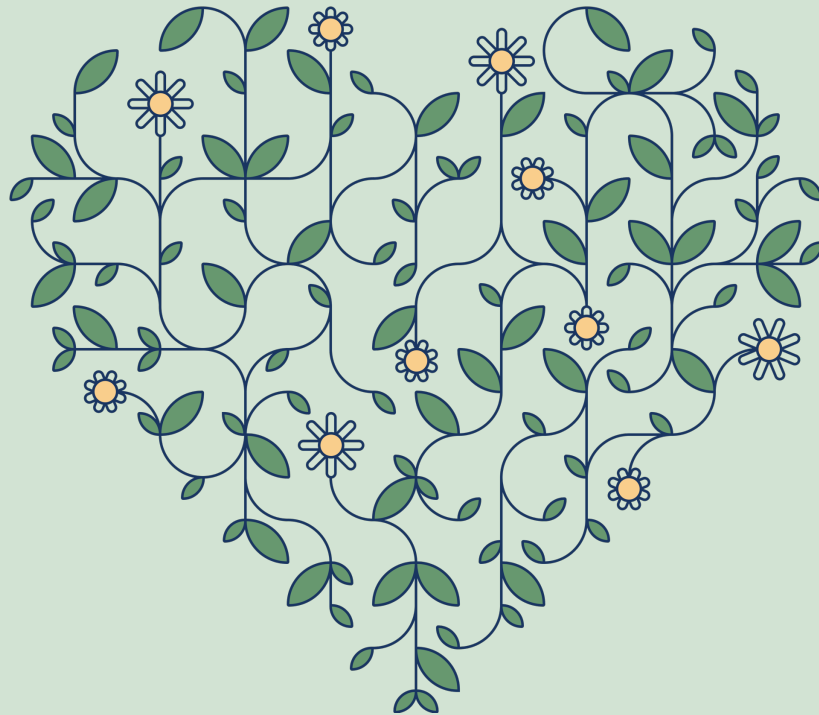


## Recommendations:

### YES, THEN model



1. Establish **greater brand presence, reach, and loyalty** with introduction of granola bars extension
  - Packs of 6, pricing set around \$2 for every 1 oz of granola bar
2. Once the brand has expanded their reach, consumers are **more likely to subscribe** to a subscription box that Rooted Living partners with.
  - Rooted living will also have a **greater depth of product offerings** with both the granola and granola bars



**Thank you!**

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<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/sign-up-now-creating-consumer-and-business-value-with-subscriptions>.

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# APPENDIX

Data Collection Instrument: Qualtrics Survey

The background features a stylized landscape with rolling hills in shades of light orange and yellow. The foreground is filled with various green plants, including tall stems with leaves and smaller flowers with yellow centers. Butterflies are scattered throughout the scene. The sky is white with a fine dotted pattern and contains several soft, white clouds. The text 'Rooted LIVING' is centered in the upper half of the image.

# Rooted

LIVING



**“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

# 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.

# INDUSTRY

## Rooted Living product category: Vegan granola product

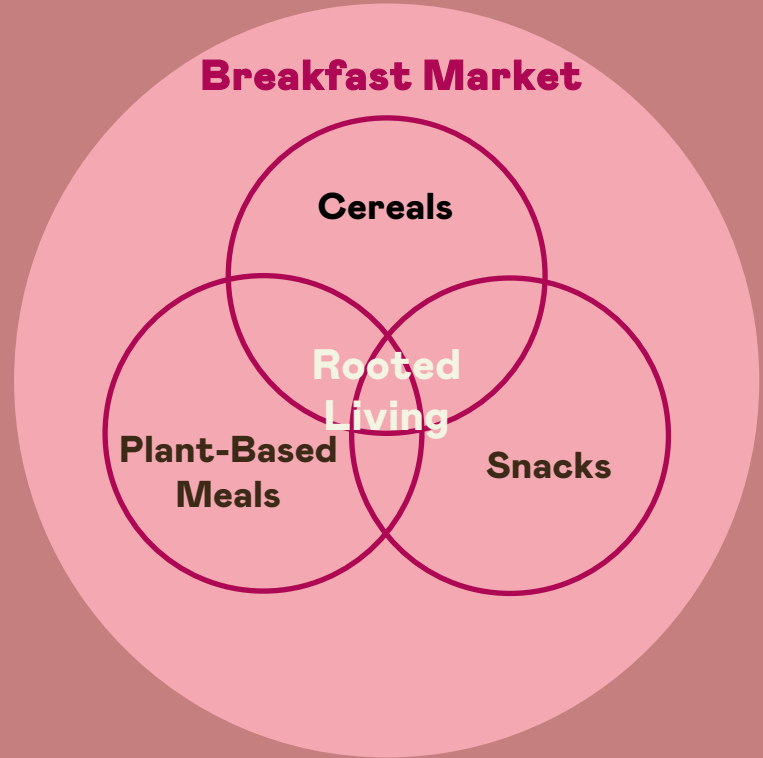


- The granola market is a segment of the breakfast cereals market
- Rooted Living competes with various cereal products, such as: ready-to-eat cereals, hot cereals, granola, muesli, and cereal bars
- The US granola market size was valued at USD 1.2 billion in 2023
- The share of vegan consumers in the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



# MARKET COVERAGE

## By Type

- 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 Distribution Channels

- 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 Flavor

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

## By Age

### Primary: 18-24 year olds

- Engage with most on social media & interests lies in personal health and well-being + environmental and social causes

### Secondary: <18 year olds; 35-55 year olds

- Looking for healthier snacks for their family, may already engage in sustainable practices like composting.

# S.W.O.T. ANALYSIS



## Strengths

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



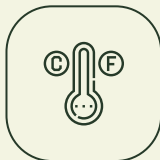
## Weaknesses

- **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:** Rooted Living granola bars
- **Distribution:** Rooted Living collaboration with with a health-focused and sustainable subscription box company



# METHODS

## Qualtrics Survey

Capture Two **Target Markets:**

- **Primary:** 18-24 year olds
  - **Secondary:** 35-55 year olds
- Sampling Technique:** Qualtrics, convenience sample dispersed through our networks
- Ideal outcome:** 50+ responses



# 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

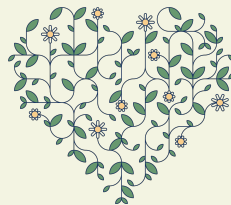


No added  
oil



# BRAND GROWTH OPPORTUNITY #3

## Brand Revitalization



### Key Steps:

1. Rooted Living to pursue building upon their established **brand awareness** with the help of brand **ambassadors** and **influencers**.
2. Rooted Living to create local **brand recognition** and **loyalty** with attending or sponsoring **local events**, festivals, and farmer's markets.
3. Rooted Living to engage in local **educational efforts**, sharing composting **resources** on their website and more.

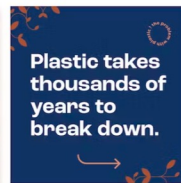
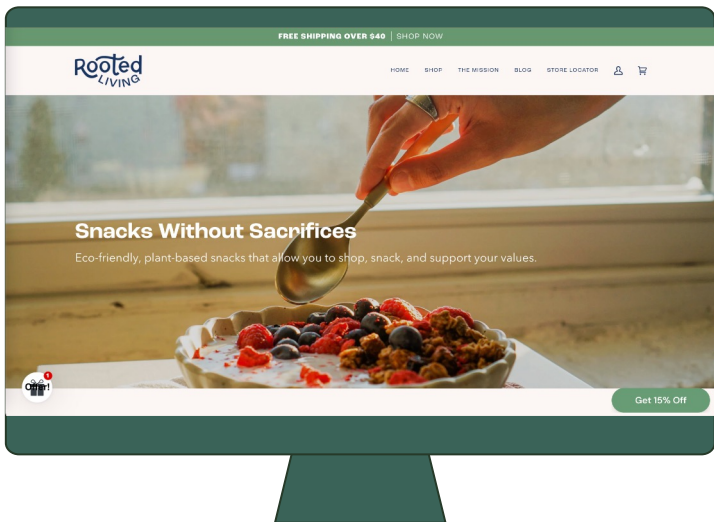
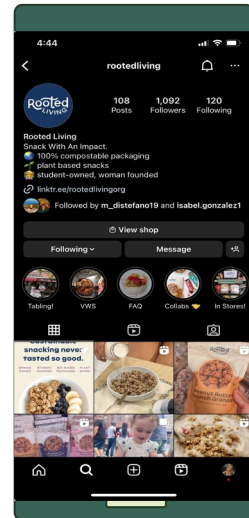
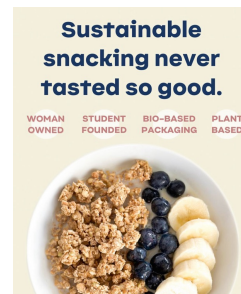
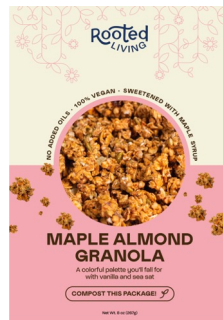
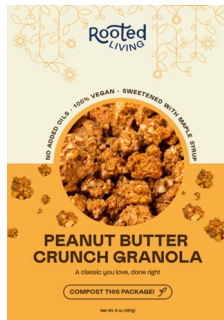
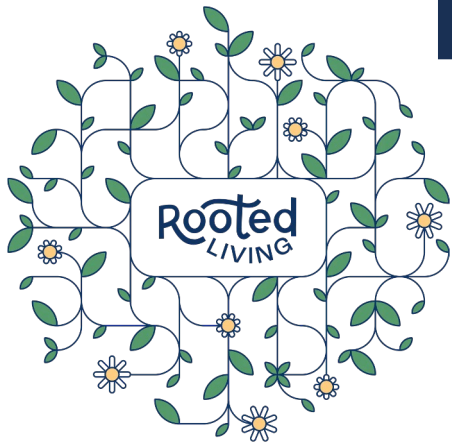
**Desired Brand Associations:** Boston-based, local, health-focused, delicious, innovative, sustainable.

### Ansoff's Growth Matrix: Market Penetration Strategy

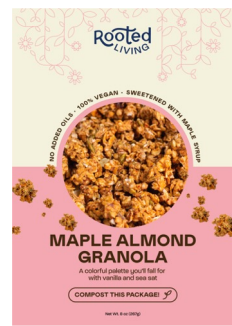
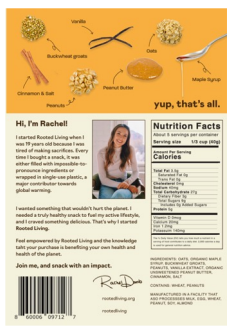
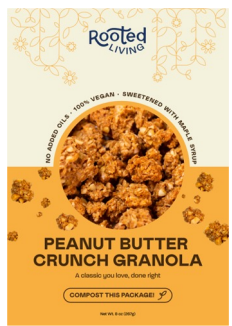
		Products	
		Existing	New
Markets	Existing	<b>Market Penetration Strategy</b>	<b>Product Development Strategy</b>
	New	<b>Market Development Strategy</b>	<b>Diversification Strategy</b>

# BRAND ELEMENTS

Rooted  
LIVING



# RL Branding elements (from website, pitch, and google)



Compare and contrast...

## Plastic Packaging vs Compostable Packaging

Plastic takes thousands of years to break down.

~6 months is how long it takes for compostable packaging to break down.

Compostable packaging requires significantly less carbon emissions to produce than plastic packaging.



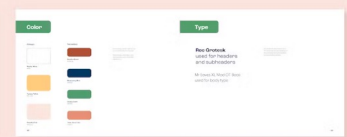
Did you know oats are...

- high in fiber, keeping you fuller, longer
- a whole grain
- helps with digestion



In order for granola to bind together it needs the help of a healthy fat.

Instead of oil, the common binder in granola, Rooted Living uses nut butter, the unprocessed, whole form of a healthy fat!



## Color Ratio



Opting for a more earthy and approachable color palette, the Rooted Living colors uses a mix of earth tones with brighter colors in a color block manner to keep it cool and timeless.

## Color Usage

### Header Color Blocking (by flavor)



The vines may be placed in any color from the palette, providing they maintain proper contrast.



**Headings**  
Subheadings  
Subheadings  
Subheadings  
Subheadings

Body  
Body

## Typography

TYPEFACE / WEIGHT  
Mabry Pro / Black

TYPEFACE / WEIGHT  
Navigo / Medium

TYPEFACE / WEIGHT  
Paralucant / Medium

**Snack with an impact**

Stores near 02120

A classic you love, done right

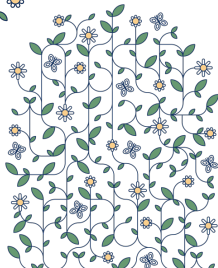


## Color Palette

### Primary Colors



### Secondary Colors



SNACK WITH AN IMPACT

