



'GLEE'

Peace Ezuma



Bringing the healthier version of the world to you

Background of Gluten Free Diet

The 2020 global pandemic saw an increase in the demand for healthier living and healthier meals (Pérez et al. 2021). According to the British National foundation, Prior to the lockdown 45% requested healthy meals while post lockdown are requiring healthier meals 62%.

D'Angelo (2020) argues that whilst there has been a continuous shift in health consciousness, especially among young people, most diets still fall short of nutritional guidelines and many consumers do not always act in line with their beliefs.

“This shows that consumers are health conscious and now have higher requirements as opposed to the immediate gratification of satisfaction of hunger”

The goodness project defines free-form foods as foods made without specific ingredients like milk, gluten etc. This is usually excluded due to dietary restrictions or religious reasons (Ambali, 2014).

The comfort and the convenience this gives is one of the reasons speciality food brands/free-from brands continue to grow. Health conditions like PCOS, Celiac disease, require a gluten-free diet to help manage the symptoms of these health conditions which for gluten intolerance and celiac disease include bloating, bellyache (Niland,2018) and PCOS fatigue, insulin resistance, irregular periods (Feldman et al, 2019).



Consumer eating and lifestyle trends

Post lockdown and how health-conscious consumers are, it is no surprise that consumers want to be in control of their diet and their health. According to Zegler (2022), 61% of consumers want brands to make informed decisions about products as it makes them feel empowered. They want brands to help them achieve their goals and to protect their health (Mintel 2022).

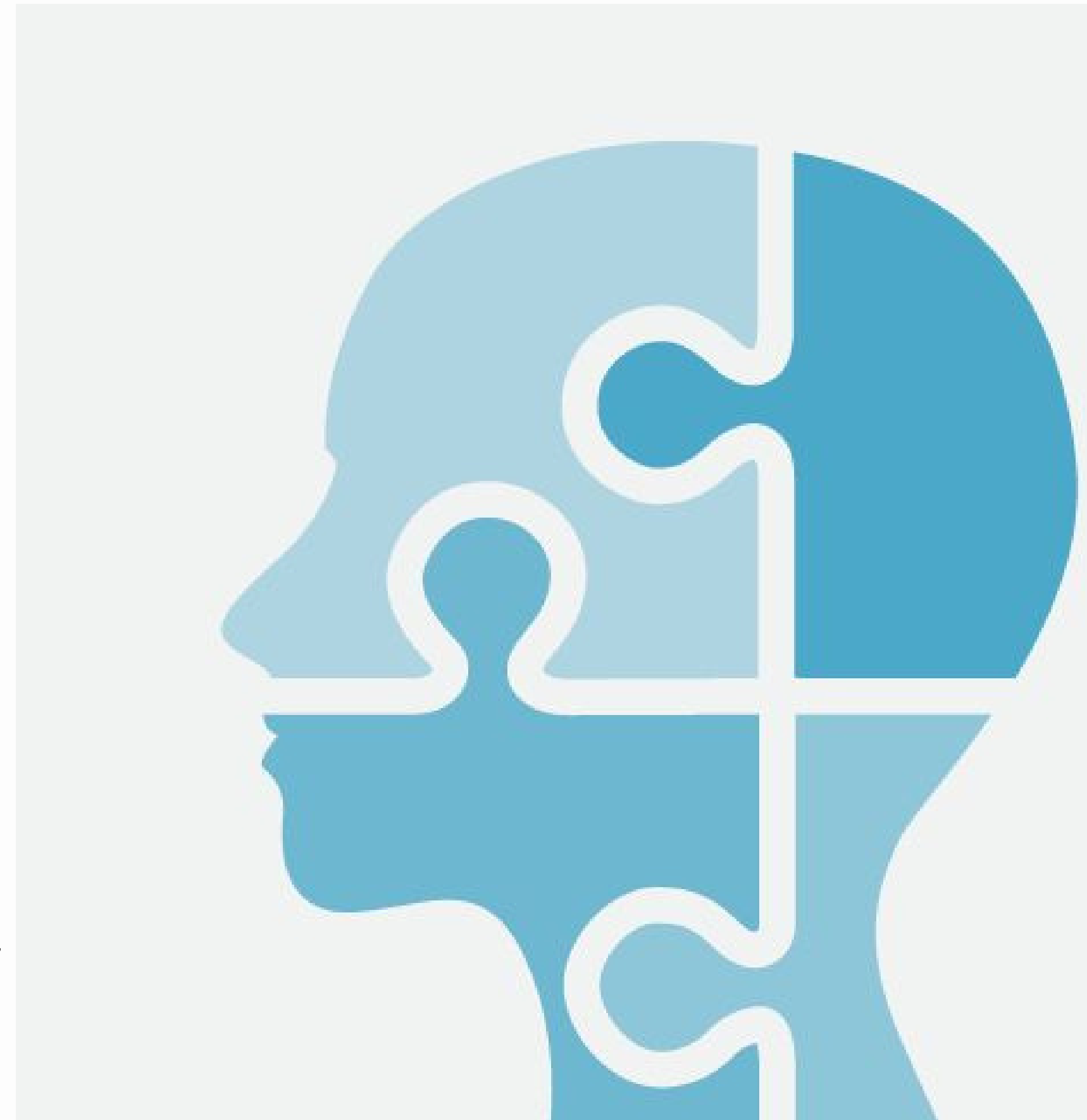
Consumers also have become adventurous eaters.

'60% prefer to eat or cook exotic foods that are difficult to make and wouldn't mind paying a little more for it.'

This goes in line with the earlier Mintel prediction of 2021 where they predicted that as a result of being in a lockdown, consumers will be more likely to prefer foods that amplify flavours, colours, textures and aromas (Mintel, 2022).

Customers are concerned about the sustainability of any product they intend to buy. Putting this into consideration, they evaluate the company's ability to maintain a particular form of packaging and their commitment to giving them the promised quantity and quality of a product. (Han, 2021). Feber et al added that this concern can be akin to how concerned they are about food substitutes.

The need for more control has also resulted in an increase in meal kits. According to Gelder 2022, meal kit revenue in the UK is expected to grow to over 13 billion U.S. dollars in 2022. This is a result of people trying to do away with in-store purchases of food that started during the covid 19 pandemic. Thus, customers now consider convenience and access to different flavours of food, reduced meal planning and preparing work as reasons for choosing meal kits.



Competitive Environment



Currently, with the existence of numerous significant global and local competitors, the worldwide free-from foods industry is extremely fragmented and competitive. Conagra Brands Inc., Dr Schar AG/SpA, Mondelez International, and Danone SA are prominent names in terms of main free-from market share (Mordor Intelligence, 2021), while in the UK, Amys Kitchen Inc., Co-operative Group Ltd., Fria Brod AB, Genius Foods Ltd, McCormick and Co (Research and Markets, 2022)

According to Mintel (2021), there has been considerable growth in the UK free-from foods market in 2020, with value sales increasing by 16.9% year on year to break past the £1 billion barriers. The research of Mordor Intelligence (2018) has estimated that by 2023, about 5% of a compound annual growth rate will be expected for the free-from market with gluten-free and lactose-free goods leading the industry. Hence, there is potential room for free-from products in general and gluten-free foods in particular.

When deciding to purchase food items, consumers throughout the world seek specific ingredients, characteristics, and claims while avoiding others to guarantee their choices correspond with their health and nutrition standards (Cereals and Grains Association, 2019). Nevertheless, the high expense of gluten-free products in comparison to gluten-containing items is impeding market expansion (Markets and Markets, 2020).

Burden et al (2015) discovered that gluten-free foods cost 4.1 times higher than foods containing gluten in the UK. The gluten-free products' UK market is now even more competitive with the competition of private label brands. The widespread availability of gluten-free meals through own-label lines at far better costs than conventional brand meals is encouraging customers to purchase gluten-free ready meals.

To gain market share, supermarkets such as Sainsbury's and Tesco are providing in-house ready meals with gluten-free assurances (Research and Markets, 2020). Obviously, these own-label brands are now frequently aggressively advertised and carefully targeted at a variety of customers, budgets, and market sectors (BBC News, 2018), which can be potential competitors.

Overall, the more competitive of free-from and gluten-free foods market is, the more challenges and opportunities as well it could have.



BRAND



DEVELOPMENT

Corporate Brand Presentation



Based on the findings of our market research, we believe that the appearance of Glee products will be a huge boost for the market which is already saturated. We are confident about what Glee can cater to customers that differentiates us from other competitors. The basis of that belief will be introduced and presented in detail as follows:

Mission

A brand mission is an action-oriented statement which combines critical aspects that identify and distinguish your company compared to others.

At Glee, our mission is not only to create a business but also a community, a big family for people who are concerned about their health and desire a healthy lifestyle with a gluten-free diet at affordable prices.

Vision

To bring a healthier version of the world to everyone.

Values:

Brand values are defined as “the set of non-negotiable principles and beliefs that guide everything your brand does and the experiences you create for your customers. The impact of your brand values affects everything from employee training to product development to marketing and beyond.”

(Mayfield, 2022)

Our value is to create a diverse brand inspired by different cultures over the world as well as to engage with the community in terms of health and the environment.





'Glee'

According to Wänke, Hermann and Schaffner (2007), the brand name should be appealing, express the primary benefits of the brand, and ideally meet the polyglot demands of a worldwide market.

The Glee brand name was inspired by a playful portmanteau word. It is the combination of the words Gluten and Free, which is also the ingredient of the main dish in our gluten-free box version.

In addition, Glee in the Cambridge dictionary also means happiness, excitement, or pleasure. With such naming, we hope that customers who use our products will feel happy, enjoy every moment with a variety of dishes that are not only healthy but also delicious and consider them as rewards or gifts.

VISUAL IDENTITY

DELICIOUS

LOGO

Brands especially in the consumer industry often need to use a combination of shapes, colours and other visual elements to communicate their uniqueness and differentiate it from other brands. (Kiapour,2018).



The logo of a brand is an integral part of its branding and packaging as this ensures brand recognition, and brand differentiation and can establish brand loyalty (Jun et al. 2020). This choice is suitable seeing that consumer preference is higher for animated brand logos as they induce stronger visual appeal and are most distinct for brand logos representing sincerity, excitement, and sophistication (Jun et al 2020)

As a luxury speciality brand, Glee brand's logo presents the image of a chef along with a clipart of cutlery with the meaning that we are always ready to serve you the best dishes as well as the highest standard of quality and service.

The name 'glee' and the brand tagline is also spelt out in a creative font with the aim of catching the consumers' eye while informing them of the brand and what the brand is about all in one go.

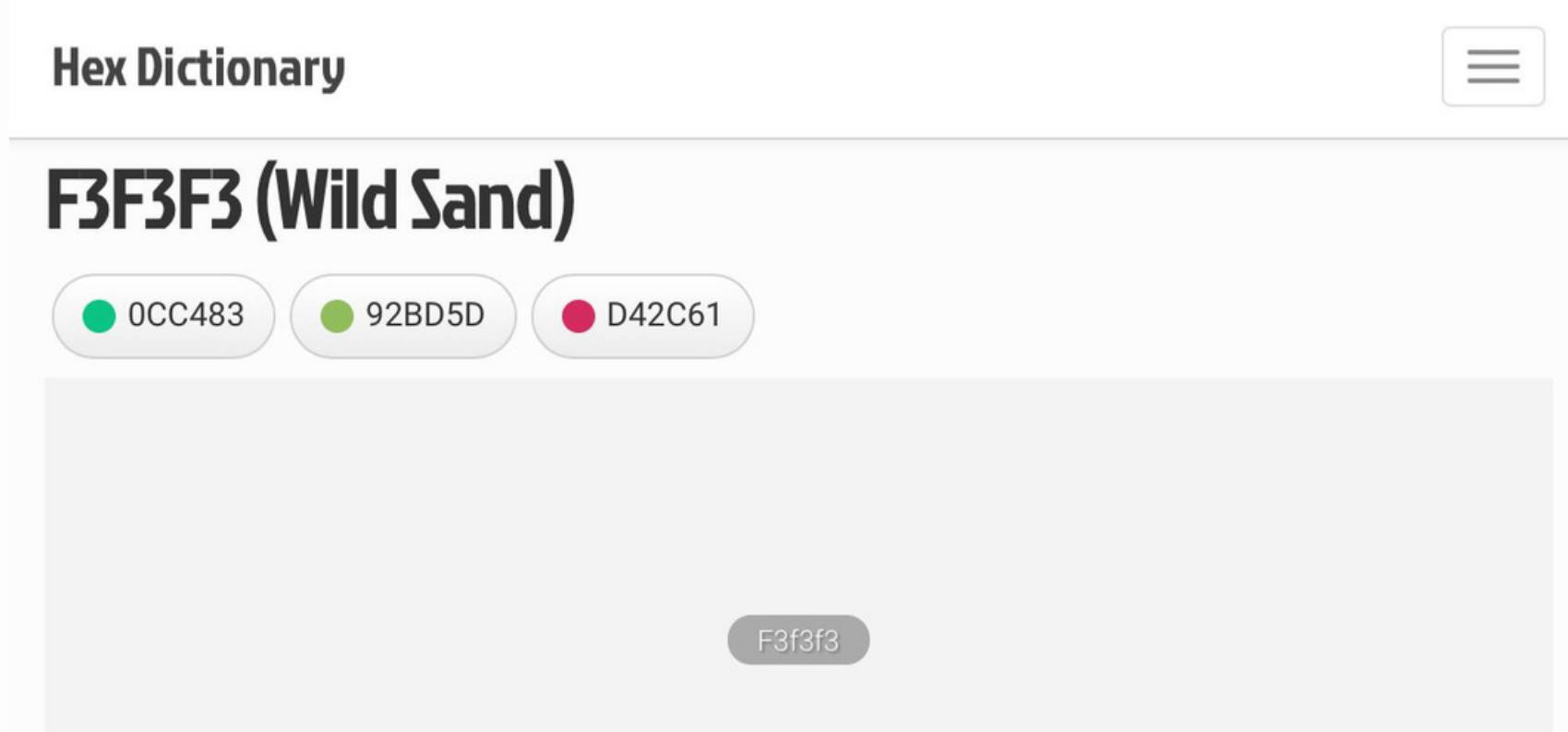
VISUAL IDENTITY

DELICIOUS COLOUR PALETTE

Brand colours are another tool for brands to express their identity and for differentiation. Certain colours are associated with certain values and meanings. Colours often induce emotions and moods and affect consumers' perceptions and behaviour, colour helps brands position or differentiate themselves from competitors (Foroudi et al., 2017, p. 532)

Glee's logo mainly involves three complementary colours. Mint green shade #79ba96 as the background colour, the word 'glee' in white #ffffff and the brand tagline in #F3F3F3

These colours denote the core values of glee as a health-based with sustainability as one of its key pillars whilst also signifying relaxation and growth (Briki 2019). The addition of #79ba96 as a bright and eye-catching colour whilst still communicating the brand's mission helps differentiate glee products from other brands.



VISUAL IDENTITY

TYPOGRAPHY



Type fonts are a fundamental element of design which can express emotions, thoughts and messages (Yadav, et al 2014). Type fonts have a significantly greater impact than colour therefore it is important to choose a font that communicates a brand's identity (Grohmann 2012). These fonts frequently evoke a specific impression in the mind of the consumer (Tantillo et al 1995).

Our brand's logo is a mix of two fonts, Poiret and Poppins 500 ('glee' in Poiret and the brand mission in Poppins 500). Poiret is a light, angular, decorative font with sleek and stylish lines. Poiret is a modern font and a go-to to communicate sophistication and elegance (Cardello, 2021). We paired this with a more simplistic font of Poppins to create a sense of contrast.

Flagship Product

Product Name- Glee's Pho

Research by Alan and Lydia (2000) has stated that “only 20 percent of the people had an experience of three or more different cuisines”, which shows the necessity of food internationalization.

Glee Pho represents our global gluten-free box version with the main dish being Pho - a popular traditional Vietnamese food. Our flagship product comes from an Asian country. Young Westerners are fascinated with Asian-inspired meals. (Sam, 2019).

Mintel (2015) has shown that almost four in five around 78% of British people have eaten Chinese food at home in the last three months, with 12% eating it at least once a week.



The popularity of Chinese or Indian foods creates potential room for other Asian countries' cuisine, especially for Southeast Asian one. Glee Pho, inspired by Vietnamese flavour, is ideal for breakfast with fresh gluten-free ingredients consisting of rice noodles, vegetables and packaged beef or chicken broth will be not only a delicious meal kit but also good for all ages customers' health.

A medium-sized bowl of Pho has nutrition values of 350 to 450 calories (Kimball, 2013). From the evidence of Preiato (2019), the health benefits of the ingredients of Pho are undeniable, including reduced inflammation in ginger and improved joint health in bone broth. Pho also provides protein and contains nutrient-rich herbs which is beneficial for well-balanced diet.

LINE EXTENSION



Glee's Afrofusion (Jollof Rice) Meal Kit

Jollof rice is a popular food found originally in west Africa but has gotten recognition online. In 2021, on Tiktok videos with #nigerianfoods accumulated over 258 million views on Tik Tok videos. This in addition to the huge population of Africans of the UK creates the market for such meal kit.



Glee's Jerk Island (Jerk Chicken and Rice and Peas) Meal Kit:

Dating back to the 1920s in London, the Guardian newspaper in 2019 has described Jamaican and Caribbean food as a cultural phenomenon that will continue to grow. Our brand sees the opportunity to extend into the Caribbean starting with our jerk island kit made of ingredients to make jerk chicken and rice and peas.

CSR and Glee's Interest

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01.

Sustainability

Join the fight to a more sustainable world- by reducing our carbon emission, reducing food waste, and using a healthier packaging option

02.

Community Support group for people with gluten intolerance, PCOS etc.

Our goal is to create campaigns to bring awareness to these health conditions and help those who live with it live better lives

03.

Diversity, equity, and inclusion

Glee is built on the back of the community and owes the community the responsibility which is why Glee wants to create and encourage diversity and inclusion by employing a diverse set of people both nationally and internationally.

04.

Community Outreach

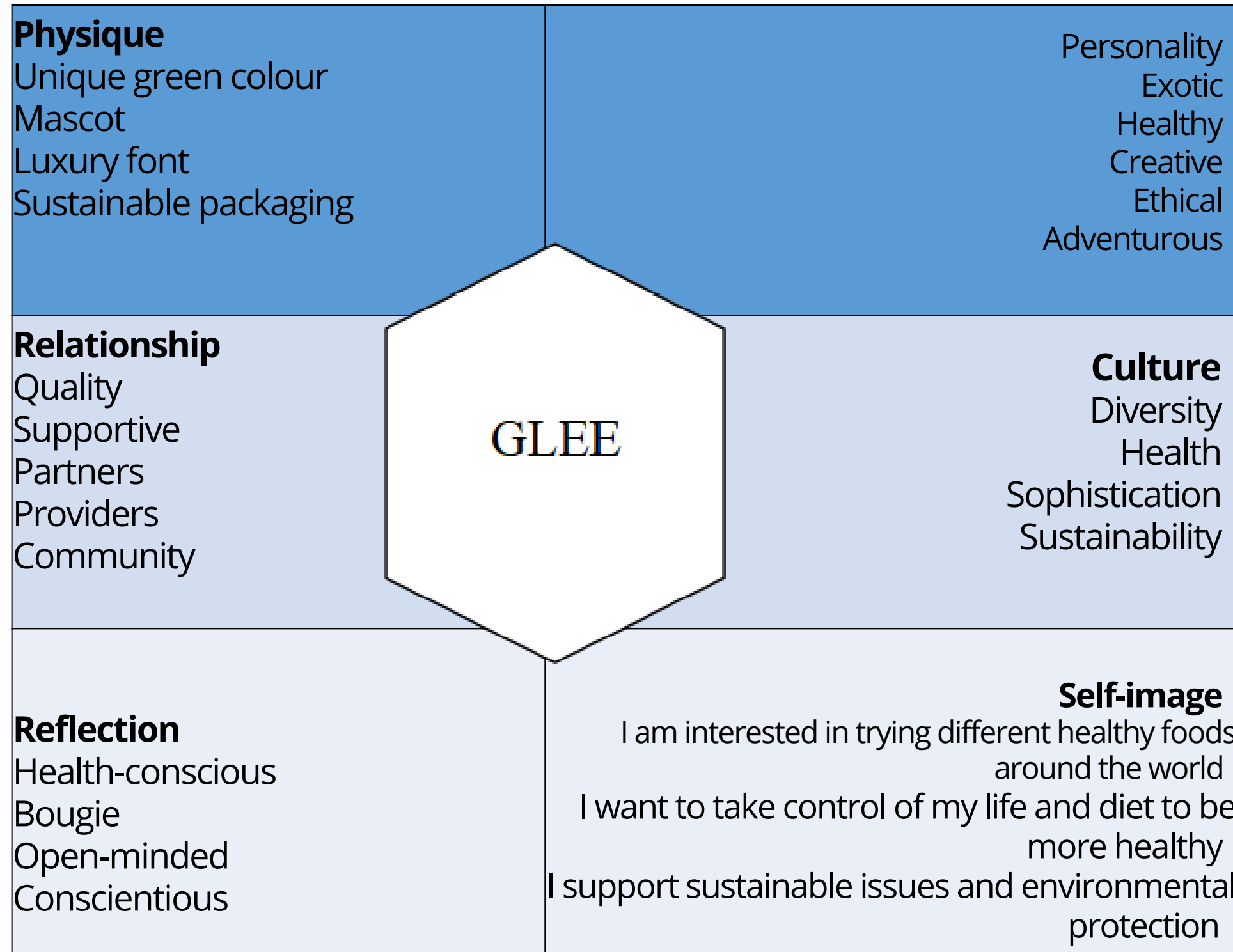
Glee's primary focus is to help make the community a better place.

Glee encourages its members to join its outreach programme where as a team, glee chooses one community every month to cater terms of feeding, education and their general wellbeing.

We encourage our members to donate £1 per month which in addition to glee's effort will be useful in achieving its goal.

Brand Identity Prism

Identity is the major component of branding, providing the brand with direction, purpose, and meaning (Danciu, 2010). Having a strong brand identity is an advantage to help businesses stand out from the competition and build a certain position in customers' minds.



Brand Innovation

According to Chimhundu, Hamlin and McNeill (2010), brand innovation is defined as a series of improvement activities from small changes in product or packaging to the introduction and promotion of a completely new innovative product.

A lack of innovation is the cause of reducing market performance even if the business or brand does have marketing strategies to appeal to customers (Nguyen et al, 2016). Our brand innovation is based on four dimensions of innovation space which include product, process, position and paradigm. This 4P's innovation is illustrated by Table:



DELICIOUS

4P's of innovation	Glee's Innovative Strategy	Notes
Product	<ul style="list-style-type: none"> - First gluten free only brand that focuses on international naturally gluten free foods. - First brand in the UK to use Areca Palm leaves for its packaging. 	Most brands either choose to create alternatives for meal plans that naturally have gluten or a strict recipe list, ours aims to provide exotic authentic recipes with little to no alterations whilst still being gluten-free.
Process	Allow customers to calculate calories on the website to further customize their experience.	Like self check out, consumers see the accumulation of calories and nutritional values on the website/app and make alterations to individual meal kits.
Position	A supportive brand whose purpose is to support and provide a healthy gluten free lifestyle	Whilst Glee is a meal kit, its focus transcends food and aims to support its consumers in their journey.
Paradigm	Change how people see gluten-free products and make healthy products more interesting and fun.	Healthy meals are often perceived as uninteresting, and consumers often feel like they are missing out. The meal kit attempts to fill the void by providing interesting, unique meals.

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