# STAY WELL
# THE UPSTREAM JOURNEY

Watch Stay Well Video Presentation on the link

Or read below Stay Well brand business case

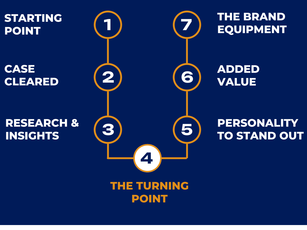
**Category:** NEW BRAND GEAR UP

**Project:** **Stay Well organic health boosters – total brand development**

**Scope:** Strategic & Insights prep work, Positioning & Territory, Personality & Tone of Voice, Naming & Key messages, Identity design & Key assets, Portfolio package, Web platform, Added value program, Video & Animation, Brand materials

**Outcome:**
- modern brand focused on product-market fit
- crafted for clean eating international audience
- geared up with all needed for go-to-market

**In a nutshell:** From killer products to a killer new brand – Stay Well health boosters or how we upstreamed a convention based organic vinegars to a mission driven brand – designed to boost modern people's clean eating & healthy wellbeing!




## 1

### STARTING POINT or what was the client initial mindset

In the beginning, the client approached us with a website request for BIO series vinegars to help its presentation on international markets.

- **Our mindset:** Is a modern website by itself enough to present the added value of the series?

## 2

### CASE CLEARED or what the client really needs

Clear-cut brief is half the job and we take a business-based approach to get the real picture.

- **Business challenge identified:** "Prepare for expanding into new markets & find the right audience for special portfolio of BIO series vinegars"

## 3

### RESEARCH & INSIGHTS or where brand backbone is formed

Spending time on research of international and bio market – consumer – brand - social trends & get the valid insights.

- **Prep work done:** Base for strong and valid strategic driven modern brand

## 4

### THE TURNING POINT OR where the project goes UPSTREAM

We turned the project upstream with a solution focused on strong and not expected PRODUCT-MARKET FIT.

- A totally new brand positioning is crafted: differentiating the portfolio of BIO vinegars beyond the culinary convention (vinegar = dressing). A brand of organic health boosters based on healthy lifestyle & naturally supported wellbeing.

## 5

### PERSONALITY TO STAND OUT or how a new brand get unique character

Creating a vibrant and relevant brand positioning identity and character.

- **Personality developed from head to toe:** Naming (Stay Well) & key messages (Boost your health wellbeing); Brand positioning (organic health boosters), Brand story, Vision Boards, Logotype & Identity system, Package & Labels design

## 6

### ADDED VALUE or how the brand approach consumers in a meaningful way

Differentiating added value and credibility boost with integration of a digestive health program from a certified expert in wellbeing & nutrition.

- Wellbeing section on web platform with PRO DIGESTIVE HEALTH PROGRAM - easy check & identify digestive health status and propose respective nutrition programs, based on different digestive types; Added value content – recipes and tips for including bio apple vinegars in the every-day lifestyle

# 7

## THE BRAND EQUIPMENT or when the brand is go-to-market ready

**Full equipment for brand presentation, B2B introduction and base for further B2C approach**




### STAY WELL BRAND WEB PLATFORM

- Vibrant products presentation;
- B2C added value – **WELLBEING academy** section - guide for healthier lifestyle
- B2B section - clear info & benefits



### STAY WELL PRO DIGESTIVE HEALTH TEST

- Easy way to define your digestive type – overactive, under-active or hypogly-cemia

### STAY WELL BRAND STORY

- On the trail of well-being & clean eating VIDEO story-telling




### STAY WELL DIGESTION BOOSTING PROGRAM

- Specially tailored to fit certain digestive type needs; developed by professional nutritionist






### STAY WELL BRAND CATALOG

- B2B business tool, online and offline




### STAY WELL BOOTH DESIGN

- B2B - exhibition booth conceptual design