

Healthy Marketing Team

Strategic direction for healthy brands



Clarity

HMT Consult on Strategic Direction & Brand Positioning:

- Brand New: Innovation
- Brand Direction: Strategy
- Brand Rescue: Renovation



Inspiration & Training

The HMT have trained staff from many health, nutrition & wellness clients... Includes the likes of Coca cola, Nestle, Unilever, DSM, Mars, Danone, GSK, Bayer and Premier foods.



Thought Leadership

Applying proven techniques and models with companies across the globe has given the HMT unrivaled insight into trends, innovation and NPD processes in the food and health industry.

The HMT Story

The Healthy Marketing Team (HMT) are global specialists in Strategic Direction and Brand Positioning within nutrition, health and wellness categories.

The HMT is lead by industry thought-leader Peter Wennström. Peter is regarded as one of the world's leading experts in functional foods marketing and is the father of the FourFactors® Brand Analysis system. Beyond authoring the FourFactors of Success book, Peter is co-author of the Food & Health Marketing Handbook.

The HMT is comprised of twelve global and specialist consultants from Europe, Asia, South America, North America and Australasia. Since inception, the HMT has undertaken projects in over 40 countries across food, beverage, ingredients, dietary supplements and OTC pharmaceutical categories.

The vision and mission of the HMT is to give clients expert guidance in the increasingly complex global landscape of health and wellness; and to help clients better target their markets by understanding the reasons for failures and success.

To find out more about us, please visit www.thehmt.com

HMT Key Facts

- Part of Design Bridge Group with approximately 220 staff across London, Amsterdam and Singapore. The HMT is located in the London HQ.
- Founded by industry thought-leader Peter Wennström.
- Peter is creator of the FourFactors Brand Analysis System and co-author of the Food & Health Marketing Handbook.
- Read about leading strategies on trends and thought leadership on the HMT blog at www.thehmt.com/blog
- The HMT have an international staff of a dozen expert consultants.