



**HOW CAN WE HELP?**

**OUR JOB IS TO HELP YOU GET IT RIGHT**

## PROBLEMS WE HAVE SOLVED FOR CLIENTS LATELY:

- ✓ Helped an ingredient supplier develop a differentiated and ownable brand positioning with clear strategy for future innovation pipeline.
- ✓ Clarified business model and innovation strategy for a company expanding its position in pre- and probiotics
- ✓ Facilitated board level discussions to deliver an agreed business position and future strategy on 'natural' ingredients for an ingredient supplier
- ✓ How to bring Clinical Nutrition out of the hospital/pharmacy and into the consideration set of normal people ageing successfully.
- ✓ How to extend a kids brand with 120yr history to new territories who do not know the brand.
- ✓ How to revitalise a failing multi-level marketing offer for eye-health
- ✓ How to extend a highly successful format innovation from early adopters to early massmarket.
- ✓ How to win with seniors? What should brands be aware of when tackling a segment that doesn't want to be in the category?
- ✓ When organic is no longer enough (for a competitive advantage and real point of difference), how can a brand leverage larger macro trends to drive sustained relevance, differentiation and growth?
- ✓ When faced with a dramatic category dilemma in supplements (sea of sameness and commoditization), how can a brand hope to take leadership and what should they do to turn decline into growth?
- ✓ Navigating the road from medical science to a branded consumer offer by creating a brand positioning platform with an articulated market entry strategy
- ✓ How to transform our company from being an Ingredient Supplier to an Innovation Partner?
- ✓ Our brand portfolio doesn't reach down into the mass market. How can we use the current brands and new concepts to reach Deeper into the Pyramid?

### GET IN TOUCH TODAY!

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