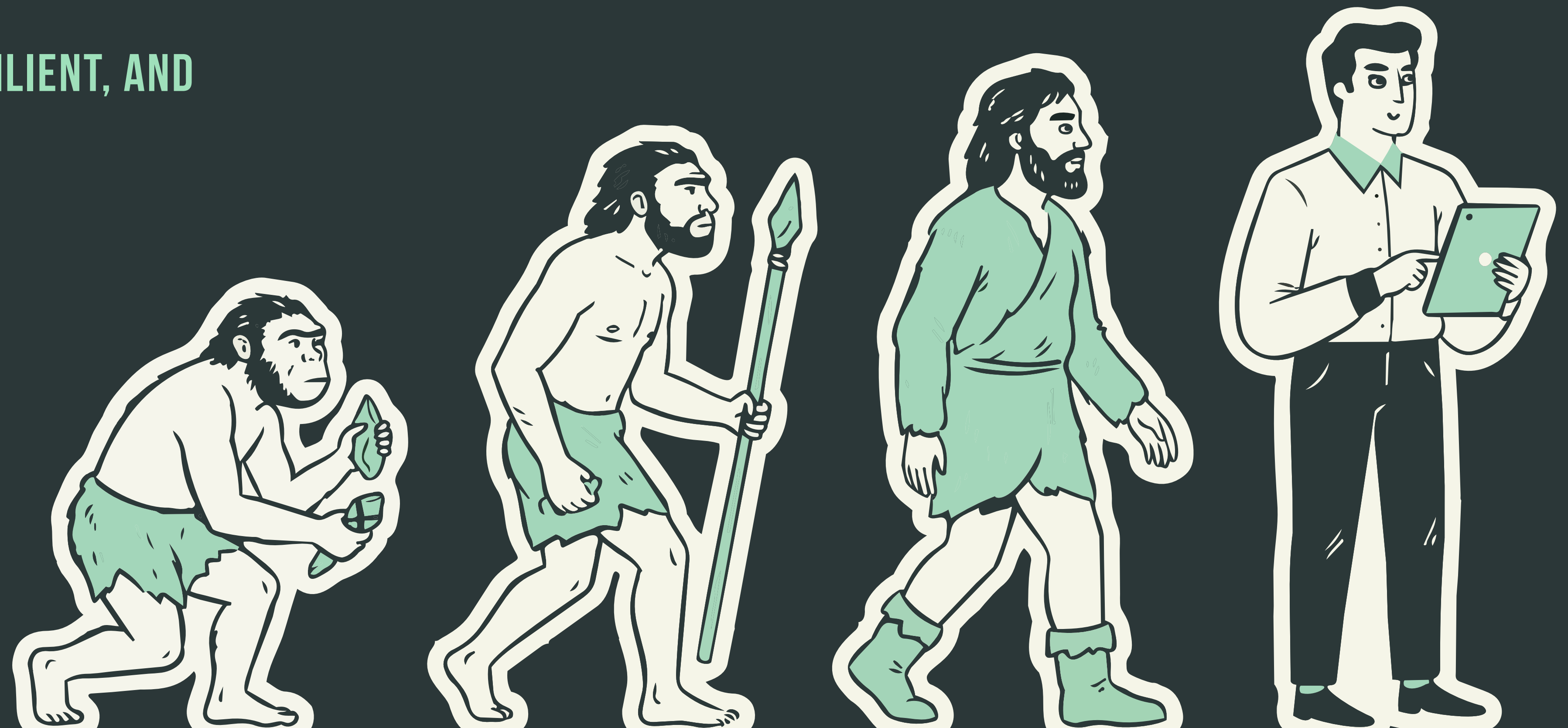




QUANTOCK'S GUIDE TO BRAND EVOLUTION

HOW TO BE RELEVANT, RESILIENT, AND
READY FOR THE FUTURE

WE MOVE MINDS





KEY STAT

80%
OF CUSTOMERS

Say the experience a company provides is just as necessary as its products or services.

SOURCE: Salesforce

SECTION ONE: WHY BRANDS NEED TO EVOLVE

STUCK IN THE PAST? WHY STANDING STILL IS NOT AN OPTION.



TAKEAWAY:

Evolution doesn't mean throwing everything out. It's about building on your strengths while adapting to new realities.

Markets change, technology moves fast, and your audience's expectations evolve. So why would you stand still? Even the strongest brands risk falling behind if they don't adapt.

SIGNS IT'S TIME TO EVOLVE:

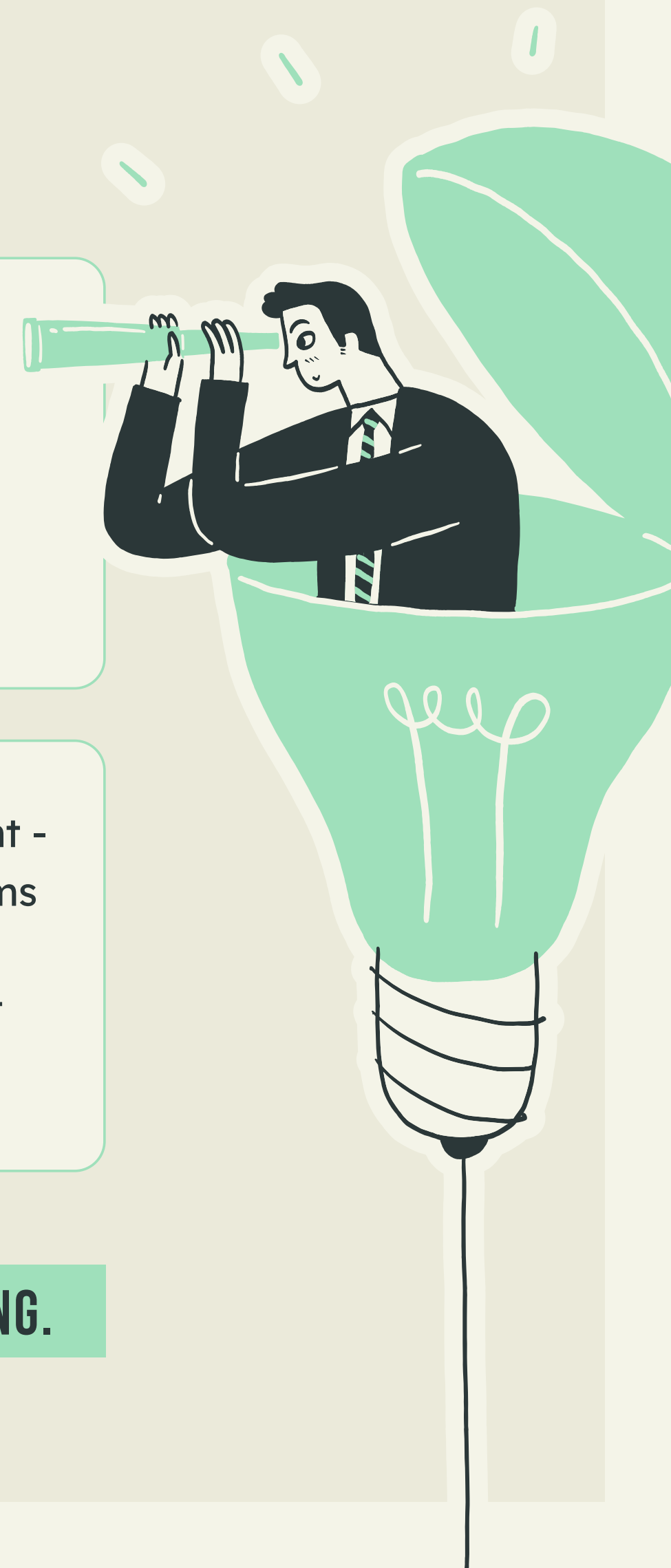
Engagement is slipping, and your audience doesn't seem excited anymore.

Your visuals and messaging feel dated.

Your competitors feel fresher, sharper, and more relevant.

You're inconsistent - different platforms feel like they're telling different stories.

READY TO MOVE FORWARD? LET'S KEEP GOING.





REAL-WORLD EXAMPLE:

Think of brands like Spotify - they've updated their visuals and UX multiple times, but their core idea of delivering a seamless music experience hasn't changed.

SECTION TWO: WHAT BRAND EVOLUTION REALLY MEANS

IT'S MORE THAN A LOGO: WHAT EVOLUTION REALLY LOOKS LIKE.

Let's get one thing straight: brand evolution is not about slapping a new logo on your website. It's deeper than that - it's about refreshing how you connect with your audience across everything you do.

VISUAL IDENTITY

Modernise your look while keeping it recognisable.

AUDIENCE FIT

Understand how your audience has shifted and respond to their needs.

MESSAGING

Align your tone of voice with what your audience actually cares about today.

INTERNAL BUY-IN

Evolution starts from the inside out; your team has to live and breathe your brand.

HOW WE DO IT: OUR PROVEN PROCESS

01

LISTEN AND LEARN.

We dive into your current identity, audience needs, and market dynamics to uncover what's working and what's not.

02

DEFINE YOUR DIRECTION.

Once we've gathered insights, we craft a clear direction for your brand. This includes refining your core purpose, clarifying your messaging pillars, and setting actionable goals.

03

REFRESH AND RE-ALIGN.

This is where the transformation takes shape. From updating your visuals and tone of voice to ensuring consistency across all touch-points, we ensure every part of your brand reflects the new direction.

04

EXECUTE WITH IMPACT.

Finally, we bring your evolved brand to life. Through a strategic roll-out plan, we launch your refreshed identity in a way that excites your audience and builds momentum. We also track the impact to make sure the evolution delivers measurable results.

AVOID THE PITFALLS: WHAT NOT TO DO

SKIPPING RESEARCH

Changing your brand without knowing your audience's needs is like driving without a map. Every decision should be grounded in insight.

OVERCOMPLICATING THINGS

Overhauling too many elements at once can confuse your audience and weaken your brand's identity. Simplicity and clarity are key.

IGNORING INTERNAL BUY-IN

A successful brand evolution starts with your team. If they're not aligned with the new direction, it will show.

FOCUSING SOLELY ON VISUALS

While aesthetics are important, they're only one piece of the puzzle. Messaging and audience alignment are just as critical.

TAKEAWAY

To avoid these pitfalls, you need a clear plan, strategic focus, and the right partner to guide the process. That's where Quantock comes in.





SECTION FIVE: WHY CHOOSE QUANTOCK FOR YOUR BRAND EVOLUTION

WE'VE GOT THIS: WHY YOU'RE IN SAFE HANDS WITH QUANTOCK.

At Quantock, we help businesses rediscover their potential. Our tailored, insight-driven approach ensures your brand doesn't just look better - it works better.

PROVEN SUCCESS

We've helped countless brands evolve with measurable results. Whether it's refreshing a legacy school's identity or helping a food and beverage brand stand out, we know how to deliver impact.

TAILORED APPROACH

No two brands are the same, so we never take a one-size-fits-all approach. We dig deep to understand your unique needs and craft a solution that's built for you.

GENUINE PARTNERSHIP

When you work with Quantock, you get more than a service provider - you get a partner who's invested in your success.



SECTION SIX: HOW BRAND EVOLUTION REFLECTS BUSINESS CHANGE

WHEN LEADERSHIP, STRATEGY, OR CULTURE SHIFTS, SO SHOULD YOUR BRAND.

TAKEAWAY:

Brand evolution ensures that your external image matches the internal reality, creating trust and consistency for your audience.

A brand is like a person - it evolves over time, reflecting the people, values, and goals that shape it. As your business undergoes changes - whether it's a new leadership team, an updated strategy, or shifts in company culture - your brand needs to evolve to stay aligned.

LEADERSHIP CHANGES

A new leader often brings fresh perspectives and priorities. Your brand must reflect this vision to maintain credibility and clarity.

STRATEGY OVERHAULS

Whether you're entering a new market or pivoting your services, your brand should be the guiding light for these shifts.

CULTURAL SHIFTS

As your team's values and identity evolve, your brand needs to mirror these changes to remain authentic and relatable.



SUCCESS STORY

TAUNTON SCHOOL

By redefining their identity, we helped them connect with modern families while staying true to their heritage.

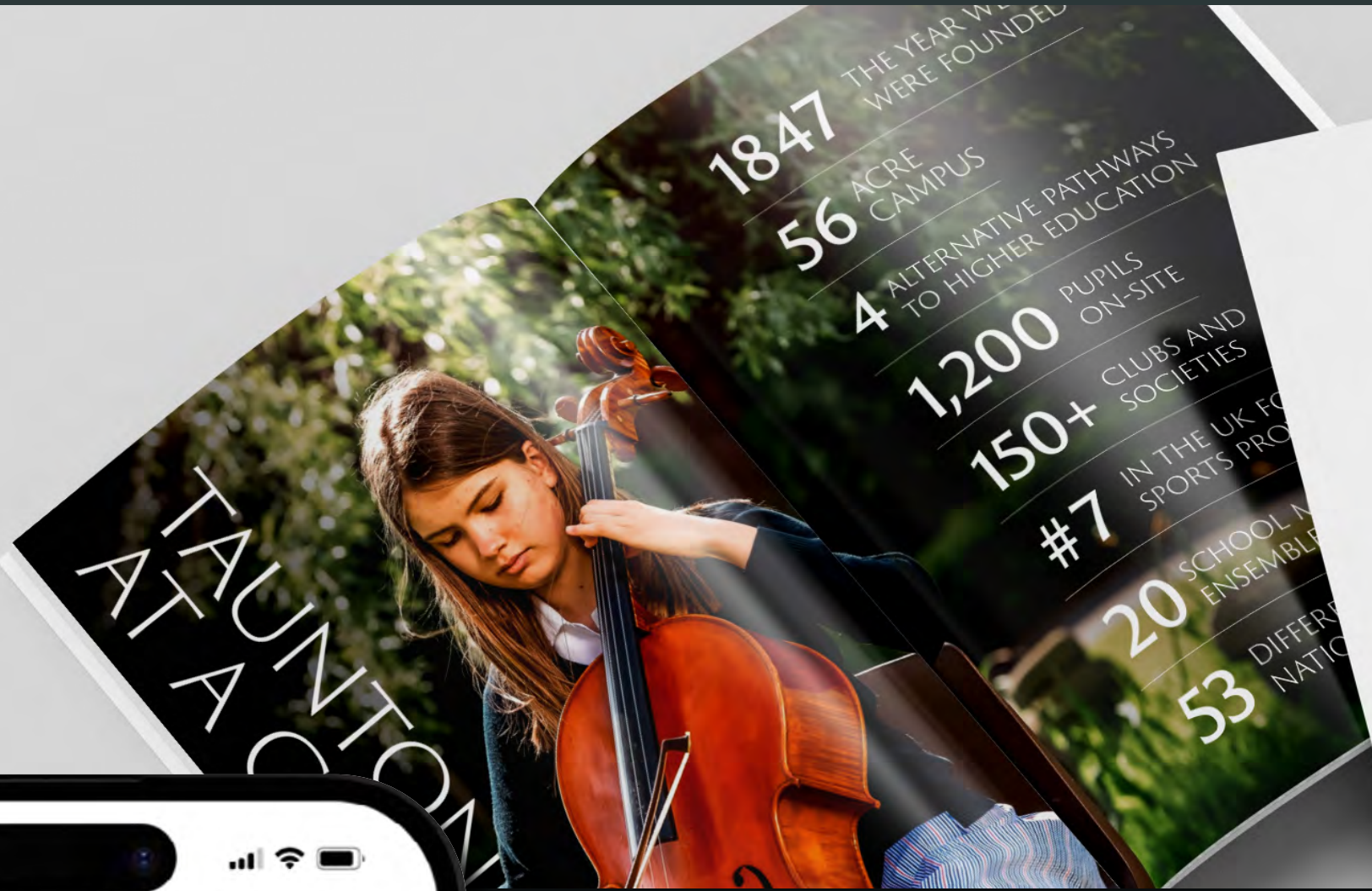
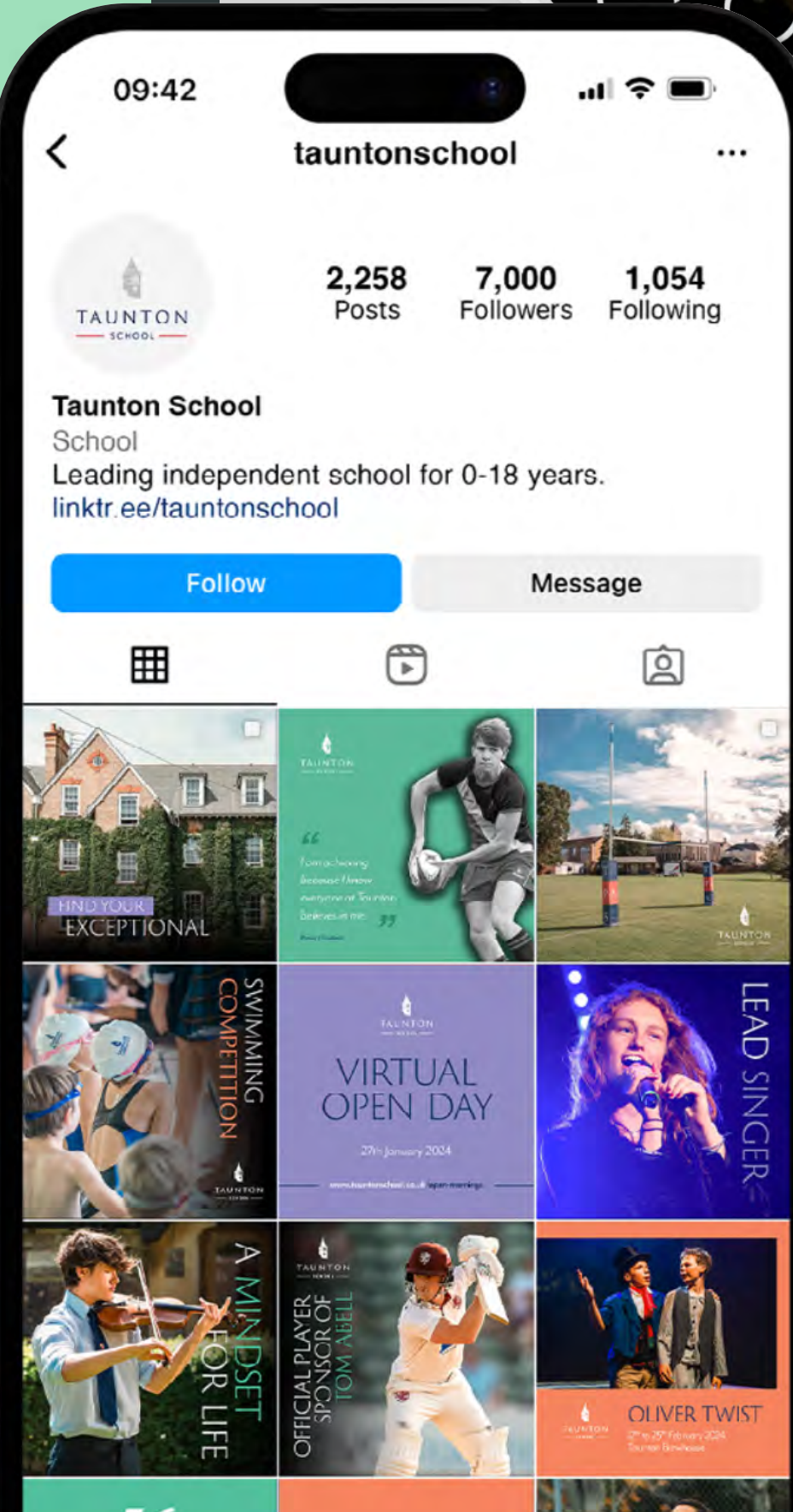
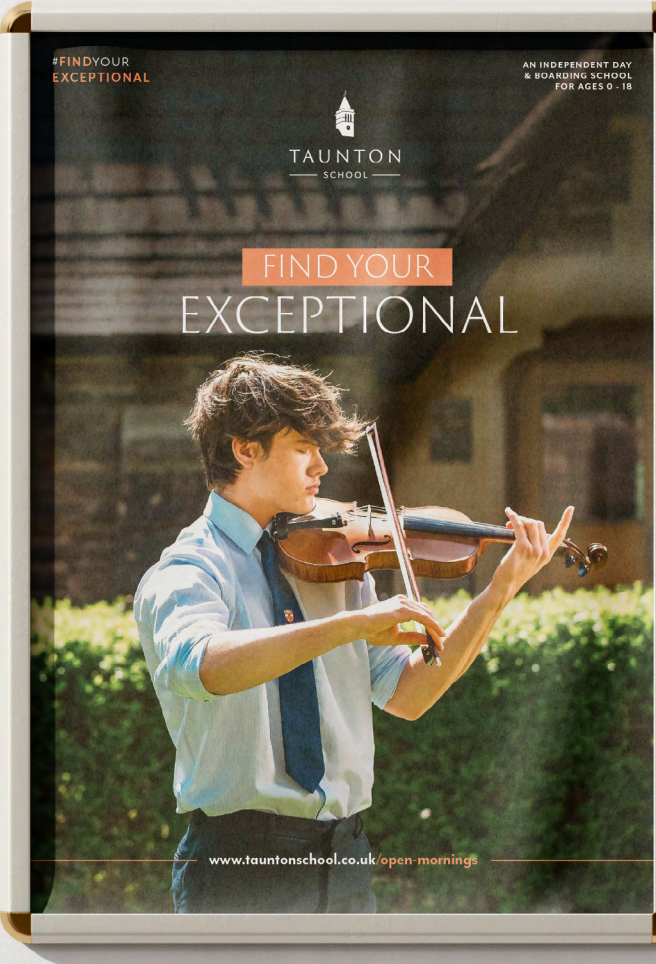


AN INDEPENDENT DAY & BOARDING SCHOOL FOR AGES 0 - 18

EXCEPTIONAL TOGETHER

Whatever your background, whatever your story, we unearth potential in every child. Find your exceptional at Taunton School.

www.tauntonschool.co.uk/open-mornings



SUCCESS STORY

ORGANIC HERD

Through experimental branding and disruptive marketing, we turned their story into a stand-out market position in the saturated dairy sector.

WE ARE PART OF **organic herd**

HOW WE FARM MATTERS

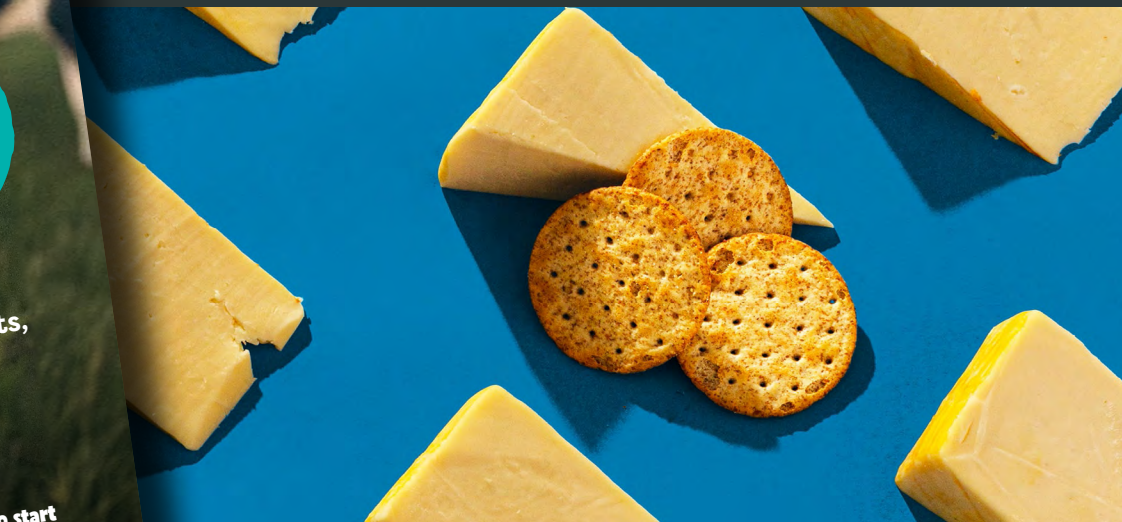
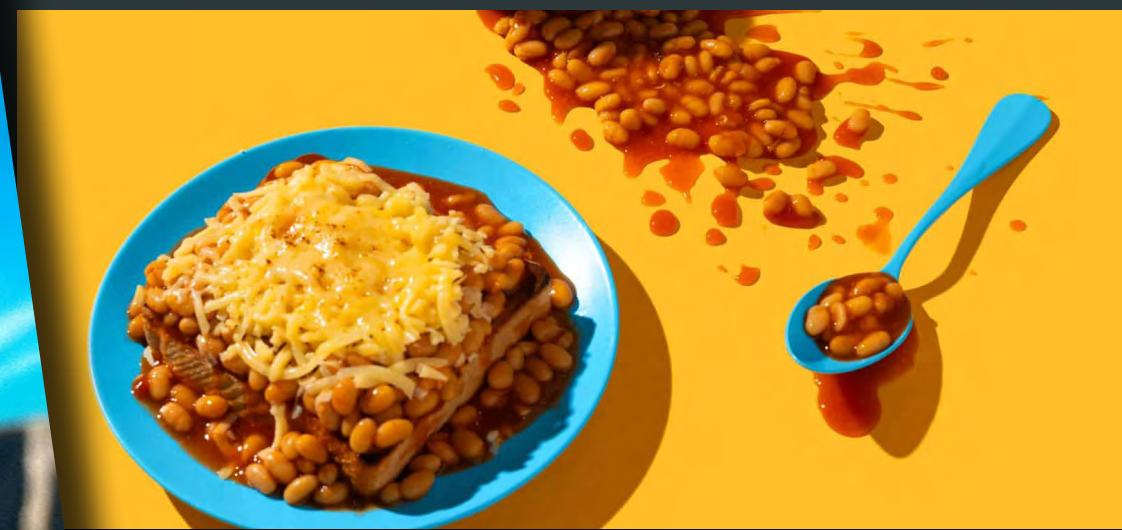
Free-range and Grass-feed cows

Organic Herd is a co-operative that is fully owned and run by farmers. Our cows' milk is crafted into delicious products, with all profits shared amongst the herd.

Our cows are free range, meaning that they graze outdoors for 8 months of the year on average (organic farming is the only system that guarantees cows are free-range – it is actually UK law!). But when the weather is horrible, they can come inside and can choose where to sleep. Organic farming is the only system that insists there must be more beds than cows too!

Scan to start the story

www.organicherd.co.uk



specialityfoodmagazine.com June 2024

SPECIALITY FOOD

CONNECTING THE FINE FOOD AND DRINK INDUSTRY

BLAND IS BANNED!
HAVE YOU HEARD, THERE'S A NEW BRAND IN TOWN

GAROFALO SALLY ASSINDER: ARTISAN PASTAS: THE ONE TO WATCH - P. 12

FARMHOUSE BISCUITS DEBBIE HAMMONDS: NOSTALGIA RULES: THE BISCUIT TIN - P. 16

WBC EVE REID: ECO-PACKAGING MATTERS - P. 36

A six-day, three-week, three-month, and a year-long... how will the... anything... light of... important to... to know... be it your... states as... said says... new wedding... new with... all cheese... plant says... the knows... which, and... play that... all cheese has...

MEET THE CHEESEMAKER

Organic Herd is going against the status quo in dairy with its range of sustainable, disruptive and fun products

There is a fascinating product... from sweet, mild and creamy... to distinctly bold, so we are... the same, regardless of how or where... they are made. Their deliciousness... lies in the fact they are naturally... individual. And it's this uniqueness... and individuality that's embraced by... Organic Herd, which is 'disrupting'... the dairy industry with branding that... 'yep', and products that deliver on... sustainability, and taste.

Driven in by the vibrant on-pack... colours and typography, once... consumers have an Organic Herd... product in their hands, closer... inspection will reveal they are... holding something produced in... tandem with nature and with respect... for the environment. Products... that use milk sourced from a co-operative of 20 British organic... dairy farmers who believe that how... they farm really matters and are... therefore committed to making... dairy more sustainable through... choosing farming practices that... make a positive difference to the... environment, animal welfare, and... the quality of the milk and dairy... products they produce.

These credentials resonate with... a new wave of speciality shoppers... particularly Millennials and Gen Z... who are filling their baskets more... consciously, reaching for healthier... unpasteurised foods, and enjoying... making purchases outside the... realms of the supermarket, within... farm shops, delis, food halls and... garden centres.

A herd apart
Organic Herd is the trading name of... Ouseley (the Organic Milk Suppliers... Co-operative) which was founded... in 1994. 'It started as an organic... co-operative, concentrated... around a farmer's table between... his four neighbours', says CEO... Marynne Anthony. 'They wanted to... put together organic farms from... around the UK to service a growth in... demand for organic dairy.'

'Around 10 months ago we felt... the organic message was becoming... lost', Marynne explains. 'We set... down as a board to discuss how best... to re-emerge our messaging, highlight... everything that's great about organic... dairy and resonate with existing... and new consumers who care about... what they eat. As such, we made... the decision to rebrand, working... with our creative agency, Quince, to... create a range of distinctive,... delicious and, yes in many ways... disruptive organic dairy products... that truly champion the values that... we and our farmers believe in.'

Marynne adds the purpose of... rebranding as Organic Herd was 'to... get the organic message out and... engage consumers with something... a bit more fun that broke the normal... industry narrative'.

'We wanted to be different, to turn... dairy upside down', agrees Organic... Herd's director of membership and... communication, Sara Oghene. 'Our three pillars are 'Thrifty',... Sustainable', 'Naturally Delicious',... and 'Forever Organic'. Organic... Herd is founded on the values of... our farmers, and how we farm as... a co-operative. That's at the heart... of everything we do. And we hope... that, from a consumer point of view... we've focused on creating products... that we believe consumers actually... want, because they connect with... the values they are looking for in a... young, fun way they can really buy... into. These are products that make... an impact.'

As a largely defined central of... production with a strict set of criteria... to adhere to, organic sets the gold... standard for farming, and has always... (rightly) been seen as a sign of... quality.

Organic Herd's mission is to... unpack what organic means... (to people and the planet) in an... accessible way. 'To breathe new life... into the organic category', 'Organic... delivers against so many consumer... concerns: less waste, grass fed, no... herbicide use, and planet positive to... name a few. But as an industry, we... forget to tell consumers, how we farm,

WE'RE TURNING THE DAIRY INDUSTRY UPSIDE DOWN

SEARCH "ORGANIC HERD" TO FIND OUT MORE

Produce sustainably, naturally delicious, always organic

www.organicherd.co.uk

OVER 45% OF OUR FARMS PRODUCE GREEN ENERGY

NO FOREVER CHEMICALS

PERFECT PAIRING

SMOOOOOOTH OPERATORS

WHAT'S REALLY IN YOUR MILK?

NOT ALL DAIRY IS CREATED EQUAL

DON'T FEAR DAIRY THIS VEGANUARY

WE DON'T LET FAT CATS CREAM OFF OUR PROFITS

YOU ARE WHAT YOU EAT

10% OFF

DID YOU KNOW?

WE DON'T LET FAT CATS CREAM OFF OUR PROFITS

HOW WE FARM MATTERS

CHOOSE

THE ULTIMATE ALL-ROUNDER

ORGANIC MILK IS NOT ONLY GOOD FOR YOU IT'S GOOD FOR THE PLANET

Remember: ORGANIC MILK IS NOT ONLY GOOD FOR YOU IT'S GOOD FOR THE PLANET

SECTION SEVEN: INTRODUCING THE EVOLVE YOUR BRAND PACKAG

THE TAILORED SOLUTION TO TRANSFORM YOUR BRAND.

Our Evolve Your Brand package is designed to make the process of brand evolution seamless, strategic, and impactful.

Here's what's included:



LET'S EVOLVE YOUR BRAND



BRAND EVOLUTION DOESN'T HAVE TO FEEL DAUNTING.

With the right partner, it's a process
of refinement, not reinvention.

Let's make it happen together.

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