



PAKHUIS
FOODMARKETING

BLUEPRINT

Roadmap for Marketing | Communication | Branding in only 20 slides

WHY A BLUEPRINT?

Marketing is such an interesting working field. You must be able to create, to innovate, to learn, to be curious, to be different and to move forward. It's about the content and the packaging.

The PAKHUIS blueprint explains the roadmap for concept development. Use it to your advantage. Keep it simple and keep moving!

ROUTE TO VALUE

1) Marketing

3) Branding

4) Value or
Concept

2) Communication

MARKETING STRATEGY

1) Marketing plan

Marketing is about you and the market

2) Communication plan

Communication is about your relevancy

3) Branding blueprint

Branding is about your desirable image

4) Concept development

Creation of an innovation

Tools

- > Research and inspirational thoughts
- > Define intrinsic or emotional benefits
- > Based on 'why' and the chosen archetype
- > Fusion between point 1+2+3

1) MARKETING

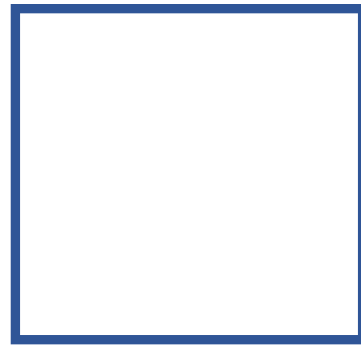
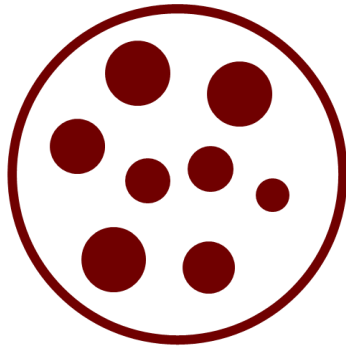


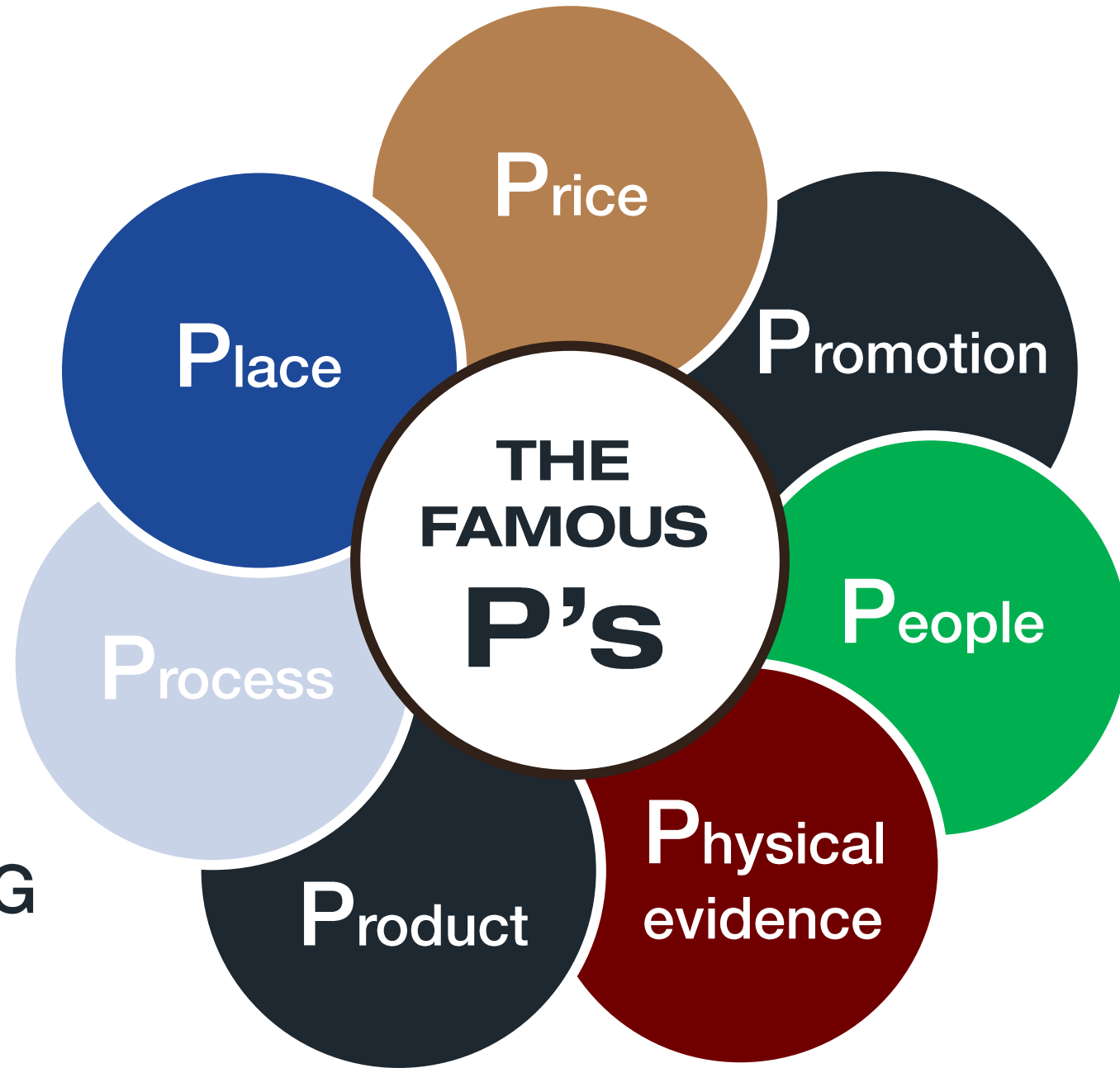
MARKETING

- What's the market like? > Research
- What's your ambition? > Define
- How can you reach it? > Strategy
- Use the marketing P's > Toolbox

MARKETING ROUTE

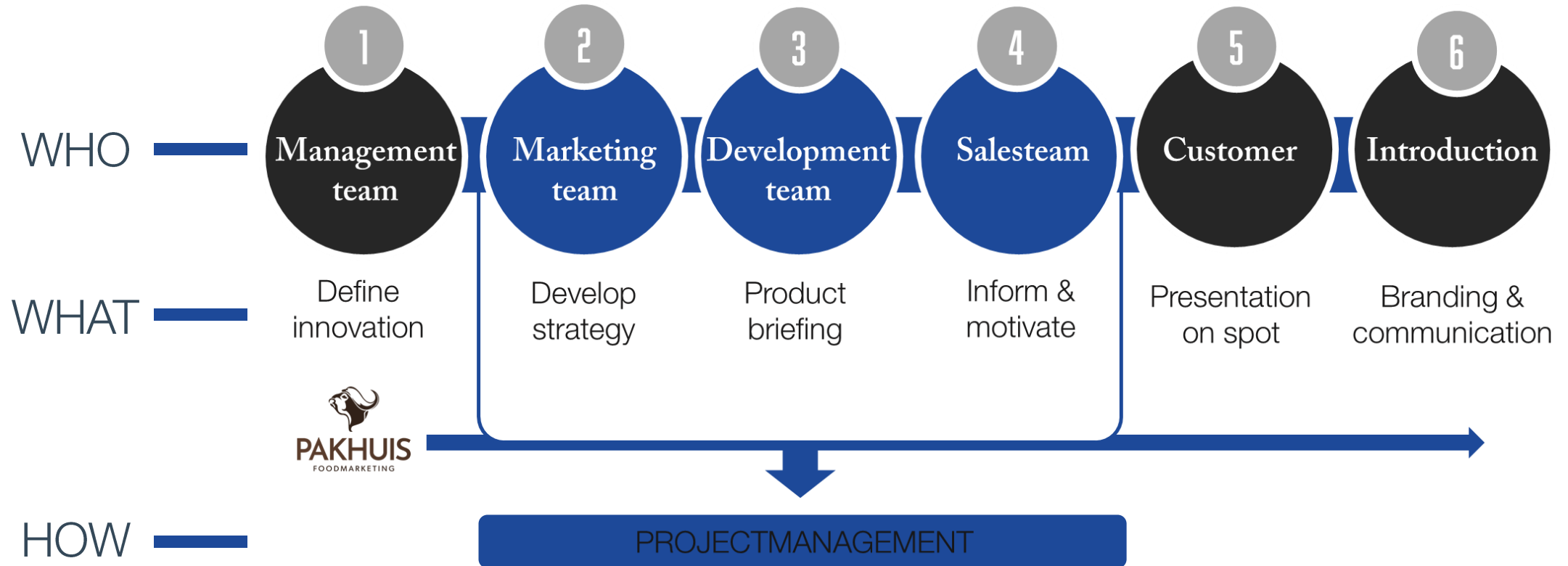
Research > Define > Strategy





**MARKETING
TOOLBOX**

DEVELOPMENT STEPS



2) COMMUNICATION



COMMUNICATION

- Functional or emotional
- What is the benefit
- Keep the message simple
- Use relevant communication tools

WHAT IS THE PRODUCT BENEFIT



It's not that I want it,
I need it!

I don't really need it,
I want it!

HOW TO TELL YOUR STORY

FUNCTIONAL = needed



EMOTIONAL = wanted



ATTENTION

Sensitive teeth?

INTEREST

Want to have a fresh breath?

DESIRE

Recommended by dentists!

ACTION

Buy now in every beauty shop

Do you like him?

Want to be like him?

Adventure is waiting for you!

Now available

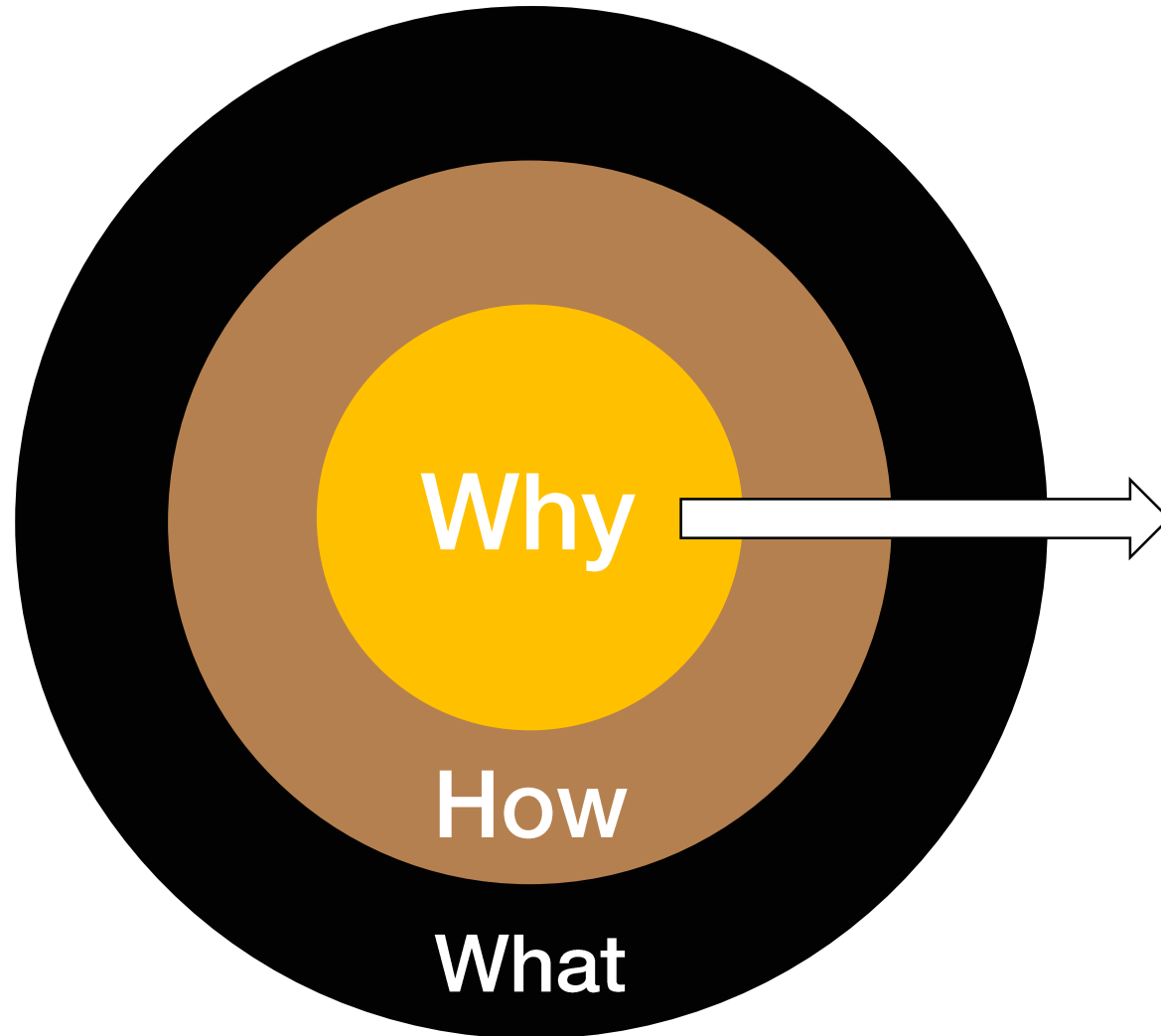
3) BRANDING



BRANDING

- What you do is not so relevant
- Neither how you do it
- Relevant is why you do it

BRANDING



Inside out
Not outside in!

The why contains your values
and is the fundament of the company

WHAT IS YOUR EXTERNAL PROMISE



4) CONCEPT CREATING



1) Marketing

Figures + facts + guts

3) Branding

Why should I buy something from you?

What makes you (r product) so special?

Please inspire me!

2) Communication

Tell your story. Short and simple.

**Your new
concept
is born**



DON'T SHARE A MARKET
Create one!