



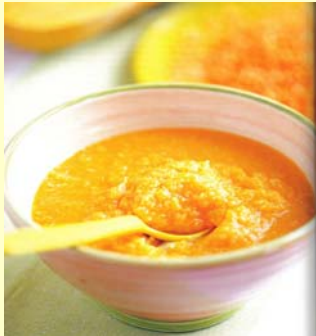
Presented by: Gerrie Hawes
Founder and Managing Director

Fresh Daisy

The Spires, 2 Adelaide St, Luton, Bedfordshire, LU1 5DU

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What we do



..... but this could be anyone

A name (brand) helps buyers and customers
make sense of what we do

What Fresh Daisy Organic does...



What Fresh Daisy Organic does...



Our branding helps link our products together, helps customers recognise us and enables us to expand & innovate
..... Fresh Daisy Organic is a name AND a promise

Fresh Daisy? Gerrie Hawes? Who?



- Fresh Daisy Organic: award winning
– Sainsbury's and Ocado
- Gerrie Hawes: Food campaigner
- Feed Me! (UK & beyond)



delicious.
The deliciously different food magazine



Taking branding personally

- You have to live with it... everyday
- Know what you want to promise customers.... and live by it
- If YOU don't define what your brand & promises are others will
- Understanding what you want your business to stand for will help you develop the name, image and designs. It can even help you work out where should stock it.

Branding top tips

- It helps if your brand makes sense to potential customers
- Think about how it might restrict your future business
- Branding can offer you some protection from competition
- Don't fall in love with it until you know you can use it!
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