

Validating and Improving Brand Plan

BACKGROUND PROBLEM

The client needed to validate a major brand plan in a declining-sales context while balancing shifting consumer behavior, portfolio complexity, commercial priorities, and cross-functional stakeholder needs.

APPROACH PROCESS

- Facilitated a multi-day planning workshop using the STRAP™ framework.
- Evaluated initiatives against strategic targets, risks, resource adequacy, and priorities.
- Helped stakeholders quantify growth pillars and align on initiative fit and confidence.

KEY FINDINGS / OUTCOME

- Rebalanced the plan from a pure frequency strategy toward a broader mix of frequency and recruitment.
- Identified a new sponsorship opportunity tied to a priority growth corridor.
- Revealed that existing initiatives were unlikely to hit the annual growth target, accelerating new growth efforts.

Validating and Improving Brand Plan for a Major Soda Brand in South Africa

