



# **REBRANDING RECOMMENDATIONS & REPORT**

**For Agromyx Limited**

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## Executive summary

This report seeks to analyze the current branding position of Agromyx Limited, a food processing company in Ghana, and make recommendations on how to better differentiate itself among competitors. A good branding answers the questions – Who are you? Who needs to know? How will they find out? Why should they care? (Wheeler p. 2)

For a brand to be appealing and have emotional connection with customers, there must be a good amount of investment into the development of its identity (Wheeler p. 4).

The current Agromyx's branding status was researched through face-to-face interviews with the company's executives. Current customers were also interviewed via phone calls and through test message exchanges. Further surveys were conducted among the customers. In addition to this, the company's website and brand packaging were audited and compared with other company's branding in a competitive analysis.

A great deal of effort was put into finding out customer knowledge of Agromyx. The relationship between Agromyx and Nourimeal confuses many customers. Even though respondents who provided answers online recognized Agromyx as the producer of Nourimeal, (Fg ...) all respondents interviewed via phone calls and text messages could not make the distinction.

The current social media outreach to customers is woefully inadequate, as compared to that of competitors such as Nestle.

The following recommendations are proposed to Agromyx:

- Rename Nourimeal to Nourimyx to be consistent with that of Agromyx.
- Redesign the Nourimeal/Nourimyx logo to reflect the brand.
- Agromyx, as a parent company, should take background stage of branding and promotional efforts.
- Redesign product packages to reflect new branding drive.
- Organize website information using basic design principles.
- Redouble social media outreach efforts.



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# Introduction

Agromyx Limited was founded in 2017 by Mr. David Foli. He was inspired to do so mainly to address two issues he had encountered while working in the hospitality industry. First, hotels could not meet the customers' needs for highly nutritious but additive-free cereals, vegetables and fruit drinks. Most of those available had preservatives, and high concentrations of added sugar and color. Agromyx has been able to figure out a drying process which retains almost 100% of the original nutrient value and flavor. The process prolongs the shelf-life of these food items for many years without the concerns posed when using preservatives and additives.

Secondly, Agromyx was also established to help combat the persistent problem of postharvest loss to smallholder farmers in Ghana "40% of staple foods in Sub-Saharan Africa are lost before they can even hit the market" (Agromyx). Processing these staples into a nonperishable product helps solve this problem. In addition, Agromyx, in collaboration with other concerned organizations, set up technology and training for these farmers. This ensures best farming practices including better harvesting practices and preservation which results in better yield and eventual increases in the personal incomes of the farmers.

Operating in a highly competitive industry, Agromyx as a young company needs to rebrand in order to build the identity and reputation needed to attract and keep loyal customers. Through interviews with Agromyx executives, employees and customers, and the conducting of a Google generated survey, a current situational analysis was conducted. Online secondary research was also conducted to ascertain the best practices in the industry. Utilizing the results, a company brand target audience persona, brand positioning statement and a SWOT analysis have been developed.

Based on the research and findings, a recommendation has been proposed for Agromyx rebranding. It includes a look at the relationship between the parent company and Nourimeal. Website and social media outreach has been looked at and redoubling efforts in these areas have been recommended.



# Research Methods

## Brand Research and Best Practices

Given the competitiveness in every aspect of human lives and business projects, it is absolutely critical that companies define who they are, who needs to know them, how they should be found out, and why they should care about them. “Competition creates infinite choices, companies look for ways to connect emotionally with customers, become irreplaceable, and create lifelong relationships. A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe in their superiority. How a brand is perceived affects its success – whether it’s a start-up, a nonprofit, or a product” (Wheeler p. 2).

The process of branding requires time, effort and discipline to be successful. In doing so one can create a brand of choice. It is deliberate differentiation (Wheeler p. 6). According to Lorraine Carter (December 9, 2014) “Brand differentiation is the means by which your brand is set apart from the competition, by associating a superior performing aspect of your brand with multiple customer benefits.”

## Brand Strategy

There can not be arbitrariness in developing a brand identity and an enduring impression on the minds of customers. That is why there is a need for a brand strategy. “Your brand can be summed up by how your customers perceive you as a company, product, or service. Your brand strategy should therefore guide every way in which you communicate and interact with your customers” (Josh, 2016). The following has to be defined as part of the strategy:

- Company Mission: a functional description of the business
- Company Vision: goals the company seeks to achieve
- Positioning Statement: particular space in the market where company operates





According to Josh (2016) these initial components should then dictate how the brand is expressed:

- Personality: Characteristics or descriptors used to embody the brand, product, or service.
- Voice: Style or written communication reflective of the brand personality.
- Visual Expression: Visual elements (colors, imagery) reflective of the brand personality.

*“Decisions around the name, logo, and tagline should stem from these key elements. Together, they should all be reinforcing, creating a singular, unified brand experience” (Josh, 2016).*

## Brand Governance and Reputation Management

After investing in building the brand, it has to be managed well to keep up with current trends.

*“Brand management requires strategy, planning, and orchestration. It begins with thoughtful leadership, a shared understanding of core purpose and brand fundamentals, and an imperative to grow brand equity. It’s finding new ways to delight customers, to engage employees, and to demonstrate your competitive advantage”  
(Wheeler p. 8)*

Whatever is being said about the brand should be known by management for timely intervention to either reinforce positive information or correct a negative narrative about the brand.

*“You’ll need to know if it’s on a blog post, through a social channel, or some other platform you might never even have heard of. Having a good sense of what’s going on will allow you to properly prepare for what’s coming. In turn, you’ll be poised to successfully steer a conversation in the right direction like the pro you are”  
(Duberg).*



## Brand Performance & Analysis

How the brand is performing must be monitored and analyzed to optimize its performance for the best impact (Duberg). The following areas must be covered according to Duberg:

- Internal branding – brand values, positioning, and company culture
- External branding – print and online advertising, marketing materials, public relations, social media, website, newsletters, and content marketing
- Customer experience – sales process and customer support; online and offline

Duberg further gives the following recommendations:

*“When looking at these aspects of your brand, analyze them from every vantage point. Is it all brand consistent? Does everything look and feel the same? Is everyone in the company living and breathing your brand, both in the creation of brand material and real-life interactions with customers? Some things are easily measured in terms of conversions and traffic, but some things will require you to have proper sit-downs with customers. Ask them how they see your brand. This way, you’ll know if what you’re trying to communicate actually is what’s perceived on the other end – that goes with every part of your brand audit.*

*These brand audits should, ideally, be conducted regularly. Make sure you revisit the topic at least once every quarter. That way, you’ll avoid being shell-shocked when things start heading the wrong direction – instead, you’ve anticipated it and controlled it to the extent that no harm will befall your brand”*  
(Duberg)



# Client Interview

## Client Creative Brief - Questions

For a complete overview of the questions towards the company, please view

Appendix A

## Agromyx :Branding Research

Agromyx is a small startup food processing company in Ghana. The company is operating in a highly competitive industry with global giants such as Nestle Ghana and Cadbury Schweppes Ghana Ltd. There are a plethora of local food producers and vendors, making the industry even more competitive.

*“A strong brand stands out in a densely crowded marketplace. People fall in love with brands, trust them, and believe their superiority. How a brand is perceived affects its success – whether it’s a start-up, a nonprofit, or a product.”*

*-Alina Wheeler*





# Target Audience Persona

**According to Brand Masters, “We live in the time of ‘The Human Brand’ and we are seeing more brand personality examples everyday.” Customers seek to associate with brands that share similar values and portray similar standard as themselves. The customer wants to see himself or herself expressed in the brand. The brand has to behave like the customer.**

*“If you take your brand to market speaking like faceless corporation with personality of a wet fish, then you’ll be a fish out of water and you won’t last long” (The Brand Masters).*

Agromyx’s customers tend to be health conscious, elite, professional and family oriented. These are the traits they want to see in the organization they associate with.

## **Brand Identity: Responsible**

Customers seek to take personal responsibility of their health and wellbeing. In response to the question “What three words can you associate with Nourimeal?” among others they stated “Health, Nutrition, Quality, Delicious and Innovative.” They are health-conscious and take personal responsibility.

## **Language: Thoroughness**

Francis Atterbury stated that “It’s attention to detail that makes the difference between average and stunning.” Customers of Agromyx are thorough to details in deciding what to take into their bodies. There should be deliberate attention to details in communicating with Agromyx’s audience.



### **Tone-Of-Voice: Enthusiastic**

Agromyx must be enthusiastic in tone-of-voice. Customers surveyed spoke about how much they enjoy the products. They spoke with confidence and understanding about the products. There should therefore be an effort to create brand enthusiasm for Nourimeal. Chief Marketer Staff asked the question, “Why would five million people stand in line several times a week to pay 200% premium on a commodity product?”

### **Characteristics: Optimistic.**

Being professionals and elites, customers are very optimistic about the future and what they purchase. “Great brands are inherently optimistic. They look to the future, aim to solve people’s problems and make people’s lives better. In challenging times, great brands have the power to drive optimism amongst their audiences – customers, employees and stakeholders. People first, not last”(Bevans).

### **Motivation: Family and Good Health**

Most people purchase natural foods because they are motivated by a desire to be healthy. They also want to be good parents and lead by example. “In this study, respondents associated the decision to purchase ‘healthy’ food with what is labelled here as ‘good parenting’. The concept of good parenting is encapsulated by the following quote “a desire to raise happy, healthy children” (Noble Gary, Jones Sandra, McVie Danielle).

### **Fear: Incompetency**

Some professionals tend to be afraid of their own incompetency, whether real or imaginary. “People can begin to doubt their own abilities and accomplishments” (Knowledgocity). Such may become doubtful and skeptical of every message they receive due to the experiences they may be having with their own profession.

All these attributes must be considered as we fashion out a communication strategy in branding so as to have the needed impact on the customers.



# Client Persona Profile

## Interests

- Taking family vacation
- Participating in Sports
- Educational opportunities

## Motives

- Maintaining personal health standard
- Seeking personal satisfaction

## Communication

- Social media platforms
- Current website information
- Emails
- WhatsApp
- Phone texting and calls

## Divers

- Trade shows
- Public events
- Social events
- Promotions
- Online

## Core Values

Responsibility  
Health  
Professional  
Sensitive  
Integrity  
Respect  
Knowledge  
Family centered  
Careful  
Growth  
Efficiency  
Effective  
Civil  
Expertise  
Steady  
Thorough



# Research Findings

## Brand Identity Research: Agromyx

### Surveys

Surveys are conducted to uncover what motivates respondents and what is important to them, to evoke discussion on important key topics, provide an unbiased approach to decision making and to have the ability to compare attitudes and behaviors (DeFranzo).

Two types of survey methods were employed with Agromyx's executives and employees on one hand, and with its local and international customers on the other. Through responses to a creative brief submitted to the executives of the company, it was requested that a rebranding of one of the company's products – Nourimeal be conducted. Areas of focus for this rebranding project are the colors, taglines and phrases for promoting the company and products. If necessary, a look at the company and the Nourimeal brand logos to see if they could share a common theme.

### Survey Strategy

A scaled questioner with additional opportunity to make further comments was employed in a primary research with Agromyx executives. Survey questions were categorized under following broad identifiers: Brand Logo, Brand Ideals, Visual Identity and Social Media. Another survey was conducted among Agromyx's customers to find out how conversant they are with the brand.



## The Details

### 1. Agromyx Branding Research with Executives

- Survey filled out on June 28
- Interviewed conducted on June 28

### 2. Google Forms Survey -With Customers

- Agromyx phone contact list of 50 Whatsapp contacts
- 7 responses

### 3. Customer Phone Calls and Whatsapp Text Interviews

- 6 responses

## The Data

The Google Survey results are depicted in Appendix B.





# Questions and Results Analysis - Agromyx Research

Responses to questions by both company officials and customers was analyzed using a scale of 1 to 5, with 1 being highly dissatisfied or nonexistent and 5 being highly satisfied.

## Questions on Brand Logo

Among the highest rated responses were whether the logo was simple and versatile, relevant, has international appeal, has a distinct design, and the shape of the logo is easily recognizable. These received a 3 rating.

The executive gave a rating of 2 on whether incorporate integration of tradition that resonates both with the company and the target audience. Further comments in the interview reinforced the observation that the logo does not identify with customers and company.

The issue about logo was extensively discussed because the company has two logos, and so the question was whether customers could make the connection with Agromyx and Nourimeal's logo. Nourimeal is the brand of products being produced by Agromyx at the moment.

## Questions on Brand Ideals

"Ideals are essential to a reasonable branding process, regardless of the size of a company or the nature of a business" (Alina Wheeler).

Ideals such as flexibility and aesthetic received the highest rating of 5. Executives believe they will be flexible to make any necessary changes in the future and the current design looks and feels professional.

Brand vision, meaning, authenticity and brand taglines received a rating of 4. Longevity, color and differentiation received a rating 3. This requires that we work on color and the elements of differentiation with competitors.

"Building a strong brand is the undisputed key to success in today's business world, and robust differentiation is an absolute must to build a powerful and compelling brand. Brand differentiation is the means by which your brand is set apart from the competition, by associating a superior performing aspect of your brand with multiple customer benefits" (Carter, 2014).



## Questions on Visual Identity: Brand Design Principles – CRAP

*“Effective brand strategy provides a central, unifying idea around which all behavior, actions, and communications are aligned. It works across products and services and is effective over time. The best strategies are so differentiated and powerful that they deflect the competition. They are easy to talk about, whether you are CEO or an employee” (Alima Wheeler).*

Each of the elements of CRAP received an average rating of 3. From the interview, it was understood that the arrangement on website and packaging design do not follow the principle of CRAP well. Unrelated elements (type, size, color, line of thickness, shape and space) are not attractive enough. There is very little of contrast in the design of these packages.

**Repeating** – A lack of consistency in these elements leaves room for improvement.

**Alignment**–The Agromyx team believes there is too much arbitrariness on the packages and website, explaining why these elements got 3 out of possible 5.

**Proximity** – Related items were found to be fairly group together, however the team gave this a 3 rating.

**Exposure Effect** –

This element received an above average rating of 4, indicating a high level of confidence for the executive on how the brand is exposed to the audience. However, text message interviews with most of the customers surveyed did not know the brand. Only 7 out of 43 responded to the main survey. The rest either did not have the time or there is not a personal connection to the brand for the customers to make the time.

**Entry Point** – This looks at the ease with which customers do business with the company. The executives provided a rating of 3 for entry point. However, a trial to purchase an item through the online portal did not go through. It had been confirmed by other employees that it has not been working.



## Social Media

*“Social media has become the fastest growing budget in the marketing arsenal. .... Retweets work at speeds much faster than the rollout of a global marketing campaign. Everyone is a player, producer, director and distributor” – Alima Wheeler.*

Facebook was identified as the most effective social media platform used to reach out to customers. However, I had to send text messages through WhatsApp for the customer survey that was conducted. It suggests that there can be improvements in the social media outreach of the company.



# Customer Survey

The object of the customer survey was to find out if the public is aware of the Nourimeal brand of Agromyx and the relationship it has with the corporate brand. Seven respondents replied to the following seven questions.

## Question 1: How did you first find out about Nourimeal?

28.6% of the respondents chose social media, exhibition and the company's website. 14.3% got to know about Nourimeal through radio and TV advertisements. Developing the brand through social media becomes a very important part of this rebranding project.

## Question 2: Which of the following companies produce Nourimeal?

To this question, 100% chose Agromyx among others including Nestle, Unilever, Samba Foods, Piccadilly and Wilmar. That is a good sign that those who felt the need to respond to the survey could link Nourimeal with Agromyx.

## Question 3: What three words can you associate Nourimeal with?

The following were the answers from the responses:

- Healthy, Nutrition, Taste
- A good product
- Cereals, organic breakfast
- Easy to prepare
- Natural food
- Quality, Delicious, Innovative
- It tastes good





### Question 4: What don't you like about Nourimeal?

- If it keeps long, weevils begin to appear in it
- The price
- Nothing yet
- The color
- Boabab powder is gritty
- I think we can get larger packages
- Feeling of a little itchy throat and dry after drinking because of the pineapple powder

### Question 5: What do you like most about Nourimeal?

- Taste and Nutrition
- Good customer relations
- Cereals
- Packaging
- The concept of producing natural foods

### Question 6: How would you like to hear about Nourimeal?

42.9% of the respondents preferred to hear about Nourimeal through the website and social media. The remaining 14.3% preferred the option of radio and Tv advertisement.

### Question 7: What would you like Nourimeal to improve?

- The shelf-life
- The pricing
- Nothing yet
- Nothing
- Availability of products
- Redesign the package to attract more customers
- I have had the chance to taste only the pineapple fruit powder. I am looking forward to tasting the other fruits.





## Survey Analysis

In summary, it can be deduced from the survey and the client interviews on the phone that customers like the products of Agromyx. The taste and the nutritional values of the products are the main attraction to customers. Those have been the factors for a repeat purchase by the customers.

What needs to be improved is the branding of the packaging to make it attractive to other customers. “Aesthetic designs are perceived as easier to use than less-aesthetic designs” (Universal Principles of Design p. 20).

Social media and website are the main gateways for customers in hearing about the company and the brand. It will be important to produce the best designs for both and make it user friendly. Customers who choose to purchase online should not have impediments that will discourage them for doing so again.

Agromyx has prioritized the welfare of small holder farmers who are their main suppliers of produce for processing. Through this social enterprise, farmers are placed in groups and training programs are periodically organized for them under the auspices of Agromyx.



# SWOT Analysis

Agromyx's Nourimeal brand is in direct competition with some of the world's biggest companies including Nestle, Unilever, Samba Foods, Piccadilly and Wilmar. As a result, there is the need to assess the Strengths, Weaknesses, Opportunities and Threats of the company so as to position itself in the competition. Table 1 below represents the SWOT analysis of Agromyx. These came from a primary survey administered to both employees and costumers of Agromyx.

## Strength

- Company is not too big to manage
- Unique products
- Natural and organic
- Being close to farmers and suppliers
- Product package is portable and so easy to transport
- Product is easy to prepare
- Only one brand to deal with at the moment

## Weaknesses

- Lack of adequate capital for operations of the company
- Less brand awareness
- Packaging, design and appearance
- Social media outreach
- Website

## Opportunities

- Possibility of wide patronage after rebranding
- Lack of specific competition for the product
- Huge opportunity for expansion and growth
- Opportunity to rebrand and launch the product to create a greater awareness

## Threats

- High pricing compared to other competing brands
- Brand appearance may affect consumer impression
- Emergence of strong competing brands in potential markets
- Cheaper locally produced breakfast cereal
- Customers ability to purchase fresh fruits and vegetableA



## STRENGTHS

Agromyx a small but growing company has a lot of strengths which can be relied on for proper branding and awareness creation of the company among the general public:

- Company is not too big to manage. Being basically a start-up company, there is little to no bureaucratic obstacles in the operations of Agromyx making decisions- like the need to rebrand- becomes easier than what could be the case with competitors like Nestle.
- Unique products. Agromyx products are unique and its application is vast, from medical, to beverages and the cosmetics industry.
- Natural and organic. These products attributes are a good pitch for the company.
- Being close to farmers and suppliers. Agromyx executives taut their relationship with small holder farmers in the countryside. This looks like a corporate social responsibility which gives the company good will among the populace.
- Product package is portable and so easy to transport. Product package comes with different sizes, with some being easily movable by everyone.
- Product is easy to prepare. It is easy to prepare and does not require elaborate cooking procedure.



## WEAKNESSES

The weaknesses in an organization are the things it struggles with and does not do so well with. From the interactions with both staff and customers, the following were found to be areas that they believe are the weak points for Agromyx.

- Lack of adequate capital for operations of the company. Agromyx has not been able to raise the capital for every aspect of its operation, including a budget for branding.
- Less brand awareness. There seems to be some disconnection between the Nourimeal brand and the corporate brand. Even though 100% of the seven respondents said they could relate with the branding, many more who were interviewed on the phone did not seem to make that connection.
- Packaging, design and appearance. The product package seems to be busy and hard to really understand. To see an example of the packaging, please view Appendix C.
- Social media outreach. Even though the survey and interviews suggested this to be the best medium of communication between the company and the customers, a lot more development and engagement needs to take place to realize the full benefits of the opportunities.
- Website. Website needs improvement in terms of design, text, color and relevance of information on the site to the company.



## OPPORTUNITIES

- There is a great room for growth for Agromyx.
- Possibility of wide patronage after rebranding. It is anticipated that once the branding work is done with the recommended changes, many more customers will be attracted to the brand.
- Lack of specific competition for the product. The unique way of processing products makes it hard to find a direct competitor.
- Huge opportunity for expansion and growth. Since the company is young and still in its infancy, there can be a conscious effort and hard work to grow it to any level. The unique processing procedure makes it very attractive and can boost the chances for growth.
- Opportunity to rebrand and launch the product to create a greater awareness. When most of the branding defects are corrected, there will be an opportunity for expansion and growth.

## THREATS

- High pricing compared to other competing brands. About 14.3% of respondents felt the price of Agromyx product is too high. Being a fairly new company without any chances or achieving an economy of scale in the near future, the prices compared to other competitors price in on the higher side. This can be a serious threat in the post covid economic condition all over the world.
- Brand appearance may affect consumer impression. The poor packaging of the product may be unattractive to some customers. Aesthetics works better than unattractive packaging.
- Emergence of strong competing brands in potential markets. These may have a different protocol of processing which may make its production cheaper than Nourimeal's production cost.
- Cheaper locally produced breakfast cereal. There are so many individual, table-top businesses in cities in West Africa. Some of them are already cooked and can be grabbed on the go, making them a better choice if time savings is a priority.





# Competitive Analysis

There are many competitors in the food processing industry where Agromyx operates. These can be placed in two categories of major internationals such as Nestle, Uniliver and Samba Foods who are direct competitors and many local cereal and beverage processors who are indirect competitors.

*“A competitive analysis is the process of identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to your own business, product, and service” (Pono, 2018).*

The competitive analysis framework below provides a snapshot of how Agromyx compares with Nestle and other local food processors.

		Agromyx	Nestle Ghana	Local Processors
Company Specific/ Product	Founded	2017	1957	
	Funding	Loans and grants from others	Very well funded with annual revenue of \$226.86 Million	Enough funds for operation.
	Strength/Weakness	In its infancy with only one brand.	Very well established with over 200 brands	Enough funds for operation.
	# of Employees	2	1,392	No record
Website	Has website Designed with right colors and font size	Colors are not consistent and the font sizes are not appropriate	Colors and font sizes are very well coordinated and consistent.	No Usually no website but employ other medium in reaching out to customers.
	Content relevant and consistent with the brand	There seems to be a bit of confusion with regards to Agromyx and Nourimeal.	Each brand has a dedicated page to it with adequate information on the brand.	Store, van and delivery vehicles are branded. Sales post are also branded very well. They employ word of mouth and peer endorsement.



	Easy to navigate	It is easy to navigate on the website.	It is easy to navigate the site even though it has so much information on many different brands.	
Social Media	Active on social media	Social media links from the website are not legible enough for easy access	Social media handles are better linked from the website.	Many use WhatsApp to communicate with their customers and they do it quite effectively.
	Engages audience appropriately.	Frequency in reaching out to customers and providing relevant information to customers is inadequate.		



## Company Overview

Henri Nestlé founded Nestle in 1867 in Switzerland and has become an international company in over 186 countries with over 2,000 brands. It was established in Ghana as Nestle Ghana Limited in 1957. It is well funded and currently has over 1,392 employees. “The original Nestlé trademark was based on his family’s coat of arms, which featured a single bird sitting on a nest. This was a reference to the family name, which means ‘nest’ in German” (Nestle).

Agromyx however, is still in its developmental stages and was just established in 2017 with only two employees and one brand.

## The Logos

*“Henri Nestlé adapted the coat of arms by adding three young birds being fed by a mother, to create a visual link between his name and his company’s infant cereal products. He began using the image as a trademark in 1868” (Nestle).*

The logo is relevant to the corporate’s brand identity. The bird feeding its two juveniles and the image it carries is consistent with the tagline “Good food, Good life.”

Agromyx logo is simple and professionally done. The design is unique and with its colors helps differentiate the brand from all other competitors. However, the logo for Nourimeal is a bit confusing and the colors employed are not consistent with that of the corporate logo.

Agromyx has a tagline “Fresh from the farm” which only written on the packages as part of the Nourimeal logo. It is not repeated on any other place on the website. In contrast, Nestle’s “Good food, Good life” is present by the side of the logo on each page of the website.



## About Us Page

Analyzing the designs of these pages for both companies, we will appeal to the four basic principles of design (Williams p. 13) as employed on each website.

### **Proximity**

The principle of proximity states: Group related items together. Move them physically close to each other so the related items are seen as one cohesive group rather than a bunch of unrelated bits.

The Nourimeal logo has no relations with the other items under “A Closer Look At Africa” page, and that whole design has no connection with Agromyx nor Nourimeal.

On the other hand, Nestle’s page has group related items together and the photo and tagline are related to the message being shared about Nestle.

### **Repetition**

The Principle of Repetition states: Repeat some aspect of the design throughout the entire piece. .... It can be anything that a reader will visually recognize” (William p. 55).

Mission and Our Vision subtitles are bold on Agromyx page, making it easier for a reader to recognize.

Similarly, Nestle has broken down its message into many subtitles with each having its own subpage. This makes it much more easy for a reader to look for the relevant information he/she might be interested in.



## Alignment

The Principle of Alignment states: Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page” (William p. 33).

“A Closer Look At Africa” again was placed on the page arbitrarily. It does not seem to be related to any other item on the page and does not speak specifically about Agromyx nor Nourimeal.

Nestle on the other hand has relevant information and images grouped under each subpage on the site. It makes it easier to locate and read.

## Contrast

The Principle of Contrast States: Contrast various elements of the piece to draw a reader’s eye into the page. If two items are not exactly the same, then make them different. Really different” (William p. 69).

The subheadings of “Our Values, Integrity, Customer Centric, Excellence, Sustainability and Innovative” have the same font size as the text that explains them on the Agromyx’s page. It is hard for the reader to realize when content under one subtitle has ended and when another begins because of lack of contrast in the design of the page. Various items could be bulleted and subtitles made bold to provide the needed contrast, as evident on the pages of Nestle.

## Other Competitors

There are hundreds of local, individually owned food processing ventures in every town and village in Ghana. These operate in the non-formal sector which is not very well regulated. Most of them pay little or no taxes and are not registered with the government. They usually do not have websites and the businesses usually die with the founders.

All these put together pose huge competition to Agromyx. Their branding is either on the little store they sell from or the motorbikes they use for delivery of the products.





## Social Media

All the social media handles on Agromyx's website open to Nourimeal's account.

This can be a bit confusing to customers. On the other hand, Nestle is consistent with their messaging on what they are speaking about. In fact there are handles for corporate affairs and careers. In the case of Instagram for Nestle there is an additional link for Nestle cereal.

Agromyx has but a few post on all the social media post as compared to Nestle.

There should be a good balance on the frequency of postings on social media, as advised by Neil Patel "If you post too infrequently, your audience will forget that you exist and you will quickly fade into the deep dark recesses of their minds. However, if you are posting too often, you will become a complete nuisance and they will dread seeing your posts overcrowding their feed" (Myers, 2021).

Nestle's social media handles are well developed as compared to that of Agromyx's. There are 298 thousand followers for Nestle on Instagram verses 90 followers for Agromyx.

There is no ambiguity as to which company is being promoted by Nestle social media handles. All the social media handles on Agromyx's website opens to Nourimeal's account.

Nestle has current and clear videos and photos which tell the story about products and it is constantly updated.



## Brand Position Statement

- Agromyx's primary audience is male and female middle to upper income professionals who are conscious about personal health and wellbeing.
- Agromyx is a food processing company, specializing in vitamin and mineral-rich food products which help to tackle malnutrition and obesity.
- Agromyx's a unique drying process that helps keep 100% of the food nutrients and taste intact without adding preservatives nor any other additives

## RECOMMENDATIONS

The following are being recommended to boost Agromyx's branding:

### Brand Identity

- Name and Logo: Change the brand name from Nourimeal to Nourimyx and develop a new brand logo for Nourimyx. The old logo was observed to fall short of appealing to the customers and did not have much connection with the name and logo of the parent Agromyx name and logo.
- Color
- Typography



## Visual Identity

Brand visual identity include among others, the following:

**Packaging:** Photos on the packages must be clearer and beautiful. Aesthetics are important attraction to consumers. Package has to be designed using the four basic design principles.

**Corporate identity:** There has to be a redefinition of the role of Agromyx in relations with the product brand such as Nourimeal.

**Website:** The company's website has to be redone and more prominence given to the new brand Nourimyx. Agromyx has to be relegated to the background to avoid the confusion among customers.

**Brochures:** There should be well designed brochures that will give an overview of what the brand represents.

**Social media handles:** All the company's social media programs should be redesigned and encourage frequent postings on the platforms.



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# APPENDIX A

## Client Creative Brief - Questions

This questionnaire is meant to help us become familiar with your company, and to enable us to execute the task of branding your company professionally. Please take some time to provide the answers to the best of your ability. Use supplementary sheets if there is not enough space for comments.

### The Company

- Your name
- Company's full name
- Telephone numbers
- Mailing address
- Web address
- Years in operation
- Your role in the company
- What business are you into?
- Who do you sell to?
- Who is Your Ideal Customer?
- What motivated you to set up this company?
- What attracted you to this industry in particular?
- Objective
- Why do you want to re-brand?
- Who on your team will be working on this project?
- What pain points do you want to solve?
- What do you imagine going wrong with the branding process?
- What is about your company in your view that could make this branding work easier?
- How do your suppliers find your company?
- How have you related with your suppliers?
- What is the timeframe for completing this project?



## **Current Branding Strategy**

- What are the current strengths and weaknesses of your brand?
- How simple is your current brand identity?
- How will you test brand perception?
- How does your logo communicate your brand?
- What mood or feeling do you hope to achieve with your font and color?
- What makes you admire your favorite brands?
- What feedback have you received about the packaging of your products?
- What has been the reason for a repeat purchase with your company?
- How would you describe the personality of your company?
- What three adjectives would you use to describe your company?
- What makes your company unique from competition?
- Which social media platforms are your customers likely to use?

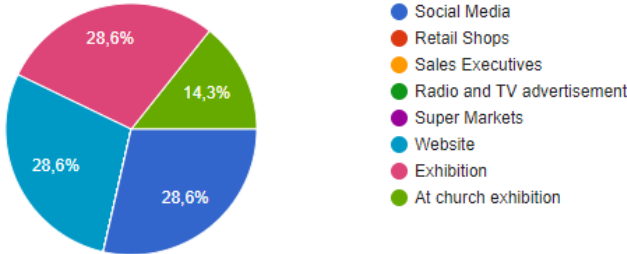
## **Target Audience**

- What is your audience's predominant spoken language?
- What tone and phrase do your audience use to describe your industry?
- How do you interact with customers?
- What do you perceive to be problematic in communication with your customers?
- How do you want to be perceived?
- Why do your customers trust you?
- Competitors
- What is Your Competition?
- How are You Different?
- What Branding Strategies Have They Employed?

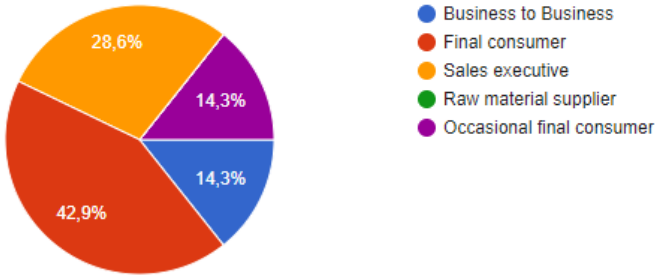
# APPENDIX B

## Costumers Relationship to the Brand Agromeal

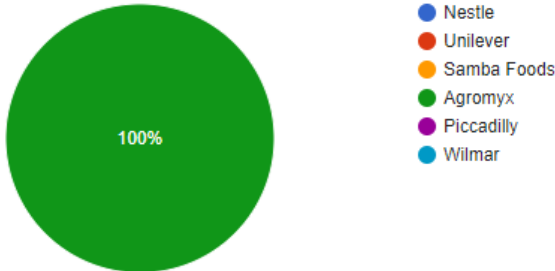
How did you first find out about Nourimeal?



Which of the following best describes your relationship with Nourimeal?



Which of following companies produce Nourimeal?





## Positive Attributions towards Agromeal

What three words can you associate Nourimeal with?

Health, Nutrition, Taste

A good product

Cereals, organic breakfast,

Easy to prepare

Natural food

Quality, Delicious, Innovative

It tastes good

What do you like most about Nourimeal?

Taste and Nutrition

Good customer relations

Cereals

Packaging

The concept of producing local natural foods

The fact that it tastes as better as they say it is

It tastes naturally yummy just like fresh quizzed pineapple

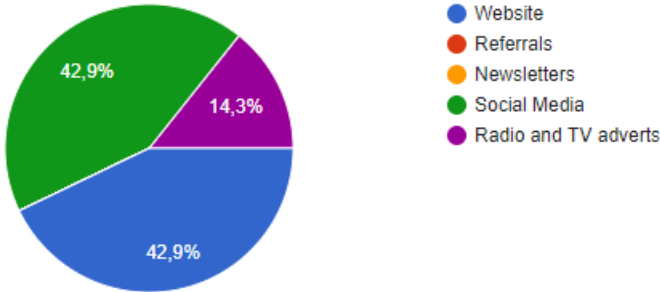


# Costumers Relationship to the Brand Agromeal

What don't you like about Nourimeal?

- If it keeps long, weevils begin to appear in it
- The price
- Nothing yet
- The color
- Baobab powder is gritty
- I think we can get large packages
- Feeling of a little itchy throat and dry cough after drinking cos of the pineapple powder

How would you like to hear about Nourimeal?







What would you like Nourmeal to improve?

The shelf-life

The pricing

Nothing yet

Nothing

Availability of products.

Redesign the package to attract more customers

I've had the chance to taste only the pineapple fruit powder. I'm looking forward to taste other fruits

# Appendix C

## Original packaging of one of the Nourimeal products

