
road MAP[®]

“3 projects, working in the roadMAP[®] framework, made £56million in their first year”

Alyson Jakes, Head of Design, Tesco

roadMAP[®] is Honey's tailor-made diagnostic tool. We work with you to help crystallise a clear vision for your brand. Once ratified, this then acts as a guide and guardian, saving time and money in implementation.

The results of Honey's work, as measured by the all important Design Effectiveness Awards, puts us in the top five most successful design companies in Britain. Successful for our clients, and therefore for us.

Clients range from the big (Nestlé, Tesco, Gatwick, and Harrods) to start-ups (Tossed and Spicentice).

We succeed because we think wide. We have brought together a broad range of highly creative, experienced marketing and business strategists and communications specialists.

We build teams to meet your needs, we don't force-fit you to a process.

Some of our clients want us to create the business plan with them, either to clarify thinking or to raise capital. Others are confident in that area and want input to the marketing and communications strategy.

It's your call.



Finest Restaurant Collection: £15.5 million sales in year 1

Honey Innovation Honey Creative - Commercial Brand Partners:

Commercial Planning, NPD Innovation, Branding, Design and Marketing.
6 DBA Design Effectiveness Awards in 3 years, makes Honey the UK's most successful new agency ever!

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The City Kitchen - Ready Meals

Branding, packaging and strategy



Consumer issue

Working in partnership with Kerry Foods, we created a new range of ready meals which radically broke the norms of a category that had a poor reputation for quality and healthiness.

We took a category in decline (18% p.a. – A C Nielsen Homescan) and created a brand that had a turn over of £19m in its first year, distributed solely through Tesco. The City Kitchen offers a range of healthy, contemporary, more adventurous meals that avoid the negative connotations of the sector and re-inject energy and growth.

Commercial impact

Unlike nearly all other ready meals, the pack allows the product to be displayed, showing the interesting ingredients. The pack is a takeaway rigid tray with lid, signalling restaurant/takeaway quality, greater portability and opening up the office lunch market (it can be eaten straight from the tray).

This involved a major step change in production, which has more than paid off.

- £0 to £19 million in one year
- 70% of sales of City Kitchen are to customers that do not normally shop that fixture
- 30% bought by existing ready meal buyers was incremental (Kantar)
- Strong basis for further innovation
- Enhanced reputation for Tesco

“£0 to £19 million in one year. You don’t get to that from a standing start unless you really know how to communicate on pack. There’s no doubt Honey do.”

David Hamilton - Innovation Director, Kerry Foods

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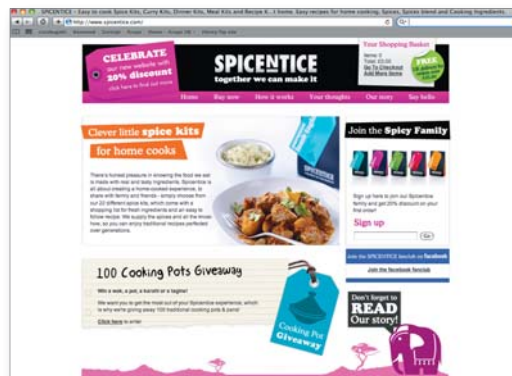
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Spicentice

Strategy, branding and packaging



Consumer issue

Created in 2005, the Spicentice proposition consisted of a core product range of little packs of herbs/spices to give the customer everything he or she needs to create an authentic Indian meal.

Honey has worked closely with Spicentice for the last three years on commercial aspects such as distribution, marketing and selling, while, at the same time, creating a fresh identity and physical packaging concept.



Spicentice: Sales increased by 38% in the first six months

Commercial impact:

- Sales increased by 38% in the first six months. Subsequent year targeted at 158% increase.
- Customer accounts up by 10.4%, with 107 new retailers signing up including:
 - Asda's sales rising by 39%
 - Harrods, who approached Spicentice direct
- New export markets in Ireland and Dubai
- Recognition by BBC Good Food Show
- Website impressions up by 25%, from 300 to 400 per day
- Average customer spend via the website has increased from £10 to £18
- 22% increase in visitors to Spicentice stands at trade fairs specifically to place orders
- New ownable structural design has saved:
 - 25% in material costs
 - 50% in shelf-ready/transit packaging materials
 - 79 man-days per year (on assembly)

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How it works

We start with a short meeting or conference call to outline the issues, understand what is already known and review the options on the table. This briefing ensures that, when we set up a half-day session, we bring in the right mix of people from our side.

We will come with specific market and trend data as well as our broad understanding of business and brand development. We will bring the right combination of skills to meet your specific needs and will create the agenda, moderate the session and produce the report.

That half-day session creates a framework and gives us specific tasks to explore and develop, whether at a fundamental level of business planning, innovations step-change, or a more focused communications strategy.

We then come back together within one to two weeks with the detailed plan, which will help you to go forward in confidence.

Once agreed, the plan is finalised and becomes the guiding document for future decision-making.

And then the journey begins!



70% of sales of The City Kitchen are to customers who do not normally shop that fixture



Ken Hom: £21.5 million sales in year 1

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