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# road MAP<sup>®</sup>

“roadMAP<sup>®</sup> teased out our thoughts in a structured, practical way and ultimately produced a solution that we all believe in”

Oliver McElvaney, Marketing Director at Kleerex

**roadMAP<sup>®</sup>** helps crystallise a clear vision for your business and brand, setting out the direction, pace and resources required for moving forward, while recognising potential barriers.

roadMAP<sup>®</sup> is Honey's unique diagnostics tool which analyses both commercial and creative aspects simultaneously in order to create a sustainable development platform and accelerate growth.

## Process

Our principals have worked with leading global agencies and consultancies and have merged together best practice from both to create a unique process that can be tailored to your needs.

Typically, Honey roadMAP<sup>®</sup> incorporates these stages:

- Initial face-to-face or telephone meeting
- Completion of a briefing sheet
- Telephone conference call to explore critical issues
- roadMAP<sup>®</sup> workshop (half-day)
- Supplementary desk and web research
- Preparation of report
- Presentation of findings and recommendations for discussion

## Outcomes

The outcome from a Honey roadMAP<sup>®</sup> is an unambiguous, action-oriented, 20–30 slide pack covering off the critical issues raised in the workshop, indicatively: the proposition; product and service range; the market; competition; brand and architecture; routes to market; marketing strategy; brand communications; organisational structure; management processes; growth challenges; action plan, etc.

## Benefits

The advantages of Honey's roadMAP<sup>®</sup>:

- 360° approach, addressing challenges from every perspective
- Commercial and creative solutions, knitting together all loose strands
- Intensive – recognising management's need for quick delivery
- Participants own the directions and solutions
- Practical, with clear action plan arising
- Delivered by highly experienced, senior practitioners
- Great value for money

Three years of delivering over 20 Honey roadMAP<sup>®</sup> programmes has demonstrated that this unique process is a highly valuable growth accelerator and a robust cornerstone for developing long-standing client/agency relationships. For many clients, roadMAP<sup>®</sup> replaces or supplements their business plan.

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## 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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