

Taking your brand to market

Coregeo® will add real value to your fresh produce brand and develop it into a thriving business.

We will achieve this through strategic planning, product and business development, customer and retail analysis and the creation of dynamic partnerships via our four main areas of expertise.

INTELLECTUAL PROPERTY PROTECTION AND BRAND MANAGEMENT

Successful brand management leads to brand loyalty.

Coregeo® will help you create, protect and develop your brand, making it stand out from the competition. We will put you in control of your intellectual property with our expertise in:

- Devising and implementing brand management strategies
- Developing and securing trademarks and other protection
- Negotiating and preparing contracts and licences
- Acting against third parties unlawfully exploiting your brand.

TRADE AND CONSUMER MARKETING SERVICES

Coregeo® specialises in award-winning and attention-grabbing trade and consumer marketing campaigns that:

- Raise the profile of brands
- Drive sales
- Boost retailer and consumer engagement
- Raise penetration
- Build brand loyalty

Every campaign is tailor-made, every tactic carefully researched and planned for maximum impact. Examples of activity include: Advertising, direct and experiential marketing and PR, in-store promotions, sponsorship and charitable partnerships, roadshows, website development and online consumer engagement through social media channels. The Chartered Institute of Marketing awarded Coregeo® its coveted **Excellence in Marketing** award for its work on the Pink Lady® brand, describing it as “the benchmark for branded agriculture and food.

QUALITY ASSURANCE AND COMPLIANCE

Quality assurance is key to giving you and your brand a competitive edge. Coregeo® will ensure the spirit of your brand is consistently well-represented and never undersold throughout its journey to the supermarket shelves by:

- Setting and enforcing strict technical compliance standards
- Monitoring product quality
- Ensuring traceability
- Liaising with licensees and retailers
- Troubleshooting issues through supply chain audits
- Identifying brand infringements.

ADMINISTRATIVE, LICENSING AND FINANCIAL MANAGEMENT SERVICES

Our full service offering means we are also able to provide:

Financial management and reporting services

- Data collection
- Invoicing
- Licensing services
- Collection of royalties and fees
- General commercial advice.

It may be your business, brand or product requires just one area or more services from our portfolio of expertise. **Please contact us on 01622 816999 for an informal chat.**