

Great value, great taste!

**DEFINITELY NOT FOR THE
FAINTHEARTED**

HOORAY

HOW LATITUDE HELPED YEOMAN
LAUNCH 18 NEW PRODUCTS
INTO THE MARKET IN 3 YEARS





PROJECT RESULTS

- SUCCESSFULLY RE-LAUNCHED THE YEOMAN MASHED POTATO BRAND
- CREATED A MULTI-COMPANY PARTNERSHIP ALLIANCE TO DEVELOP AND LAUNCH NEW PRODUCTS ONTO THE MARKET
- LAUNCHED 16 NEW PRODUCTS IN 3 YEARS
- CURRENTLY IN TALKS WITH THE UK'S LEADING SUPERMARKET CHAINS TO PLACE PART OF THE PRODUCT RANGE AND LOOKING AT EXPANDING INTO THE US



“IT’S VERY SIMPLE REALLY. **OUR COMPANY AND PRODUCTS**
LATITUDE’S HELP IN A MARKETING, DESIGN AND BUSINESS
ENOUGH!”

LUI KHALILI
MD, YEOMAN FOODS LTD



S WOULDN'T BE WHERE THEY ARE TODAY IF IT WASN'T FOR
S SENSE. WE CAN'T THANK THEM OR RECOMMEND THEM

THE CLIENT

Yeoman was a household name back in the sixties and seventies and known mainly for its instant mashed potato. In the nineties, however, they were among the brands culled by Masterfoods during a major re-organisation. The name might have disappeared if not for a food wholesaler who saw an opportunity to develop a range of new products under a re-launched Yeoman brand.

THE PROJECT

Latitude was asked to define and implement a two year marketing strategy to re-launch Yeoman into the consumer market. However, while the consumer was indeed the ultimate purchaser, the actual sale and marketing strategy called for a business to business campaign aimed at wholesalers, retailers and multiples in order to place the products first.

THE SOLUTION

PHASE 1: COMPANY RE-BRAND, WEBSITE AND PRODUCT NEW PACKAGING

After researching the current marketplace, our teams set about creating a revitalised brand image for the consumer (B2C) market based on the strapline 'yesterday's values'.

The aim was to subconsciously remind the buyers of Yeoman's historic reputation for producing quality foods. Through research we realised that people were becoming more and more concerned about the quality of food and traditional meant quality from a bygone age.

We therefore decided to tap into this within our marketing and brand look and feel. New packaging was initially created for the instant mashed potato product with the design leaning away from Yeoman's more modern looking competitors to create the feeling of nostalgia and a well-established, trustworthy food producer.

A new website was then launched to tie in with the new brand image but aimed at the retailer as they were the people who would be looking at the brand initially with a view of placing the revitalised product.

PHASE 2: DEVELOPMENT OF NEW PRODUCT RANGE

It soon became evident that the marketplace had moved on since the seventies and that mashed potato alone would not support an entire business. However, to expand the range and sell it into the market would require substantial investment in new product creation, or an alliance with someone who could spot potential holes in the market and could then introduce the company to potential buyers and producers with little or no financial risk.

In light of this Latitude advised Yeoman to set up a strategic alliance with Farndon Foods, a food distribution specialist, and ourselves who would take on the responsibility of designing and marketing the products.

This alliance enabled Farndon to research the areas where they felt Yeoman could expand their product range. Yeoman would then research the best manufacturers to produce the food stuffs whilst Latitude could develop initial product designs which could be presented to buyers. If they liked the product, pre-orders could be taken and product production could commence with little or no financial risk.

The current range now consists of 16 products, including Yeoman Gravy, Yeoman Stock Cubes, Beef and Chicken Casserole, Irish Stew, Chilli Con Carne and a range of Yeoman Chilli Sauces.

We're continuing to work with Yeoman to seek new opportunities in the market and are now looking at developing the Yeoman range in the United States.

BUSINESS CARDS



NEW WEBSITE



RANGE OF CHILLI SAUCES



GRAVY



MASHED POTATO



STOCK CUBES

AFRICAN RANGE



IF YOU WOULD LIKE MORE INFORMATION ON THIS CASE STUDY OR
IF YOU HAVE A PARTICULAR ISSUE THAT YOU'D LIKE TO DISCUSS,
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