



One food brand, two journeys

Challenge Overview

A food brand needed to launch a **standalone natural food brand** while also rebranding and building its **D2C online presence**.



Strategic Approach

We developed a dual brand narrative:

Retail Identity

A calibrated, curated assortment of food items highlighting purity, mindful sourcing and traditional values.

D2C Brand Story

Positioning the food brand as a modern, family-first food brand. Packaging, content, and Shopify-based storefronts were created to reflect these narratives.

AI Tools Utilized



AI-based Benchmarking

AI-based competitor analysis and design benchmarking.



Content Creation

GPT-driven product storytelling and SEO content.



Visual Testing

Packaging mockups and user testing via AI-catalysed discussion guides.

Cultural Considerations

- Rooted brand storytelling in **Indian food culture** and heritage.
- Focused on trust cues like **farm-to-table sourcing**.



Measurable Outcomes

45

Days to Launch

Developed and launched a new standalone food brand within **45 days**.

20%

Conversion Improvement

D2C store conversions improved by **20%** during soft launch.

2x

Social Engagement

Digital campaigns doubled social engagement.

Client Testimonial



"Our brand now feels modern, yet true to its roots — the D2C approach is working."