

BRAND SIZE-UP AUDIT · SLANT

SAMPLE · ANONYMIZED

The Brand Size-Up

A better-for-you snack brand

A six-dimension diagnostic of how much of a brand's potential is showing up in market today, and the one move that changes the story. Real audit, identity withheld.

Solid

68% OF OVERALL BRAND
POTENTIAL LEVERAGED

You built a brand on a belief. The new shelf surface is renting fun instead.

- You earned a nine-figure business on a real philosophy: mindful living, simple acts, a snack with a conscience. That worldview is the rarest asset in this category, and it is yours alone.
- This reads off the public surface only: the homepage, the story page, packaging, social, and the competitive field. No internal interview, no roadmap, no stated strategy.
- The gap is not craft. It is drift. Distribution is winning while the identity leaks: the homepage now sells simple snacking, the story page still sells a way of living, and the two no longer meet.

Nothing here needs inventing. You already built the thing worth standing for. The work is refusing to sand it off.

Where this goes.

01 **The Foundation**
What is already working, and worth protecting.

02 **The Analysis**
Six dimensions, scored with evidence.

03 **The Competitive Map**
Where the brand sits, and where it is drifting.

04 **The Opportunity**
The lane to reclaim, and the moves to get there.

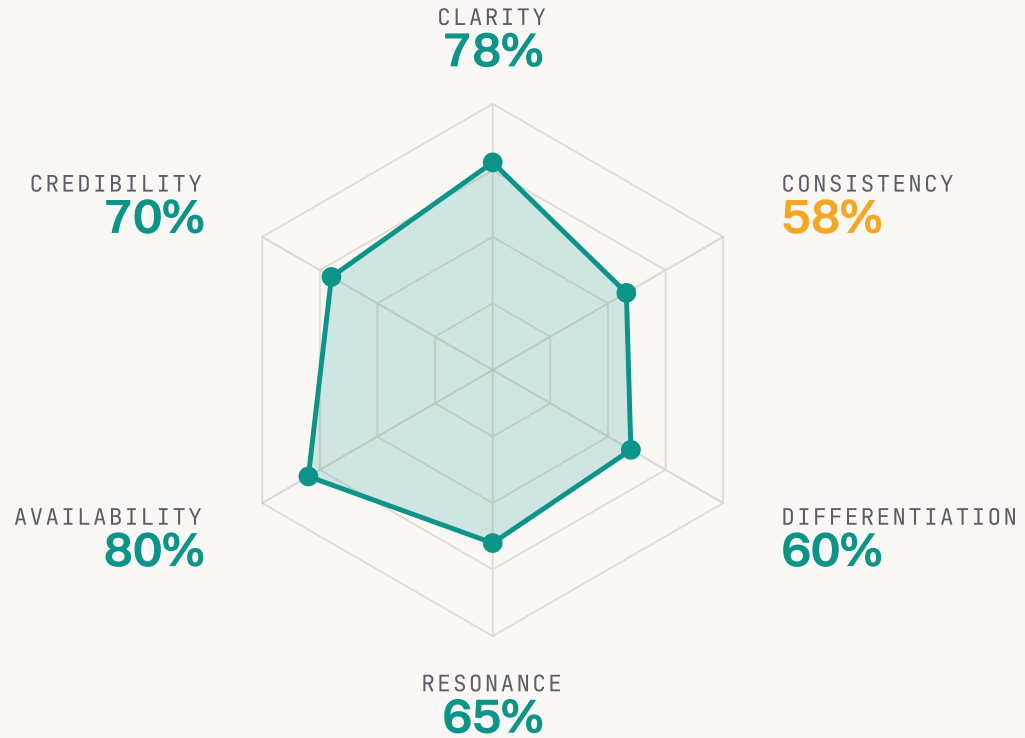
05 **The One Insight**
The single reframe that changes the rest.

06 **Working Together**
The right next step, if you want one.

SECTION ONE

The Foundation

Before the gap, the assets. Start with what this brand has already earned, and what most competitors in the category never will.



Distribution is winning. Identity is leaking.

Solid 68% OF OVERALL
BRAND POTENTIAL
LEVERAGED

Six dimensions, scored as the share of each one's potential the brand captures today. Availability and Clarity hold up. Consistency and Differentiation are dragged down by one root cause: a brand drifting from its own story.

Start with the assets, not the gaps.

Before the critique, the foundation. This brand has built things most better-for-you snack brands never will. Real, verified, working.

01 · A LIVED PHILOSOPHY

A belief, not a tagline.

The founder did not market his way into mindful living. He lived it, then built the company around it. That worldview is earned, specific, and impossible for a competitor to rent.

02 · A FACTORY YOU OWN

You make your own food.

Most brands in this aisle are co-packed and cannot say this. Owning the means of production is a structural moat: quality control, speed to shelf, and the right to prove every claim with footage.

03 · HARD-WON SHELF

The distribution is real.

From natural-channel origins to nationwide club and mass at nine-figure scale. That shelf is difficult to build and hard to earn. It is also outrunning the story.

SECTION TWO

The Analysis

Six dimensions, one at a time. Where the brand's potential is showing up, and where it isn't. This reads the public, retail-facing brand only.

Clarity Strong

78% Leveraged

A stranger gets the product in five seconds. What they never learn is why this brand and not the others.

WHAT'S CLEAR

- Product-level clarity is excellent. Clean, organic, no seed oils, made with simple ingredients. A first-time visitor grasps the category and the promise fast.

THE CLARITY THAT'S MISSING

- The reason to choose this brand over a cheaper clean-label rival. The homepage sells simple snacking; the story page sells a life philosophy; the two never meet.
- That gap is the ceiling holding this at 78 instead of 90.

The fix is not a new product. It is a homepage that finally agrees with the story page.

Differentiation **Solid** 60%

You own the rarest asset in the category, and position on the one claim every rival also makes.

WHAT'S TRUE TODAY

The copy leans on clean, organic, no seed oils. True, but every elevated rival says a version of it. Swap the logo and the homepage still reads.

WHAT'S UNCLAIMED

The un-swappable assets are a lived worldview and a factory you own. A position built on what only this brand can say is the thing the copy never claims.

Consistency **Solid** 58%

The deepest fracture in the audit. Two registers, two brands, one website.

WHAT HOLDS

One rounded typeface, a warm and consistent palette. The craft holds together across the site and the pack.

THE FRACTURE

The founding register (mindful, simple acts, philosopher characters) and the new register (cartoon mascots, pun names, snack-for-the-win) read as two different companies sharing one site.

Resonance **Solid** 65%

You connected on meaning. The new surface connects on fun, which any competitor can rent.

WHAT'S TRUE TODAY

The original promise, small choices that add up, connected on a feeling no rival had. People bought the meaning.

WHAT'S MISSING

The new fun-and-craveable surface trades a feeling you owned for one the whole aisle already shares.

Availability **Strong** 80%

Physical availability is excellent. The gap is mental: two mascot systems competing with each other.

THE ASSET

Tens of thousands of doors across club, mass, and natural. The name and halo are strong, ownable memory cues.

WORTH CONFIRMING

A second cartoon-character system splits attribution with the first instead of compounding one memory. One bank account for recognition, not two.

Credibility **Strong** 70% Leveraged

Real, ownable proof, and the most credible thing about the brand is the one it is now de-emphasizing.

THE PROOF YOU'VE EARNED

- A factory you own, organic certification, no seed oils, simple ingredients, a dietitian network. Earned, not asserted.

AND UNDER-SHOW

- The most credible asset is a founder who actually lives this. It is being pushed to the background exactly when "is this brand for real?" is the category's central question.

The proof is already earned. The work is putting the most human, least-copyable proof back where buyers can see it.

Two identities, competing for one memory.

The name, the warm anti-clinical palette, and the original philosophy packaging are an ownable visual story. The craft is solid. The gap is that a second, less-ownable system is being built on top of the first, and crowding it out.

High

DISTINCTIVENESS

Splitting

COHERENCE

Current

MODERNITY

Two mascot universes competing for the same attribution is a distinctive-asset tax, not a distinctive-asset bank.

THE PALETTE



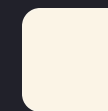
Warm teal



Golden



Coral



Cream

Aa

One rounded geometric sans

Friendly, legible at shelf

"Distinctive assets let a brand be recognised without the brand name present."

JENNI ROMANIUK · EHRENBERG-BASS

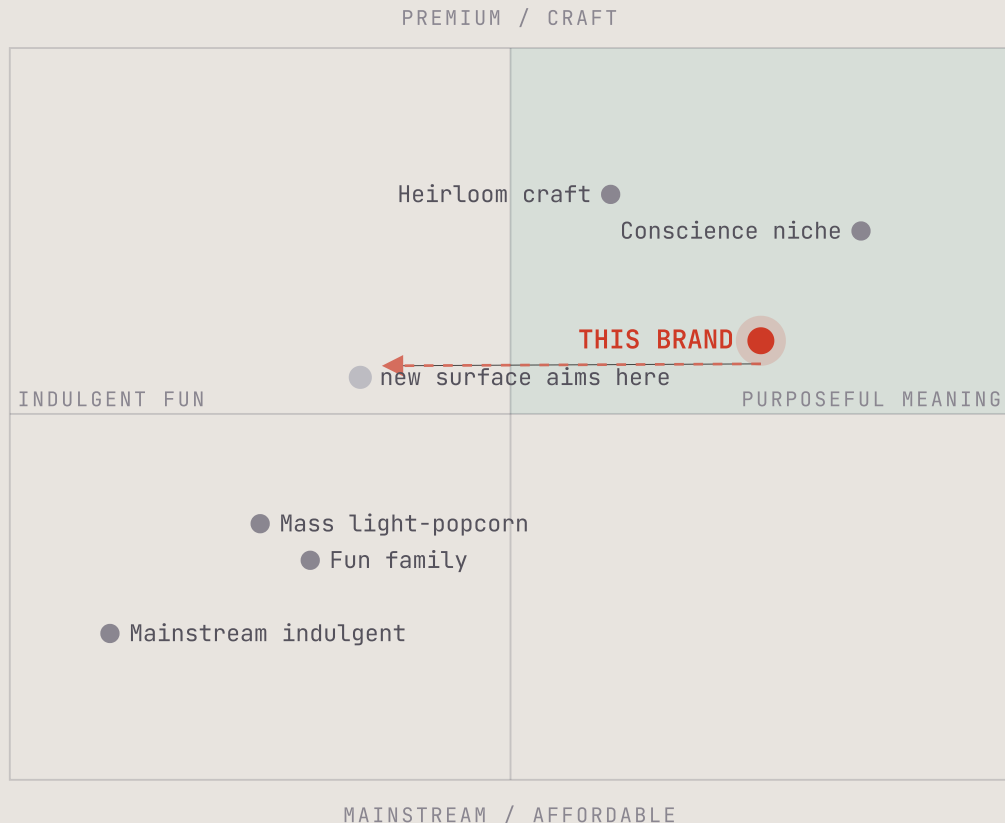
Everyone says clean. One lane sits open.

BRAND	POSITION IT OWNS	REACH
Mass light-popcorn leader	Light, simple, guilt-free everyday	Volume leader; huge reach.
Fun family-popcorn brand	Bright, playful, whole-grain	Closest to where this brand is drifting.
Heirloom craft brand	Small-batch, artisanal, premium-natural	Owns "craft" outright.
Conscience-niche brand	Sustainability and conscience, cult	Owns the lane this brand is vacating.
This brand	<i>Meaning at a near-mainstream price</i>	The only one with a worldview and a factory it owns.

THE WHITE SPACE

Change the frame of reference around a product and you change everything downstream: the buyers, the competitors, the pricing, the roadmap. - April Dunford *The open lane is **meaning at a mainstream price**, and only this brand can hold it.*

THE POSITIONING MAP



TWO AXES THAT SEPARATE THE SET

The open lane is yours. You're walking out of it.

This brand uniquely earned **accessible meaning**: purpose and conscience at a near-mainstream price, backed by a factory it owns. Almost no one sits there. The new fun-snack surface is steering it down-left, into a crowded zone where it has to out-fun the family brands and out-scale the craft brands. A fight on competitors' turf, while its own quadrant sits empty.

SECTION THREE • THE OPPORTUNITY

"Your brand isn't what you say it is. It's what they say it is."

MARTY NEUMEIER

Six fixes you can ship this quarter, without Slant.

No strategy engagement required. Visible gaps you can close internally right now. We show you what to fix because trust is the point.

01**Reunite the two homepages.**

Pull one line of the founder's real reason onto the homepage so the first impression and the deep story finally agree.

03**Make "we own our factory" a headline.**

It is buried in the story page. It is a structural moat. Surface it on the homepage and on-pack.

05**Post the philosophy, not just the product.**

Work the small-choices idea into the social grid. The most ownable story is currently the least-posted one.

02**Put the founder back on the shelf-facing surface.**

The most credible asset in the category is a founder who lives this. A short founder line and photo on the homepage costs nothing and no rival can copy it.

04**Launch a standing factory-floor series.**

One recurring short-video franchise shot inside the plant turns the hardest-to-copy asset into native social, at near-zero cost.

06**Tighten the mascot system.**

Two character universes split attribution. Pick the lead and let the other support. One bank account for memory, not two.

Beyond the quick wins.

01 Re-anchor the position in accessible meaning.

Reclaim the empty, defensible lane: purpose and conscience at a near-mainstream price, proven by a factory you own. This is a positioning decision, what the brand stands for and refuses to be, not a campaign. It reverses the drift toward premium-ish fun where the brand has no edge.

02 Resolve the two-brand identity into one system.

The mindful register and the fun register are both real, but un-integrated they read as two companies. The fix is an identity architecture that lets the snacks be playful without abandoning the worldview: fun as an expression of the philosophy, not a replacement for it.

03 Build the founder-and-factory story into a durable asset.

The most credible, least-copyable equity is being treated as background. Turning it into a structured, ownable narrative across pack, site, and social is brand architecture, not a copy tweak.

Three directions. One conversation.

No single right answer yet. These are the territories worth exploring together before you commit.

The Accessible Conscience

The bet: meaning at a mainstream price beats fun at a premium price. Own the empty quadrant outright, the lane no rival can hold at your scale.

FOR THE LABEL-READING PARENT WHO WANTS MORE THAN THE CHEAP BRAND STANDS FOR

Proof, Not Promises

The bet: in a category drowning in clean-label claims, the brand that shows its factory and its oils wins trust outright. Turn transparency into the moat.

FOR THE SKEPTIC WHO HAS BEEN BURNED BY CLEAN-WASHING

Mindful by Design

The bet: lean all the way back into the founding philosophy and make the worldview the product. Highest ceiling, highest conviction, most ownable.

FOR THE BUYER WHO WANTS MEANING AND IDENTITY, NOT JUST MACROS

Six territories the brand could own. Here's one.

REVEALED · OWN THE SEED-OIL RECKONING

Don't say "no seed oils" louder. Prove it.

Everyone will claim it by next year. You can do what reformulating competitors can't: show the actual oil going into the actual kettle in your own factory, narrated by a founder who changed his own diet first. Pair the movement with the receipts.

28% of US consumers now actively avoid seed oils (Seed Oil Free Alliance, 2025)

\$11.5B seed-oil-free snack market by 2033, up from ~\$5.9B in 2024, ~7.6% CAGR (Growth Market Reports)

1 of 1 brands in the set that owns its factory and can film the proof

Built from what you already have. One mapped in full below. Five more in the Resolution Sprint.

AND FIVE MORE WE'VE MAPPED

02
The Mindful Snack Break

03
Virtue, Priced for Everyone

04
The Factory as Brand

05
Kids' Clean Snacking

06
From Guru to Guide

You didn't just build a snack brand. You built a belief, and people bought the belief. The new packaging is quietly trading it for cartoon mascots and pun names, *fun any rival can rent by Tuesday.*

The depth is already banked. The only question is whether you keep spending it or start compounding it.

The split lives one click apart on your own site: the homepage sells simple snacking, while the story page still says the brand is rooted in mindful living. Two voices, two brands, one company.

Where this brand goes from here.

Four ways to work with Slant. One of them fits this audit.

Based on this audit, the right next step is a **Brand Resolution Sprint**. You have the philosophy, the factory, and the distribution. What you need is one identity that stops fighting itself, and a position that reclaims the lane you're vacating.

Brand Size-Up Audit

YOU'RE HERE · COMPLETE

\$499

The diagnostic you are reading now. Six dimensions, scored and evidenced.

Brand Resolution Sprint

RECOMMENDED

\$12,000–30,000

PROJECT · FIXED SCOPE

3 to 6 weeks. Re-anchor the position in accessible meaning, integrate the two identities into one, and rebuild the founder-and-factory story into a durable asset.

Fractional CMO

ONGOING · RETAINER

\$8,000–15,000/mo

Slant embedded in the business. Weekly cadence, strategy plus execution.

Repositioning / Brand Build

PROJECT · FIXED SCOPE

\$30,000–75,000+

Full repositioning, identity, and go-to-market. Scoped with a timeline.

SAMPLE BRAND: INITIAL BRAND SIZE-UP AUDIT COMPLETE

Let's talk more in-depth.

Three questions we'd open the debrief with: which identity leads, how far to lean back into the philosophy, and what accessible meaning looks like on-pack.

[Book your Strategy Debrief, \\$299 →](#)

Credited toward whatever you book next.



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