



Expanding NOMO's horizons, from loyal base to mainstream chocolate success with consumer insight

A need to maintain audience and grow into new segments

With aims to grow the brand further by **broadening the user base (from allergy sufferers and vegans) to a flexitarian population** through a robust brand strategy underpinned by consumer insight.

Focus groups with a mixed recruitment spec

We conducted 4 Zoom consumer groups with allergy sufferers, vegans and 'flexitarians', as well as a collaborative workshop with the NOMO team.

Insight work which became new packaging improvements

Our thorough and well-explored insight and recommendations were well received by the NOMO team, which lead to us being commissioned to rebrand their packaging.



How does NOMO appeal more to a wider consumer base?

1

Brand

Ensuring NOMO is standing for something important and more universally relevant!

2

On-Shelf

Ensuring NOMO's packaging has optimised language and visuals, pricing strategy is optimised, and methods of disruption are considered

3

Product and Innovation

Ensuring the product itself is as good as it can be, and that the innovation pipeline considers what your consumers deems important