



Nutshell[®]
PARTNERS IN PORTIONS



**THE TOP 5 BENEFITS OF
'OWN BRANDED' PRODUCTS THAT
EVERY BRAND NEEDS**



**“SELL THE
SIZZLE
NOT THE
SAUSAGE”**

JOHN MOFFAT
FOUNDER

1 / BRAND AWARENESS

2 / TRUST

3 / PROMOTION

4 / STAND OUT

5 / INSTAGRAMMABLE

A "SIGNATURE
COLOUR" FOR YOUR
BRAND BOOSTS BRAND
RECOGNITION BY

80%



1 / BRAND AWARENESS

BRAND AWARENESS IS HOW CUSTOMERS REMEMBER YOUR BRAND AND HOW FAMILIAR THEY ARE WITH ITS QUALITIES. YOUR BRAND NEEDS TO BE MEMORABLE WITH CUSTOMERS SO THEY RECOGNISE IT IN AN INSTANT. AS TIME GOES ON THEY WILL BEGIN TO LOVE YOUR BRAND AND THIS WILL DEVELOP INTO A WANT FOR YOUR BRAND - BRAND LOYALTY. AS YOUR BRAND BECOMES STRONG, CUSTOMERS WILL START TO TALK ABOUT IT WITH THEIR FRIENDS AND RECOMMEND YOUR BRAND TO OTHERS. #BRANDAWARNNESS

2 / TRUST

TRUST WILL COME IN TWO WAYS, FROM YOUR CUSTOMERS AND FROM YOUR STAFF. FIRSTLY, CUSTOMERS WILL FORM A TRUST FOR YOUR BRAND IF YOU ARE PREPARED TO PUT YOUR BRAND NAME ON ALL OF YOUR PRODUCTS, MAKING THEM FEEL THAT YOU ARE PROUD OF YOUR PRODUCTS. SECONDLY YOUR STAFF WILL FEEL MOTIVATED BY THE EFFORT YOU PUT INTO BUILDING A STRONG BRAND AND IT MAKES THEM FEEL PART OF SOMETHING THAT'S GOING TO BE A SUCCESS, WHICH OF COURSE IT WILL. #TRUST





3 / PROMOTION

PERSONALISING YOUR PRODUCTS GIVES YOU THE OPPORTUNITY TO SELL YOURSELF. IT'S EASY MARKETING. THE PRODUCTS THAT YOUR CUSTOMERS WILL HAVE IN FRONT OF THEM AND MAYBE TAKE AWAY WITH THEM, CAN BE USED TO UP-SELL. YOU CAN PROMOTE ONE OF YOUR PRODUCTS, SERVICES, OR AN OFFER ON YOUR PERSONALISED PRODUCTS TO ENTICE YOUR CUSTOMERS INTO BUYING MORE OR EVEN MAKE THEM RETURN ON ANOTHER DAY BECAUSE THEY REMEMBER SOMETHING ELSE THEY WANT TO TRY.

#PROMOTION

4 / STAND OUT

YOU ALWAYS REMEMBER THE ONE THAT STANDS OUT IN THE CROWD, WHY NOT MAKE YOURSELF THE ONE WHO STANDS OUT IN THE CROWD? THE MARKET IS BECOMING INCREASINGLY CROWDED WITH EACH AND EVERY ONE PUSHING FOR THEIR SHARE. TO FIGHT YOUR POST YOU NEED TO HAVE SOMETHING UNIQUE THAT MAKES YOU STAND OUT FROM EVERYONE ELSE IN THE MARKET. BY PERSONALISING YOUR PRODUCTS WITH YOUR OWN BRANDING, YOU WILL STAND OUT FROM THOSE WHO AREN'T PUSHING A STRONG BRAND IMAGE LIKE YOU ARE. #STANDOUT

**10
SECONDS**

IS ALL IT TAKES FOR
PEOPLE TO FORM AN
IMPRESSION OF YOUR
BRAND





5 / INSTAGRAMMABLE

PERSONALISED PRODUCTS CAN CREATE A STYLISH BUSINESS CARD FOR YOUR BRAND. WOW YOUR CUSTOMERS WITH YOUR BRANDED PRODUCTS, BECAUSE IF YOU CAN IMPRESS YOUR CUSTOMERS THEY WILL WANT TO SHARE THE EXPERIENCE ON SOCIAL MEDIA. PEOPLE LIKE TO SHOW THEIR FRIENDS AND FAMILY WHAT THEY HAVE BEEN UP TO AND WILL SPREAD THE WORD ABOUT YOUR PRODUCTS, ALSO LEAVING REVIEWS IF THEY'VE HAD A GREAT EXPERIENCE.

#INSTAGRAMMABLE



**START YOUR
JOURNEY...
CREATE YOUR OWN
PERSONALISED
PRODUCTS
TODAY!**

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