

# OBJECTIVE

At the end of 2027, Redbury Chocolate is Spain's chocolate brand of choice for connoisseurs with a conscience BY developing a sustainable co-ownership model for every stage of sourcing, production and marketing.

GOALS	STRATEGIES	DASHBOARD	ACTIONS (who, when)
<p><b>1) Spain's chocolate brand of choice</b></p> <ul style="list-style-type: none"> <li>&gt;90% of Redbury retailers attribute &gt;75% of their chocolate sales growth to Redbury</li> </ul> <p><b>2) Connoisseurs</b></p> <ul style="list-style-type: none"> <li>&gt;75% of consumers who have tried Redbury say they prefer it over other chocolate brands</li> </ul>	<p>1) Engage connoisseur communities by offering co-ownership and perks (like brand collaborations), cultivating a sense of belonging and commitment.</p>	<ul style="list-style-type: none"> <li>&gt;50 communities with &gt;500 members and an engagement rate of &gt;5% (online) or &gt;20% (niche)</li> <li>&gt;300 sign-ups for co-ownership &lt;6 months, then 25% increase in every 6 months</li> </ul> <hr/> <ul style="list-style-type: none"> <li>&gt;€1.500.000 in shares purchased</li> </ul>	<p>1) Establish partnerships with key connoisseur communities by researching and selecting &gt;50 online and niche groups that align with Redbury's values, and engaging with community leaders to promote co-ownership offers and tailored perks.</p> <p>2) Drive co-ownership interest through exclusive perks by developing a series of unique benefits, such as early access to new products, brand collaborations, and behind-the-scenes experiences, and promoting these perks in targeted campaigns within the first 6 months.</p> <p>3) Increase brand engagement through interactive events and webinars by hosting sessions where potential co-owners can learn about Redbury's co-ownership model, sustainable practices, and perks, reinforcing brand trust and encouraging sign-ups.</p>
	<p>2) Enhance authenticity, transparency and credibility by empowering supply chain stakeholders to share their experiences and perspectives, making their stories integral (like social media, events, packaging) to the brand narrative.</p>	<ul style="list-style-type: none"> <li>&gt;10% increase in consumer trust ratings on authenticity and transparency measured every 6 months</li> </ul> <hr/> <ul style="list-style-type: none"> <li>&gt;25% increase in social media engagement on content related to supply chain stories</li> </ul>	<p>1) Engage stakeholders in co-created content by conducting storytelling workshops, helping them understand the elements of a powerful story and how to convey it effectively. Collaborate with them to develop video or interview content for Redbury's social platforms and website to enhance credibility.</p> <p>2) Integrate stakeholder stories across key consumer touchpoints by curating and featuring supply chain narratives on social media, events, and packaging.</p> <p>3) Increase brand presence at industry and consumer events by inviting trained supply chain stakeholders to represent the brand, and to share authentic stories directly with consumers. Focus on transparency and building a personal connections</p>

