

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>1) The chocolate brand of choice</p> <ul style="list-style-type: none"> >90% of Redbury retailers attribute >75% of their chocolate sales growth to Redbury <p>2) Connoisseurs</p> <ul style="list-style-type: none"> >75% of consumers who have tried Redbury say they prefer it over other chocolate brands <p>3) With a conscience</p> <ul style="list-style-type: none"> >75% of connoisseurs who buy Redbury say the ethical sourcing and co-ownership model directly influenced their decision <p>4) Sustainable co-ownership model</p> <ul style="list-style-type: none"> Cash-positive after 12 months All supply chain stakeholders receive fair, locally competitive income, aligned with their contribution and risk 	<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"> >50 communities with >500 members and an engagement rate of >5% (online) or >20% (niche) >300 sign-ups for co-ownership <6 months, then 25% increase in every 6 months <hr/> <ul style="list-style-type: none"> >€1.500.000 in shares purchased 	<ol style="list-style-type: none"> Establish partnerships with key connoisseur communities by researching and selecting >50 online and niche groups that align with Redbury's values, and engaging with community leaders to promote co-ownership offers and tailored perks. 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. 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>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"> >10% increase in consumer trust ratings on authenticity and transparency measured every 6 months <hr/> <ul style="list-style-type: none"> >25% increase in social media engagement on content related to supply chain stories 	<ol style="list-style-type: none"> Engage stakeholders in co-created content by conducting storytelling workshops for suppliers and producers, 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. Integrate stakeholder stories across key consumer touchpoints by curating and featuring supply chain narratives on social media, events, and packaging. Increase brand presence at industry and consumer events by inviting trained supply chain stakeholders to represent the brand, empowering them to share authentic stories directly with consumers. This builds both transparency and a personal connection with the audience.
	<p>3) Achieve sustainable co-ownership by balancing supply chain stability with fair distribution of risks and rewards, tailored to participants' contributions and local living standards.</p>	<ul style="list-style-type: none"> >70% opt-in from supply chain partners, with 40% at full co-ownership level and 30% at basic partnership level >80% retention rate of co-ownership participants after two years. >85% satisfaction among co-ownership participants, measured through bi-annual feedback surveys. 	<ol style="list-style-type: none"> Establish a fair co-ownership structure by developing a transparent risk-and-reward model that takes into account each partner's contribution, local economic conditions, and impact on the supply chain. Promote co-ownership participation by conducting workshops and informational sessions to educate supply chain partners about the benefits, responsibilities, and long-term advantages of joining the co-ownership model. Support and retain co-owners by setting up a regular feedback loop, including bi-annual surveys and personal check-ins, to assess satisfaction, address concerns, and provide targeted support, ensuring a high level of engagement and commitment to the partnership.
	<p>4) Build widespread consumer awareness and brand recognition for Redbury Chocolate by establishing an extensive media presence Through consistent, engaging content that tells the brand's story, showcases sustainable practices, and resonates with consumer values.</p>	<ul style="list-style-type: none"> >20% increase in brand recognition <12 months, baseline recognition >10% of the target audience <3 months. >20% increase in brand recognition < 12 months, baseline 20 mentions/month after first 3 months 	<ol style="list-style-type: none"> Develop a consistent content calendar by planning and scheduling weekly posts across social media channels, featuring the brand story, sustainability practices, and value-driven messages, ensuring regular and engaging interactions with the target audience. Forge partnerships with key media outlets by identifying and collaborating with relevant online and offline publications that align with Redbury's values, securing regular features or mentions to build brand recognition. Leverage user-generated content by encouraging consumers to share their experiences with Redbury Chocolate on social media, creating branded hashtags, and showcasing consumer stories to build authentic connections and amplify reach.

