

Brand Strategy

Sheen Botanical Labels

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Our purpose & vision

In a 'nutshell':

We are here to ensure thriving, healthy gardens that continue to enrich lives, promote wellbeing and provide essential education for generations to come, with traditionally crafted botanical labels.

We assist gardeners and botanical institutions with handcrafted labels that ensure correct care, support curation and preserve heritage. We are here to provide specialist knowledge and support because we are passionate about accurate botanical nomenclature, because we are helpful and welcoming and because, for us, it is personal.

Our USPs & unique value proposition

‘Unearthing’... Our distinctive benefits & what makes us different

- ✓ Royal Warrant holder
- ✓ Experts in botanical nomenclature
- ✓ Provide support & advice with botanical naming if needed
- ✓ Traditionally crafted using recycled, reclaimed & repurposed materials where possible
- ✓ All our labels & stems are made in-house

Brand proposition

‘As a trusted supplier to the Royal Household, you can always rely on us to deliver the quality, value and excellence you expect.’



BY APPOINTMENT TO
HM THE KING
MANUFACTURER OF HORTICULTURAL LABELS
SHEEN LABELS LTD
STAFFORDSHIRE

Who we are

‘Getting to the root of...’: Our core values

Our values make us who we are; they inform what we stand for and how we present ourselves. Our principles and our beliefs should always be at the heart of everything we do.

We believe in being:

Trusted

We are well established, credible, and honourable; as such, we believe in being honest, dependable, and known as a safe pair of hands. We believe in being relied on to deliver the highest quality product and service.

Committed

We are proud of our Royal Warrant and of having the botanical knowledge and traditional craftsmanship to help gardens flourish, so we are continually committed to excellence and education.

Prudent

We believe in doing our bit to help protect the planet and using sustainable materials and processes where possible. As such, we are thoughtful and considerate in everything we do.

Approachable

We are real, regular people with a passion for plants, so we are warm, personable and supportive. We’re not ostentatious; we believe in being unpretentious, displaying a quiet confidence that communicates our knowledge, experience, inclusivity, and openness.

Our brand personality

Our personality informs how we express ourselves, shapes how we behave and should come across in how we look, feel and sound.

We are confident, straightforward, pensive, relaxed and welcoming.

Confident

- ✓ **What we mean:** We are accomplished, established, and authoritative and take great pride in our work.
- ✗ **What we do not mean:** Flashy, arrogant, self-important, showy or self-centred.

Straightforward

- ✓ **What we mean:** We are uncomplicated, unambiguous, honest and open.
- ✗ **What we do not mean:** Patronising, blunt, harsh or critical.

Pensive

- ✓ **What we mean:** We are thoughtful, considerate, reflective, accommodating and compassionate.
- ✗ **What we do not mean:** Dull, boring, dry or uninteresting.

Relaxed

- ✓ **What we mean:** We are composed, peaceful, collected, calm and self-controlled.
- ✗ **What we do not mean:** Unemotional, detached or uncaring.

Welcoming

- ✓ **What we mean:** We are inclusive, supportive, warm and down-to-earth.
- ✗ **What we do not mean:** Too soft, apathetic, weak or unassertive.

Our tone of voice

Our tone of voice is how we sound when we communicate, what we say and how we say it.

Our values dictate what we say, and our personality informs how we say it.

How 'confident' sounds:

We are incredibly proud of our work and celebrate our successes and hardworking team. As we are long established, hold a Royal Warrant and are experts in our field, we communicate with a gentle, undemanding authority.

- ✓ We show that we know what we are talking about with insightful communications
- ✓ We help to educate others by sharing our knowledge
- ✓ Write with rhythm to convey the passion for what we do

How 'straightforward' sounds:

We avoid industry jargon and overly complicated terminology and make our language clear and easy to understand for everyone. We keep our messaging sharp and concise and avoid long-winded, excessively complex explanations.

- ✓ Keep sentences short where possible and use bullet points and subheadings for clarity
- ✓ Avoid too many long, complex sentences
- ✓ Use everyday, conversational language

Our tone of voice

How 'pensive' sounds:

We are thoughtful and composed. Content should always be clearly structured, well-researched and engaging to our audience. We are well-informed and our tone is clear and steady.

- ✓ Keep paragraphs short and focussed on one single clear idea
- ✓ Ensure plenty of white space on the screen
- ✓ Use the active voice and powerful verbs in your writing to convey our quiet strength and authority

How 'relaxed' sounds:

We are deliberate, gentle and unhurried. Our tone should evoke a sense of peace and be completely without tension.

- ✓ Write with a steady and rhythmic cadence
- ✓ Explore new ideas and use questions in your writing
- ✓ Avoid using exclamation marks

How 'welcoming' sounds:

We are down-to-earth and easy to talk to. We communicate in a human way and are honest and inclusive. We do not use overly formal or ambiguous language. We write how we would speak with a friend.

- ✓ We say 'the team' rather than 'the staff'
- ✓ We give helpful advice and encourage feedback
- ✓ All written content should be conversational with a warm tone – read your writing out loud to test

Our brand messaging

'Handcrafted horticultural labels to help your gardens thrive'

'Makers of the finest botanical labels since 1990'

'Timeless botanical labels, traditionally crafted'

'Supporting your passion for plant preservation and prosperity'

'Environmentally kind, traditionally crafted botanical labels'

Our target audience & competitors

Our target audience and competitors may change over time, so this section will need updating every year or so to ensure relevance.

Who our customers are & what they look like

We supply traditionally crafted botanical labels to professional and amateur gardeners alike, providing the same exceptional service and warm support to all. Our typical customers are botanical institutions, the National Trust, Royal Palaces, the head gardeners of landed estates, Oxbridge colleges and royal parks, and keen residential gardeners and passionate volunteers.

Our target audience & competitors

Buyer persona 1: 'Dedicated David'



70%

of our current business comes from this audience segment



David is a senior plant conservation consultant. He is 49 years old and has a long career history in horticulture. David is highly educated, knowledgeable, and conservative. Born in the 1970s, David is part of Generation X; this generation tends to be self-reliant, pragmatic and sceptical.

David is adaptable and resilient and values dependability in his personal and professional life. He looks for stability, consistency and predictability in all areas. Safety and security are also important to David. David is not a risk taker.

A high earner, David owns property and has built his wealth over time. He is savvy with his income and financial planning. Regarding his buying habits, David seeks out premium products and services, looking for value and quality before affordability.

With this in mind, brand reputation and reliability matter to David when he is researching a new purchase, and he will do his research. Fifty-five percent of Generation X research products online before buying, with this generation utilising both digital and traditional media to inform a decision.

Consistency is needed across digital and traditional channels to win David's trust. But once won, David will remain loyal to a brand, provided it remains high quality, reliable and consistent. Facebook is David's social platform of choice, where he seeks content that matches his interests in horticulture, food and music.

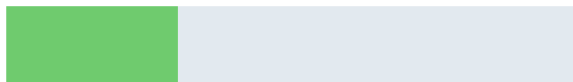
Our target audience & competitors

Buyer persona 2: 'Competitive Carol'



30%

of our current business comes from this audience segment



Carol is a retired primary school teacher, and as she was born in the 1950s, she is part of the baby boomer generation. Baby boomers have strong values and appreciate hard work, family and optimism. From the 'workaholic' generation, Carol has a strong work ethic, a proactive approach in everything she does and a desire to succeed and be productive.

Carol values individual achievement and community and is passionate about making a difference. Carol gains a sense of purpose and meaning from volunteering now that she is retired. An enthusiastic volunteer and a keen amateur gardener, Carol takes great pride in her garden and shares it with the public every year during the National Open Garden Scheme. Combining her passion for charity fundraising, community and gardening, this annual event is important in Carol's calendar. Driven by personal growth

and self-improvement, Carol is always very disciplined and dedicated to achieving her goals.

Carol appreciates clear, insightful, and readable content when researching products and brands. She likes bullet points, subheadings and lots of white space. Along with reading straightforward content in print and online, Carol also enjoys video content. Facebook is her go-to social media platform.

Carol will look for discounts or gift cards when making a purchase, as these help to tie in with her need for value. She looks for brands that align with her principles and provide quality. Carol is motivated by positive marketing that optimistically frames those in her age group. She likes and connects with imagery that shows others her age being active, showing confidence and enjoying life.

Our main competitors

Winterling

www.winterling.co.uk/botanical-labels



Winterling provides engraved labels and signs for botanical, horticultural, arboriculture, cultural and educational applications. Operating from a workshop in Cheshire, Winterling caters to orders of all sizes and provides both standard and bespoke labels. They highlight the durability of the materials they use, their low carbon footprint, and their recyclability. Winterling offers clear instructions for placing orders and places emphasis on sustainability.

Winterling uses clear, attractive label photography on its website, which shows recent work. They are active on Instagram and have 1,437 followers on this platform. Winterling's Instagram engagement is good, with approximately 40 to 50 likes per post. They have recently provided labels for Tatton Garden Society's Lovell Quinta Arboretum in Cheshire.

Winterling performs well in organic search but has no presence on Facebook, where most of their target audience can be found.

- ✓ Plastic scrap collected and processed
- ✓ Specialist recycling facilities used
- ✓ Customers are encouraged to return labels and stems when they have reached the end of their lives, so that Winterling can recycle properly
- ✓ Emphasis is also placed on sourcing materials from manufacturers with strong ethical and environmental credentials
- ✓ Facilities and machinery are powered by 100% renewable energy

Our main competitors

The Garden Label & Sign Company

www.gardenlabelling.co.uk



The Garden Label and Sign Company specialise in the bespoke manufacture of laser engraved garden labels & signs, using plastics, metals & wood. They state a fast & friendly service is guaranteed. Based in County Durham, they have a Shopify website where customers place orders. They have no minimum order, offer bulk discounts and a range of standard labels in various materials.

- ✓ Shopify website for ordering
- ✓ Active on Facebook but only has 73 followers
- ✓ Active on Instagram with 271 followers
- ✓ Performs well in organic search

Our main competitors

Murrplastik

www.murrplastik-labelling.co.uk/labelling-services/sectors/botanical-and-display-labelling



Murrplastik Labelling Service is available to UK customers. The labelling service serves their small to mid-sized customers who do not have the volumes to warrant purchasing a labelling system but need durable industrial-grade labels.

Murrplastik offer botanical and display labelling on a wide range of materials.

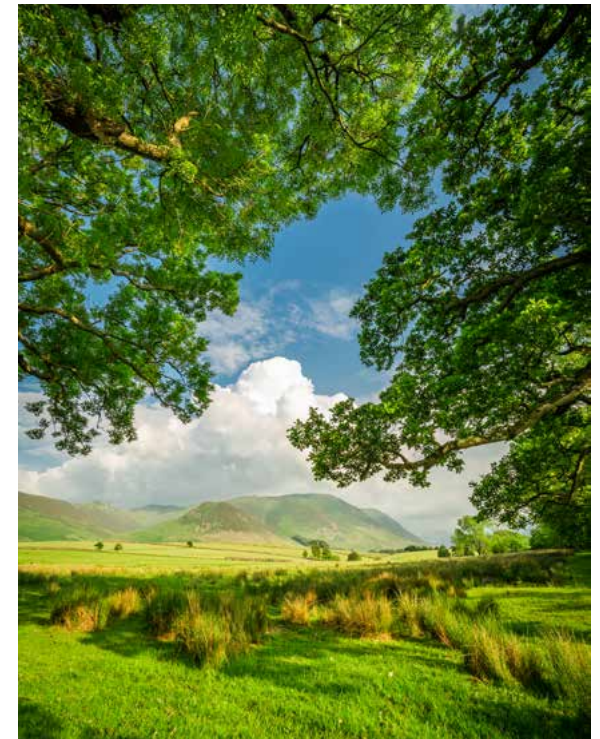
Murrplastik Labelling Service performs well in organic search but lacks social media presence.

- ✓ Engraved labels
- ✓ Thermal Transfer printed labels
- ✓ Laser-marked labels
- ✓ Etching ink – Inkjet or Plotter technology
- ✓ Engraved to the highest standard, using advanced labelling machinery
- ✓ Cost-effective labels
- ✓ Very fast turnaround
- ✓ Materials available in a range of colours

Notable industry trend

Nature recovery

Nature recovery aims to help all life on earth thrive by repairing our relationship with the natural world. It intends to enhance biodiversity and create a better future for people and all nature by creating wildlife-rich places and spaces. Nature recovery focuses on the future and involves local, national, and global initiatives. It promotes connecting with nature for mental, physical and social wellbeing.



Secure your place in the spotlight

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