



Sow & Grow has a compelling sustainability narrative and genuine product quality, but the brand is not yet translating this into consistent, commercially effective positioning. The gap between what the brand stands for and how it presents across channels is material — costing them at the awareness and conversion stages. Without clearer strategic direction, continued investment in paid performance will deliver diminishing returns.

PRIORITY ACTION — NEXT 90 DAYS

Commission a positioning and brand strategy project to establish a single, ownable market position — the current lack of differentiation is the root cause of underperformance across almost every dimension assessed.

FOCUS PILLAR **CONVERT** Commerce · Retention · Paid — the pillar requiring most urgent commercial attention

SHIFT

47

Developing 5 dimensions

ENGAGE

53

Developing 4 dimensions

CONVERT

38

Fragile 2 dimensions

BRAND SCORECARD

Dimension weights reflect IF.'s view of which brand health drivers most directly predict commercial performance. Scores are AI-generated from questionnaire responses, website data, and public sentiment signals.

SHIFT

Insight · Strategy · Identity

Positioning & Differentiation

41

Mixed signals · Typical: 45–60

Generic sustainability positioning shared by dozens of competitors. No ownable territory established.

Brand Identity & Consistency

55

Mixed signals · Typical: 50–65

Reasonable visual consistency on primary channels but significant drift in tone and style across retail and digital.

Messaging & Tone of Voice

38

Mixed signals · Typical: 40–55

Copy relies on category language rather than brand-specific voice. Nothing distinctive enough to be remembered.

Trust & Reputation

71

Mixed signals · Typical: 60–75

Strong platform scores. Delivery and product quality consistently praised. A solid foundation to build from.

Competitive Position

39

External signals · Typical: 40–58

Operating in a crowded space with no clear competitive advantage communicated externally.

ENGAGE

Content · Social · Campaigns

Audience Clarity & Relevance

62

Self-assessed · Typical: 55–70

Strong understanding of core demographic evident in content choices, though the broader profile remains loosely defined.

Content & Storytelling

48

Mixed signals · Typical: 45–60

Output is consistent but brand-led moments are rare. Most content is functional rather than story-driven.

Channel Strategy & Integration

44

Self-assessed · Typical: 40–55

Channels are active but operating independently — no clear narrative thread from awareness through to purchase.

Community & Sentiment

67

External signals · Typical: 50–65

Active and genuinely positive public presence. Real advocacy from existing customers — a significantly underutilised asset.

CONVERT

Commerce · Retention · Paid

Commerce & Conversion

35

Measured data · Typical: 30–50

No social commerce presence. Website journey functional but conversion mechanics underdeveloped. Repeat purchase rate appears low.

Brand vs Performance Balance

28

Self-assessed · Typical: 35–55

Paid media is carrying the weight of growth. Brand-building investment is minimal, creating a fragile, spend-dependent model.

0 of 8 sources returned data — used to calibrate scores and recommendations.

- Reddit No data
- Website Not analysed
- Trustpilot Not found
- Meta Ads Proxy + token needed
- Google Trends Proxy + SerpAPI key needed
- YouTube Google key needed
- News Proxy needed
- Hacker News No mentions

WHERE TO FOCUS NEXT

Each recommendation identifies a gap and the type of programme worth considering. They are not prescriptive — the right approach depends on context, ambition, and timing.

SHIFT

Insight · Strategy · Identity

1. The positioning is too generic to stick — a positioning strategy and messaging framework would establish an ownable territory and stop Sow & Grow competing on category language alone.
2. Strong audience signals exist but they're not being used — a structured insight programme would sharpen targeting, improve content relevance, and cut media waste across every channel.
3. The brand voice is inconsistent at the moments that matter commercially. A TOV development project would give every touchpoint a distinctly Sow & Grow feel — currently, it doesn't have one.

ENGAGE

Content · Social · Campaigns

1. Real customer advocacy is going to waste. A community-led content strategy would turn existing enthusiasm into organic reach and meaningfully reduce what's being spent on acquisition.
2. The brand has no campaign presence — no cultural moments, nothing that builds awareness beyond the transaction. A concept and campaign programme would change that.
3. The influencer opportunity here is specific: values-aligned creators, not reach plays. A focused programme would extend credibility into new audiences without compromising the brand.

CONVERT

Commerce · Retention · Paid

1. Social commerce is absent entirely. TikTok Shop setup and a shoppable content strategy is the most direct way to capture demand at the point of discovery — where the audience already is.
2. Repeat purchase is low and the retention infrastructure to change that doesn't exist. A CRM strategy would improve lifetime value and reduce the over-dependence on paid to drive growth.
3. Paid is carrying all the commercial weight — and that's a fragile model. A brand-performance integration programme would ensure media investment builds equity while driving conversion.

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Thinking about what's next?

IF. is a brand-to-commerce agency. We help ambitious brands close the gap between what they stand for and what they convert — across strategy, creative, and channel. Talk to us about where to start.

BRAND AND PERFORMANCE, CONNECTED.