



The Second Spoon

Owning the Moment After the Last Spoonful

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EXECUTIVE SUMMARY: THE QUIET ADVANTAGE

The first spoon is ours. The second spoon is yours.

Fix & Fogg's quality is proven in the first spoonful. Trust is built there. But at the final scrape, something quietly happens. The jar, still useful and well made, leaves the home.

That moment is an unseen opportunity.

While competitors focus on recyclable packaging, Fix & Fogg can lead with **useful packaging**. Second Spoon is the simple system that **educates and empowers** customers to reuse, turning a moment of disposal into the start of the next chapter. It provides the 'how' that transforms sustainable intent into action.

The mechanism is light.

The behaviour change is meaningful.

The strategic upside is disproportionate to the cost.

This isn't a campaign, but is instead the natural progression for a brand that makes products worth keeping.

CORE PRINCIPLE: REUSE AS A BRAND ACT – POWERED BY EDUCATION

We are good at recycling, but recycling is an end-of-life solution. It accepts disposal as inevitable.

Reuse asks a better question: *What if the jar never becomes waste?* **Yet for reuse to scale, intent needs instruction.** Second Spoon positions Fix & Fogg to answer that question with customers, **educating through inspiration.** It makes circularity a visible, shared, and learned behaviour, not just an internal claim.

As the brand expands – particularly into markets like the United States – this becomes a powerful differentiator. You are not just exporting a product, but a **considered way of living with objects.**

THE SYSTEM: A DISCOVERY, NOT A PROMPT

Second Spoon is designed as a layer, not a destination. It requires no new platforms, living instead on existing surfaces.

The Invitation: Found, Not Shown

A small, removable sticker is placed on the base of every jar.

**What's your #SecondSpoon?
See what others have made.**

Its placement is intentional – unseen during use, discovered only when the jar is empty, rinsed, and held. This transforms disposal into possibility, feeling less like marketing and more like a quiet note between maker and user.

The Anchor: Product Listings

Key product pages online feature a “Second Life” module: “*What happens after the last spoon? See how our community reuses theirs.*” This plants the idea at the point of consideration, framing the jar as an object with a future.

The Living Archive: Social Channels

Instagram and Facebook serve as the dynamic home. We curate community creations and periodically reshoot standout ideas in our studio. This validates participation while upholding our premium aesthetic.

STRATEGIC PAYOUT: BUILDING THE COUNTERTOP MOAT

A reused jar on a bench is brand presence that advertising cannot buy.

Advantage	Mechanism	Outcome
The Countertop Moat	Jars live on as herb gardens, vases, organisers.	Creates permanent, physical brand presence in the home.
Loyalty Through Co-Creation	Shifts customers from buyers to contributors.	Drives emotional investment, repeat purchases and advocacy.
A Perpetual Content Engine	Generates authentic UGC from real homes.	Lowers content cost while building trust and resonance.
Tangible Sustainability	Makes circularity a visible, measurable behaviour.	Provides a clear impact metric beyond certification.
Actionable Consumer Education	Provides the 'how' through curated ideas and community proof.	Transforms sustainable values into habitual practice, building brand authority.



The 'Go Places' ethos is powerful, but where does the jar live? Second Spoon owns the answer.

Fix & Fogg's "Go Places" imagery excels at showing adventure but reveals a strategic gap: the jar is never shown at home on a counter or table.

This is the unrealised opportunity. **Second Spoon** provides the answer to "where does it live?" – shifting the jar from a travel companion to a permanent resident. It creates the missing visual proof for the "Countertop Moat."

PHASE 1: THE LEAN PILOT

Upon validation, the system scales naturally.

- **Weeks 1–2:** Finalise and print the **jar lid sticker**. This high-visibility placement ensures the Second Spoon invitation is seen during every use, not just discovered at the end.
- **Weeks 3–4:** These concepts serve as the archetypal visual grammar for Second Spoon – proof that reuse can be calm, premium, and ownable. They establish the quality bar and creative direction, designed to inspire and be evolved by the Fix & Fogg creative team.



- **Weeks 5–6:** Integrate the “Second Life” module into 2–3 key product pages. **Launch social channels** with these concepts to seed the idea before the first stickered jars arrive.
- **Weeks 7–8:** First stickered jars reach early customers. Activate full social curation around the #SecondSpoon channel, bridging our seeded content with new user discoveries.

Pilot Rationale: The lid sticker transforms Second Spoon from a **long-term discovery** (base sticker) into an **immediate engagement tool**. It captures customer interest during the peak usage period, leveraging the visual priming from our social launch to drive early QR scans and submissions.

Success Signals:

QR scan rate from the lid sticker (validating the power of the discovered invitation).
Volume and quality of community submissions.
Engagement lift on Second Spoon content.

Even with modest participation, Phase 1 delivers enhanced brand positioning and a suite of premium assets.

THE PATH FORWARD

Upon validation, the system scales naturally.

- **Phase 2: Scale & Stewardship:** Roll out stickers universally. Introduce a “Stewardship Kit” (seeds, pantry labels) as a D2C add-on. Explore a hidden reward under the sticker for delightful discovery.
- **Phase 3: Cultural Expansion:** Partner with aligned makers. Launch ‘**Second Spoon Kitchens**’ - a serene video series that visits real homes to explore how Fix & Fogg jars are thoughtfully reused. Think of it as **Architectural Digest for thoughtful jar reuse**: an intimate, design-focused exploration that celebrates sustainable living within personal spaces. This approach provides an authentic platform for narrative growth, connecting the brand to aspirational, values-driven lifestyles.

RISK & DOWNSIDE: ASYMMETRIC UPSIDE

The investment is minimal, making the risk profile exceptionally favourable.

- **If participation is modest:** We gain stronger sustainability signalling and premium content at low cost.
- **If participation is strong:** We build a cultural ritual and a defensible “countertop moat” that embeds the brand in daily life.

The potential brand equity gained **significantly outweighs** the resource exposure.

CONCLUSION: EXTENDING THE RELATIONSHIP

Second Spoon is not about fixing a problem. It is about claiming an opportunity that is perfectly aligned with the Fix & Fogg ethos.

It extends the life of the jar, and the life of the relationship.

The first spoon proves the product.

The second spoon proves the partnership.



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