

Showcase of Opportunity-- Presentation on Marketing & Branding


Prepared for
**Midwest Value Added
Agriculture Conference**

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Adapted from: Business FONDUE workshop (Sept 2010)
UW Extension/Agricultural Innovation Center





“The label is a reflection
of you as a producer.”

Kate Arding
Culture Magazine
...from the DBIC DVD



Why a Branding and Marketing Presentation?

- Value in the brand with value added agriculture
- Increasing competition in the local foods market
- Your brand and label reflects the message that you want to convey to consumers
- A brand and label conveys your value proposition



Objectives of the Session

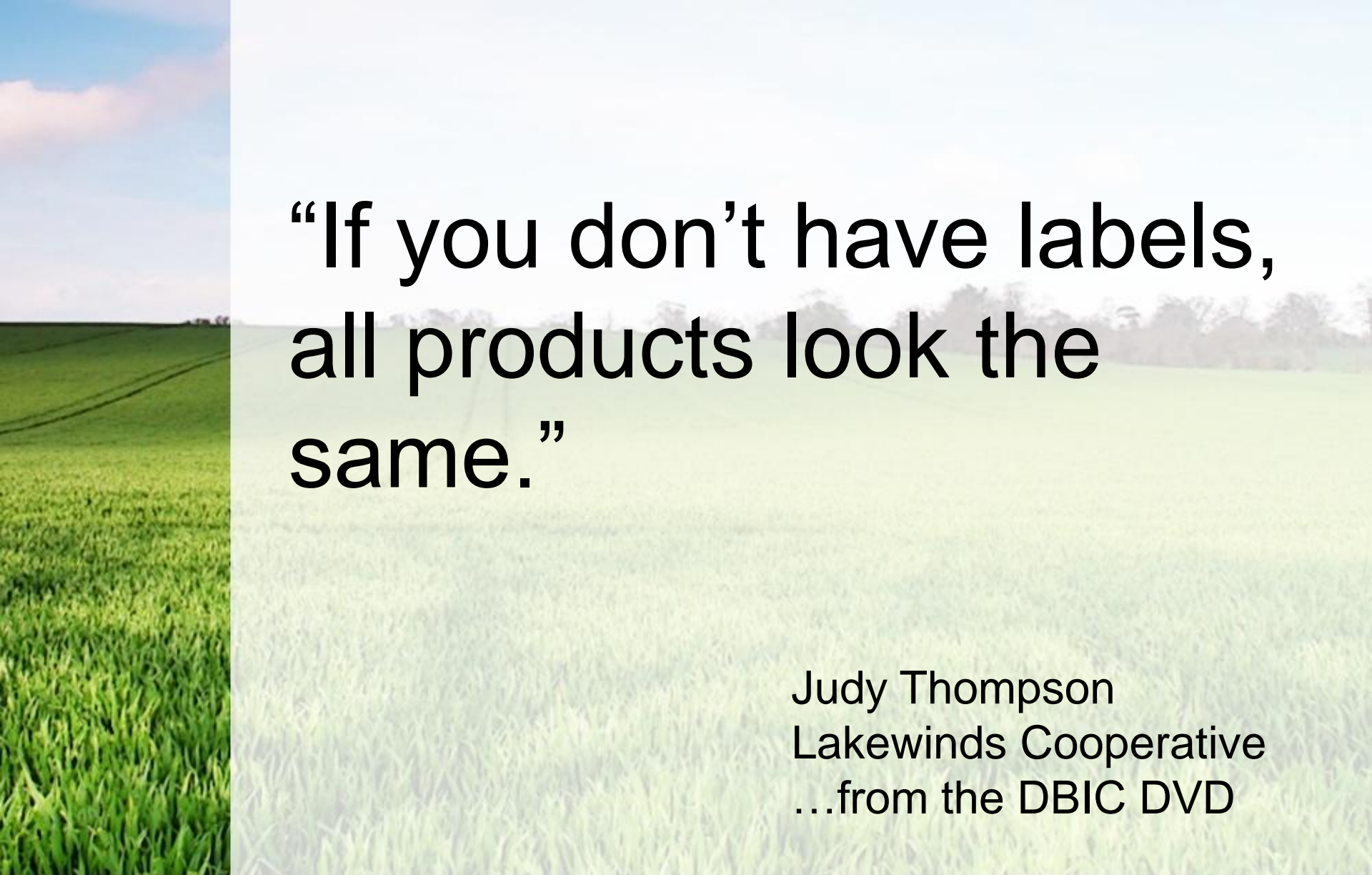
1. To understand branding as an integral part of business and marketing planning.
2. To learn how your product positioning and label can best express your branding message and what consumers are seeking when making purchases.



Agenda for the Presentation

- 3:00 – 3:20 p.m.
Introduction & Overview
- 3:20 – 3:40 p.m.
Trend Analysis
- 3:40 – 4:00 p.m.
Introduction to 12 Steps to Successful Packaging
- 4:00 – 4:30 p.m.
Break or Individual Discussion w/ Presenters
- 4:30 p.m. – 5:30 p.m.
Case Study and Discussion of Marketing and Branding





“If you don’t have labels,
all products look the
same.”

Judy Thompson
Lakewinds Cooperative
...from the DBIC DVD



The Challenge of Branding and Labeling

“You’re not creating a
label, you’re building a
brand!”

Andrea Neu
Brand Development Leader
DBIC



Trends and Influences of Branding and Marketing

- Increased awareness by consumers of specialty and artisan foods through media
- The explosion of media outlets
- Local food emphasis
- Cross-merchandising and co-marketing with complementary foods



Branding and Labeling Is Part of the Marketing Message

Marketing message also includes:

- Websites and other electronic media
- Printed materials
- Editorial/blogs about you and your product
- Personal representation at events



Business Planning

Summary Notes

PUT IT IN WRITING!!!!

- Research – Due Diligence
- Market Assessment
- Calculate all costs – work w/ accountant
- Legal review
- Adequate capital & operating financing



Marketing Planning

Summary Notes

- Scope (local, regional, national)
- Market channels
- Consumers (Who? Where?)
- Expansion of the market
- Competition
- Calendar of events
- Advertising and promotion



Trends Analysis from Dairy Business Innovation Center (DBIC) Research

Based on input from:

- 73 manufacturers
- 68 consumers
- 11 retailers
- 89 industry representatives

Tested 22 labeling terms....5,302 data points

Supplemented by 200 high-end consumers in 24 focus groups dating from 2004-present and interviews with 30+ market channel experts (retailers, distributors, etc.).



Trend Analysis: Labeling Terms



DBIC	
IMPORTANT TERMS	
When looking for an artisanal cheese to purchase, how important are the following terms/items on the package or label? Scale: 1 = Not at all Important, 5 = Very Important	
rBST-Free	1 2 3 4 5
Organic / Certified Organic	1 2 3 4 5
Specialty	1 2 3 4 5
Artisan	1 2 3 4 5
Aged/Sharp	1 2 3 4 5
Hand-Crafted/Hand-Made	1 2 3 4 5
Traditional	1 2 3 4 5
Farmstead	1 2 3 4 5
Raw Milk Cheese	1 2 3 4 5
Pasture Grazed	1 2 3 4 5
Grass Fed	1 2 3 4 5
All Natural	1 2 3 4 5
From Wisconsin	1 2 3 4 5
Location of the cheesemaking facility	1 2 3 4 5
Description of the cheesemaking process	1 2 3 4 5
Description of the cheesemaker or cheesemaking family	1 2 3 4 5
Local Sourcing	1 2 3 4 5
Ethical Treatment of Animals	1 2 3 4 5
Award-Winning	1 2 3 4 5



Trends Analysis: Elements of Brand Positioning



Example: Don't put "ethical treatment of animals" on your label unless it is true and is the most compelling point of differentiation for your product.

Trends Analysis – By Audience

In general:

- Consumers and retailers rate labeling terms as more important than manufacturers or industry.

Top rated terms (for dairy):

- Ethical treatment of animals
- Hand-crafted/hand-made
- Award-winning
- Artisan



Trends Analysis - Retailers & Consumers

Retailers

Consumers

	Top Third	Bottom Third
Top Third	<ul style="list-style-type: none">•Hand-crafted / homemade•Ethical treatment*•Award-winning*	<ul style="list-style-type: none">•Aged/Sharp•All Natural
Bottom Third	<ul style="list-style-type: none">•Description of cheese-maker•Farmstead•Description of cheese-making process	<ul style="list-style-type: none">•Specialty•Old World•Homestead

Trends Analysis – Summary

- Tell Your Story – Consumers want to know
- Make sure your label reflects your product and your Story
- Point out unique characteristics
 - Raw materials
 - Hand-crafted, small batch, home grown
 - Family, land and/or farm history.
- Describe unique products



Trends Analysis - Summary

- De-clutter your label: more is not more
- Use color to your advantage
- Consider how your product will look in a crowded retail case



PACKAGING

Your Number One
Marketing Tool.



12-Step Program to Successful Packaging

1. Company & product uniqueness
2. Create brand development plan
3. Brand image & key message focus



12-Step...continued

4. Product name & description
5. Select a graphic designer
6. Select package size, shape, type



12-Step...continued

7. Create a brand logo to represent your business

8. Follow FDA package information requirements

9. Test label & package prototypes & refine



12-Step...continued

10. Select label supplier that knows your goals & budget
11. Brand logo is focus for all marketing tools
12. Protect your brand name & logo (™ and ®)



Case Study



Kelley Country Creamery™

Introduction to Business

- South of Fond du Lac on Highway B
- Four years of research and planning
- All ice cream made from Kelley farm milk
- New store overlooks current farm
- Opened May 2010



Kelley Country Creamery Business Planning

- Research
 - Non-homogenized ice cream
 - Current successful farmstead businesses
 - Costs
 - Building & equipment
- Feasibility Study & Business Plan
- Product Development & Testing
- Legal Consultation



Kelley Country Creamery Market Planning

- Market Channels
- Market Size and Expansion
- Marketing and Promotion Activities
- Product Testing w/ Future Customers



Kelley Country Creamery Branding & Marketing

- Value Proposition – What is the story?
- Brand Development document
- Logo (w/ legal protection) TM and [®]
- Brand Placement



Kelley Country Creamery Label

CRAFTED IN OUR CREAMERY • WITH WISCONSIN DAIRY PRIDE

Kelley Country Creamery's old-fashioned ice cream is crafted in our Creamery on the Kelley farm established in 1861. The Kelley family has been churning homemade ice cream as a treat for generations, and today we share that passion with ice cream lovers like you. We use our farm-fresh, non-homogenized milk and craft it with the recipes I perfected; add top quality flavor ingredients to create unique ice creams that truly taste homemade. Savor each cool & creamy bite.

Karen Kelley

KELLEY
OUR OLD FASHIONED PREMIUM FARMSTEAD
COUNTRY CREAMERY
ICE CREAM
Karen's Crazy Cake™
One Pint (473 ml)

PO ONLY
8 36074 00011 6

WISCONSIN DAIRY

INGREDIENTS: MILK, CREAM, SUGAR, CORN SYRUP, NON FAT DRY MILK, EGG YOLKS, CAROB BEAN GUM, GUAR GUM, AND CARRAGEENAN YELLOW CAKE MIX: SUGAR, WHEAT FLOUR, PALM OIL, LEAVENING AGENTS, CORN STARCH-MODIFIED, DEXTROSE, SALT, NATURAL AND ARTIFICIAL FLAVORS, XANTHAN GUM, SOYBEAN OIL, OLEORESIN TURMERIC (FOR COLOR) BUTTERCREAM FROSTING: HIGH FRUCTOSE CORN SYRUP, COCONUT OIL, WATER, CORN SYRUP, CREAM, MODIFIED CORN SYRUP, MONO AND DIGLYCERIDES, NATURAL AND ARTIFICIAL FLAVORS, TITANIUM DIOXIDE, POTASSIUM SORBATE (AS A PRESERVATIVE), CARRAGEENAN SPRINKLES: SUGAR, CORN SYRUP, PARTIALLY HYDROGENATED VEGETABLE OIL, SOY LETHIAN, DEXTRIN, CONFECTIONERS GLAZE, NATURAL AND ARTIFICIAL FLAVOR, RED 40 LAKE, YELLOW 6 LAKE, CARNAUBA WAX, YELLOW 5 LAKE, BLUE 1 LAKE, RED 3, RED 40

HANDCRAFTED BY:
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Visit us on the web at:
kelleycountrycreamery.com

Kelley Country Creamery

Telling the Story

- Placement of the Creamery, Store
- Family & Heritage
- The Store
- The Products
- Events
- Promotion through Others



Kelley Country Creamery Telling the Story - Family



Kelley Country Creamery Telling the Story - Heritage



Kelley Country Creamery Telling the Story - Product



Kelley Country Creamery Telling the Story - Signage



Kelley Country Creamery

Telling the Story - Promotion

- World Dairy Expo award winning
- USA Today Top 50 Ice Cream Parlors
- Milwaukee Journal Sentinel article
- State agriculture newspaper articles
- “Where are you from?” map in store
- TV spot (WMMB assistance)



For More Information

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