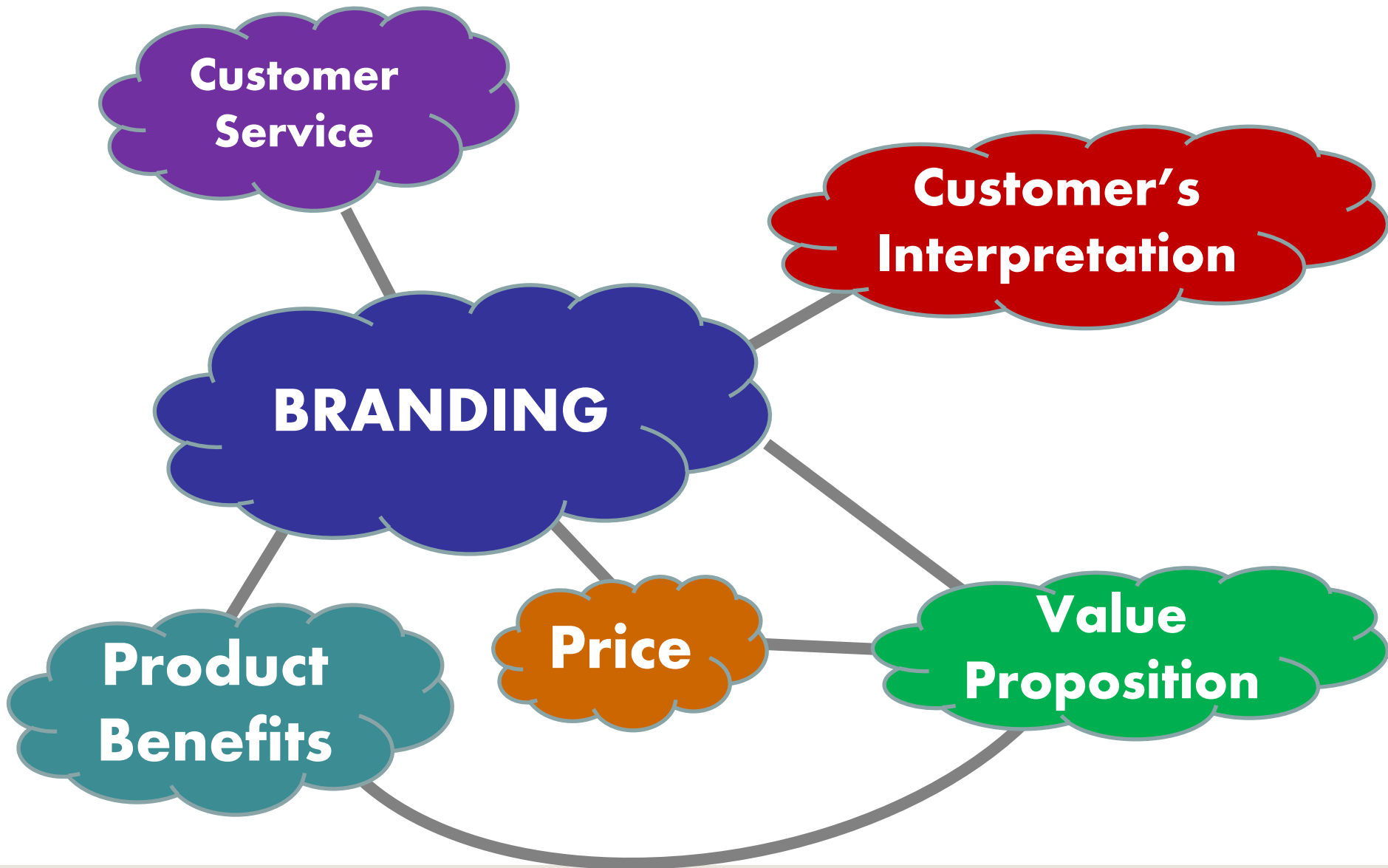


Brand Building: Finding the *Sweet Spot*

Meat Industry Management
Conference
April 5, 2016





Product quality used to be enough



Now, must differentiate & emotionally connect with their customer



What is the role of a brand?

- Provide a unique identifier
- Create barriers to entry
- Serve as a competitive advantage



A good brand is ...

dynamic



A good brand is ...



unique

A good brand creates a...

A photograph of two hands, palms facing each other, holding each other in a heart shape. The hands are silhouetted against a vibrant sunset sky with shades of orange, pink, and purple. The word "bond" is written in white, bold, sans-serif font to the right of the heart.

bond



A good brand creates a ...

A close-up photograph of two hands, one with dark skin and one with light skin, shaking in a firm grip. The hands are positioned in the center of the frame, with the fingers interlaced. The background is a plain, light color.

promise





**“YOUR BRAND IS
WHAT OTHER PEOPLE
SAY ABOUT YOU
WHEN YOU’RE NOT
IN THE ROOM”**

Jeff Bezos – Addicted2Success.com



Let's practice....



If you know us, what words come to mind?



What we would want to hear...



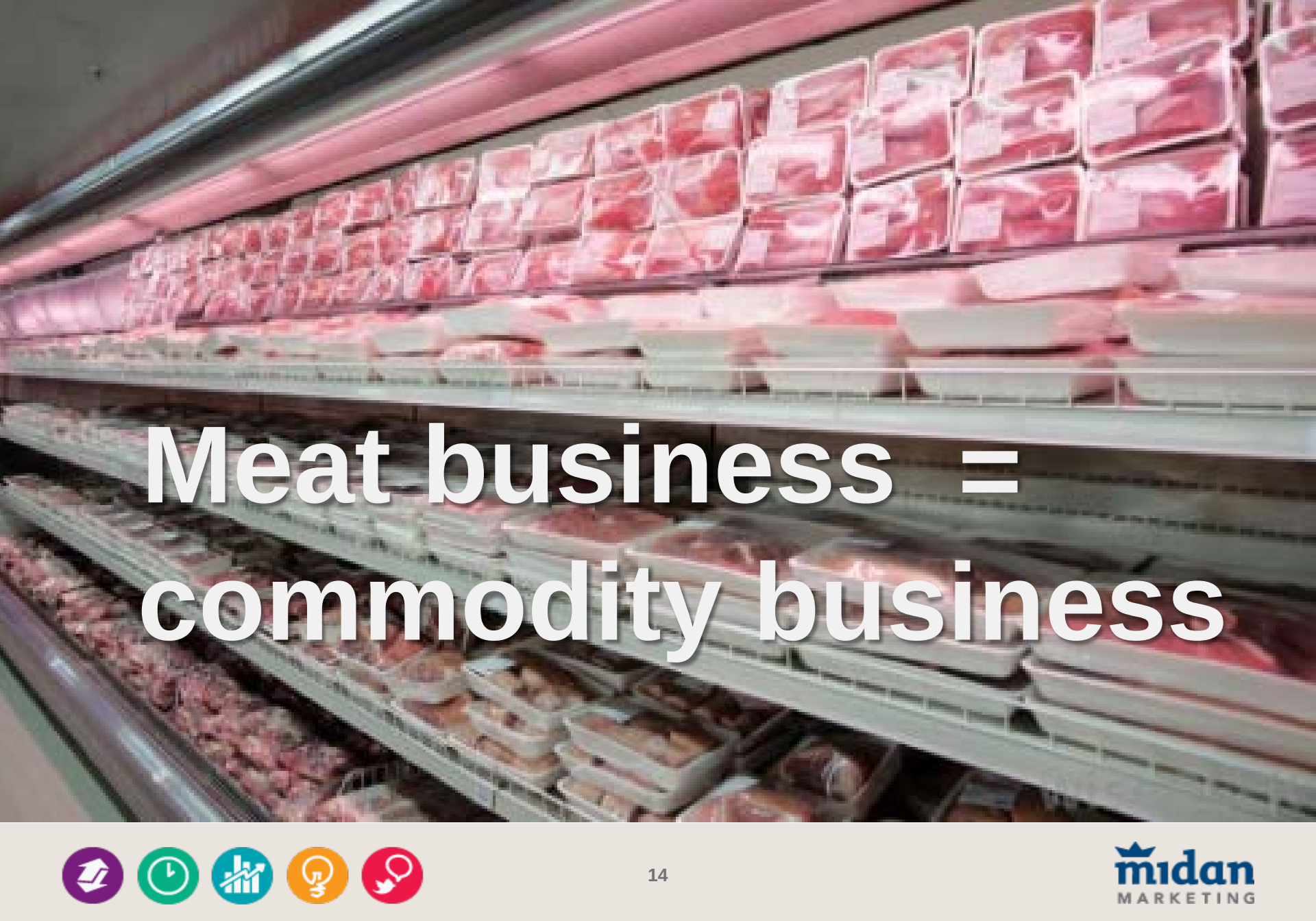
**Meat
Experts**

**Marketing
Experts**

Integrity



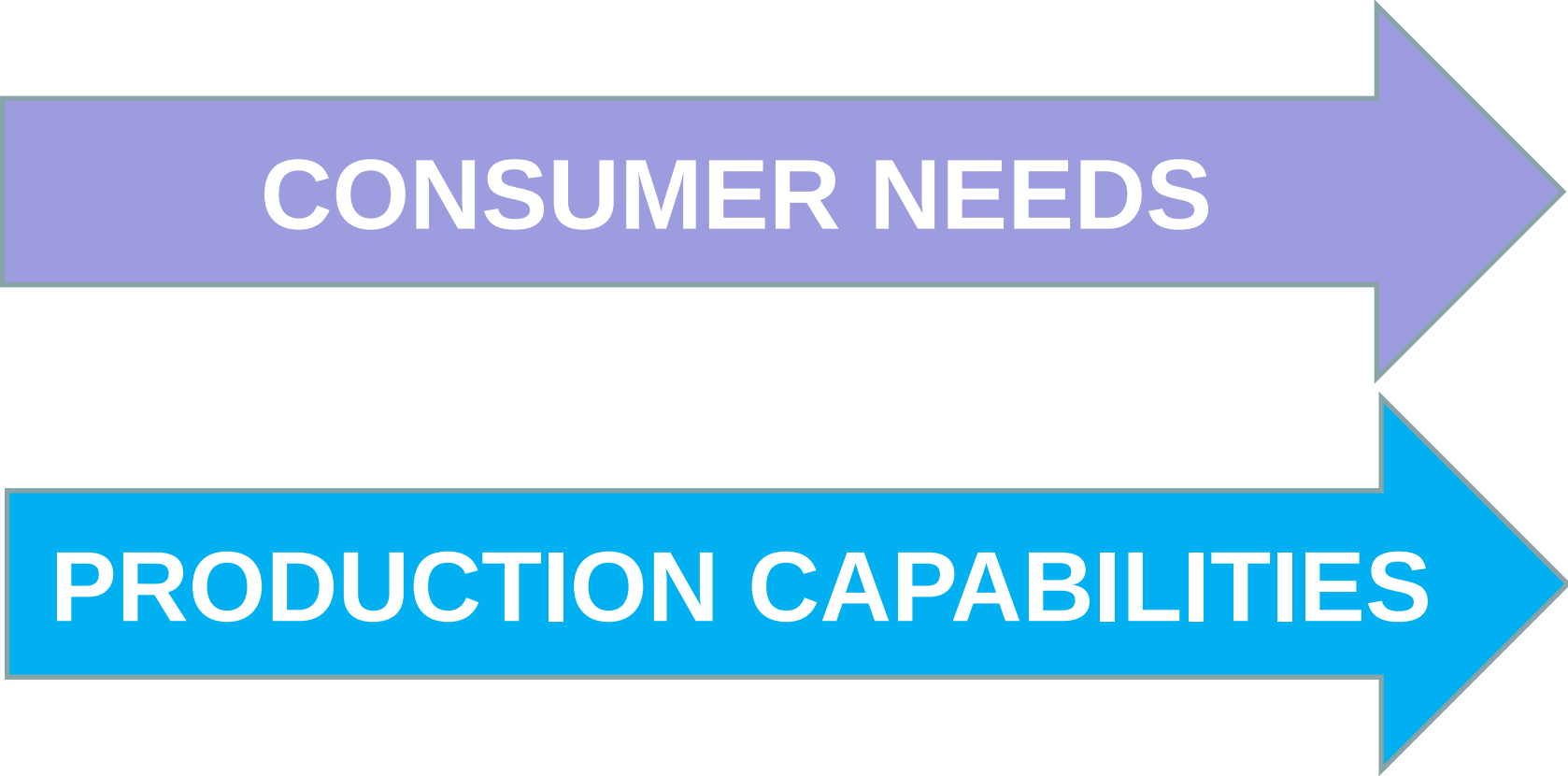




**Meat business =
commodity business**



Parallel paths no longer works



CONSUMER NEEDS

The diagram consists of two large, horizontal arrows pointing to the right. The top arrow is purple and contains the text 'CONSUMER NEEDS'. The bottom arrow is blue and contains the text 'PRODUCTION CAPABILITIES'. The arrows are parallel and of equal length, suggesting a direct comparison or relationship between the two concepts.

PRODUCTION CAPABILITIES

Consumers are more food-centric than ever before





Each red circle =
possible branding
opportunity

Consumer
Need

PRODUCTION CAPABILITIES

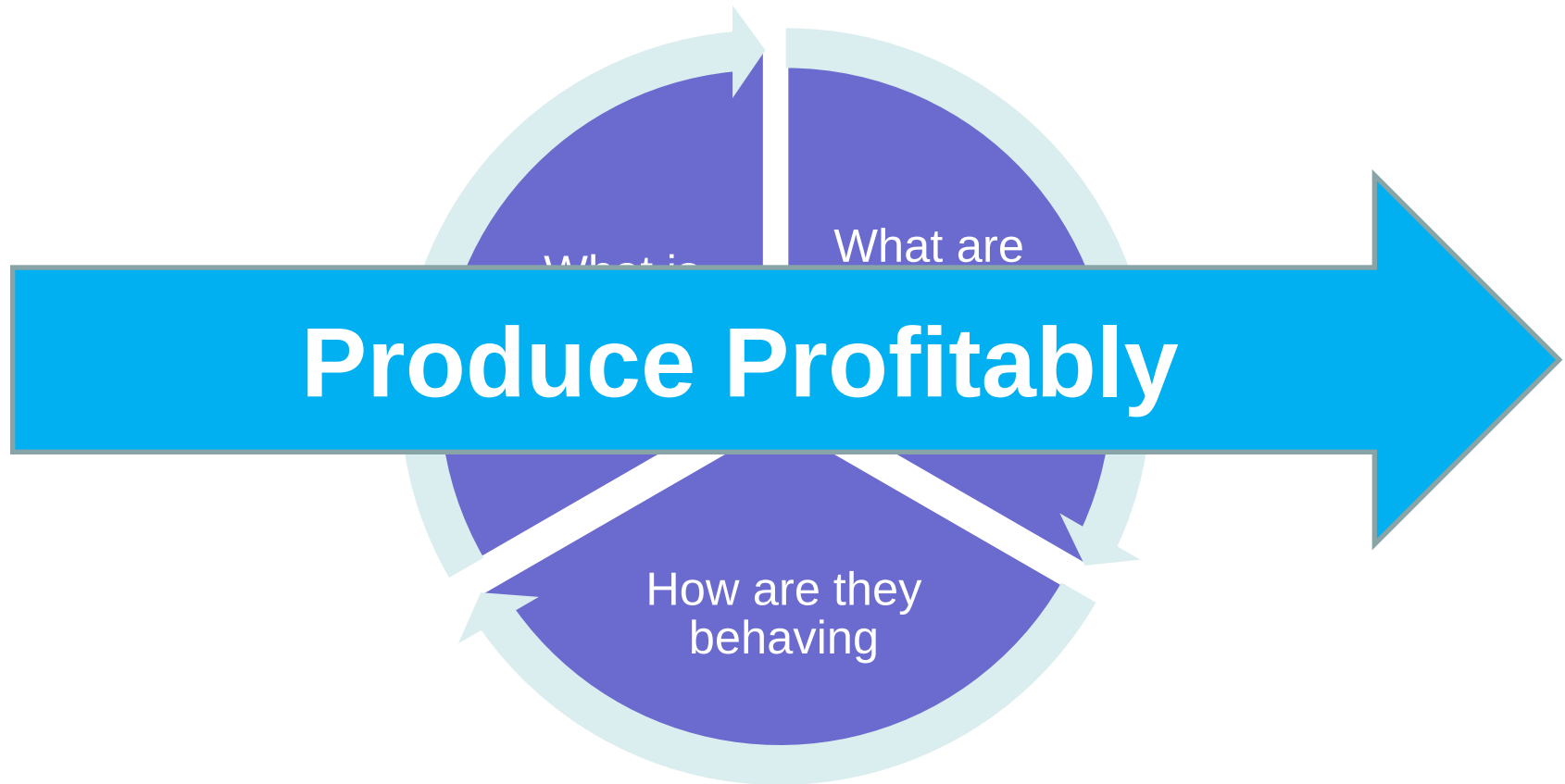
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Research consumer needs



Overlay production capabilities



Discover the “sweet spot”

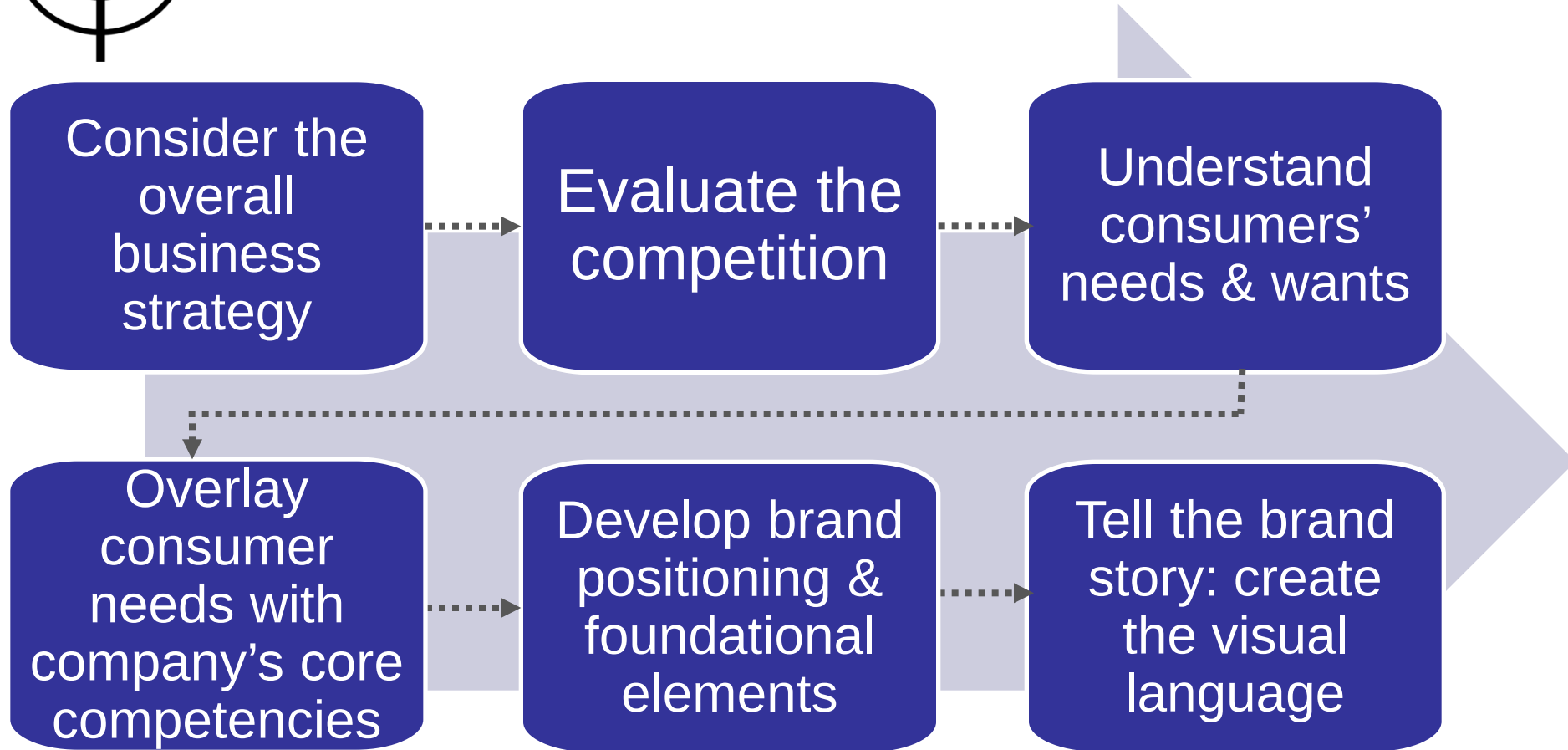


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6-Step Research and Evaluation Process



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6-Step Research and Evaluation Process

Consider the
overall
business
strategy

- ☐ New markets
- ☐ New consumers
- ☐ Timing
- ☐ New customers

Research to validate

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6-Step Research and Evaluation Process

Evaluate the competition

- ☐ Strategies/Tactics
- ☐ Strengths/Weaknesses
- ☐ Who to go after, avoid

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6-Step Research and Evaluation Process

Research target's

- ☐ Needs
- ☐ Gaps
- ☐ Attitudes, beliefs and values

Understand
consumers'
needs & wants

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6-Step Research and Evaluation Process

- ☐ Supply/Specifications
- ☐ Distribution capabilities
- ☐ Human capital
- ☐ Profitable

Overlay
consumer
needs with
company's core
competencies

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6-Step Research and Evaluation Process

- ☐ Positioning
- ☐ Key benefits
- ☐ Character, personality & tone
- ☐ Packaging

Develop brand
positioning &
foundational
elements

Research to validate

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6-Step Research and Evaluation Process

- ☐ Brand Name
- ☐ Logo
- ☐ Tagline
- ☐ Story/Messaging

Tell the brand story: create the visual language

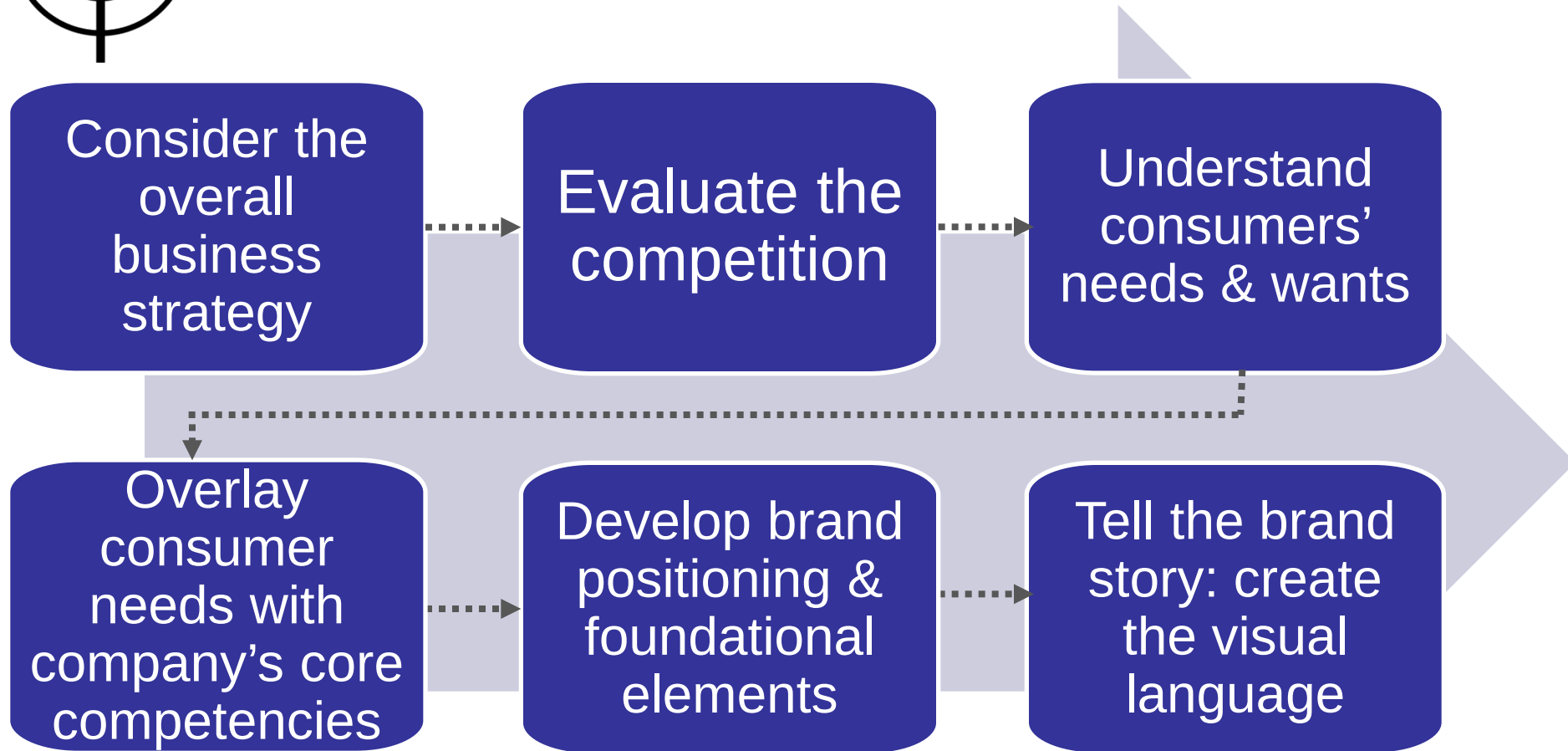
Research to validate

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6-Step Research and Evaluation Process



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A Case in Point: The Story of *Tyson®* *Crafted Creations™*



Tyson® Crafted Creations™ is a registered trademark of Tyson Foods, Inc.



Consider the
overall
business
strategy

- ☐ New markets
- ☐ New consumers
- ☐ Timing
- ☐ New customers

Research to validate

Step 1

Quantitative Online Survey

- Potential size of market
- Consumer habits & attitudes
- Potential drivers

Evaluate the competition

- ☐ Strategies/Tactics
- ☐ Strengths/Weaknesses
- ☐ Who to go after, avoid

Competitor Analysis Example

Brand	Positioning	Product Offerings	Flavors	Key messaging	Marketing tactics
					
					
					
					

Pixelated on purpose to keep confidential info confidential!

Research target's

- ☐ Needs
- ☐ Gaps
- ☐ Attitudes, beliefs and values

Understand
consumers'
needs & wants

Step 3 – Focus Groups



Step 3 – Online survey



Step 4

- ☐ Supply/Specifications
- ☐ Distribution capabilities
- ☐ Human capital
- ☐ Profitable

Overlay
consumer
needs with
company's core
competencies



Step 4 Decisions

- ✓ Undervalued cuts across 3 proteins
- ✓ Existing underutilized plant capacity
- ✓ Focus on a consumer who is about unique flavors

- ☐ Positioning
- ☐ Key benefits
- ☐ Character, personality & tone
- ☐ Packaging/Labeling

Develop brand
positioning &
foundational
elements

Step 5 – 2 rounds of consumer research



Step 5 - Brand key development

Brand Essence:

Competitive Context -



Consumer Target and Insights -



Pixelated on purpose to keep confidential info confidential!



Brand Benefits and Reasons to Believe -



Brand Character -



Brand Personality

Positioning Statement:



Brand Properties -

Brand Properties -



- ☐ Brand Name
- ☐ Logo
- ☐ Tagline
- ☐ Story

Tell the brand story: create the visual language

Step 6

Name testing

MAN I,
 MANY,
 MANY
 MANY
 MAN
 MOR
 NAMES

Logo testing



Message testing



**Validated through
 Research**

Case Study

2014: Brand development

2015: Launch &
B2B marketing support

2016: B2C marketing support



Case Study



Brand Building: Finding the *Sweet Spot*

<http://bit.ly/namimidan> to download
process checklist

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