

Marketing to Modern Consumers

Branding Basics for Consumer Loyalty





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- Over 10 years specialty and natural food marketing
- Certified Cheese Professional, American Cheese Society
- Educator, public speaker, writer (NY Times, Sunset)
- Cheese, Charcuterie, Fine Chocolate
- Brand and product development, innovation

What is Marketing?

“The action or business of promoting and selling products or services, including market research and advertising.”

“Management process through which goods and services move from concept to customer.”

PRODUCT
PRICE
PLACE
PROMOTION

Sales



Marketing

Making the brand and product
Physically available

- Distribution
- Pricing
- Promos
- Channels

Making the brand and product
mentally and emotionally available

- Brand
Development/innovation
(channels, promo, pricing)
- PR
- Digital/web (SEO), social media
- Creative – visuals, imagery,
media
- Advertising
- Market research (big data or
farmers markets or email
questionnaires)

What is Brand*?

Communicates:

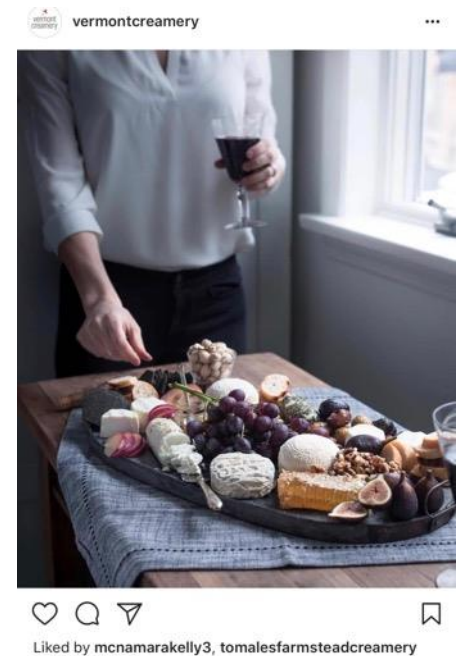
- Who you are
- What you stand for
- Represents relationship between you and your audience
- Result of everything you do
- Goes beyond products and product attributes



**Any business, small or large, can and should have a brand. It is your NORTH STAR – how you make decisions, what kind of products you want to make, who you want to appeal to, etc.*

Key Elements to Building a Brand

- **Narrative** – Your Superhero origin story, how you say it, what you represent
 - Mission, Purpose, Positioning
- **Your Voice** – Tone, personality, the words you use
- **Your symbols** – not just logo, but colors, font, textures, shapes
- **Consistency** – Using it across ALL channels (farmers markets, packaging, displays, social media, in-store merch)
- **Engagement & Interaction** – connecting with a customer on an emotional level (it fits my values, or what I need/want out of my decisions)



WHY?

1. Differentiation



Be like this gal

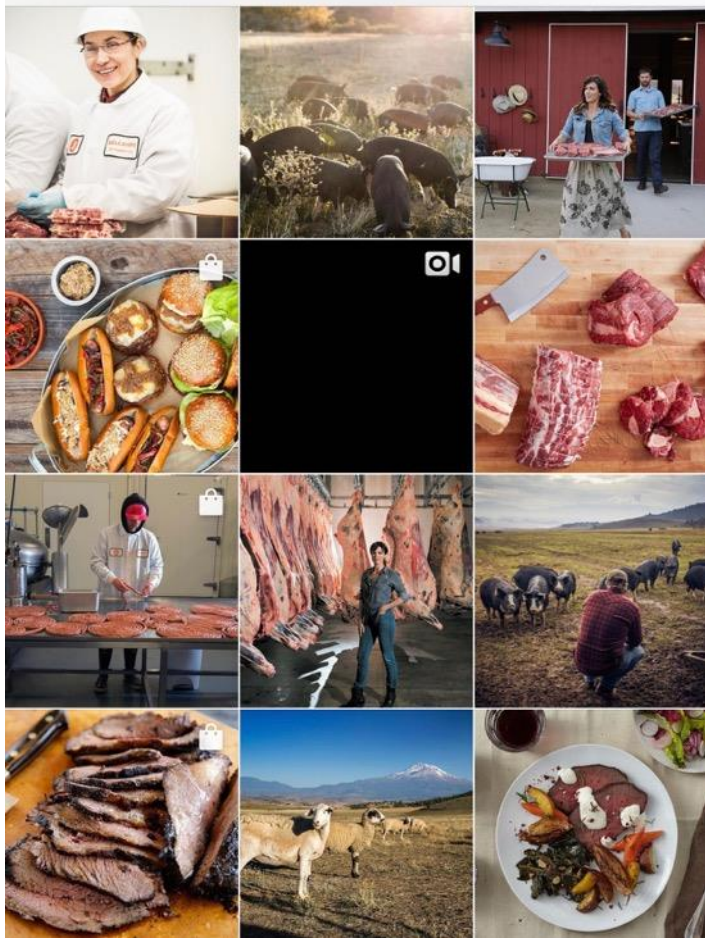
WHY?

2. LOYALTY



Core consumers, Super Fans (Trade/Consumer), Influencers

WHY?



chrisseyteigen



120,670 likes

chrisseyteigen If you haven't seen one of these wheels in action oh man, it is a thing a beauty. Hot pasta is tossed around, gently melting the cheese and plated right at your table. 🥺🥺🥺 It makes me emotional

3. Food is EMOTIONAL

The Specialty/Natural Landscape

Challenges:

- Market Volatility
- Plant-based options
- Consumer perceptions
 - Animal Welfare
 - Health
 - Sustainability

The Specialty/Natural Advantage

Strengths:

- Artisan Narratives
- Values-driven
- Transparency - farming/production practices
- Consumer and Customer relationships (Direct)
- Higher degree of authenticity

MACROTRENDS

STRONG BRAND PURPOSE

- 73% of consumers surveyed say they feel positively about brands that share the “why behind the buy”

-A.C. Nielsen, “Transparency is Winning”, 2017

CLEAN LABELS

- 87% of consumers said they looked at nutrition labels and 67% of them preferred fewer and simpler ingredients

-Wall Street Journal, 8/2016

- 68% say they’re willing to pay more for foods/beverages that don’t contain ingredients that they perceive are bad

-A.C. Nielsen, “Transparency is Winning”, 2017

PREMIUM VALUES & PURCHASE DECISIONS

“Premium continues to evolve in meaning. It starts with finding the most premium and simple ingredients optimized for taste above all else. The idea of it as a great product along with full transparency about how it’s made, why it’s made, and the values of the people who are making it, is what resonates with consumers.”

-Smartbrief, 1/2017

Start Building Yours

1. **Assess what you already have – product, packaging, placement, digital, promos**
2. **Write down/refine your narrative – WHO you are, WHAT you make, WHY you do it**
3. **Turn the WHY into a MISSION STATEMENT**
4. **Assess how you are doing – what you're great at, what needs improvement**
5. **Take a look at your peers and competition or who you think your peers are – SWOT analysis**
6. **Compare your strengths and uniqueness to others – can it build or strengthen your brand?**
7. **Craft a POSITIONING STATEMENT – the refined version of #2, plus what you uniquely offer to your fans versus other producers in your category**
8. **ID things that make your brand uniquely you – colors, font, personality/voice (graphic designer, marketing professional), and are you putting them out front and center?**
9. **Set the foundation across all channels – Does everything that represents you out there in the world fall in line with your vision? This includes people at the markets, a sales team, even you (Apply to Channel strategies)**
10. **Check-in – Is there consistency? Get feedback from customers (via social media, email, intercepts) and refine as needed**

Thanks!

Now, it's time for questions

