

# BRANDING 101

Marketing Your Food Product  
Colorado Department of Agriculture  
April 24, 2008

**John Recca**  
**BrandWerks Group**





"Products are made in the factory, but brands are created in the mind."

– *Walter Landor, Legendary Brand Builder*





## The Brand: Simple Definition

Chiquita!

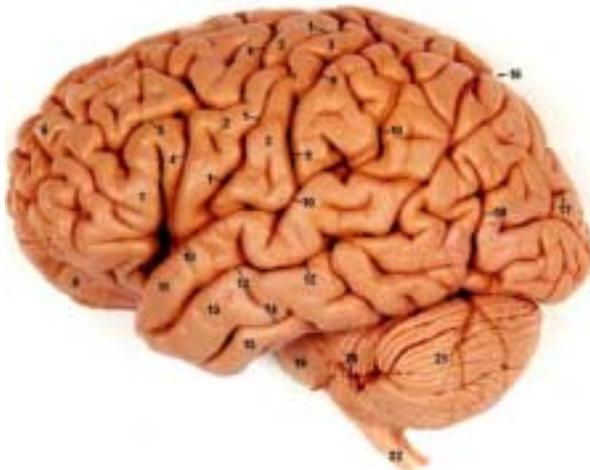


A Brand is a **distinguishing identity** and **promise** which **benefits** the **customer**.



# Brand Positioning

*The “space” a brand occupies in the consumer’s mind*



Brands are determined by their **Unique Selling Proposition** (USP):

- Different, Interesting
- Important **Features**
- Meaningful **Benefit(s)**
- Sustainable



## Positioning Statement: Features to Benefits



“Rocky Mountain Popcorn is simple, honest popcorn. It’s **light, fresh, crisp, and big**...just like the mountains themselves. When you eat a handful of our Rocky Mountain Popcorn you’ll remember what popcorn is supposed to be, and what it **feels like to be happy and free again.**”



# The Brand Benefit: Up the Ladder



## Brand Laddering

A simple technique that **“ladders” brand features into meaningful benefits**

- What does your brand do best?
- Why is that important?
- ...and why is that important?

*Here's an example...*



## Brand Laddering (an example)

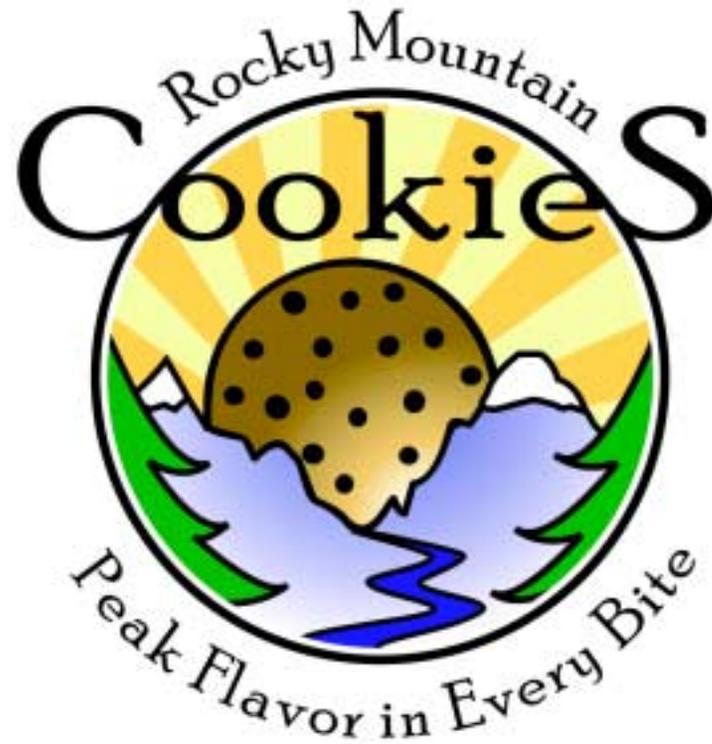


Rocky Mountain Cookies

- Q. What does your brand do best?
- A. Quality. We use only the best ingredients.
- Q. **Why** is that important?
- A. Our cookie is more flavorful than others.
- Q. And, **why** is that important?
- A. Because it provides a fresh, lively, fruity taste.
- Q. And, **why** is that important?
- A. It's more energizing. Flavors kind of burst in your mouth.



## The Brand Benefit



**“It’s more energizing.  
Flavors kind of burst in  
your mouth.”**



## 2/ Branding Concepts



“Our shelf space is limited. For us to take on another gourmet item, your product must be **different**. It must give our shoppers a **reason to buy**.”

– *Grocery Buyer, Kroger*



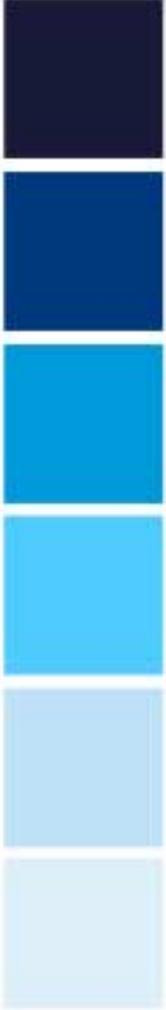
# Branding Concepts



1. Name
2. Logo/ID
3. Brand Story
4. Packaging



# 1/ The Brand Name



**YAHOO!**<sup>®</sup>

“It’s a pretty recognizable brand name. Originally it was "Jerry's Guide to the World Wide Web" but we settled on "Yahoo".

– *Jerry Yang*, co-founder and CEO, *Yahoo*



# Naming...and Branding a Bottled Water





## The Brand Name: Start with *Yourself*

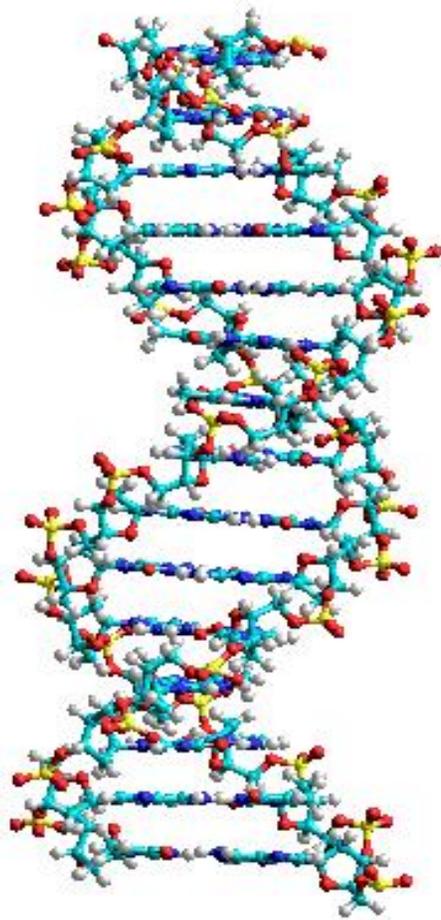


- Focus on your key **strengths** and **capabilities**
- These are your brand **features** that can be leveraged into meaningful **benefits**
- Remember, **you** are a big part of the equation. Your brand is **you**. **You** must be comfortable.





# The Brand Name: Building Blocks



## Key Benefits:

**true, truth, spiritual,  
awake, awakening, faith,  
awareness, enlightenment**

## Brand Difference:

**simple, pure, true water**



# The Brand Name: Focus on the *Benefit*

Focus: **enlightenment**

Brand Positioning:

\_\_\_\_\_ is pristine and simple, created only by nature. It comes from an ancient, mystical spring high and deep in the Rockies, a special source of true refreshment that will **awaken your senses and inner being.**”

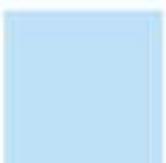
Then, brainstorm “enlightenment” names:

Lumin, Luminous, Illume, Allume, Radiance, Silver, Silvere, Silveray, Silver Star, etc.

Choice: **illume**<sup>TM</sup>



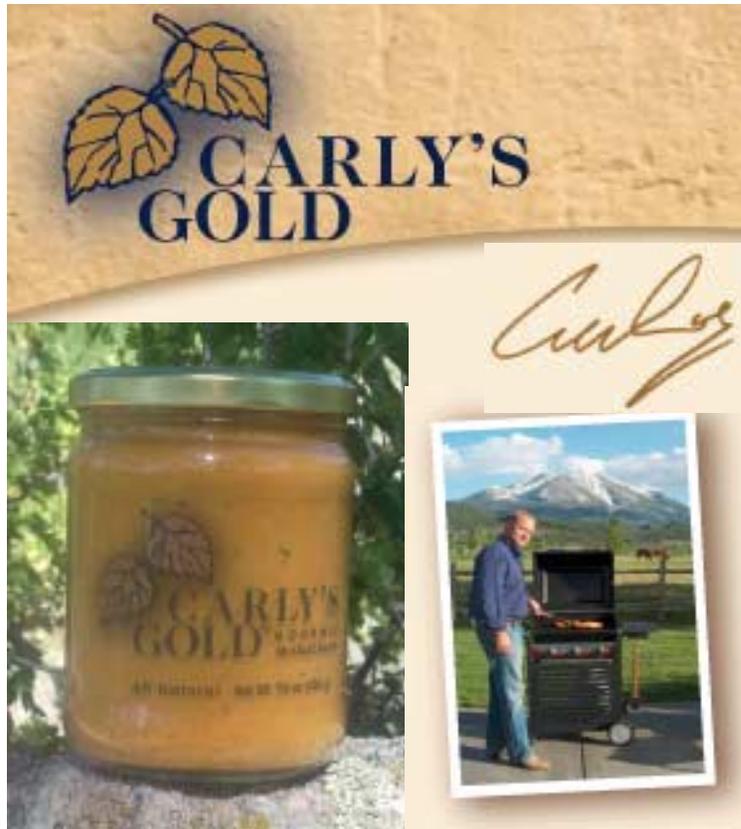
# The Brand Name: Getting to the Essence



- The essence of the brand is a **single, simple value**
- It's often your positioning **point-of-difference**
- Brand essence creates a **relationship** with the consumer, making an **emotional connection**



## The Brand Name: Keep it *Simple*



“Choosing a brand name was simple. My friends call me “Carly” and our product has a rich gold color. So we just called it “Carly’s Gold”.

– *Carl “Carly” Hayden,  
Owner, Carly’s Gold  
Gourmet Mustard Sauce*



## The Brand Name: What's the *Difference*?



### IZZE

- **Features:** Natural, Refreshing, Healthy, Good for You, Sparkling, Lively, and **Fizzy**
- **Benefit:** Rejuvenation



## The Brand Name: Tell a *Story*



### **Socolofsky**

- Family name, heritage
- Means “Falcon Trainer”
- **Real**, not made-up name
- Creates interest and **differentiation**





## 2/ The Logo/ID



“What other company has such devoted followers that they tattoo the company's logo on their bodies?”

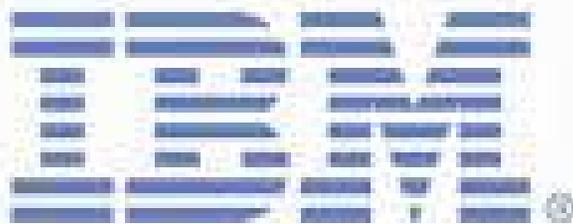
– Jeffrey L. Bleustein, Chairman of the Board, Harley-Davidson



## The Logo: Symbolic Value



Creativity



Competence

### The Brand Symbol/Icon:

- **Visual** summary of the **brand's essence**
- A “memory device” (*mnemonic*)
- Strengthens the brand
- Makes a connection with the target



## Creating a Logo: Gourmet Chocolate Sauce



- Small local company
- Previous branding: *Marie's Fine Foods*
  - Generic-sounding name
  - Uninspiring
  - Trademark issues
- Owner's name: Frasché
- Owner, and recipe originate from Provence, France
- Traditional, but artistic creations



# The Logo: Start with Brand Direction

BrandWorks		Frasche' Gourmet	
BrandBrief™			
TARGET AUDIENCE	Primarily e (HH \$75K+ oriented, b super-pre)	BACKGROUND/NEED	Frasche' Gourmet is a startup food products company. Formerly known as Marie's Fine Foods, Frasche' currently produces a gourmet chocolate sauce, contract packed in 12-oz. glass jars, which is marketed to select specialty retail stores (e.g., Marcyzck, Tony's, etc.). The company's product has limited distribution at this stage. Existing inventory is packaged under the Marie's brand.  The company vision is to extend the line to include chocolate bitter orange and chocolate mint sauces. These two additional flavor extensions are scheduled for a Christmas, 2005 launch. Additionally, Frasche' Gourmet plans other gourmet food products in the future.  The company need is to establish the Frasche' brand and begin marketing/sales.
BRAND POSITIONING	Frasche' d more vibr stimulate moments	ASSIGNMENT	1. Create Frasche' brand ID/logo 2. Create business package (business card, letterhead stationery, envelope and note card) 3. Create label packaging (one size for three flavors)
BRAND DIFFERENCE	Tradition n	OBJECTIVES	1. Establish brand identity 2. Communicate the brand story and brand essence through label packaging 3. Other (TBD)
DESIRED PERCEPTIONS	A fresh(er)	CUSTOMER INSIGHTS	Fine chocolates are rich in heritage, authenticity and tradition. There is a strong European image association (Godiva, Penagina, etc.)  For most consumers, gourmet chocolate sauce is not one of life's necessities. It's rich, highly caloric, and indulgent. Usage is limited and generally tied to desserts, toppings, and sauce creations. Purchase frequency is also limited.  Special occasion, however, [e.g., entertainment] and gifting are important factors in purchasing. Impulse sales drive purchases, which means packaging must work "overline", communicating uniqueness and quality. Overall, the brand must "pop" on the shelf, standing out and stimulating consumer interest and impulse sales.
SINGLE KEY CONSUMER MESSAGE	Artistic ("		
BENEFIT SUPPORT	<ul style="list-style-type: none"> <li>• Eur</li> <li>• Fin</li> <li>• "CH</li> </ul>		
BRAND IMAGE	(Chocolat Simple, bo authentic quality and		
BRAND CHARACTER	Feminine, but with si versatile.		
EXECUTIONAL CONSIDERATIONS	1. Vis <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul> 2. Cop 1. The Frasche' story, with chocolatier signature (Robey Frasche'). This story must contain: <ul style="list-style-type: none"> <li>• Frasche' family heritage (French)</li> <li>• Finest ingredients, why/how it's made differently</li> <li>• "Freshness" (fresh approach/style)</li> </ul>		
CREATIVE/LEGAL MANDATORIES	Branding/Packaging: <ul style="list-style-type: none"> <li>• Prominent "Frasche" branding</li> <li>• UPC symbol</li> <li>• Product story copy area</li> </ul>		

## BrandBrief™

- The **brand's résumé**
- A detailed creative strategy
- Strategy first, then design
  - Get it right the first time
  - Save time, money



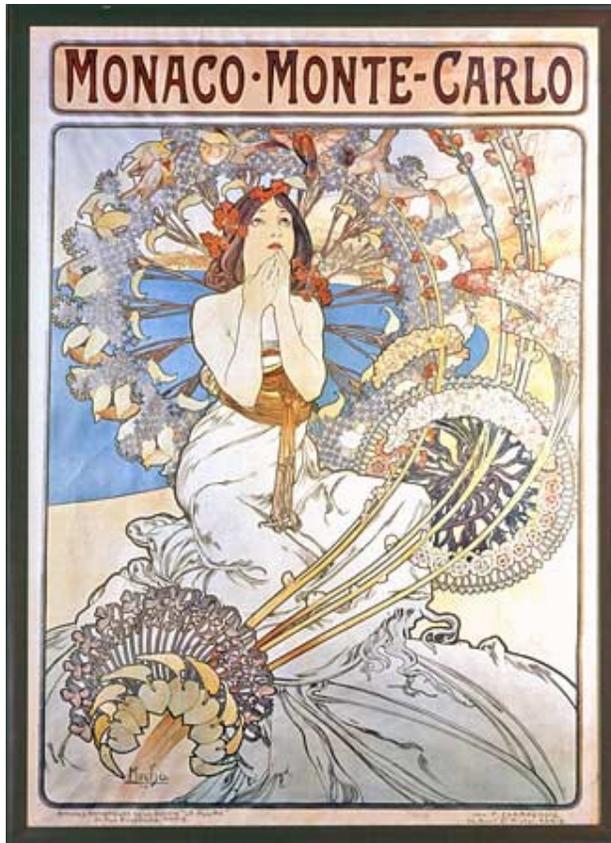
## The Logo: Next, Add...Brand Positioning



“Frasché Gourmet takes timeless **European** quality and makes it more vibrant and youthful. Our fresh, **artistic creations** stimulate the senses to extend the joy of life’s special moments.”



# The Logo: Now, Bring the Brand to Life



## Add Some Personality

### Image:

Simple, bold, but not too fancy. French/old-world authenticity, but with contemporary, artistic flair.

### Character:

Feminine, sensual. Youthful, fresh, vibrant, colorful and fashionable.



## The Logo: Finally, Inspiration and Translation





## The Logo: The Name's the Game

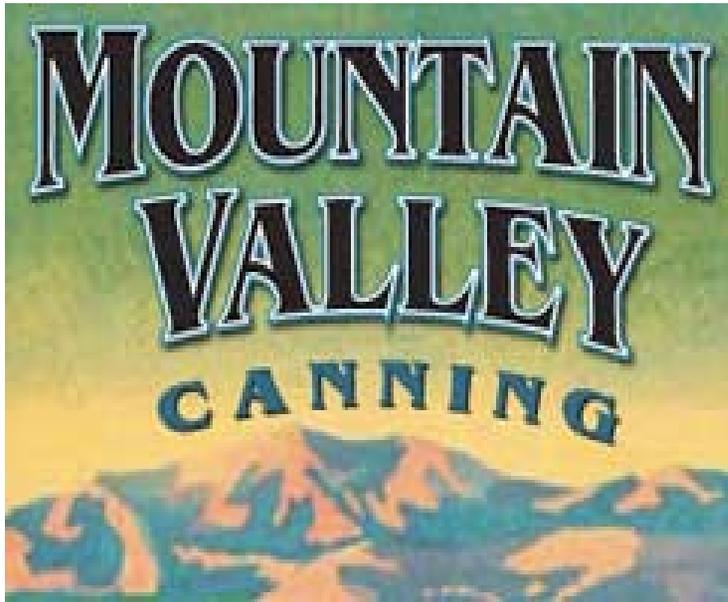


### LARABAR

- Focus is on the **brand name**
- Strong typeface
- “Single-minded”...
- ...but still interesting and involving



## The Logo: Connect Emotionally



### Mountain Valley Canning

- Imagery evokes memories and feelings of the past
- Reminiscent of old citrus labels, field boxes, farms, fruit stands, and...
- ...“handmade” quality



## The Logo: Once again... *Benefit!*



### Pom® (wonderful)

- Clean, simple
- **Communicates** (anti-oxidant) health **benefits**
- Strong shelf impact
- Interesting and involving



## The Logo: Some Pointers

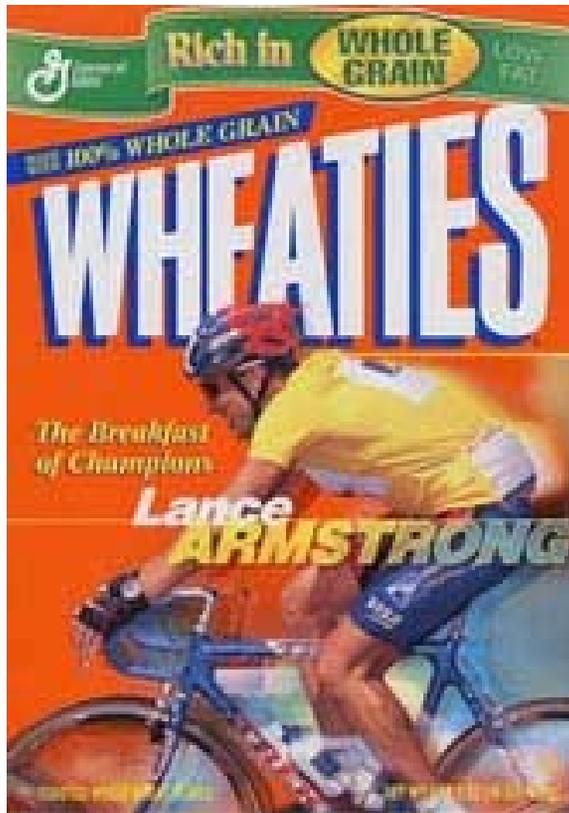


The Brand Logo Should:

- Be **simple** and **understandable**
- Provide immediate and strong **name recognition**
- Capture the brand's **positioning uniqueness**
- **Connect** with the target



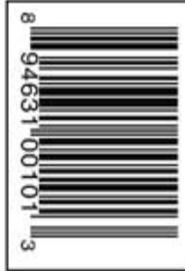
### 3/ The Brand Story...and Tag Line



“The Message of  
Champion Brands”



# The Brand Story



*We Bring Life to Food!*  
 We create Carly's Gold high in the mountains above Aspen, Colorado. Life is healthier and fresher up here. Just like our all-natural Original Gourmet Mustard Sauce. That's because we use only the best ingredients. Like pure virgin olive oil and real mustard seed to capture the spirit and aroma of the Wide Open West. Carly's Gold is the perfect companion to any meal.  
*I invite you to try some today!*

*Carly's*  
 Carly's, LLC  
 Carbondale, CO  
 917-945-8533

[www.carlysgold.com](http://www.carlysgold.com)



Net Wt. 16 oz. (454 g)

## Nutrition Facts

Serving Size 1 Tbsp (16g)  
 Servings Per Container 29  
 Calories 160  
 Calories from Fat 20

Amount / Serving	% Daily Value*	Amount / Serving	% Daily Value*
<b>Total Fat</b> 2.5g	<b>4%</b>	<b>Total Carbohydrate</b> 2g	<b>1%</b>
Saturated Fat 0g	0%	Dietary Fiber 0g	0%
Trans Fat 0g		Sugars 1g	
<b>Cholesterol</b> 0mg	<b>0%</b>	<b>Protein</b> 0g	
<b>Sodium</b> 210mg	<b>9%</b>		

Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 0%  
 \*Percent Daily Values are based on a 2,000 calorie diet.

**Ingredients:** Mustard (Distilled Vinegar, Water, Mustard Seed, Salt, contains less than 2% of Turmeric, Paprika, Spice, Natural Flavor, Garlic Powder), Olive Oil, Ketchup (Tomato Concentrate, Distilled Vinegar, High Fructose Corn Syrup, Corn Syrup, Salt, Spice, Onion Powder, Natural Flavoring), Apple Cider Vinegar, Seasoning (Sugar, Salt, Garlic, Onion, Spices, Red Bell Pepper, Carrot, Citric Acid, Guar and Xanthan Gums, Natural Flavoring), Worcestershire Sauce (Vinegar, Molasses, High Fructose Corn Syrup, Anchovies, Water, Onions, Salt, Garlic, Tamarind Extract, C loves, Natural Flavorings, Chili Pepper Extract, Hydrolyzed Soy and Corn Protein).

Please Refrigerate After Opening. Made in Colorado.





# The Brand Story: Your Positioning

We create Carly's Gold high in the mountains above Aspen, Colorado. Life is healthier and fresher up here. Just like our all-natural Original Gourmet Mustard Sauce. That's because we use only the best ingredients, like pure virgin olive oil and real mustard seed to capture the spirit and aroma of the Wide Open West. Carly's Gold is the perfect companion to any meal.

*I invite you to try some today!*

**Carly's, LLC**  
**Carbondale, CO**  
**917-945-8533**

**[www.carlysgold.com](http://www.carlysgold.com)**





# The Tag Line: “Mini” Positioning Statement

We create Carly's Gold high in the mountains above Aspen, Colorado. Life is healthier and fresher up here. Just like our all-natural Original Gourmet Mustard Sauce. That's because we use only the best ingredients, like pure virgin olive oil and real mustard seed to capture the spirit and aroma of the Wide Open West. Carly's Gold is the perfect companion to any meal.

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[www.carlysgold.com](http://www.carlysgold.com)



**We Bring Life To Food**

Tag Line





# The Tag Line: Communicating Benefit

**WAL★MART®**  
ALWAYS LOW PRICES.

*Always.*

Previous

**WAL★MART®**  
Save money. Live better.™

Now



# The Tag Line: Communicating Benefit



**PAPPARDELLE'S**™  
THE FINE ART OF PASTA



## The Tag Line: A Way to Differentiate

Brand	Tag Line	Brand Positioning
Wendy's	Where's the Beef?	<b>THE</b> Burger
Burger King	Have it Your Way	The <b>CUSTOM</b> Burger
Taco Bell	Think Outside the Bun	The <b>UN</b> -Burger





# The Tag Line: Some Pointers

The Tag Line Should:

- Summarize the **brand's message**
- Give a **reason to purchase**
- **Connect** to consumer
- Be **simple** and **memorable**





## 4/ Brand Packaging



“73% of interviewed consumers rely on packaging to aid their decision-making process at the point of purchase.”

– L.E. Wells, H. Farley, G.A. Armstrong, *International Journal of Retail & Distribution Management*



## Brand Packaging: Immediate Impact



“Your brand must stand out to get noticed. Many of our shoppers make their purchase decisions in seconds, not minutes.”

– *Whole Foods Market buyer (at recent food producer seminar)*

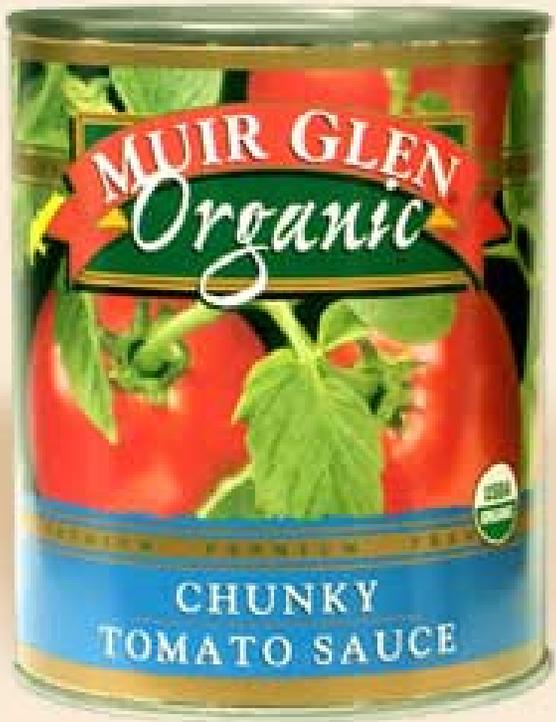


**AQUAMANTRA®**  
stimulate your soul











## Brand Packaging: Stimulate Trial



On average...

- **20%** of a brand's volume is new **trial**
- **80%** are **repeat** purchases

So, get consumers into your brand *with packaging that stimulates trial!*









## Brand Packaging: A Key *Ingredient*



“80% of consumers claimed to read food labels.”

– AP-Ipsos poll, July 2006



**MOUNTAIN  
VALLEY  
CANNING**

**Bread & Butter Pickles**

Net Wt. 16 oz. (454g)



*At Mountain Valley Canning life is the way it's supposed to be. Flavors are more intense and food is fresher. That's because we combine the best of the earth with our knowledge and passion for the finest quality.*

**INGREDIENTS:**  
Cucumbers, Onions,  
Distilled Vinegar,  
Cane Sugar, Salt,  
Mustard Seeds,  
Celery Seeds,  
Turmeric (color),  
Cloves, Ginger.

**REFRIGERATE  
AFTER OPENING**

**All Natural**



**Please recycle.**

### **Nutrition Facts**

Serving Size about 5 slices (28g)  
Servings Per Container about 10

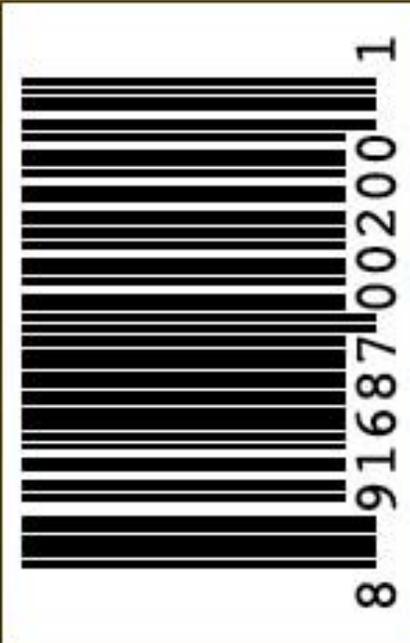
Amount Per Serving

**Calories 25**

	% Daily Value*
<b>Total Fat</b> 0g	0%
<b>Sodium</b> 105mg	4%
<b>Total Carbohydrate</b> 6g	2%
Sugars 5g	
<b>Protein</b> 0g	
<b>Vitamin C</b> 2%	

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, calcium and iron.

\*Percent Daily Values are based on a diet of 2,000 calorie diet.



**The Denver Canning Company, 2838 Depew Street, Wheat Ridge, CO 80214  
www.mountainvalleycanning.com**



## Brand Packaging: Secondary Pack





## Brand Packaging: Promote!

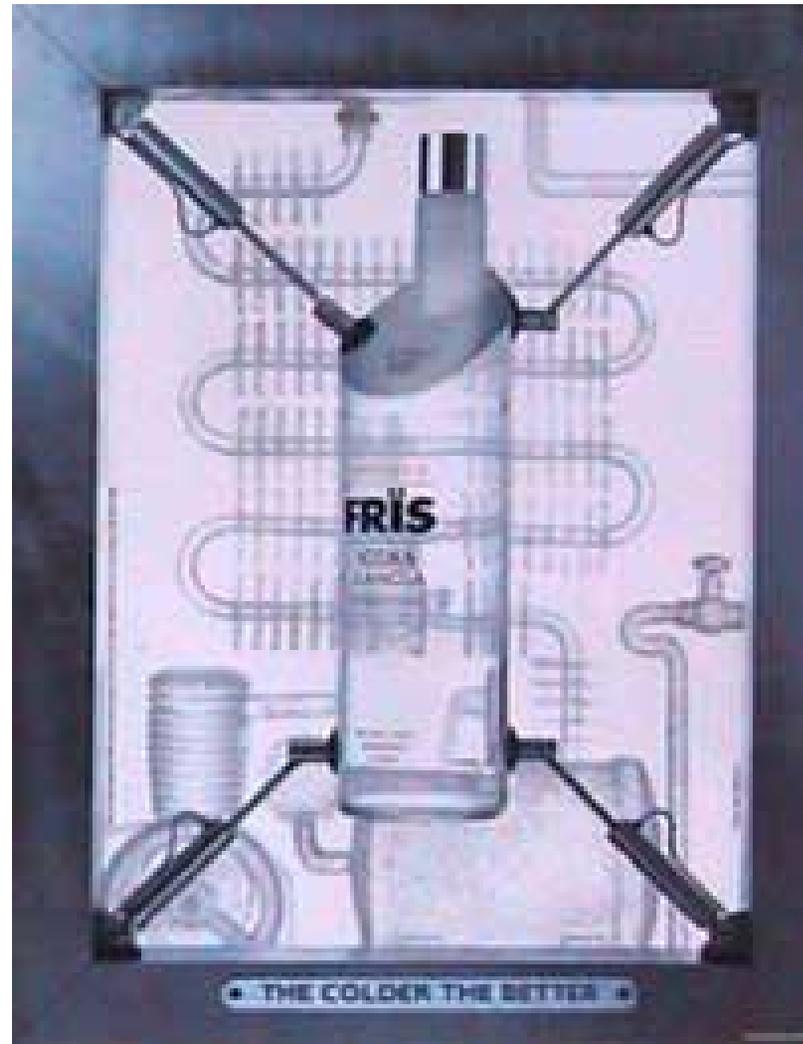


An in-store display (even without advertising) can increase sales 420%

– [Progressive Grocer Magazine](#)

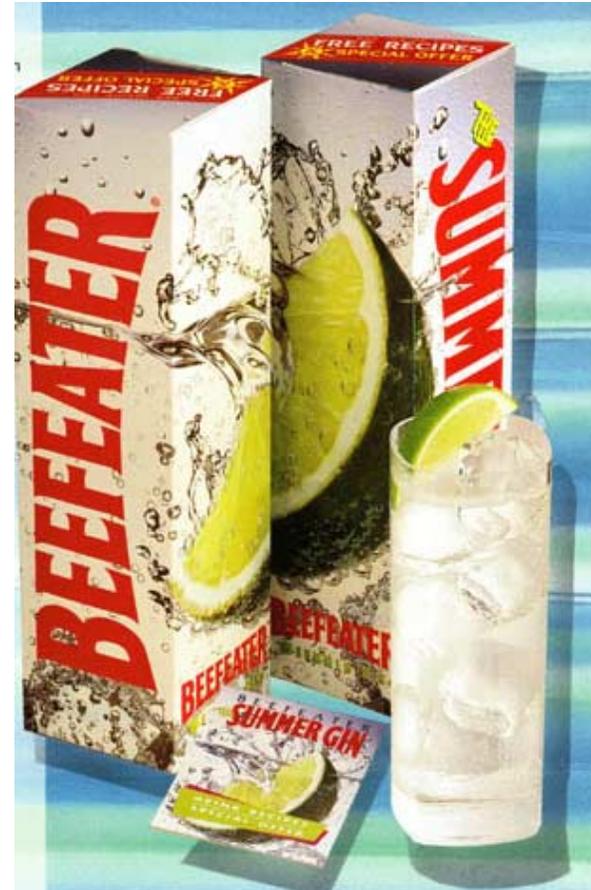


# Brand Packaging: Position the Brand





# Brand Packaging: Re-position the Brand



# Brand Packaging: Some Resources



- USDA Food Labeling Guide  
<http://www.cfsan.fda.gov/%7edms/flg-toc.html>
- UPC/Bar Codes: GS1 US  
<http://www.gs1us.org/>
- Colorado Proud  
<http://www.coloradoproud.org>
- USDA and Organic Certification  
<http://www.ams.usda.gov/AMSV1.0/>



## Brand Packaging: Use the Colorado Proud Logo



### Join Colorado Proud!

Becoming a member will help you generate brand awareness, sales and brand success!

For more information:  
[www.coloradoproud.org](http://www.coloradoproud.org)



# Brand Packaging: Some Pointers



Good Packaging Should:

- Identify the brand clearly
- Make **immediate impact**
- **Differentiate. Stand out** versus the competition
- **Connect** with the target
- **Stimulate trial**



For a copy of this presentation and other resources:  
[www.brandwerksgroup.com/CO.html](http://www.brandwerksgroup.com/CO.html)



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3 / Q & A

