



SAILPOINTE

C R E A T I V E

DESIGN • MARKETING • PRODUCTION

**Why Brand in Foodservice?
Federated 2015 Foodservice Show**



Executive Summary

- Introduction
- Why brand? Branding creates Value!
- It's never been easier to manage your own brand
- Bringing it all together – “content marketing”

Charley Orwig Branding Experience

- 20 years growing and leveraging some of the most iconic brands in the US (foodservice, c-store and retail channels)



Why Brand???

A woman with long dark hair, wearing a red patterned blouse and blue jeans, is standing in a grocery store aisle. She is looking up at a shelf of colorful packaged goods. In the foreground, a shopping cart is filled with fresh produce, including green leafy vegetables and yellow bell peppers. In the background, a man in a green and white plaid shirt is talking on a mobile phone while standing near another aisle. The store is brightly lit with various products on shelves.

Brand Relevance Exercise

- List the first three brands that come to mind

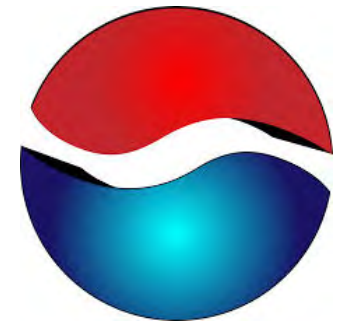
Brand Relevance Exercise

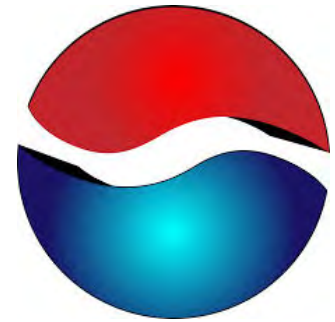
- List the first three brands that come to mind
- List the top three brands you buy

Brand Relevance Exercise

- List the first three brands that come to mind
- List the top three brands you buy
- List the top three brands you would like to buy

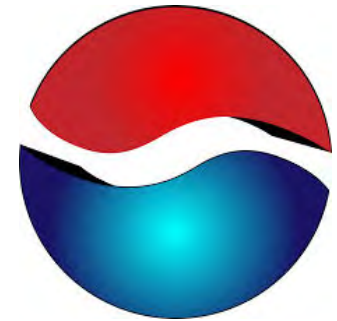






\$87 Billion





\$4.4 Billion*

\$16 Billion*



#1 - \$87 Billion*

\$16 Billion*



\$20 Billion*



#2 - \$55 Billion*



\$22 Billion*



#3 - \$50 Billion*

**Forbes List of 2012 Most Powerful Brands*



How Brands Drive Purchase

Why Brand?

Good branding creates customers

Brand = a type of product manufactured by a particular company under a particular name; "a new brand of detergent"

Brands link customers to products by identifying needs, matching them to solutions and influencing purchase over competitive alternatives

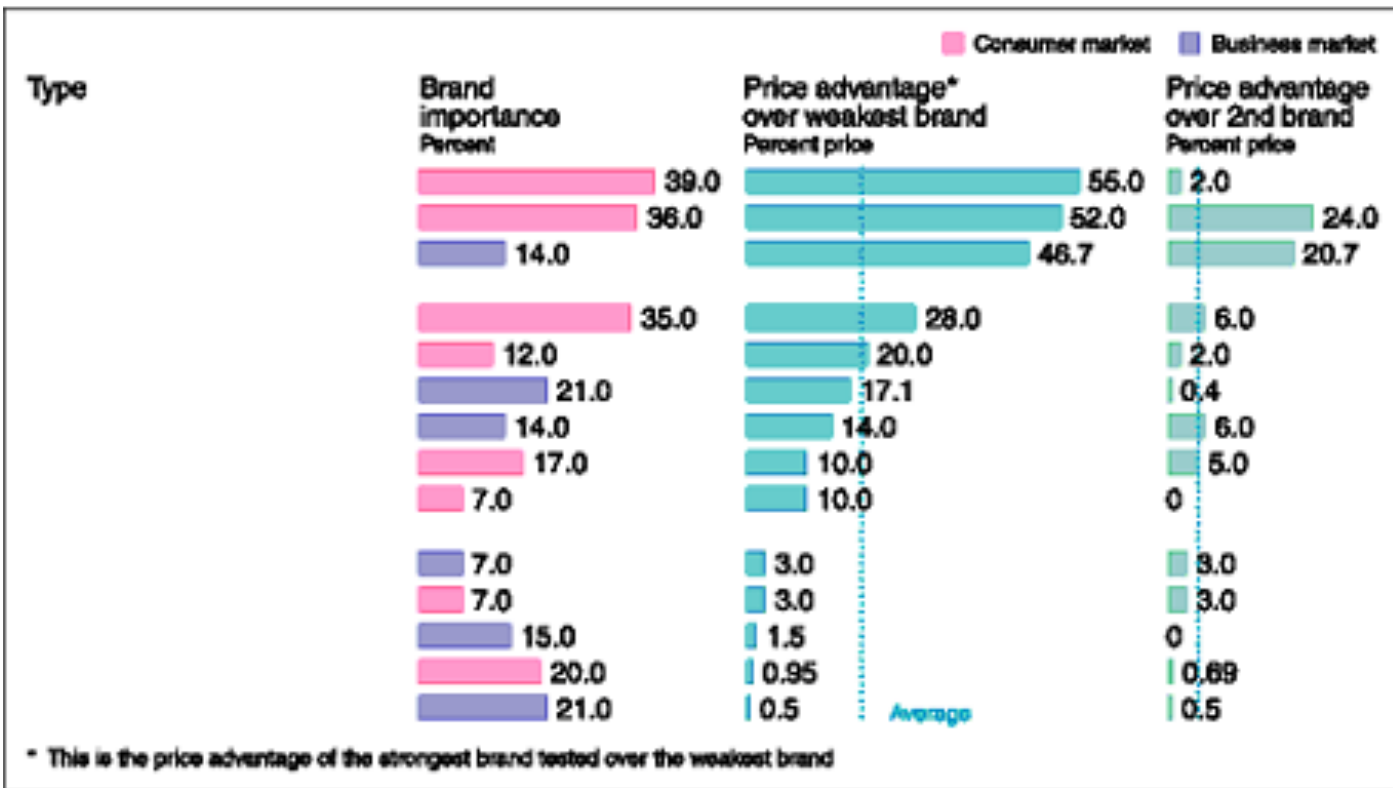


Why Brand?

Good Branding Creates Value

Exhibit 3

Price advantages of strongest brands



McKinsey Quarterly
Uncovering the Value of Brands

Value is at the Center of the Consumer Purchase Decision

'Value Proposition' A business or marketing statement that summarizes why a consumer should buy a product or use a service. This statement should convince a potential consumer that one particular product or service will add more **value** or better solve a problem than other similar offerings.

Value Prop Example in Coffee



How would you rank the value of these brands to you as a consumer?

Value Prop Example in Coffee



What were the elements in the value equation for you?

Price?

Quality?

Convenience?

Trust?

Value Prop Drives Sales

- Brand Lift = sales increase by using one brand or company over another, or over no branding at all



Can branding Dunkin
drive more sales than
Maxwell House?



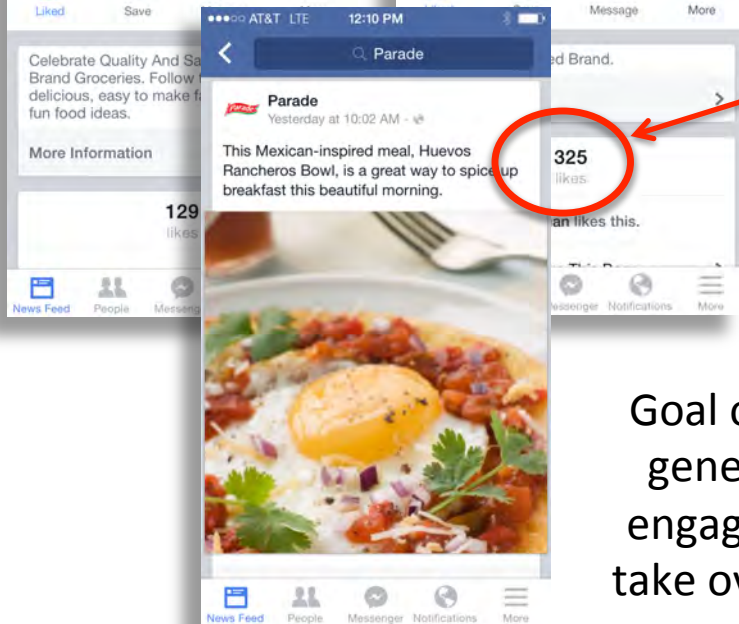
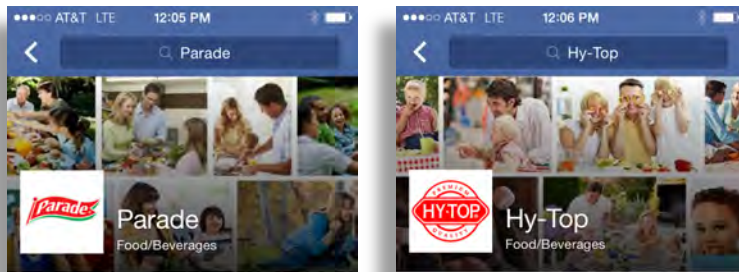
What Can I Do To Increase Customer Reach?

Affordable, Efficient Methods Now Available Online and Via Mobile Platforms

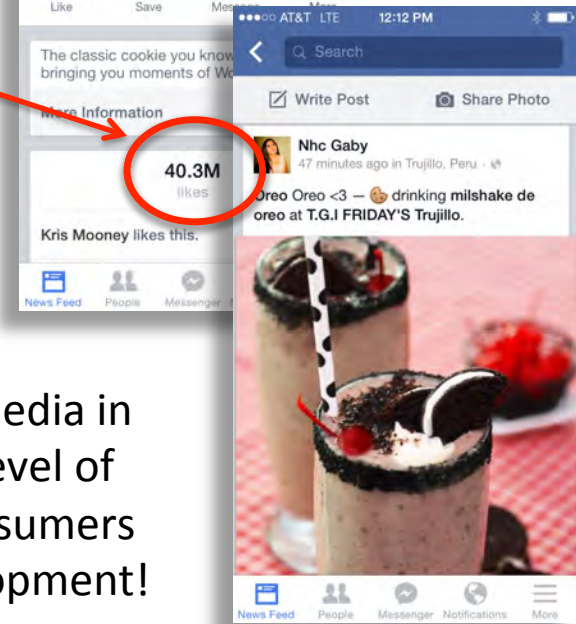
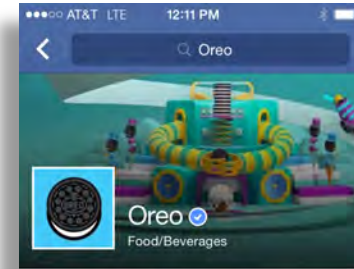
- Social Media – Facebook, LinkedIn, YouTube, Twitter & Pinterest
- Website – Squarespace & Wix
- Email marketing – MailChimp & Constant Contact
- Traditional print - Vistaprint

- Key Takeaway – all online marketing tools are driven by the creation of compelling content!

Current Media are Selected by Ability to Most Effectively Reach the Target



Consumer Reach = Likes



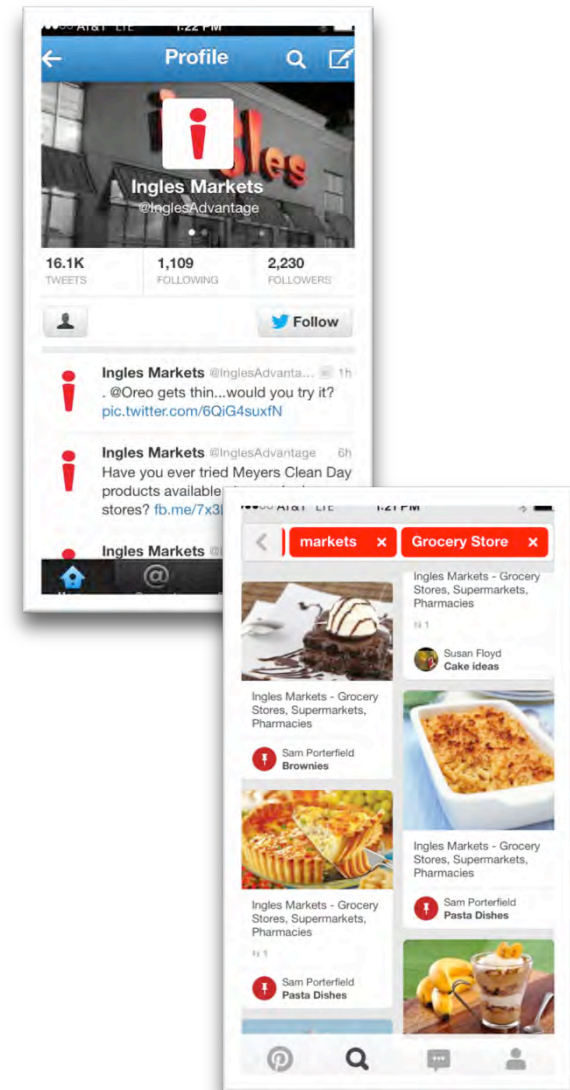
Goal of FB (and social media in general) is to reach a level of engagement where consumers take over content development!

Facebook – Advantages of “Viral”

- Once a brand hits a threshold (~50k likes), “viral” begins to deliver:
 - ✓ Consumers posting/re-posting content as brand advocates
 - ✓ Snowballing growth with less investment
 - ✓ Retailer and supplier interest!
- A brand with thousands of followers can now lever them:
 - ✓ To deliver targeted content on behalf of retailers such as coupons, promotions or other events
 - ✓ To drive consumption on behalf of suppliers for specific items or categories across multiple retailers
- **Key Takeaway – the ROI for a brand in social media can be 3-4 years if not aggressively pursued, but the investment will certainly be repaid even in a conservative scenario**

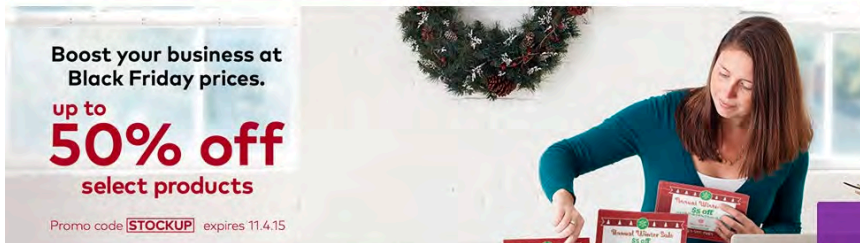
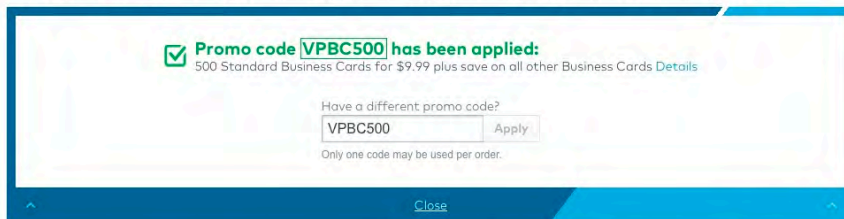
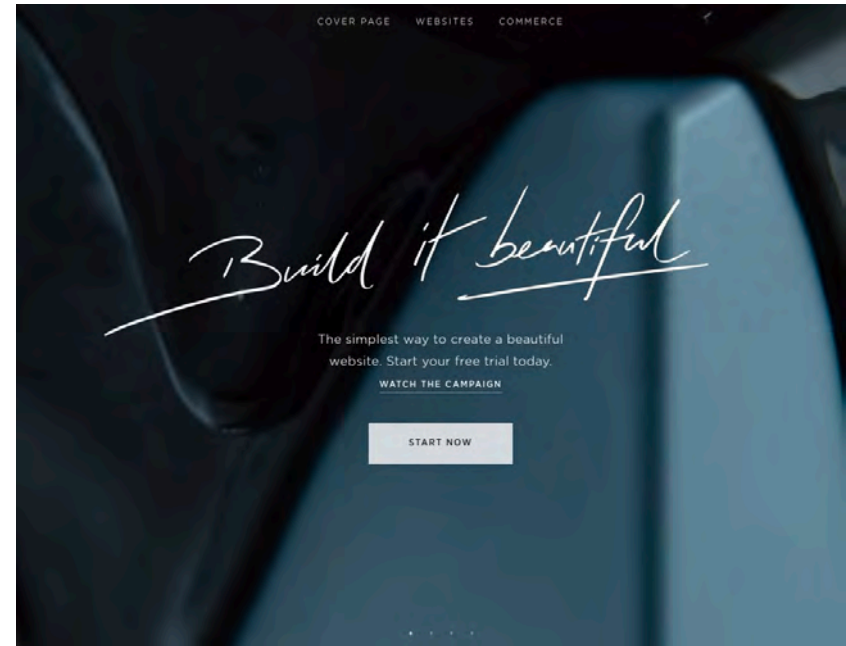
Other Social Channels for Future Exploration

- Twitter – able to simultaneously engage consumers and customers with short posts without incremental content development (uses same content as Facebook post in most cases)
- Pinterest – popular site with foodies is now getting the attention of retailers
- YouTube – easily post content that you can link to via other media. No need to have your own video server.
- LinkedIn – post content here through key employees and lever their networks



Websites and Printers are Now Do-it-yourself!

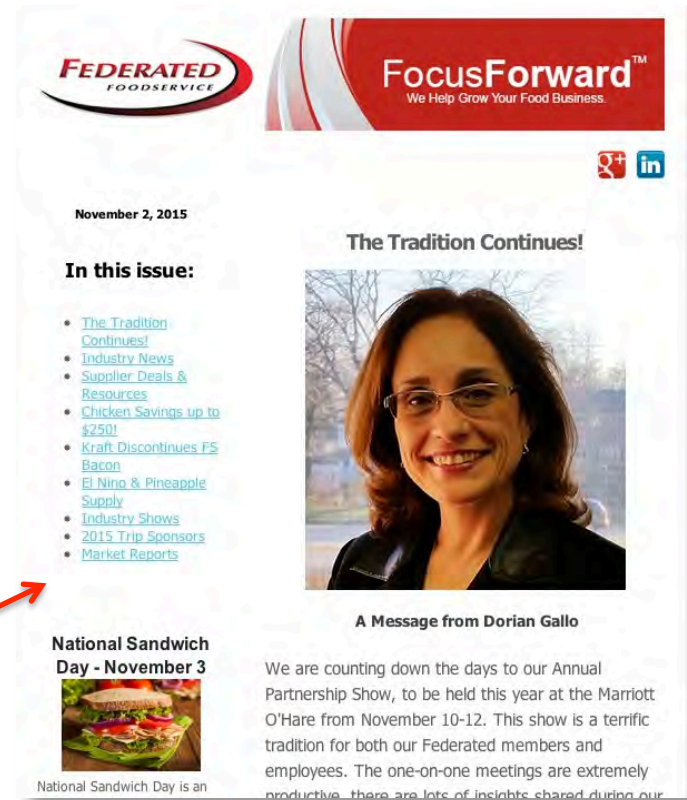
- You no longer need a developer, designer and host
- Get up and running immediately and at much lower cost
- Transition later to a more robust or private platform if necessary



- Print virtually ANYTHING you design with online templates
- Big color, small quantity

Digital Marketing is Just “Direct” via Email

- Targeted direct marketing has been around for decades using print and telephone as the media “call 1-800 for more information”
- Now the call to action is “click here for more information”
 - ✓ It’s more immediately trackable, scalable and versatile than print
 - ✓ Using websites as hubs instead of phone operators is more efficient
 - ✓ Links to a variety of easily manageable content increase engagement of readers



Content Development/Management

- Unique content is key regardless of platform
 - ✓ Original content from your company or specific experts
 - ✓ Supplier content (recipes, product reviews, etc.)
 - ✓ Curated from online sources (news, blogs, etc.)
- Must be posted with regularity
- Be aware of your target – is this for operators or consumers?
- Once you start – you can't stop!

Examples of Content Marketing Approach

	Target Audience	Content	Media/Platform	Who's Responsible
Corporate	Employees and customers	Company activities	Website, Facebook, LinkedIn	
Brand	Patrons/operators	Promotions, reviews	Facebook, website, twitter	
Products	Customers/operators	Recipes, promotions	Website, pinterest	

Summary

- Opportunities to brand are easily available
- Branding can drive sales by creating value
- Attaching relevant, meaningful content to your brand sustains customer relationships

Recommendation – brand those offerings you most wish your customers to take advantage of, especially if you have experts who can deliver content as part of the message

Next Steps

1. Investigate Squarespace, ask your teams if they have experience with it or a desire to learn
2. If you're not on social media, experiment by starting a Facebook page and asking your employees for "likes" and "shares"
3. Find one source of potential content in your company and ask them for a monthly blog post for your website; post links to social media including LinkedIn