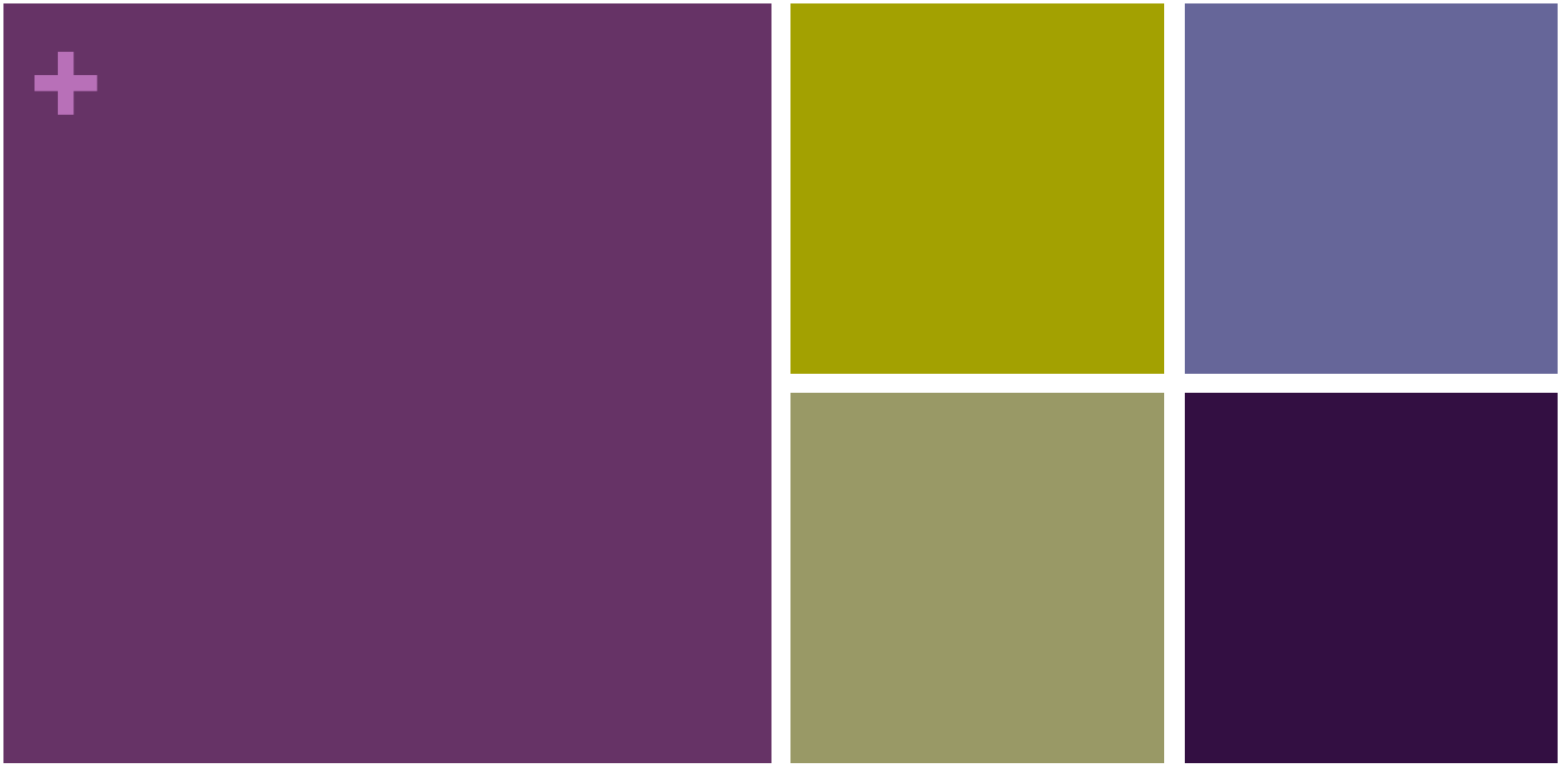


Branding Beef from A to Z

Brad VanAuken
Partner, chief brand strategist
The Blake Project



The Five Drivers of
Customer Brand Insistence

Creating Brand Insistence

AWARENESS

THE CORNERSTONE OF
STRONG BRANDS.

Are your target customers and key
stakeholders aware of your brand?
Is it the first one that comes to
their minds?

EMOTIONAL CONNECTION

Does your brand connect with
people on an emotional level?

RELEVANT DIFFERENTIATION

• Proof points • Reasons to believe

THE LEADING EDGE INDICATOR
OF FUTURE MARKET SHARE
AND PROFITABILITY.

Is your brand unique or different
in customer-relevant, customer-
compelling ways?

VALUE

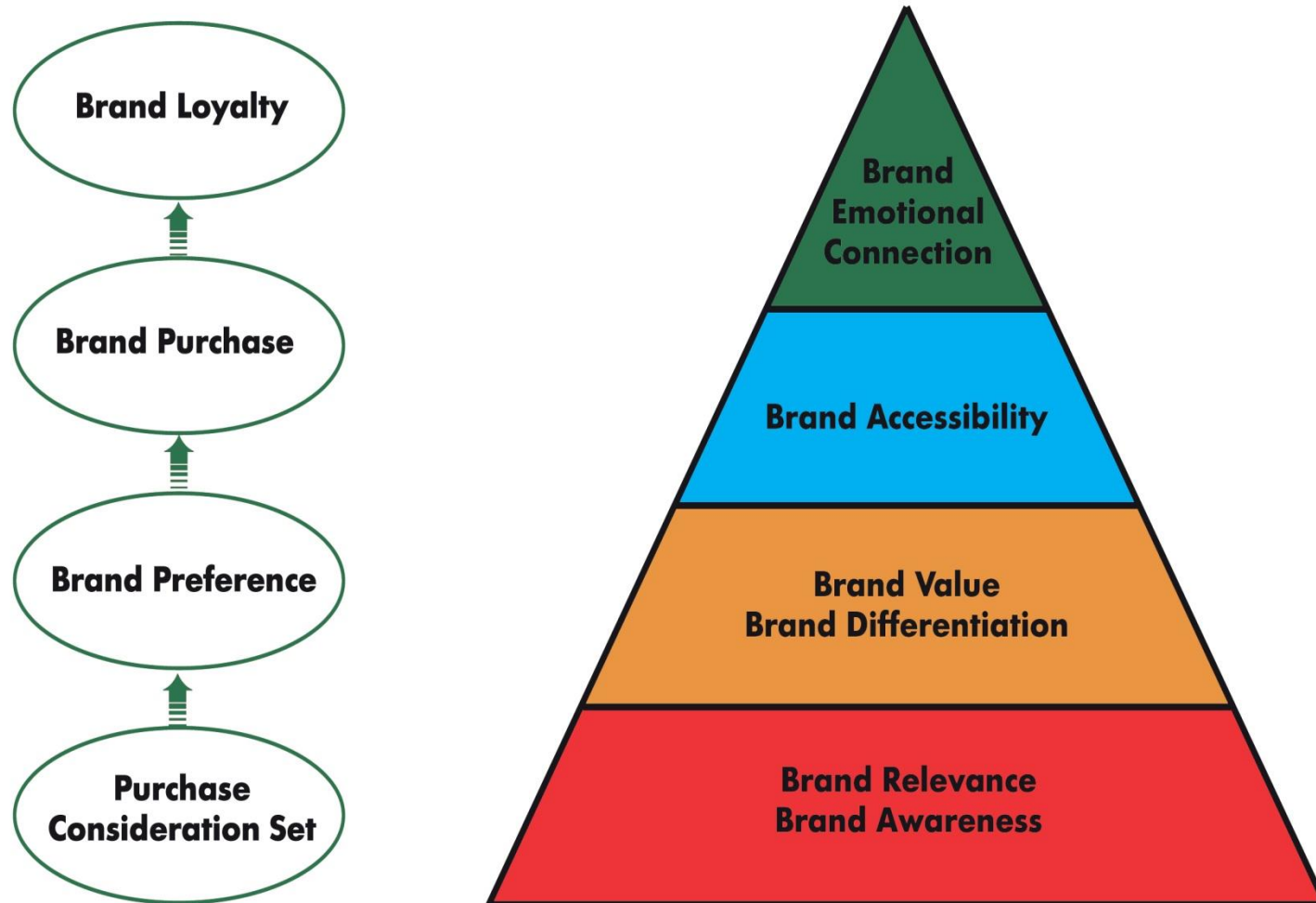
Does your brand deliver a
good value for the price?

ACCESSIBILITY

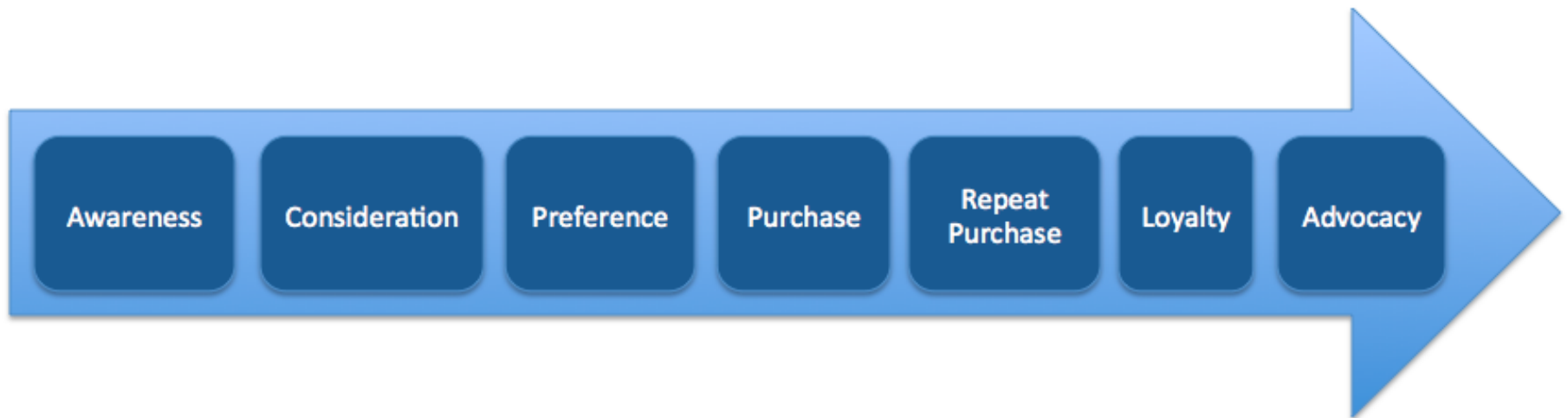
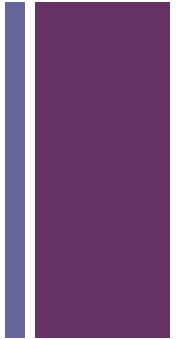
Do customers and potential
customers perceive your
brand to be convenient?



Hierarchy of Effects: Brand Insistence Building Blocks



+ Going Beyond Loyalty



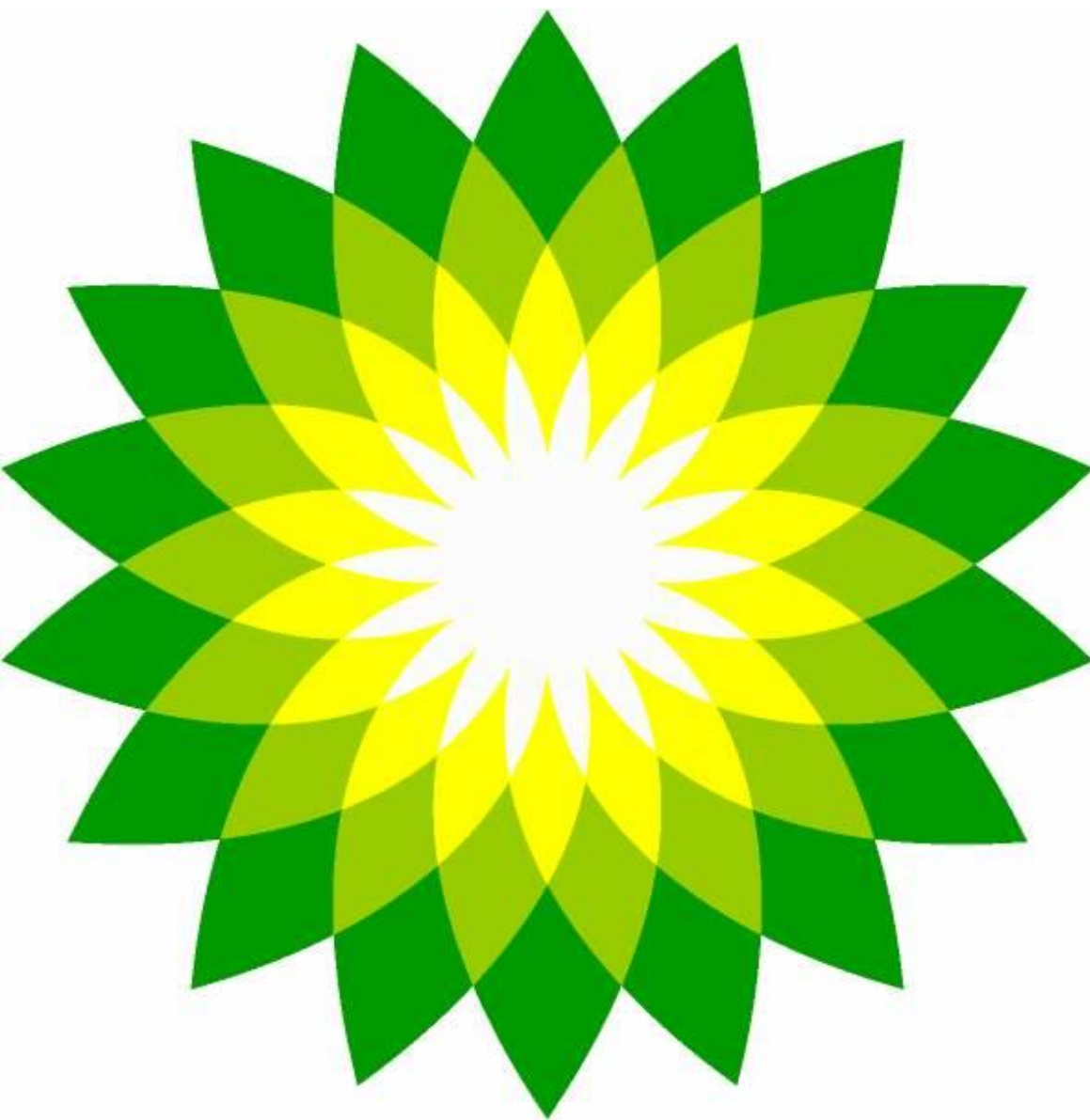


Awareness





Relevant Differentiation



bp



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We're working to bring the next generation of biofuels to market, to meet rising global demand for renewable fuels

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bp



+

Value



IKEA



Accessibility

+ Coca-Cola



© Coca-Cola Ltd.

PVEDTALL.COM



Emotional Connection





Join us in the
Common Threads Initiative
**Together we can reduce
our environmental footprint.**

TAKE THE PLEDGE

There's a reason that
'recycling' comes last in the
mantra: Reduce, Repair,
Reuse, Recycle.

Recycling is what we do when we're
out of options to avoid, repair, or
reuse the product first. That's why I
am so impressed with Patagonia for
starting its Common Threads
Initiative with the real solution:
Reduce. Don't buy what we don't
need. Repair: Fix stuff that still has
life in it. Reuse: Share. Then, only
when you've exhausted those options,
recycle.

— Annie Leonard, author of *The Story of Stuff*

Reduce

WE make useful gear that lasts a long time **YOU** don't buy what you don't need

MORE ▶

Repair ›
What you can

Reuse ›
What you have

Recycle ›
Everything else

Reimagine ›
A sustainable world

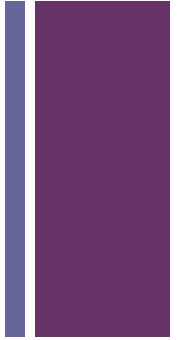
24,000



Help us reach our annual goal of **50,000** pledges.



Brand Benefits in Decreasing Order of Effectiveness



- Shared values
- Self-expressive benefits
- Emotional benefits
- Experiential benefits
- Functional benefits

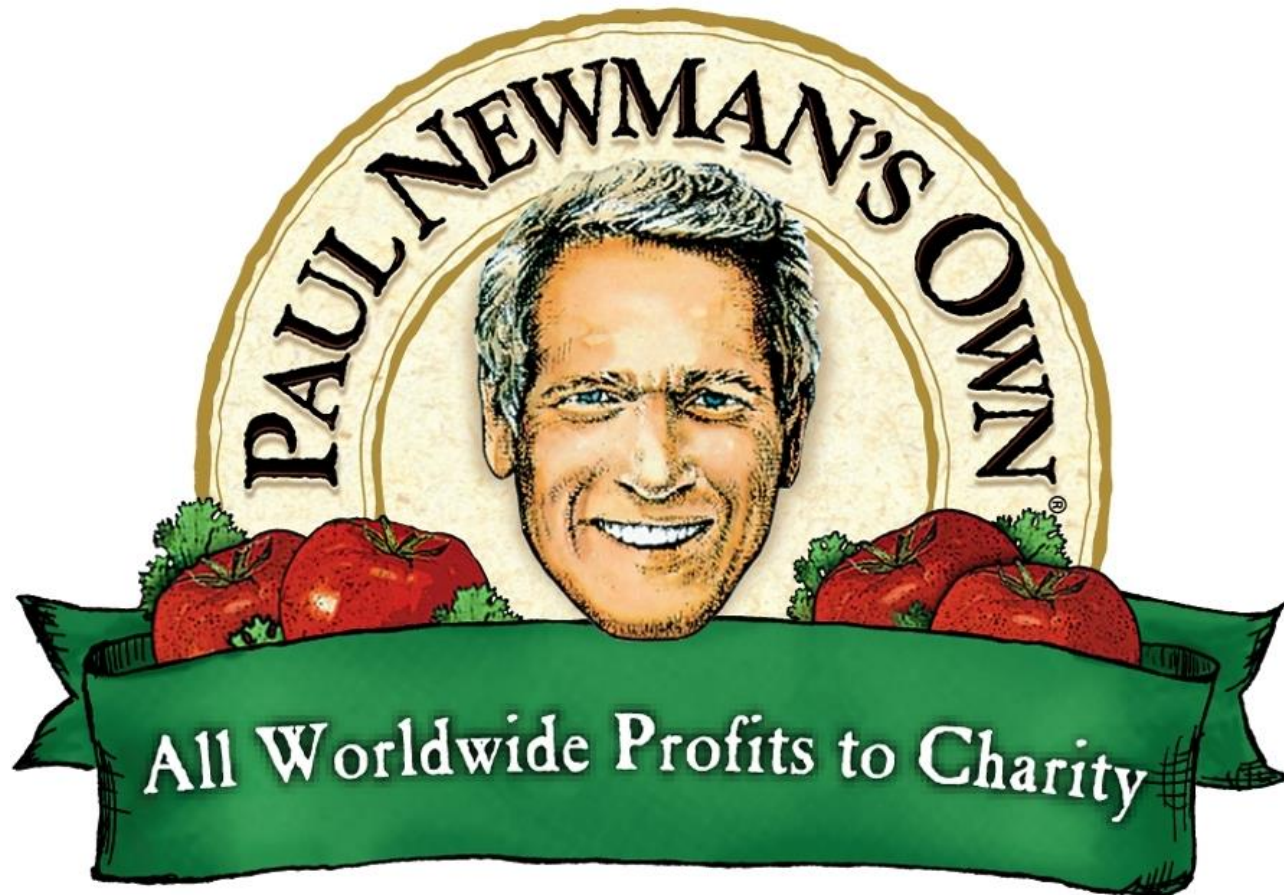


The Most Powerful Sources of Brand Differentiation

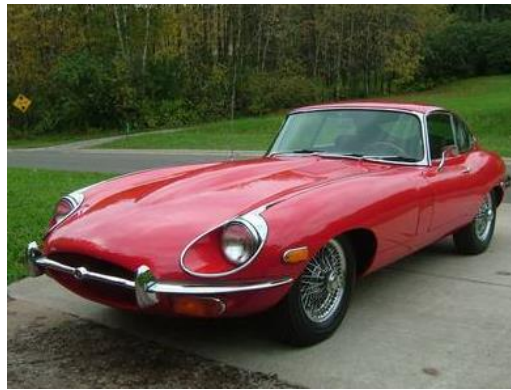
- Values alignment
- Brand as a badge – self-expression
- Noticeably superior product purchase/usage experience
- Superior customer expertise – anticipating and proactively meeting needs
- One-stop shopping – superiorly bundled products/services
- Best overall value



Values Alignment

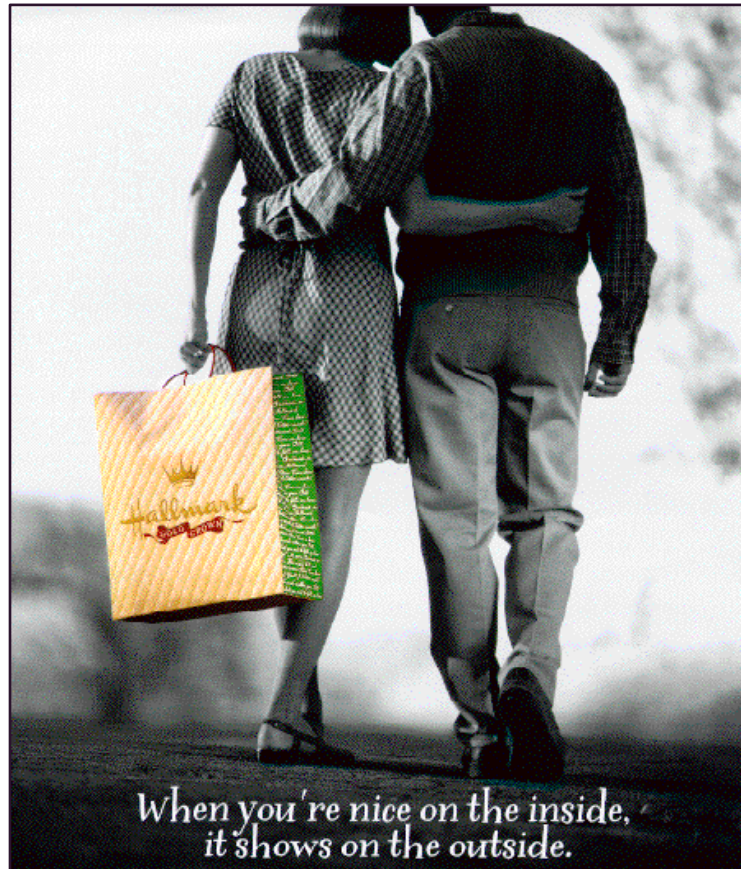








Brand As A Badge



When you're nice on the inside,
it shows on the outside.





Superior Experience



The Ritz-Carlton®



Superior Customer Expertise

+ Superior Customer Expertise



- Customer intimacy
- Co-creation of the brand with your customers
- Living the brand with your customers
- Anticipating your customer's needs
- Growing by offering an increasing number of highly valued new products and services to your customers





One-stop Shopping



amazon.com[®]



Best Overall Value



IKEA



amazon.com[®]



Creating Customer Loyalty

+ The Sources of Real Brand Loyalty



- Shared values
- Consistency - no surprises, always meet or exceed customer expectations
- Appeal to the heart
- People want to be treated with dignity and respect
- Constantly strive to achieve legendary customer service
- Relationships are reciprocal
- Customer loyalty starts with employee loyalty



The Most Important Brand Loyalty Measures



- The brand has never disappointed me.
- Given all of my experiences with the brand, if I could go back to my original purchase decision, I would choose this brand again.
- I would recommend this brand to a friend or colleague.



Beef Industry Concerns



Factors Influencing Beef Purchasing Decisions



- The issues of highest importance to beef steak buying decisions are *Freshness (22%)* and *Safety (19%)*. The next two most important issues, on average, are *Taste, and Health*. The four least important issues are *Origin/Traceability, Convenience, Environmental Impact, and Animal Welfare* (each less than 4%).
- Overall, the ranking of key factors influencing beef purchasing decisions are mostly consistent with previous research and findings from the survey of beef industry experts. Finding *Safety, Freshness, Taste, and Health* as the four most important issues and Social issues (e.g. *Environmental Impact, Origin/Traceability, and Animal Welfare*) as the least important issues is supported by both the research literature and the survey of beef industry experts.

+ Beef Industry Concerns



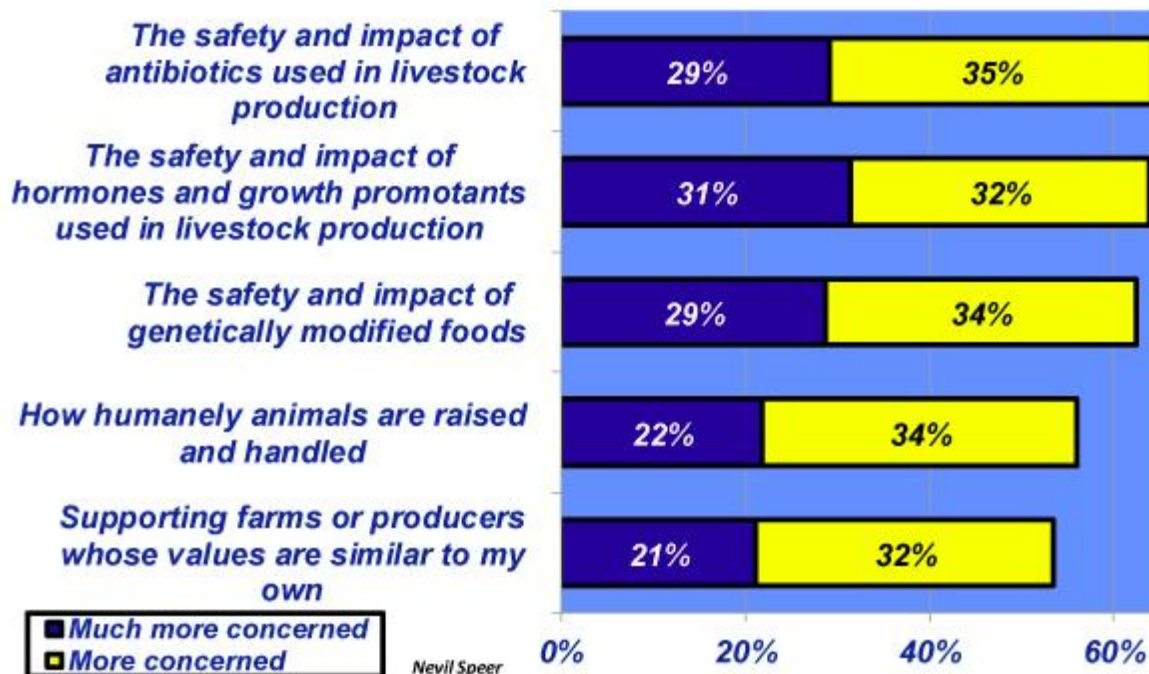
- Human health concerns
 - Food safety
 - Antibiotics, hormones, pesticides, GMO foods, implants, feed additives
 - E. coli, salmonella
 - Mad cow disease (bovine spongiform encephalopathy or BSE)
 - Contributions to greenhouse gases and global climate change
- Animal welfare
 - Branding, castration, dehorning, cannulation
 - Digestive pain
 - Freezing
 - Transportation and slaughter issues

+ US Beef Export Concerns



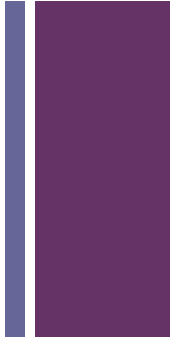
- Beef fat content (grain-fed cattle)
- Growth hormones/promoters
 - Estradiol, progesterone and testosterone
 - Ractopamine
- BSE (Mad Cow Disease)

**How Has Your Attitude About The Following Issues Changed
Over The Past Few Years? % Much More or More Concerned**
(Independent Survey Results of ~2000 Grocery Shoppers by Service
Management Group / Commissioned by Where Food Comes From, Inc)





Methods for Addressing Issues

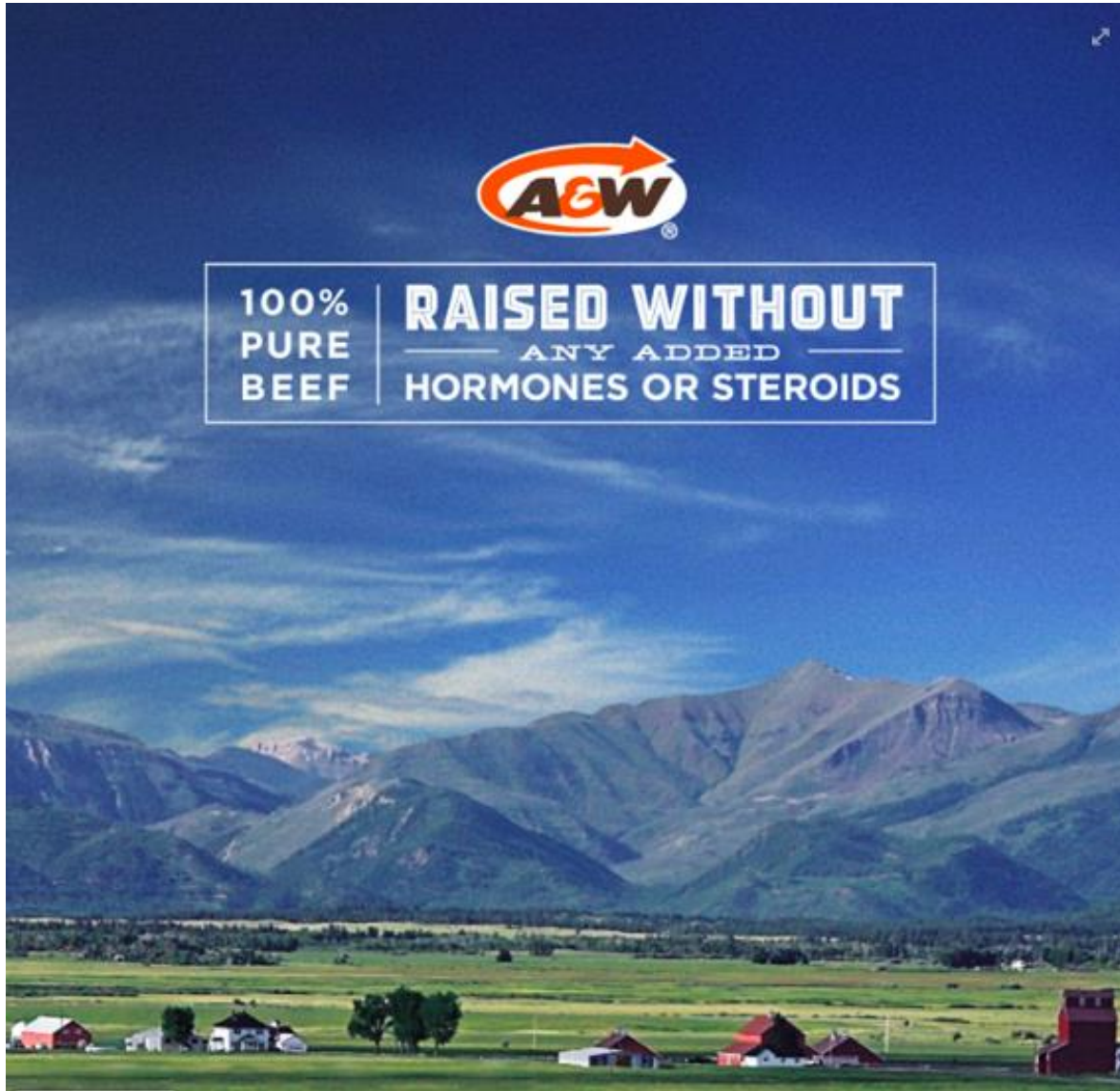


- Listen to and try to understand concerns
- Create a productive, ongoing dialog
- Address issues
- Co-create solutions
- Aggressively communicate the handling of these issues from the industry's perspective



100%
PURE
BEEF

RAISED WITHOUT
— ANY ADDED —
HORMONES OR STEROIDS



RESPONSIBLY RAISED; *intensely* DESIRED.



First, it was meat raised without the use of subtherapeutic antibiotics or added growth hormones. Next, it was dairy from cows raised without the synthetic hormone rBGH. Now, the majority of our sour cream is made with milk from cows given access to pasture. It's a quest for better ingredients that never ends, and a desire you can share.

LEARN MORE ABOUT
OUR MISSION TOWARD
FOOD WITH INTEGRITY 



Source: www.chipotle.com

Alderspring Ranch

GRASS · FED · BEEF



Glenn & Caryl Elzinga
www.alderspring.com

May, Idaho
208.876.4083

VeriPrime™

Ensuring the nation's Beef Safety

The cattlemen of the VeriPrime™ Beef Food Safety Cooperative believe you have the right to assurance that the food you feed your family is safe. A national beef E. coli prevention system could effectively erase E. coli from the nation's food supply in as little as 3 years.



(for one cent
per hamburger!)

1

Vaccination

A series of three vaccines administered at different stages in a cow's life ensures herds remain free from E. coli on the farm. Color-coded ear tags help ranchers track vaccine schedules. Herds are enrolled in a national database for ongoing monitoring.

2

Feed Additive

Prior to heading to market, cattle receive a final oral treatment sprinkled into their feed at the feedyard. This treatment, acting like yogurt cultures in the digestive system, delivers a knockout blow to E. coli before beef is processed.

3

Testing & Tracking

Federally accredited veterinarians supervise and certify audits every step of the way. Regular testing and online tracking ensures that beef receiving the VeriPrime™ Seal of Approval is 100% E. coli-free and safe for the consumer.

FACT:

Nearly all E. coli outbreaks can be traced to water contamination from beef and dairy farms, or an infected animal coming in direct contact with produce. The key to eradicating E. coli is attacking the bacteria at the source – inside the cow!

FACT:

A national beef E. coli prevention system could be implemented at a cost to the consumer of only one cent per burger. And all VeriPrime™ producers abide by strict animal welfare rules. Healthy cattle make for better-tasting, more tender beef!

Additional Benefits of the VeriPrime™ System

A Safer Environment For All Foods

By eradicating dangerous E. coli at the source, the environment becomes safer for all foods, not just beef.

Increased Beef Exports

Certifying the safety of U.S. beef will increase opportunities for beef exports to countries like China, South Korea, Japan and Singapore.

Improved Homeland Security

Monitoring of U.S. beef through the VeriPrime™ System protects against a range of contaminants, both natural and introduced. The Seal of Approval ensures total beef safety.



The VeriPrime™ Beef Food Safety Cooperative is a voluntary association of U.S. cattlemen. VeriPrime™ cattlemen currently raise 70% of the fed cattle in the United States. The goal of the cooperative is to work together with producers, processors, grocers and restaurants to eliminate E. coli O157:H7 from the nation's food supply. Copyright ©2011 www.VeriPrime.com | Infographic by InfoMonkeys.com

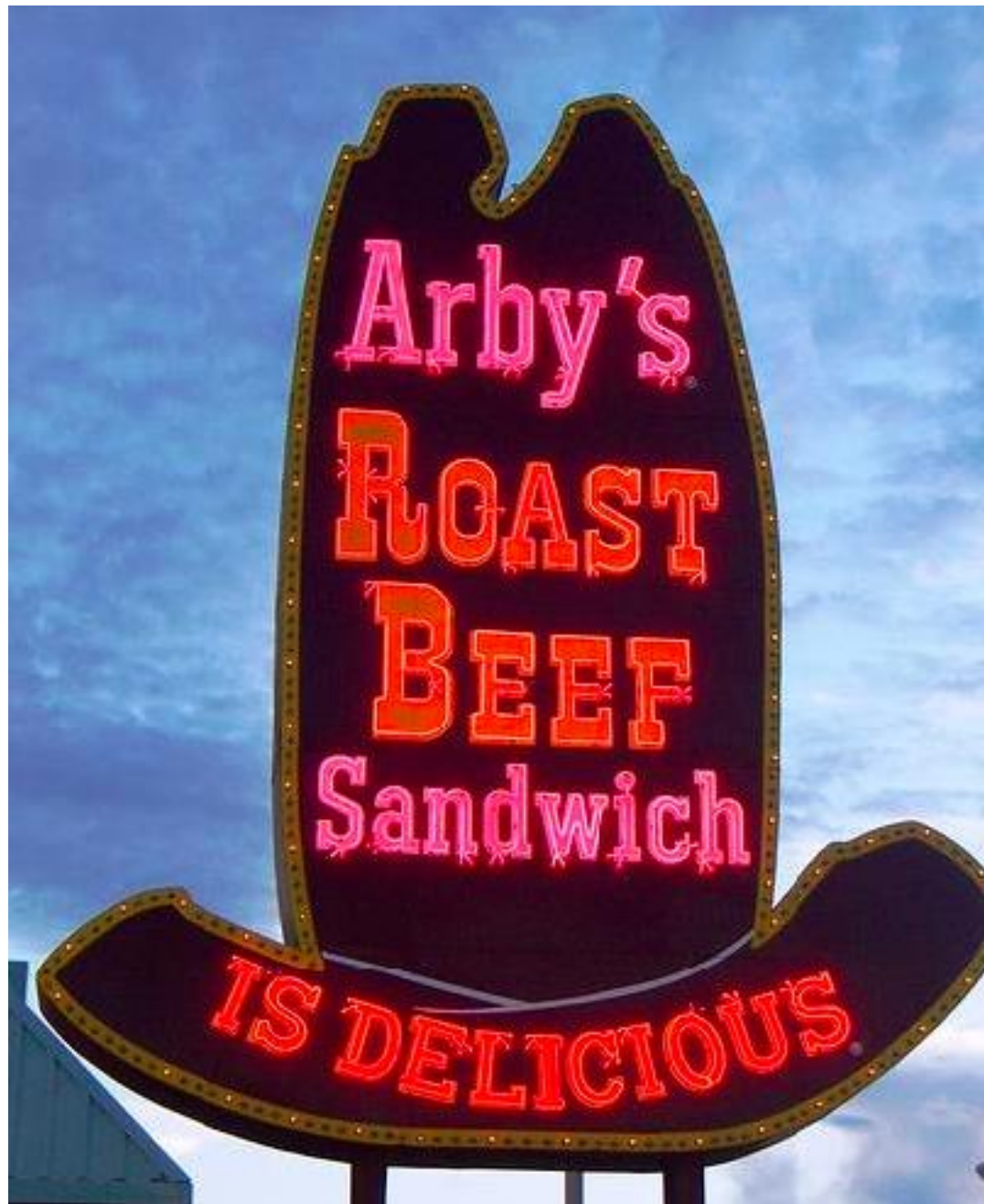


Focus on the Positives

+ Flavor



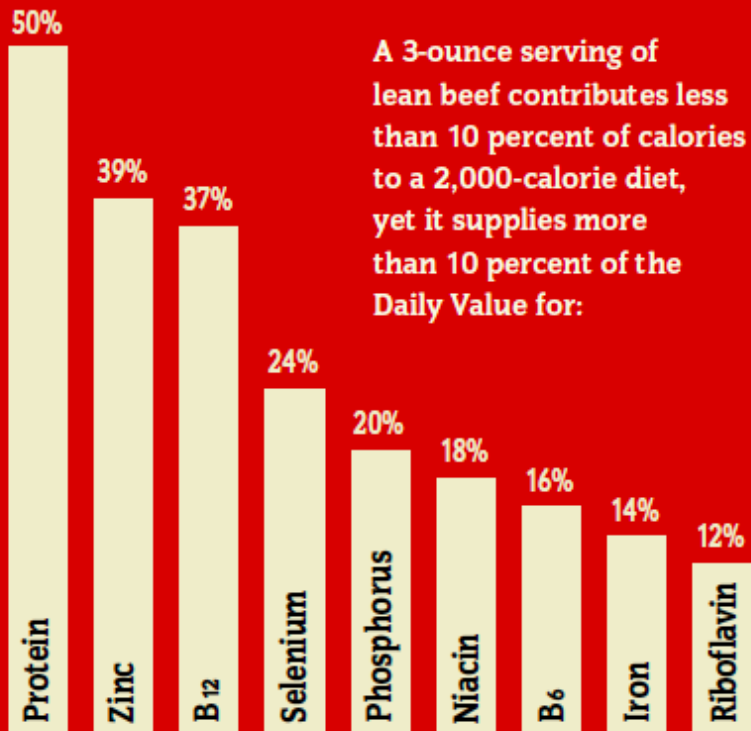
The world's
first scented
billboard.



+ Nutrition



Choose Your Calories by the Company They Keep



Also:

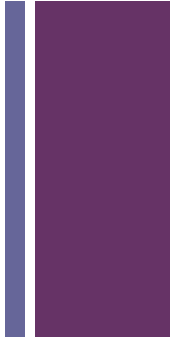
Creatine

Carnosine

Omega-3 (DHA, EPA)

U.S. Department of Agriculture, Agricultural Research Service, 2002.
USDA Nutrient Database for Standard Reference, Release 15.

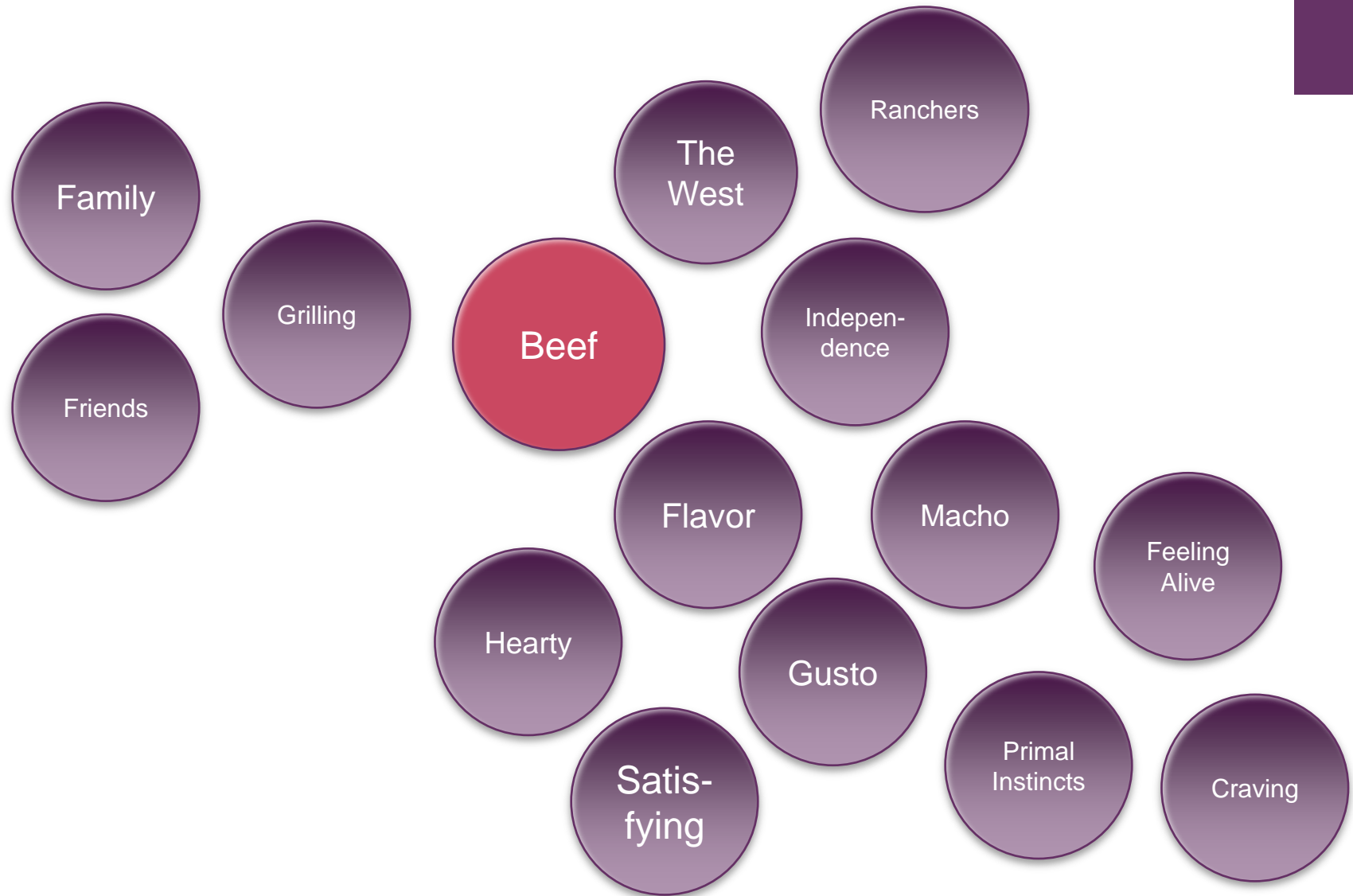
+ Emotional End Benefits



- Entertaining family and friends, socializing with family and friends
- The joy of grilling outdoors
- Successful, tasty meal
- Satisfying meal
- Supporting local farmers



+ Linking Beef to Other Things





Sometimes Sex Sells





IT JUST
TASTES
BETTER





**IT'LL BLOW
YOUR MIND AWAY**



BK SUPER SEVEN INCHER



**\$6.25
MEAL**

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.



Emotional Appeal

BROUGHT TO YOU BY

Click Americana
CLICKAMERICANA.COM

“ Sometimes I wonder if people have a primal, instinctive craving for hamburgers. Something hot and juicy and so utterly simple you can eat it with your hands. I mean, I know some people who don't eat burgers. But I'm not sure I trust them. ”

Beef. Real Food For Real People.

HAMBURGERS CYBILL-STYLE

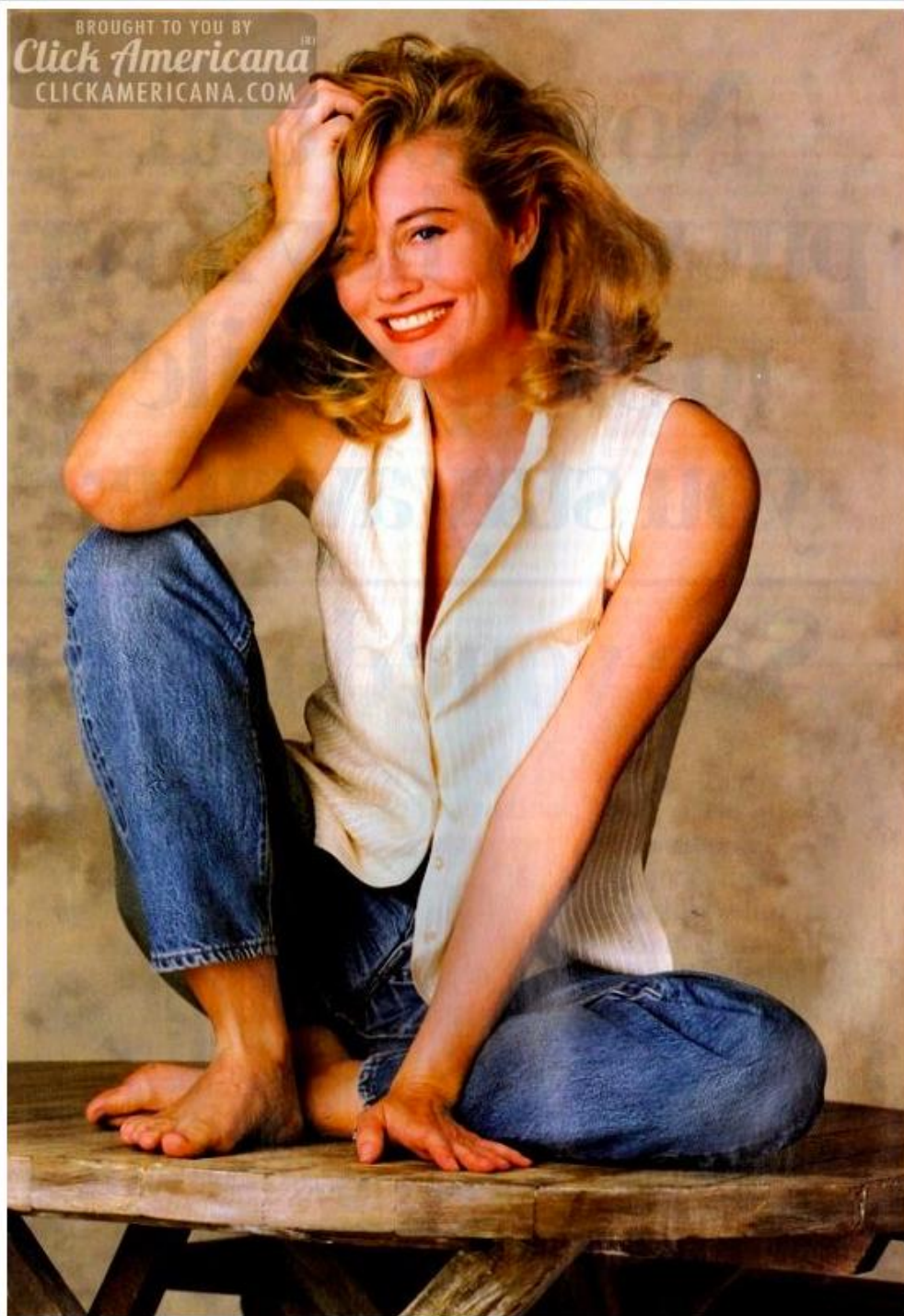
Preparation: 10 min. Cooking time: 7 min.

Mix 1 lb. extra lean ground beef,
2 Tbs. minced onion, 1 Tbs. coarse grain mustard,
1/2 tsp. each dried basil, oregano, thyme,
ground cumin, cracked black pepper and salt.
Divide into 4 equal portions, form into patties.
Broil 7 min., turning once. Split 4 egg
twist buns, place a lettuce leaf, burger, tomato
and onion slice on each bun. 4 servings.
Total Calories = 388 Calories from beef = 217



© 1987 Beef Industry Council and Beef Board.

BROUGHT TO YOU BY
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CLICKAMERICANA.COM





Humorous Approach

WHERE'S THE BEEF?

The famous Wendy's tagline was uttered by Chicago grandmother Clara Peller, who passed away in 1987. Weeks later, it was further enshrined in pop culture when presidential candidate Walter Mondale used the line to taunt rival Gary Hart.





+ Humorous Approach





Reassuring Consumers





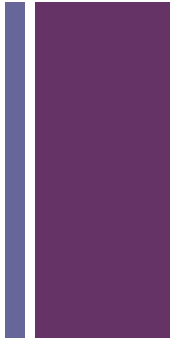
Branding Commodities

+ Differentiating Commodities



- Superior product or service consistency (quality control)
- Ability to customize the product or service to a customer's specific needs
- Superior responsiveness (order fulfillment, technical support, customer service)
- Unique bundling/unbundling of products/services
- Superior range of products and services
- Value chain integration

+ Differentiating Commodities



- Identify your most important/profitable customers
 - Conduct conjoint analysis to determine what they value the most
 - Tailor your products and services to meet their specific needs
- Ingredient branding
- Unique packaging
- Unique distribution
- Establish the ‘brand as a badge’
- Create a superior purchase/usage experience
- When all else fails, superior creative in marketing communication can be the answer



Questions?



Thank you!

+ Please Visit Us At...



(BrandingStrategyInsider.com)



Brad VanAuken
Chief Brand Strategist
[Email Brad](#)

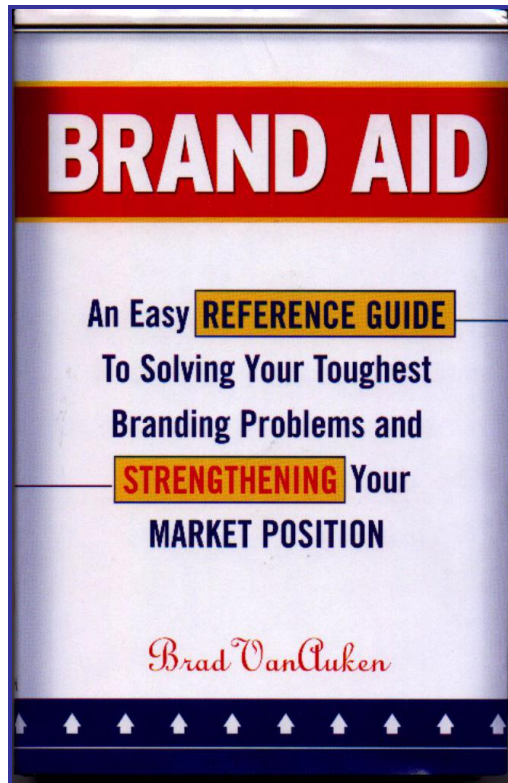
Recognized as one of the world's leading experts on brand management and marketing, Brad wrote the best selling book *Brand Aid*, the first comprehensive practical, 'how-to' guide on building winning brands. A much sought after consultant and speaker, he writes extensively for the business press and academic journals and is regularly quoted in trade publications.



The Top 100 Advertising, Marketing, Media,
Digital and PR Blogs

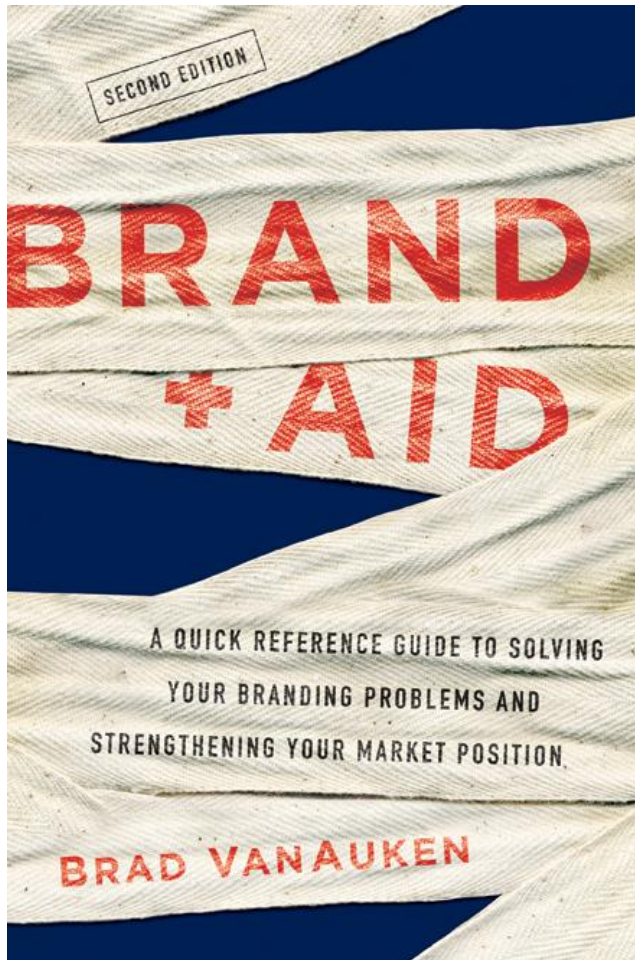


Brand Aid



- “One of the best brand education and reference tools I have ever come across.”
Manager, Marketing Strategy & Branding
- “One of the most comprehensive books ever written on the subject.” Senior Vice President, Marketing & Sales

+ Brand Aid, second edition



To be published December 2014

Can be pre-ordered on Amazon.com