

# **Strengthen Your Brand to Catch Eyes and Increase Appeal**

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**BRANDWERKS**



# Let's Catch Some Eyes!



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

– *International Journal of Retail & Distribution Management*



**Café Spice.** Authentic Indian food in search of a new image, and packaging that stands out.





**Packaging (before).** Does not stand out. Confusing.  
Weak branding. Generic look. Low appetite appeal.



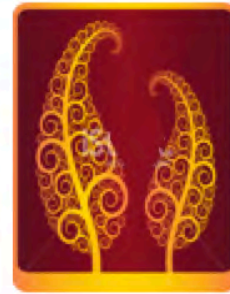
# First...Let's Create the Brand's Positioning



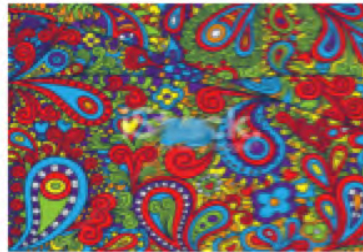
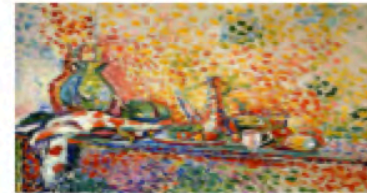
Welcome to Café Spice. From our roots in India, to distant country shores, we have pursued our passion for authentic food. Food that's spirited and savory – unique creations from unusual, far away places. Now, we'd like to share these discoveries with you and take you to new destinations. Café Spice...a taste experience that will add **spice and richness to your life.**







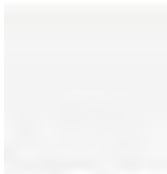
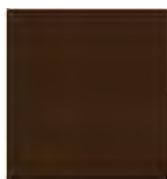
**ENRICH™  
YOUR LIFE!**







After: Packaging that **spices up your life.**









## Result: Now a National Brand





## Let's Talk More About Positioning...

### *Definition of a Brand:*

Chiquita!



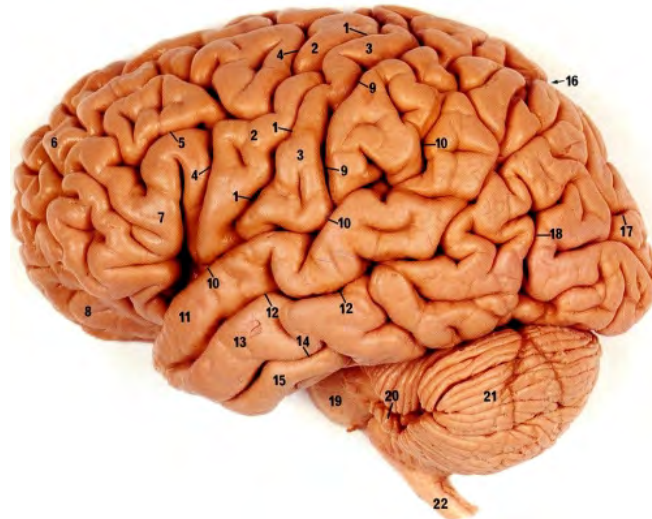
A Brand is a **distinctive identity** and **fulfilled promise** which **benefits** the customer.





# Let's Talk About Positioning...

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



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

- Different, Interesting
- Competitive advantage
- Durable, lasting
- Converts **Features**...to meaningful **Benefit(s)**





# The Brand Benefit: Up the Ladder



## Concept: Brand Laddering

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

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

*Here's an example...*





# Brand Laddering: Gina Cucina Soups



**Gina Stryker.** Inspired



**Brand (before)**  
Simply homemade

Q. What do your soups do best?

A. Our soups are homemade, fresh and natural.

Q. **Why** is that important?

A. Because we make them with wholesome ingredients and with lots of care and **love**.

Q. And, **why** is that important?

A. Because we want to share our love to **nourish and sustain you and your family**.

Q. And, **why** is that important?

A. Because that will...





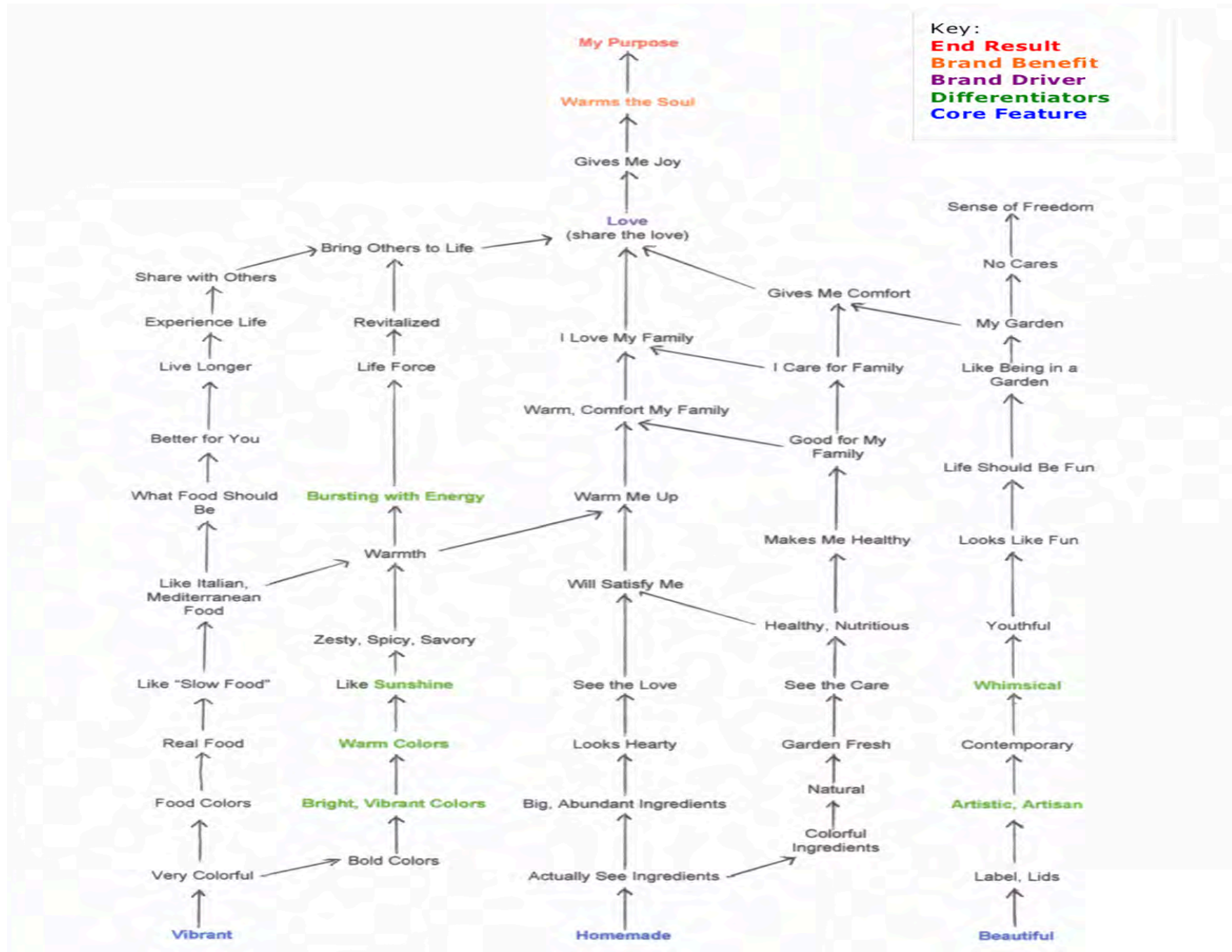
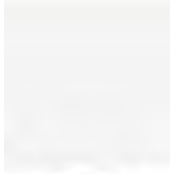
# The Brand Benefit



“...warm your soul”









# The Brand Ladder



# *Your Vision* is Very Important!



## Image and Personality:

- Deep, brilliant colors
- Full of warmth
- Bursting with energy
- Abundant, nourishing
- Nurturing
- “Mother Earth”
- Caring. Puts family first.
- Real, honest, integrity
- Full of love



# Positioning Statement .... and also **Brand Story** and **Tagline**



## made with **love**

At Gina Cucina, we are passionate about food. Our soups are bold, vibrant, and abundant – bursting with garden fresh ingredients and inspired by the art of Florentine cooking and the savory flavors of Mediterranean cuisine. Each of our nutritious creations is handmade with care and love. We want to share that love to nourish and comfort you and your loved ones. Gina Cucina...foods that nourish and **warm your soul.**



# Translating Positioning to Logo & Packaging



**Gina Cucina: New Identity and Packaging**



## Result: A Successful Brand...with Appeal!



**Gina Cucina: FedEx Small Business Grant Winner**

# Standing Out on the Shelf



(About **7 seconds** to be exact!)

“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 food producer seminar)*





# Let's Talk About Rebranding...



Packaging (before)

## Mulay's Sausage

- Small Colorado company with limited distribution
- Excellent, quality products
  - Premium, 100% Natural
  - Gluten-free, Paleo, no sugar, no antibiotics, no nitrates
  - Consumer, trade acceptance
- ...but **sub-premium, generic branding and packaging**

# Assess Your Strengths & Capabilities



- **Authentic.** Multi-generational recipes, and family heritage
- **Old World Artisan,** “product purity”
- **Highest quality.** “Best Damn Sausage”



# Assess The Competition. Look for Opportunity.



Segment	Brands	Words that describe segment
Premium	<ul style="list-style-type: none"><li>• Mulay's</li><li>• Aidells</li><li>• O Organics</li></ul>	<ul style="list-style-type: none"><li>• Black = premium</li><li>• Paper die cut = premium</li><li>• Strong, prominent branding</li><li>• Richer, saturated colors</li><li>• Simple, less is more</li><li>• Matte finish = premium</li><li>• Personality, story</li><li>• "Gift wrapped" quality</li><li>• Special, personalized, signed</li></ul>
Confused	<ul style="list-style-type: none"><li>• Saag's</li><li>• Hillshire Farms</li><li>• Brat Hans</li><li>• Continental</li></ul>	<ul style="list-style-type: none"><li>• Confused</li><li>• Unappealing</li><li>• Natural?</li><li>• Weird colors</li></ul>
Low End	<ul style="list-style-type: none"><li>• Johnsonville</li><li>• Boulder Sausage</li><li>• Canino's</li><li>• Caique Chorizo</li></ul>	<ul style="list-style-type: none"><li>• Standard</li><li>• Cheap (gold = gau)</li><li>• Generic packaging</li><li>• Fake</li><li>• Convenience</li><li>• Foam packaging = generic</li></ul>



“Competitive Packaging Sort”

## Add Brand Positioning

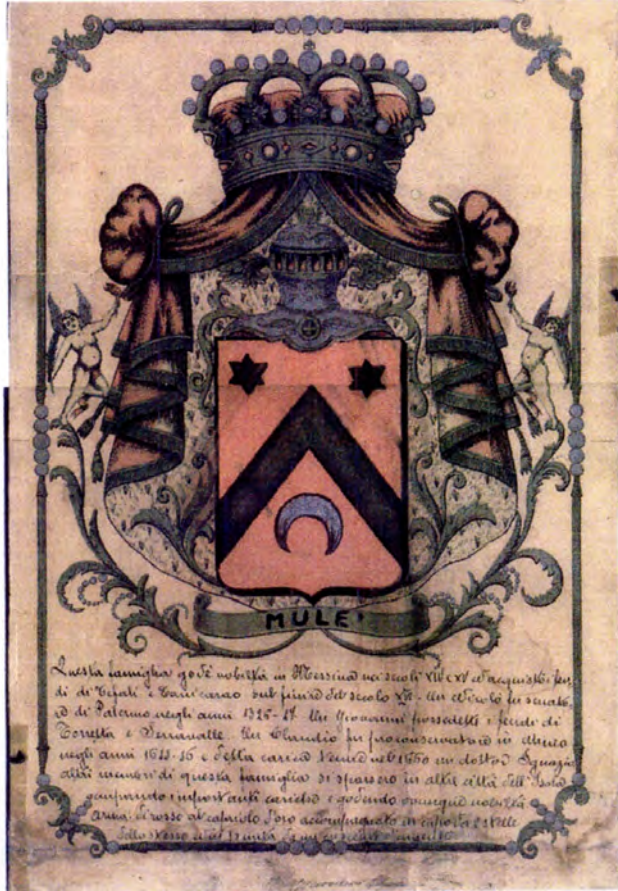


“Mulay’s is carefully crafted from old world family recipes. Since 1326, our Sicilian family heritage and our commitment to quality have endured. Always pure, natural, and gluten-free, Mulay’s will take you to **slower, simpler times** when food was made to be enjoyed, and family and friends truly appreciated.”





# Bring the Brand to Life



Mulay Family Crest – 1326

## Capture the Brand Essence

### Image:

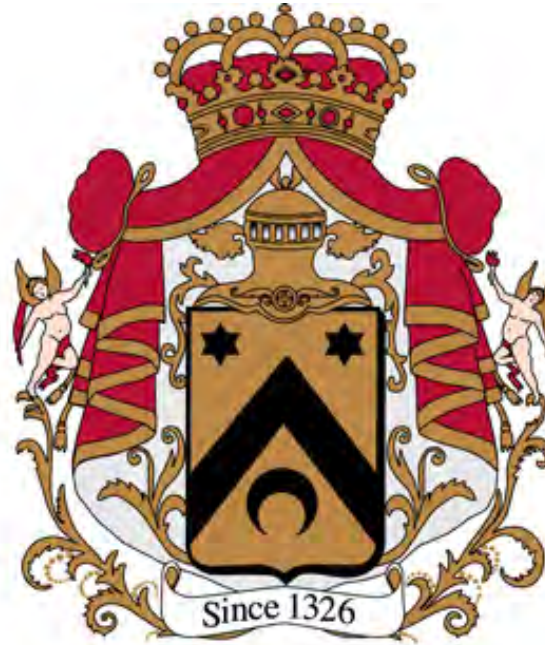
Old World flavor. Passage of time, enduring. Simpler times, appreciation of heritage, ancestors, tradition.

### Character:

Family. Craftsman, Artisan. Warm, Inviting.



# Translate the Brand Strategy: Identity/Logo



# MULAY'S

Old World heritage made relevant.  
New brand identity





# Translate the Brand Strategy: Packaging



Packaging (after)

# Good Packaging Sells!



“As I left the appointment the buyer couldn't say enough about the great packaging. I hear it all the time! Business is good, we love our branding and packaging.”

*Loree Mulay Weisman, Owner, Mulay's Sausage*





# Brands Evolve...So Refresh Over Time



Adapting to shifts in consumer needs,  
purchase behavior and market trends



# Creating a Unique Brand



“As big as we are, our shelf space is tight. For us to take on another item, something has to come off the shelf. Your brand must **be unique and better...and stand out**”

– Jim Shpall, Applejack Liquors







## Talbott Farms, Palisade, Colorado

### ***A Centennial Family in our Centennial State***



- Six generation family, farming the Grand Valley since 1907 ...Over a century!
- Colorado's largest grower of wine grapes and Palisade peaches. Over 550 acres
- Leaders in agriculture and the Colorado wine industry – supplying 34 Colorado wineries
- Commitment to diversify for future growth
- Growing portfolio of beverage brands



# Assess Market Opportunities



Lots of Choices!

## Alcohol Beverage Industry:

- Highly competitive!!
- Shifts/changes in consumption
  - New, younger consumers
  - More health, calorie conscious than ever before (e.g., Hard Seltzers)
  - Demand for more natural beverages
  - Demand for “craft” and local alternatives
- ...But still *refreshment-driven*





# Assess and Leverage Your Strengths and Capabilities



## What's Your Competitive Advantage?

- Supply (land and fruit)
- Production capabilities
- Existing infrastructure and distribution channels
- Vertical integration potential
- Ability (and desire) to invest and take risk

## Again, Start with Positioning



**Centennial Cellars:** Birth of a new, and unique brand

### FARM FRESH FLAVOR IN EVERY CAN

For over 100 years we have grown wine grapes and fruit in this fertile valley where flavors abound and life is good. Centennial Cellars Wine Spritzers are made with premium wine and real fruit juice—right from our own vineyards and orchards. Estate made and canned right here. We invite you to taste the difference nature makes.







## Sunny Citrus

- Bright notes of Lemon, Lime & Ginger
- Riesling, Apple Juice
- Natural flavors, No added sugar, 119 Calories



## Peachy Keen

- 100% Palisade Peach wine
- Peachy Aroma
- Natural flavors, No added sugar, 148 Calories



## Easy Day Rosé

- Ripe Flavors of Apricot & Peach
- Rosé wine, Apple Juice
- Natural flavors, No added sugar, 133 Calories



## Sunglow Sangria

- Zesty hints of Blood Orange & Cherry
- Merlot, Apple Juice
- Natural flavors, No added sugar, 121 Calories

# Sales Materials & Support



Sales Flyer



Sales Support: Cold-calling, hand-selling, demos



Metal Sign



Product Samples



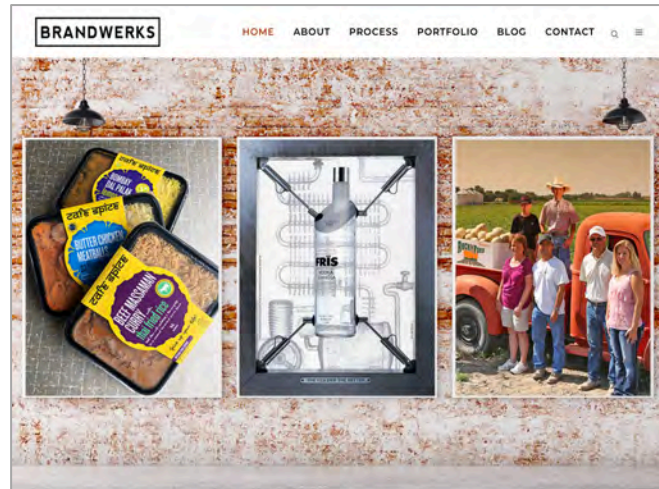
Shelf Strips



Social Media



# Brandwerks: Full Service Brand Development



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

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