Strengthen Your Brand to Catch Eyes and Increase Appeal

John Recca
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.
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.**
After: Packaging that spices up your life.
Result: Now a National Brand
Let’s Talk More About Positioning…

**Definition of a Brand:**

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…
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”
Key:
- End Result
- Brand Benefit
- Brand Driver
- Differentiators
- Core Feature

My Purpose
- Warms the Soul
- Gives Me Joy

Love (share the love)
- Bring Others to Life
- Share with Others
- Experience Life
- Live Longer
- Better for You

What Food Should Be
- Bursts with Energy
- Warmth
- Like Italian, Mediterranean Food
- Zesty, Spicy, Savory
- Like “Slow Food”

How?
- Warm Me Up
- Will Satisfy Me
- Looks Hearty
- Looks Like Fun

What?
- Colorful Ingredients
- Actual Ingredients
- Colorful Ingredients
- Artistic, Artisan
- Garden Fresh
- Natural
- Contemporary

Why?
- Makes Me Healthy
- Healthy, Nutritious
- Youthful
- Whimsical

How Does It Make Me Feel?
- See the Care
- See the Love

How Does It Make My Life Better?
- Life Should Be Fun
- Like Being in a Garden
- My Garden
- No Cares
- Sense of Freedom

How Does It Make My Family Better?
- I Love My Family
- I Care for Family
- Good for My Family

Food Colors
- Vibrant
- Homemade
- Beautiful
- Artistic, Artisan
- Condiment Ink
- Colorful Ink
- Bright, Vibrant Colors
- Big, Abundant Ingredients
- Colorful Ingredients

How Does It Make My Family Feel?
- Life Force
- Warms, Comfort My Family
- Warms Me Up
- Makes Me Healthy
- Looks Like Fun

How Does It Make My Life Better?
- Life Should Be Fun
- Like Being in a Garden
- My Garden
- No Cares
- Sense of Freedom
The Brand Ladder

My Purpose
(end result)

Warms The Soul
(brand benefit: the brand’s promise)

Love
(sharing the love)
(brand driver: the brand’s essence)

Bright, Vibrant, Warm Colors; Like Sunshine; Bursting with Energy;
Artistic, Artisan; Whimsical
(differentiators: imagery metaphors and support)

Vibrant; Homemade, Beauty
(core strengths, brand features)
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

“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)

(About 7 seconds to be exact!)
Let’s Talk About Rebranding…

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”**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Brands</th>
<th>Words that describe segment</th>
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<tr>
<td>Premium</td>
<td>Mulay’s</td>
<td>Black = premium</td>
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<td></td>
<td>Aidells</td>
<td>Paper die cut = premium</td>
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<td></td>
<td>O Organics</td>
<td>Strong, prominent branding</td>
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<td></td>
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<td>Richer, saturated colors</td>
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<td>Simple, less is more</td>
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<td>Matte finish = premium</td>
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<td>Personality, story</td>
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<td></td>
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<td>“Gift wrapped” quality</td>
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<td></td>
<td>Boulder Sausage</td>
<td>Cheap (gold = gaudy)</td>
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<td></td>
<td>Canino’s</td>
<td>Generic packaging</td>
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<tr>
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<td></td>
<td>Convenience</td>
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<td>Foam packaging = generic</td>
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“Competitive Packaging Sort”
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

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.

Mulay Family Crest – 1326
Translate the Brand Strategy: Identity/Logo

Old World heritage made relevant.
New brand identity
Translate the Brand Strategy: Packaging
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

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

Lots of Choices!
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

Metal Sign

Product Samples

Shelf Strips

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

Social Media
Brandwerks: Full Service Brand Development

Our Services:

- Startups & New Ventures
- Business Strategy/Planning
- Legal (Securities, Patents, Trademarks)
- Brand Creation
- Packaging Design
- Graphic Design
- Advertising/Media
- Public/Media Relations
- Sales & Distribution Services

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