



Building a Brand for Local Meat MARKETING MATERIALS

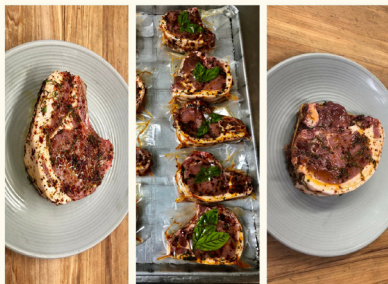
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Preparing Marketing Materials

The design of branded marketing and merchandising materials can be developed in all stages of business. Your brand will evolve over time and additional investment in materials can be affordable and staged as you grow. Depending on your market channels: direct sales and/or wholesale accounts, you will need to match your marketing materials to your customers' needs and expectations. Marketing materials for meat producers selling at a farmers market will be different than what you might need selling to a wholesale category buyer in a grocery store.

Retailers respond that design is equally important to social media investment. Established producers recognize the importance of landed materials and many of them have already invested in printed materials: business cards, stamps, stickers, postcards and brochures. Many were open to leveraging their marketing budgets to print cards that would have their information on one side and your logo, tagline and a maker photo on the other side.



PORK & PICKLES PRESENTS

Marinated Chops

ALEPPO PEPPER, BASIL, OLIVE OIL, CHIVE, BLACK GARLIC SEA SALT

\$10.50/#

Pork and Pickles advertises specials on their social media and at events to promote special sales.

Investing in Marketing Collateral

Both producers and retailers felt a strong brand foundation rested on developing the materials to build brand awareness and create a uniform campaign. They felt brand merchandising would be essential for the following reasons:

- Brand merchandise could be used for fundraising or as premium in a crowdsourcing campaign. Sales of such things as t-shirts, tote bags, and other unique maker items could create additional revenue for brand development expenses;
- Branded merchandise would create revenue for producers and retailers in the brand membership, supporting both the values of "going local" and new revenue for the producers;
- Creating unique items and visual images tells the story of your farm, your business and your connection to place;
- Every time someone wears or carries something with the your brand logo, they become a customer advocate, and represent the brand to their friends, family, and personal networks; and
- The more places people see your brand on merchandise or maker products, the more brand awareness builds, resulting in more people knowing that a market exists as a real option for their shopping needs.



Woodland Ridge Pasture
Raised Pork

Merchandise

Merchandise can include, but is not limited to, tote bags, aprons, t-shirts, recipe card packs, notecards, tea towels, postcard sets, seed kits, bumper stickers, kids sticker Sandwich Board 24 x 36 in 17 packs, mugs, thermoses, key chains, farmer's market books and maps of region. When you are choosing what type of collateral may make sense to merchandise for your market, think about what your consumer would use, and what connects to your market and its core values.

The types of marketing materials and merchandise suggested by the producers and retailers included the following categories and items.



Burger night photos courtesy of the Kitchen at Devil's Kettle using local Dexter Run Farm pasture grazed cattle

MARKETING & PRINT MATERIALS

- Brand business cards with web and social media links would include the logo and tagline of your brand and be available to all brand participants.
- Standard postcards could be developed for your brand information; collaborative postcards with the Your info on one side and individual maker profiles on the reverse side; and event promotion cards for pop-up retail, maker markets and other upcoming gatherings and events.



- Rack cards and oversized postcards could be developed for brief directories of producers contact information, maps and event calendars.
- Brochures could also be developed for more detailed information on the brand program and have customer suggestions for

shopping local and engaging with producers.

POINT OF PURCHASE MATERIALS

- Stickers with the logo would be useful to producers and retailers to identify your brand participation
- Stamps would also be of interest to producers with products they could stamp.
- Neck tags would similarly be used by producers of artisan and food products.



Many of the food producers mentioned stickers and stamps as being a low-cost way to mark individual products.

- Grocery channel sign (small laminated signs that fit in the channels of grocery shelves) could be available for food products in grocery and specialty food stores



SIGNAGE AND BANNERS

Brand signage and point-of-purchase marketing can also be used as part of retail displays. Other marketing materials can be placed next to the locally made products the brand is promoting. Your brand items could be positioned by local retailers in special in-store displays or near the cash register where many purchase decisions are made. For retailers, signage and retail display materials were mentioned as a high priority for branded marketing materials. Their suggestions included:

- Custom Posters** to accommodate your logo, marketing messages and story layouts. Retailers would place posters in windows and retail displays to promote the brand program. Many retailers are interested in also having customized posters that market both your brand and their store
- Window Decals** can market both producers and retailers with physical locations. They can be placed on their doors or windows to identify their businesses as participants in your brand program. They can also be used as stickers on vehicles.
- Sidewalk Signs.** They felt that sidewalk signs could reflect a range of styles from digitally printed pop-up banners to artisan designed sidewalk signs that could incorporate chalkboards. A-frame signs were recommended for storage purposes.
- Durable large outdoor and smaller indoor vinyl banners were also a high priority.** Banners could be used outside in the retail districts, at festivals, trade shows and other retail market events. Surveyed producers and retailers felt banners should be one of the first marketing expense investments to launch the brand program.



Woodland Ridge vinyl sign image increases brand awareness while providing helpful directions



Chalkboard image from the Kitchen at Devil's Kettle, sourced from Dexter Run Farms pasture grazed cattle. Chalkboards are an easy way to advertise changing specials and are versatile and affordable investments from small business owners

- Retractable vertical banner stands** to display your brand story were also recommended. Banner stands can be used at farmers markets, food festivals, local food events and retail locations. Many retailers have large window spaces that the banners and banner stand could be displayed to inform that your product is available in their stores. Initially, banner displays could be set-up at the Northeast Shores office and the LaSalle Arts and Media Center. The banner stand would also be portable to take to trade shows or other regional maker events.
- Exhibit booths** with multiple retractable banners were also of particular interest to producers selling at regional food shows and other markets. Interviewees felt retractable banners could feature the logo and professional photographs that tell your brand story
- Table top displays and table throws** were also suggested. Table top displays could also be developed by local producers to reflect the unique range of maker artistry. Many producers suggested that they would be willing to assist in the conceptualization and design of your brand exhibit booth to integrate the digital components of the brand program with the hand-design of a table top display.



Pork and Pickles Farmers Market Display



Point of Purchase signage at the Butcher and Grocer, Columbus Ohio