

**MODULE 8** 

# Your Marketing.

BJ Plummer - Asia Expert / Rena Chatterjee - Marketing Expert, Story & Brand









Your Experts to help you.

Rena from Story & Brand

BJ from East 33 Oysters HK



### Some background on Rena:



### Some background on BJ:

















# What's coming up today

- Marketing fundamentals
- Asia focus
- Homework explained
- Live case studies

A straightforward guide to marketing your produce



### Customer & Consumer pathway to purchase.



Use your brand to move the customer/consumer from mind to heart to shelf/hand.



#### **CUSTOMER VALUE PROPOSITION SOURCE OF INSPIRATION**

1. By understanding the consumer/customer...

2. We can design the offer...

#### Who are they?

- Demographics
- Profile
- Characteristics

# What's happening emotionally?

- Wants
- Needs
- Fears

# How do their needs impact them?

 What are their painpoints

#### **FEATURES**

- What offer would they benefit from?
- What issues are they looking to overcome?

#### **BENEFITS**

- What are the benefits?
- Is the offer good enough?

#### **EXPERIENCE**

- How will it make them feel?
- How does this ease or impact their emotional state?

#### **SUBSTITUTES** (competitors)

- Where else can they go for help?
- What are the other options available?





### Red Cow Brand Story / A story of influence.

You. Your company.
Your product. Your service.
Your place in Tasmania.

A unique tasting range of organic cheeses.

Cheese so good you want to share. Passionate about environment and healthy way to farm.

#### The status quo / problem state.

A loss of traditional farming practices/ways.

Mass produced cheeses taste the same (grain fed cows & mixed herds, natural ingredients being altered/changed in the milk).

#### Struggle.

The industry and dairy farmers judged and criticised us on the way we chose to farm.

Learning new ways of bioorganics.

An unknown cheese brand in a competitive market (Nth Coast Tas).

#### Reasons to believe.(RTB's)

Making cheese from a single herd.
Our cows are bred for cheesemaking.
Our grass is grown organically and fields are nurtured to produce the best feed for the best cheese.
Cheese made by people with a passion for cheese - Real Cheese made by Real People.
Tasty cheese made the old fashioned

wav.

## Your customer. (Their need / unmet need / what they care about)

People who want to feel good and taste good with what they eat, eco & ethical in nature.

Want to have unique cheeses to share. Our animals are cared for and nurtured on farm.

A little of our farm in every bite.

#### Mythological beginnings.

Moved 300 cows from drought area on Mainland. Brought them over ocean to Tasmania. Landed in wet climate and hilly conditions.

We wanted to show better ways of farming.

#### The story begins.

We taught ourselves how to make cheese in the lost traditional way.

We converted an old hayshed to an on farm cheese factory.

#### Success.

Once our customers taste our cheese they love it. They rave about how much our cheese tastes 'like cheese used to taste'.

The flavours are amazing and unique (Grass/feed).National distribution and recognition - A must have cheese-board cheese.

#### What makes you unique. (USP)

We grow our own grass.
We milk a breed of cow specifically for cheese making.

The cheese is handmade in small batches. Ethically made and high animal welfare and care. Carbon capture farming.

Loyal fans once they try and buy.

That appeals to customer. (T-Shirt Statement)

Cheese from happy, healthy cows

Tell your story in a way that matters to your customer.



### 'Happy, Healthy Cows' expressed in packaging

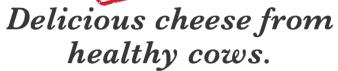












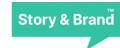


#### The brand idea









## 5 Ws of Marketing

Using the 5W's to focuses your promotional thinking and build on your USP.

- Who am I trying to reach?
- What am I going to say?
- Why should they believe me?
- Where is the best place to reach them?
- When is the best time to reach them?

Fish where the fish are. Promote in places where your customer/consumer will be



### Who am I trying to reach?



- Refer back to your 'Know your customer & consumer homework
- Be as detailed and specific as you can,
- What do you know about them that would help you to engage them?
- Will likely differ by market.



## What am I going to say?



- Use your Brand Story and your Customer Value proposition
- Be engaging and interesting!
- Eye catching imagery and/or video is helpful
- Always have a call to action. e.g buy, look out for, signup etc.
- Show where/how your product makes their life better.
   e.g. better quality control and therefore shelf life.
- Be repetitive! Assume that people are seeing your message as if for the first time.



### Why should they believe you.



- Use your brand story and CVP to craft your messages
   USP + facts and add narrative information.
- What substantiation can you give that would make our story more believable? Track record? Investment in technology? Crop variety
- Needs to be substantiated if checked by a customer or consumer!



### Where can you reach customers/consumers?



- Trade shows
- Directly via email N.B. Importance of list building
- Newsletters
- Social media as appropriate

Fish where the fish are. Promote in places where your customers will be.



## When can you reach customers/consumers?



- Throughout the growing year with relevant stories of interest
- Weekly as you build up to harvest with updates and stories
- Daily as you dispatch fruit





Scan & WIN Marketing Campaign // 17 May 2021

# Marketing for Cara Cara in Vietnam / Scan and WIN FRUIT





Drive to store 30 sec videos featuring farmer speaking Vietnamese



Feature in catalogue and through loyalty scheme communications

#### **EXAMPLE IMAGE**



A4 and A5 posters surrounding fruit



In-store sampling 1 Saturday per store

#### MECHANIC TBC



Scan to win national promotion\*

# In Store competition -scan and win.

Point of Sale Poster & Wobblers

















#### Selling Fruit Products: Asia Focus

Export (Asia) - A brief summary (Tips, tricks and watchouts)

#### **Export Markets**

- i. Asia / Within Asia / MENA.
- ii. Easy and the not so easy markets.

#### **Export Channels**

- i. Importers
- ii. Distributors Big and Small.
- ii. Direct Supply to Retailers.
- iii. Direct Supply to Consumers.
- iv. Consolidators.





### Your marketing plan

#### Export (Asia) - A brief summary (Tips, tricks and watchouts)

#### **Export Markets**

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#### **Export Channels**

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# Marketing in Asia to Unlock Value and Sales.

- 1. Building and nurturing your audience (B2B or B2C)
- 2. Tasmanian Fruit As good as it gets.
- 3. Your branding All FGT channels and All Producers.
- 4. Your Competitors Others that can supply temperate fruit at the same time that you do.
- 1. Market Needs Sophistication & Longevity.



### Marketing to Unlock Value and Sales.

- 6. Market Introduction Closer & Easier than you think.
- 7. Price & Presentation both matter.
- 8. Export Pricing Yes you can realize more. Daly's Example.
- 9. The Ace up your sleeve. Reid's Example.
- 10. What not to do Start and not follow through, think it is easy or cheap









# Packaging – Your Product's First Impression.

- 1. 2 Needs More and Fancy.
- 2. Why More and Fancier just work.
- 3. The environment, waste and all this packaging the reality.
- 4. Changing is good. Reid Fruit's example.
- 5. Tell a story and be trackable
  - QR Codes, Laava Codes, etc.





## Packaging – Your Products First Impression.

- 6. Fruit Pricing in Asia what consumers will pay.
- 7. Rockmelon, Strawberry + Zucchini examples.
- 8. Fruit Packaging in Asia what consumers want, your product and their usage.
- 9. Size matters more is not better.



# Where to From Here....? A new start and take the first step.

- 1. Make and assess an export Plan and Budget.
- 2. Get everyone on the same page.
- 3. Obtain market information, expert advice and key contacts.
- 4. Start and assess.
- **5.** Don't give up, it takes time.

Story & Brand

### Your homework - Complete Your 5 Ws.

Who	Audience #1	Audience #2	Audience #3	Audience #4
What				
Why				
Where				
When				



# Export Homework: Ready to Export – Some Quick Queries.

Answer some of these quick points to see that you are ready to start your export sales channel.

Supply Chain.	
New or Existing?	
Tried by others or a new channel?	
Is the channel tested with your samples?	
Any problems?	



Marketing.	
What has been done in-market?	
Your brand awareness?	
Budget?	

Packaging.	
Design review for export?	
Can your brand be traced?	
Can your brand be linked to Tasmania?	





### Thank you.



