

B.I. Foods

Brand Strategy

Brand Strategy

Approach

A Nostalgic Brand with a Modern Twist.

We want to showcase the company's sense of pride in their product quality and the desire to practice fair and ethical business. This starts with pricing and stems to all around excellent customer service from people you can trust. BI Foods is innovation rooted in experience. This approach will also help us communicate "Authenticity." A main feature of your current products and customer service will now be highlighted in the brand and marketing as well.

Because the commercial line is B2B and more "behind the scenes" than the retail line, we don't want or need a flashy brand. Rather, it should convey the brand values of Reliability, Trust, Warmth and Family. We want current and potential clients to feel like this company has been striving for excellence for 100+ years and understands how to do things right and create high-quality products they can trust. Additionally, we want to communicate that BI Foods is flexible, curious, and not afraid to innovate if it makes sense. This innovation concept gives the brand a modern twist to help it stand out from the competition.

Additionally, our plan is to rebrand as "B.I. Foods" or "BI Foods." The visual presentation, including or excluding the periods, will be decided on in the design stage. Our goal is that customers perceive this rebrand as an evolution of the brand and company and not an entirely new brand created from scratch. We will tie the new name to the company's mission of satisfying the needs of customers and reference the extended product lines and the capital improvements at the plant as reasons why the company is changing its name. The rebrand will be framed as a natural progression of the changes being made throughout the company. We will create a simple and clean corporate identity that continues to rally around the company's current differentiators of quality, cost and service. We will also include messaging and a value proposition around the food scientists as part of the "BI Foods" brand.

Brand Strategy Continued

Essence

Authenticity

Positioning

To Food Buyers and Chefs, B.I. Foods is the custom manufacturer of premium meat products, that treats customers like family.

That's Because

- Our customer service is un-matched.
 - o To highlight our Importing and Exporting Capability and our superior customer service we draw on the Mexico Example.
 - o To Showcase our Values we can tell the Shinner's Story.
 - o We also leverage the food scientist as a reason to believe.

Our positioning statement consists of the following elements:

TO: *This is our target market.*

IS: *This is our frame of reference and unique position in the market place.*

THAT: *This is our promise to our consumer.*

THAT'S BECAUSE: *These are statements our audience can get behind. This section of our positioning statement is called "Reasons to Believe." These are the reasons why people should believe in our organization over our competition. The Reasons to Believe typically prove the promise to consumers. For B.I. Foods it is important to showcase our customer service as a differentiator. We tell stories and share examples of times where we went above and beyond for our customers. Rather than speaking to our manufacturing capabilities directly, we can tell stories that highlight them.*

Brand Strategy Continued

Voice

Our voice is reminiscent of an artisan butcher. It is a male voice of someone who takes time, care and pride in their craft. There is a sweetness to him and he has kind eyes. His pride extends to delivering the best quality he can and providing a sense of consistency and dependability to his customers. Anyone interacting with this voice should feel like they are part of a family. He has the kind of relationship with his customers where he knows them by name and they aren't afraid to strike up a conversation with him and connect in a real way.

Brand Attributes

Trust - Authenticity - Family - Warmth - Reliability

Brand Messaging

Our core-message that the brand communicates revolves around the fact that B.I. Foods produces a high-quality product, is a customer first company and has competitive pricing.

Quality – Service – Pricing

Message Map

The message map is an exercise that helps our team communicate a clear and concise message. The message map consists of a top-line message, 3 supporting buckets and talking points for each category.

The Top-line Message is typically 140 characters, one-sentence and is a quick 7 second response to an introduction of what the company does. If you combine the first sentence with a second sentence that includes the 3 buckets, you will have a 15-sec pitch.

When running through the entire message map it will typically last 60 seconds!

Brand Strategy Continued

B.I. Foods Message Map

Top- Line Message: We are the high-quality manufacturer of prepared meats who treats our customers like family.

1. Customer Service
 - a. Above and Beyond
 - b. Treat Like Family
 - c. Border Story Example
 - d. Shinner Example

2. Price
 - a. Competition
 - b. Creative Solutions to meet budget

3. Capabilities
 - a. Custom Manufacturing
 - b. Food Scientist
 - c. 20 Million lbs.
 - d. Key Messaging on Certifications

Brand Strategy Continued

Sample Messaging

Top-Line Message: We are the high-quality manufacturer of prepared meats, that treat customers like family.

15 Second Pitch: We are the high-quality manufacturer of prepared meats, that treat customers like family. Our pricing is super competitive without a loss in quality, our customer service is un-matched and we have a wide range of capabilities.

60 Second Pitch: We are the high-quality manufacturer of prepared meats, that treat customers like family. Our pricing is super competitive without a loss in quality, our customer service is un-matched and we have a wide range of capabilities.

Our pricing is highly competitive compared to others in our industry. We work hard to really understand our customers' needs and find creative solutions to meet their budget and maintain our high-quality standards.

We love going above and beyond for our customers and developing long term business relationships they can count on. Just last week I flew to Mexico to meet with Border Agents on behalf of a client to make sure they could get our products in the country easily for now and into the future. Our business philosophy is when our customers are successful, we are successful and we aim to create trust and confidence in our interactions.

In addition to that, our capabilities were built to meet our customer's growing needs. We shipped over 20 Million Pounds last year and have begun expanding into a new state-of-the-art facility, to ensure we keep up with both quality and quantity. We provide custom manufacturing and can match any recipe and taste test! For companies that need a food scientist and need to develop the product from scratch, our in-house food scientist is an incredible resource.

October 2017

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