

A night-time photograph of the Golden Gate Bridge in San Francisco. The bridge's iconic orange-red towers and suspension cables are brightly lit, contrasting with the deep blue twilight sky. The bridge spans across the water, with its lights reflecting on the surface. Large, dark rock formations are visible in the foreground and middle ground. The overall mood is serene yet vibrant due to the artificial lighting.

BRANDSTORM™

What's Next?

A Guide to Implementing What You've Learned.

BROUGHT TO YOU BY

dma
SOLUTIONS

UNITED  FRESH
PRODUCE ASSOCIATION

The 2017 BrandStorm Conference was hosted in San Francisco, CA by the United Fresh Produce Association. This event brought together over 200 marketers from the fresh produce industry seeking to learn about marketing trends and tactics that can further shape their brands in 2018 and beyond.

This ebook was created by the DMA Solutions team to serve as a helpful resource for the people who attended the event. In it you will have access to the DMA team's notes, key takeaways and action items from the General Sessions and Breakout Sessions that can transform your conference experience into real growth for your brand in 2018.

Table of Contents:

2	Introduction
3	General Session: Emotional Marketing, Graeme Newell
4	General Session: Be the Exception, Jay Acunzo
5	General Session: Marketing Trends Panel
7	Breakout Session: How to Develop Your Brand Story Through Video, Kohl Threlkeld
8	Breakout Session: Intelligent Packaging, Brian Wagner
9	Breakout Session: A Revolution in Brand Storytelling: The Impact of Tech Trends and New Behaviors, Lori Shwartz
10	Breakout Session: Get Creative with your Advertising Budget: How to "Make It Work", Erin McElduff
12	General Session: A Universal Truth About Packaging at Retail: Know the Customer Experience, Matthew Youngblood
13	Breakout Session: Packaging Challenges: Disrupting the Game, Kathy Bintz Kenyon, Kerry Franz, Kristen Van Veen
14	Breakout Session: Inspiring Creativity: Embracing the Unexpected, Steven Kostant
15	Closing General Session: Chelsea Bialla
16	Authors



General Session: Emotional Marketing

3

Speaker: Graeme Newell, Marketing Researcher, Author & Speaker - 602 Communications

Session Summary:

Emotional marketing is messaging that connects on an instinctual level because it builds upon the customer's ego. During this opening general session, speaker Graeme Newell shared that 85% of purchase behaviors are instinctual. Humans make purchases with our emotions, and the true way to separate your brand from the competition is to differentiate based on the emotional fulfillment and values that your brand provides. Review the key takeaways below to learn how to use emotional persuasion to supercharge your customer loyalty and build revenue.

Key Takeaways:

- Humans have two brains - instinctive and conscious. The instinctual brain relies on emotion and intuition to make decisions, while the conscious brain relies on facts and past experiences.
- 85% of purchase behaviours are instinctual. We make purchases with our emotions.
- Consumers aren't simply looking for just functional products or services. They are looking for brands that align with their own values and beliefs. To be effective, our products need to fulfill a core emotional need.
- The true way to separate yourself from the competition is to differentiate based on the emotional fulfillment that you provide and the values that you stand for.
- Having emotional appeal allows your brand to grab the attention of your target audience and resonate with their deepest desires and fears.
- Position your products "instinct up, and not intellect down". Consider what your customers' instincts are and build your messaging with that in mind.

“Whole Foods’ shoppers aren’t just purchasing food, they’re purchasing the ethics of food.”

- Graeme Newell

What to do next:

To determine what emotional appeal is right for your brand, you have to first understand the true purpose of your brand and align the two. Consider your “Founder’s Story” as a way to humanize your identity and define your values. Think about how your product improves your customers’ lives and emphasize your messaging around those benefits.

If your company has a Customer Relationship Management (CRM) software, consider how you might use it to poll your customers and use their collective responses to help you make marketing decisions that align with their emotions.



General Session: Be the Exception

4

Speaker: Jay Acunzo - Award-Winning Podcaster and Former Google and Startup Brand-Builder

Session Summary:

We as marketers are too comfortable doing average work by just copying what others do and following everyone else's best practices. We put little effort into original thought and finding what makes the most sense for our brand based on our own context. Breakthrough those marketing norms by listening to your intuition and creating new best practices that derive from your brand and shape the context associated with your brand. Be inspired to create more differentiated work that grabs attention and drives bigger results without the "need" for bigger budgets.

Key Takeaways:

- Stop obsessing over everyone else's best practices, and start focusing on communicating and achieving your own aspirations.
- When we question conventional thinking within our own context, we will find opportunities to improve our businesses and grow our bottom lines.
- Learn to trust your intuition and the insight that comes from within. The key is learning to make your intuition practical.
- Focus on the small number or the tribe which is the people who see the world the same way that you do.
- Look at your constraints as a strength and as a way to form your "unfair advantage".
- Consider three factors when developing exceptional marketing:
 - **Aspirations** - Intent + Hunger = Aspiration. Dream big and aim for results outside your comfort zone, but always measure your efforts against the goals and business objectives you are accountable for reaching.
 - **Insights** - Rely on consumer insights to guide marketing decisions so that your efforts are aligned with their wants and needs. Make creativity seem logical, not lofty by generating emotional responses from your audience.
 - **Resources** - Determine the time, data, and people it will take to accomplish your goals. Identify your constraints and position them as strengths that you must overcome to accomplish your goals and expand your brand.

***"Marketing is about
inspiring true believers
...not coercing skeptics."***

- Jay Acunzo

What to do next:

- In a world of best practices, focus more on what the RIGHT practices are for your business.
- Move your brand from a commodity to an exception by focusing on maximizing your own unfair advantage.
- Start with what you CAN do based on your unique constraints and expand from there.
- Focus on growing your tribe of true believers rather than coercing the masses.
- Use your company's CRM and social media channels to better understand your tribe with insights that empower your decision making ability about marketing tactics.



Speakers:

Dan'l Mackey Almy, President & CEO - DMA Solutions, Inc.
Mike Caplan, Co-Founder - Fiction Tribe
Missy McDill, CEO/Creative Director - McDill Associates
Steven Muro, President - Fusion Marketing
Karen Nardoza, President & CEO - Moxxy Marketing

Session Summary:

Leaders from five industry marketing firms shared their insights on how brands can navigate through the many channels and hurdles that produce marketing presents as well as how to sell the value of marketing to the C-suite.

Key Takeaways:

- Marketers need to first understand business objectives and then align the marketing plan so that you have common ground with your c-suite to talk ideas and budgets.
- A label is not a brand. A brand is something that takes shape over time with concerted effort, consistent messaging and relationship building.
- Don't do things the same way because that's what you've always done. Think outside the box to create marketing that does not wait around to be told what to do by retailers.
- Marketing and sales cannot operate independently of one another. Instead, create a dependent relationship in which each party relies on the other's insights.
- Fresh produce messaging cannot simply be about health and wellness. There is a niche audience that messaging will resonate with, but consumers as a whole are looking for some other reason to connect with you.

“In the fresh produce industry we have to change the way we view ‘competition’. Our competition is the things we aren’t doing and other food choices.”

-Dan'l Mackey Almy

Real Life Application & Next Steps:

- Understand your company's business objectives and use them as guiding principles to position your marketing tactics as part of the solution.
- Marketing activities should be created to drive sales. In your 2018 marketing plan, propose a marketing budget that is a percentage of sales for the company or even a specific product or category. Your plan should outline how marketing will generate sales growth, directly and indirectly.
- Create a dependency between sales and marketing so that sales won't have a customer meeting without asking marketing for input and marketing learns to rely on sales to understand customer challenges that should help direct the brand strategy.
- Conduct a survey through email or social media and find out what your consumers want to hear from you and then do it.
- Keep it simple by walking away from the conference with one actionable goal and make it happen.





Breakout Session: How to Develop Your Brand Story Through Video

7

Speaker: Kohl Threlkeld, Creative Director - Emic Films

Session Summary:

Now more than ever, brands need to uncover the stories that make them unique. By honing in on your brand's story and core theme, you can convey emotions you want your consumers to feel when talking about your products. Learn how you can take the next steps in telling a well-developed story that articulates your brand's story with these key takeaways.

Key Takeaways:

- Our brains crave stories. When reading straight data, we only access the 'language portion' of our brains. When reading a story, we access a much wider range of our brains. Emotional, sensory, etc. Stories are a marketing Trojan Horse.
- When starting a video project, your goal should be to establish an emotional connection through shared experience.
- In order to successfully tell your brand's story, first find your brand's core theme. This will be the emotional link for people to remember you by. It will also serve as a navigational beacon along the process of captivating your brand's story.
- Choose a character that you want people to listen to. Have a dynamic and interesting person that adds dimensions to your story; however, it doesn't always have to be the CEO.

“What is most personal is most universal.”

- Carl R. Rogers

What to do next:

- Consider how your products affect people. Think about what emotions you want them to feel when they use your product and capture that in your brand's story.
- Rather than telling people how they should feel, show them. Find visuals that speak to their humanity and feed into their emotions.
- Tell a compelling story that is anchored to a core theme and reflects how you want people to remember your brand.
- Start to write your founder's story to help shape the content of your video. If you need help, hire a copywriter that can bring his or her story to life!



Breakout Session: Intelligent Packaging

8

Speaker: Brian Wagner, Co-Founder - PTIS, LLC

Session Summary:

There are major factors changing today's brand packaging landscape. The intersection of biotechnology, materials technology and information technology are shaping the way brands interact with consumers through packaging. Learn how to utilize your packaging as a vehicle to deliver your brand's messaging with these key takeaways.

Key Takeaways:

- Think about your packaging as a form of media. It is a message delivery vehicle for your brand.
- New technologies provides opportunities to for your packaging to engage with the consumer and connect with them online.
- As on-pack scanning technologies evolve, they are becoming smaller, more powerful and more budget-friendly.
- 47% of CEOs say they're challenged by their board of directors to make progress with digital marketing and to apply innovative technologies to packaging.
- The difference between Good and Bad VUCA is that the good kind is anchored with a "vision" instead of "volatility".

Bad VUCA:
**Volatility - Uncertainty -
Complexity - Ambiguity**

Good VUCA:
**Vision - Understanding
- Clarity - Agility**

What to do next:

Consider how your packaging can invite interaction with your shopper.

- Use consumer insights to influence your packaging design. What information are consumers craving in their purchasing process and how do you strategically position that information on your packaging for optimal readability.
- Explore opportunities to add QR codes to cartons or containers as new technologies become more and more accessible.
- Consider how your packaging can fulfill consumers' desire to be earth-friendly in their purchase decisions?
- Is it possible to use your packaging to create a personalized buying experience similar to the Share a Coke campaign?
- Look for ways to use your packaging as a communication vehicle from the consumer back to you - such as a scan code that links to a comment form.
- VUCA, an acronym used to describe or reflect on the volatility, uncertainty, complexity and ambiguity of general conditions and situations, can serve as a useful tool for you when considering how to approach intelligent packaging from a strategic perspective when considering your audience.



Breakout Session: A Revolution in Brand Storytelling: The Impact of Tech Trends and New Behaviors

9

Speaker: Lori Schwartz, Principal, Chief Technology Catalyst - StoryTECH

Session Summary:

New technology platforms, consumer behaviors and expectations are making it difficult to keep up with the latest marketing trends. Due to the speed of innovation, there are many new ways to reach your audience who is actively waiting to hear your story. Navigate these disruptive and exciting times with these helpful takeaways.

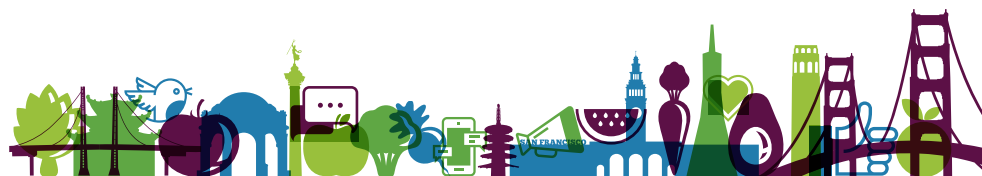
Key Takeaways:

- Screens are becoming more ubiquitous and present in our lives, which opens up more opportunities for content consumption.
- QR codes are making a resurgence. They are complimenting the consumers' experience by providing easy access to content specs, consumer reviews, and more.
- Virtual reality and augmented reality allow completely immersive storytelling and enable virtual grocery shopping.
- Stay up to speed on new technologies by dedicating some resources to knowing what people are responding to. You can do this by reading tech industry publications.

Stay in the know with these tech publications: Wired, Discover Magazine, and Tech Crunch.

What to do next:

- In order to keep up with new trends, add relevant thought leadership into your everyday routine. Curate thought leaders in a Twitter list and use them as guidepost based on what they are reading and talking about.
- Attend events outside the industry to see how other people are utilizing new trends.
- Put your consumer hat on and use new technologies yourself so that you can understand it from the perspective of an end user before applying it to your own marketing efforts.
- Take a step back and review the way your brand is presented online to ensure you're staying up to date on new trends. Is your website mobile responsive? How are people using your website to find the products and solutions they need?
- Consider hiring a marketing firm to conduct a website assessment and identify ways you could be better utilizing your website to generate sales and consumer demand.



10





General Session: A Universal Truth About Packaging at Retail: Know the Customer Experience

Speaker: Matthew Youngblood, Partner - Trinity Brand Group

Session Summary:

Very rarely do brand managers go into the store and consider their consumer's shopping experience. Yet that's the very thing that should be driving our strategy in the first place no matter the country, region or channel. Review these key takeaways to help you understand your consumer better and explore ideas for leveraging that understanding to further your brand awareness and loyalty in-store.

Key Takeaways:

- Great packaging = great strategic design. Let your brand strategy and retail context guide your packaging decisions.
- The three pieces to great packaging are:
 1. **Attract** - the shape, color and size of your packaging can tell a story. Find ways to create a 'billboard effect' by utilizing the entire shelf space to tell your brand's story.
 2. **Inform** - help your consumer know where your product fits within the category and clearly communicate key brand, product, and benefits information.
 3. **Delight** - bring the essence of your brand to life in a memorable fashion.
- When deciding which information to put on packaging, know what your consumer is looking for and cares about most. At the same time, don't try to say everything.
- Your brand positioning is communicated through the use of color, messaging, and iconography. Visual cues need to communicate the positioning and the "why" behind products.
- When doing promotional packaging, be careful with the design implementation so that you don't lose your brand in the process.
- Have the end result in mind during the entire decision making process. Consider how your packaging will tell the brand story from the minute a consumer sees it on the shelf up to the moment they are using your product.

"Stand out, don't stick out"

- Matthew Youngblood

What to do next:

- When starting the packaging design process, walk store aisles to draw inspiration from brands that are attracting you with their visual or functional design.
- Take a look at your category and break through the clutter of similar product packaging by creating a design that stands out and delivers clear and unique brand messaging.
- Maximize color, messaging and imagery to tell a cohesive brand story on the store shelf.
- Set aside a creative budget and hire a firm to challenge the status quo with new packaging concepts that could revolutionize the way you present your brand on the shelf!



Breakout Session: Packaging Challenges: Disrupting the Game

13

Speakers:

Kathy Bintz Kenyon, Principal - Creative Retail Packaging, Inc.

Kerry Franz, Senior Designer - Creative Retail Packaging, Inc.

Kristen Van Veen, Director of Strategic Development - Creative Retail Packaging, Inc.

Session Summary:

Strong packaging includes a creative and functional design that attracts customers from the store shelf. But just as importantly, you must be agile with your packaging strategy so that you can respond to trends and consumer insights. Start with your brand's mission and values to curate your brand's identity and let that become the blueprint for your packaging strategy.

Key Takeaways:

Phase 1 -

Preparing your brand strategy.

- Identify your target audience.
- Identify your audience's needs so that your relationship can be built upon solutions and helpfulness.
- Define your why. Every company knows WHAT they do. Some companies know HOW they do it. Very few companies know WHY they do what they do. It is the why that helps to shape your unique advantage.

Phase 2 -

Developing your brand identity.

- Color palette - define a color family that helps shape consistency and recognizability of your packaging
- Typography - develop a consistent font family to use on all packaging
- Illustrations/Patterns - consider graphic illustrations and patterns to help define design uniformity
- Tone of voice - think of your brand as a personality that communicates in a particular style on and off the store shelf

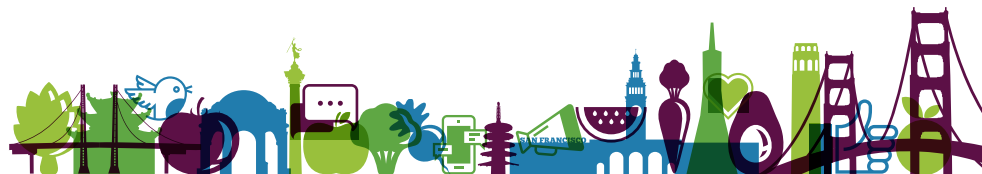
Phase 3 -

Developing your packaging.

- Be budget conscious, however don't eliminate a great idea just because of cost. The ROI on well-executed packaging will be realized with strong sales performance.
- Be aware of over-packaging and under-packaging. Be thoughtful about what you include on your packaging so as not to overwhelm shoppers with information and design that minimizes your brand's impact.

What to do next:

Evaluate your packaging for design consistency, messaging clarity and brand personality. Be honest about what's working and what's not. Conduct consumer research with your social media communities or email database to gain insights and an outside perspective on how your packaging is winning in these areas. Be open-minded about making a change and then follow through.



Breakout Session: Inspiring Creativity: Embracing the Unexpected

14

Speakers: Steven Kostant , Senior Brand Strategist – RepEquity

Session Summary:

When looking to break the status-quo in branding, it's important to lean into what your brand stands for. People already know what your brand sells and have a clear understanding of your products, but they are looking to learn the 'why' behind your brand. Learn how brands across industries are embracing the unexpected to see big impact.

Key Takeaways:

- Brands are essentially seeking to make an emotional connection. A great brand creates a sense of citizenship and communicates it's true purpose for existing.
- A brand's content is representative of the brand itself. You should strive to create shareable and unique content.
- We need to embrace the art of storytelling. Your story must be functional while also being emotional and elicit trust and empathy from your audience.
- Be careful not to avoid and ignore data, which can ultimately create brand arrogance and ignorance.
- People buy why you sell a product or service rather than the product or service itself.

“Products are made in the factory. But brands are made in the mind”

- Walter Landor

What to do next:

Consider the tools that you have on hand that define your brand both internally and externally. Perhaps your brand is in need of a refresh or in need of further development of the voice and visual aesthetic? Working with a marketing partner can help you on your journey to clearly define your brand and create an effective communication strategy with your audience by developing:

- Grabber - Use an emotion tied to the human senses to grab your customer's' attention when positioning your brand.
- Relevance - Be authentic and communicate your shared value with the target customer.
- Tension - Identify the true source of the customer's challenge and explain how your product provides a solution.
- Brand Promise - Build trust by consistently doing what you say you are going to do to build brand preference and reliance.
- Context - Be clear about how your product fits into customer's lives so they don't have to figure it out for themselves.
- Esteem - Identify the deep need your products or services fulfill and lean into that aspect of brand story.



Closing General Session

15

Speaker: Chelsea Bialla, VP of Marketing - Sonoma Brands

Session Summary:

Today's consumers are looking for brands that listen to them, that align with their values and create an experience rather than touting about their products. Capitalize on innovative thinking and consumer feedback to drive your brand strategy. These key takeaways will encourage you to create experiential marketing campaigns that deliver consumers an unexpected experience from produce brands.

Key Takeaways:

- Food means more to shoppers than just having a balanced diet. It's also about having a balanced life. Food is an expression of our values. And it has multiple purposes - we heal, comfort, and treat ourselves with food.
- Disrupt your space with untraditional packaging that creates a demand for new products, flavors and ingredients.
- Be available and adaptable to consumer feedback. Modify flavors and brand positioning based on what consumers are looking for.

“Use your brand equity as cash.”

- Chelsea Bialla

What to do next:

- Use a story arc to develop all the necessary aspects of compelling brand story. Maintain an innovative mindset and remain curious about what the future of your brand could look like.
- Innovation doesn't always have to mean that you're creating something new. Try making a slight shift in the way things are done and note if the results are game changing.
- Things are changing quickly and competitors are entering the marketplace by the day. Stay competitive and get things done to stay on track and even get ahead of the pressure.
- Ask and listen to consumer feedback. Then, have a sense of urgency when it comes to adapting.
- Partner with influencers who truly buy into your brand and products and are not only looking for a giant paycheck. Nurture relationships with influencers who want to build an authentic relationship with your brand.
- Partner with a marketing or PR company who can to get your influencer strategy off the ground and soaring!



We hope you enjoyed BrandStorm and hope to see you in 2018!

Meet the Authors:



**Dan'l
Mackey Almy**



**Megan
Zweig**



**Mackenzie
Wortham**



**Marci
Allen**



**Sarah
Bockholt**



**Laura
Hartman**



DMA Solutions, Inc. is a niche marketing agency serving the fresh produce industry driven by a mission to increase demand that will ultimately inspire consumption of fresh fruits and vegetables. DMA Solutions, Inc. works to help their fresh produce clients achieve business goals with measurable marketing strategies that reach both consumer and trade audiences. With a successful track record in fresh produce marketing, DMA Solutions, Inc. provides a full spectrum of marketing services with quantifiable results to fit each of their client's individual needs. To learn more about DMA Solutions, Inc., the company's work and its team of marketers, visit www.dma-solutions.com and the [The Core blog](#), and follow them on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).



Founded in 1904, the United Fresh Produce Association brings together companies across every segment of the fresh produce supply chain, including growers, shippers, fresh cut processors, wholesalers, distributors, retailers, foodservice operators, industry suppliers and allied associations. We empower industry leaders to shape sound government policy. We deliver the resources and expertise companies need to succeed in managing complex business and technical issues. We provide the training and development individuals need to advance their careers in produce. Through these endeavors, we unite our industry with a common purpose – to build long-term value for our members and grow produce consumption. For more information, visit www.unitedfresh.org.

