



ISGA Branding Campaign

Creating a Plan to
GROW!

May 21, 2010



Agenda

- Introduction
 - Current Situation
 - Goals
- “Branding” Sprouts
 - Process
 - Understanding the Consumer
 - Key Messages
 - Localization
- Proposal
- Next Steps

Current Situation

What we face today.....lots of important questions



GOALS

1. *Neutralize Safety Concerns*
2. *Communicate the Positives*

Neutralizing Safety Concerns - Fact-Based, Cohesive, Consistent

- Neutralize safety as an issue
 - Systematic and consistent messaging of industry focus and practices
 - PR, Education, Packaging
 - Preparation and process for dealing with negative events.
 - Audiences: Press, Customers and Consumers
- Process, Protocols & Standards
 - Safety Audit Checklist
 - Task Force
 - Science/Fact-based
 - Operationalizing

Communicate the Positives

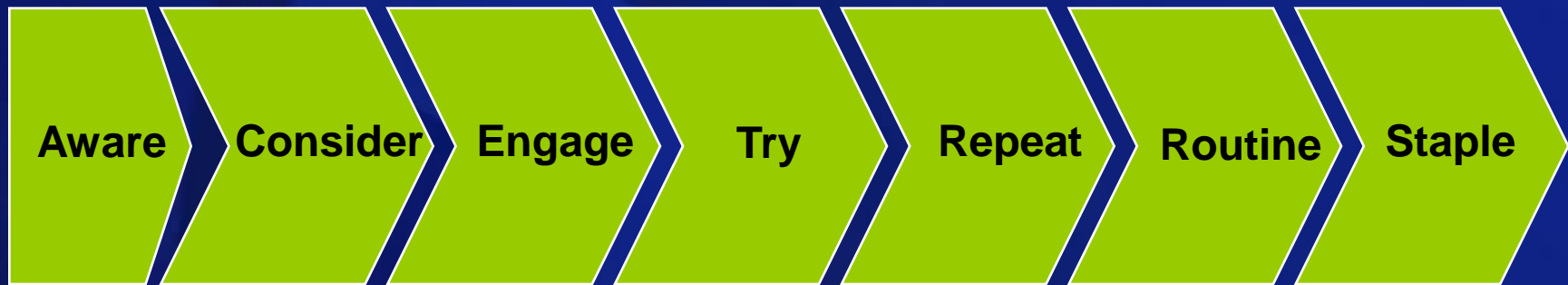
“Branding” the Sprouts Category

Objectives – Grow Sprout Sales in the short AND long term

- **Accentuate the Good News**
 - Life Saving Value of Phytochemicals
 - Link Sprouts to Longer Life and Renewal
- **Make Sprouts more Relevant**
 - Taste, Variety, Versatility

Communicate the Positives - 7 Step Continuum

Acceptance (Behavior)



Loyalty (Attitude)



“Branding” Process

Step #1: Set Strategy

Step #2: Create an Action Plan

Step #3: Execute the Plan

“Branding” Sprouts

There are many “Good” messages but ... we need to communicate them in a compelling and consistent fashion – treat sprouts as a “brand”.

ATTRIBUTES



- Brand Definition
 - Create an umbrella theme for Sprouts
 - “The incredible edible egg.”
 - “Got Milk?”
 - “An Apple a day...”

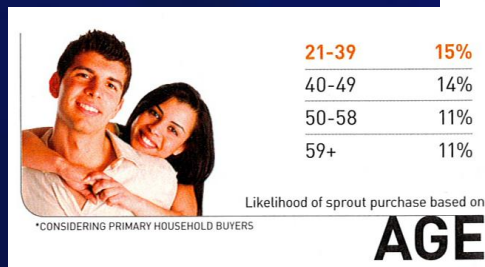
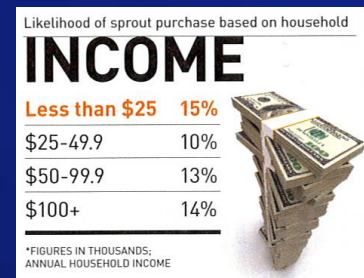
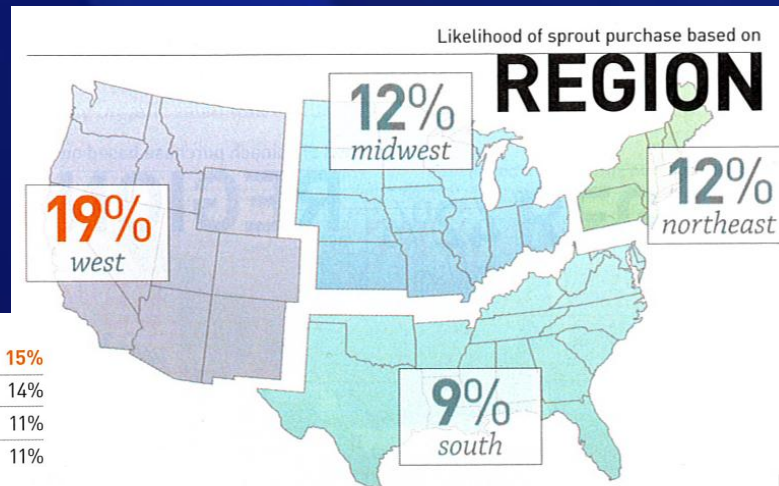
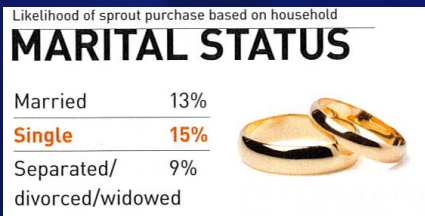
Understand the Consumer – The who and the why.

What little we know today ... we need to know more.



The Who

- Only 12% of US population eats sprouts.
- There is no clear geo-psycho-demographics propensity of current users.



Source: Packer Fresh Trends 2010

Understand the Consumer – The who and the why.



Insight into Consumers' Views on Sprouts

The Why

- What is driving current sprout consumption?
 - Why are some people eating sprouts now?
 - What are their reasons?
- Why are most people in North America not eating sprouts regularly?
 - What are their reasons?
 - Lack of awareness, taste perceptions, contamination concerns?

(12% of U.S. consumers purchased sprouts in past year. Source: Packer Fresh Trends 2010.)

Understand the Consumer - Insight into Consumers



The Why – Quick Consumer Survey

- “Never buy sprouts because I never think of them. Not on my radar.”
- ”Off flavor when old, hard to keep fresh prior to expiration.”
- “I rarely eat sprouts because I don’t really like the taste of most of the ones I find in stores. I only like mung bean sprouts..”
- “ Always thought of sprouts as that macrobiotic health food loaded with goodies although I can’t tell you what goodies or benefits they provide ...”
- “I was influenced to eat Sprouts by Weight Watchers.”
- “I haven’t purchased sprouts in about 15 years. I do like the taste of them. I think why I stopped purchasing them is because their shelf life seemed so short.”
- “Used to eat sprouts ages ago because I considered them to be healthy, but I don't eat sprouts and haven't bought them in ages because of food safety issues
- “IS THERE A SAFETY ISSUE? IF SO, I MISSED THE NEWS FLASH. “
- “I think I threw away more than I ate. “
- “Is there a way to improve packaging to extend shelf life and prevent spoilage?”

Understand the Consumer - Insight into Consumers



The Why – Quick Consumer Survey

Summary

- Low Awareness
- Limited Availability
- Not Top of Mind
- People know they are healthy, but don't know why
- Safety Concern – varied, not primary
- Shelf Life & Packaging



Key Messages

Priority driven by consumer understanding

- **Nutrition** - Phytochemicals
- **Health** - Longer Life and Renewal
- **Taste, Variety & Versatility** - Ongoing Recipe Development
- **Local** - Increase Local Grower Visibility



Magic of Phytochemicals

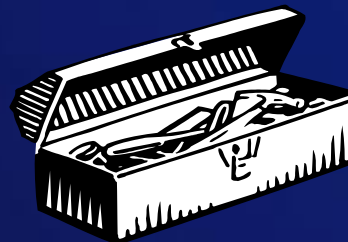
- Link Phytochemicals to Renewal and Longer Life:
 - Broccoli sprouts protect against cancer.
 - Consuming sprouts helps reduce obesity.
 - Sprouts contain Saponins that reduce cholesterol counts.
 - Nutrients in Alfalfa relieve arthritis.



Local - Increase Local Grower Visibility

- Design localized communications campaigns tied to national insights and direction to create heightened awareness for individual growers and ***your brands***:

- “Buy Local”
- Communications “Tool Box” for Individual Growers
- Local grower support



Communication Toolbox for Individual Growers



- Public Relations templates and sample communications, how-to's
 - Execution of Local Awareness Building Campaigns
- Point-of-Purchase materials
 - Consistent and across channels
- Promotions
- Go-to-Market Strategies
- Branding Expertise
- Disaster Preparedness Checklists
- Social Media Communication
- Industry focused webinars/seminars, white papers, speakers, publications



June 2010 Communications Release Calendar (Sample Month)

- **Press Releases on Nutritional Benefits**
 - June 3 – Broccoli Sprouts and Cancer Prevention
 - June 17 – Cholesterol lowering benefits from Saponin consumption
- **Recipe Releases**
 - June 1 – Grilled, Marinated Sprouts
 - June 8 – Sprout Bread
 - June 15 – Cold Sprout Salad
 - June 22 – Sprout Marinade for Grilled Vegetables
 - June 29 – 4th of July Sprouts “Recipe Explosion”
- **Local Grower Profiles**
 - Make contact with several local newspapers, TV channels and radio stations, to initiate “Community Interest” and Business coverage for 5 individual growers.
 - Helping the community, creating jobs, recipes, nutritional benefits, highlight safe individual production practices.

Branding Proposal - Pilot

Two Month Pilot - June and July 2010

- Consumer Research and Insight
- Brand Development/Prioritization
- Communications Plan Design
- Sprouts “Brand” and Industry Awareness Building Activities

Branding Proposal - Ongoing

August 2010 and Beyond

- 20 hours focused on ISGA and sprouts growth (nationally and member support)
- 20 hours focused on the 'funding' member's marketing plans, tactics and awareness building campaigns
- \$6,000 per month, 40 hours/month
 - Funded by individual members
 - Out-of-pocket costs (e.g. media, marketing research, etc.) billed separately
 - Projects beyond 40 hours a month will be agreed to in advance, and billed separately



Next Steps



- “Pilot” (June/July)
 - Gain commitment to Pilot - create strategy, process and a plan for the ISGA.
 - 2 Month Agreement
 - Assign ISGA Team to Collaborate with StrataMarketingPartners on “Pilot”.
 - 20 hour per month Member Team commitment for next two months.
 - Prioritize critical projects
- **GROW!**

Discussion



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