

DAIRY FARMERS OF CANADA

MARKETING EVOLUTION &
2017 COMMUNICATION PLAN UPDATE

Presented by: Blaine McLeod





WHAT WE WILL COVER TODAY

1. NUTRITION UPDATE
2. STAKEHOLDER RELATIONS UPDATE
3. THE NEED FOR CHANGE - A LOOK BACK
4. CRITERIA BEHIND CREATING SUCCESSFUL BRANDS
5. DFCS MARKETING EVOLUTION – KEY CHANGES
6. 2017 MARKETING INITIATIVES
 - MASTERBRAND
 - WHITE MILK
 - CHEESE
5. MEASURING OUR PERFORMANCE

NUTRITION UPDATE - EDUCATION

- Dairy Symposium
 - Making sense of dietary patterns
- New education program for family physicians
- Government relations submissions
 - Food Guide
 - Sugar tax
 - Labelling
- New campaign



NUTRITION UPDATE - RESEARCH

- National Dairy Research Strategy
- Dairy Research Cluster 3
 - Call for proposals November 2016
- Research Highlights 2015-2016



STAKEHOLDER RELATIONS UPDATE

THE MANDATE :

Create irreplaceable stakeholder value (Processors / Retailers / Food Service) in 2017 by :

1. Building Trust.
2. Fostering Collaboration.
3. Adding Real Business Value.



STAKEHOLDER RELATIONS UPDATE

PROJECTS & INITIATIVES

- On-going meetings with the Processor community to build trust and understand their collective needs.
- Solidifying and building on key food service relationships (Tim Hortons) and bringing a collaborative approach to supplier / processors / food service accounts.
- Maintain strategic contacts with national retailers in collaboration with Processors.
- Promote the use of our new logo launch with Processors of all sizes.
- Building a transparent criteria for DFC's support programs to processors with the goal of providing real business value in a cost effective manner.



THE MARKETING TEAM



SÉBASTIEN BERGERON

Assistant Director, Marketing -
Masterbrand



MARIE-CLAUDE JULIEN

Assistant Director, Marketing - Product



MARTIN PROTEAU

Assistant Director, Digital and
Innovation



ERWAN PICARD

Assistant Director,
Synergies & Partnerships

THE NEED FOR CHANGE – A LOOK BACK

Traditional brands
are dying at the
hands of more
progressive brands

**70% of all brands
would not be
missed** if they went
out of business*

**Consumers see 350
messages a day,
however only 6 are
remembered**





THE FACE OF CANADA IS CHANGING

VISIBLE MINORITY GROUPS ARE
EXPECTED **TO GROW AT**
ROUGHLY 8x THE RATE OF THE
REST OF CANADA OVER THE NEXT
TWO DECADES

CRITERIA FOR CREATING A SUCCESSFUL BRAND IN 2017

1

A Strong Brand Conviction

That consumers
can understand
and relate to and
drives the way we
behave.

2

A focused and Memorable Masterbrand

That consistently
reminds people
that DFC is behind
all of our messaging.

3

A Clear Demonstration of our Benefits

Of how the dairy
product we help
to produce benefit
people's lives.

4

Creation of Unexpected Communication

That is interesting,
entertaining,
surprising, and
thus share-worthy.

NEW | DFC BRAND CONVICTION

Our Brand Conviction is our unified belief and mission as an organization - celebrating the hard work of dairy farmers, as well as their huge contribution to the physical, emotional, and economic health of Canada and Canadians.



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BRAND ARCHITECTURE | PRIOR TO 2017



- Programs acting in a solo capacity
- No clear master brand
- No linkage between programs

BRAND ARCHITECTURE | PRIOR TO 2017

BRAND EQUITY BUILDING PROGRAMS

MASTERBRAND MESSAGE



ELEMENTARY SCHOOL
MILK PROGRAM



FLUID MILK

CHOC. MILK

CDN. CHEESE

YOGURT

ICE CREAM

BUTTER

CREAM

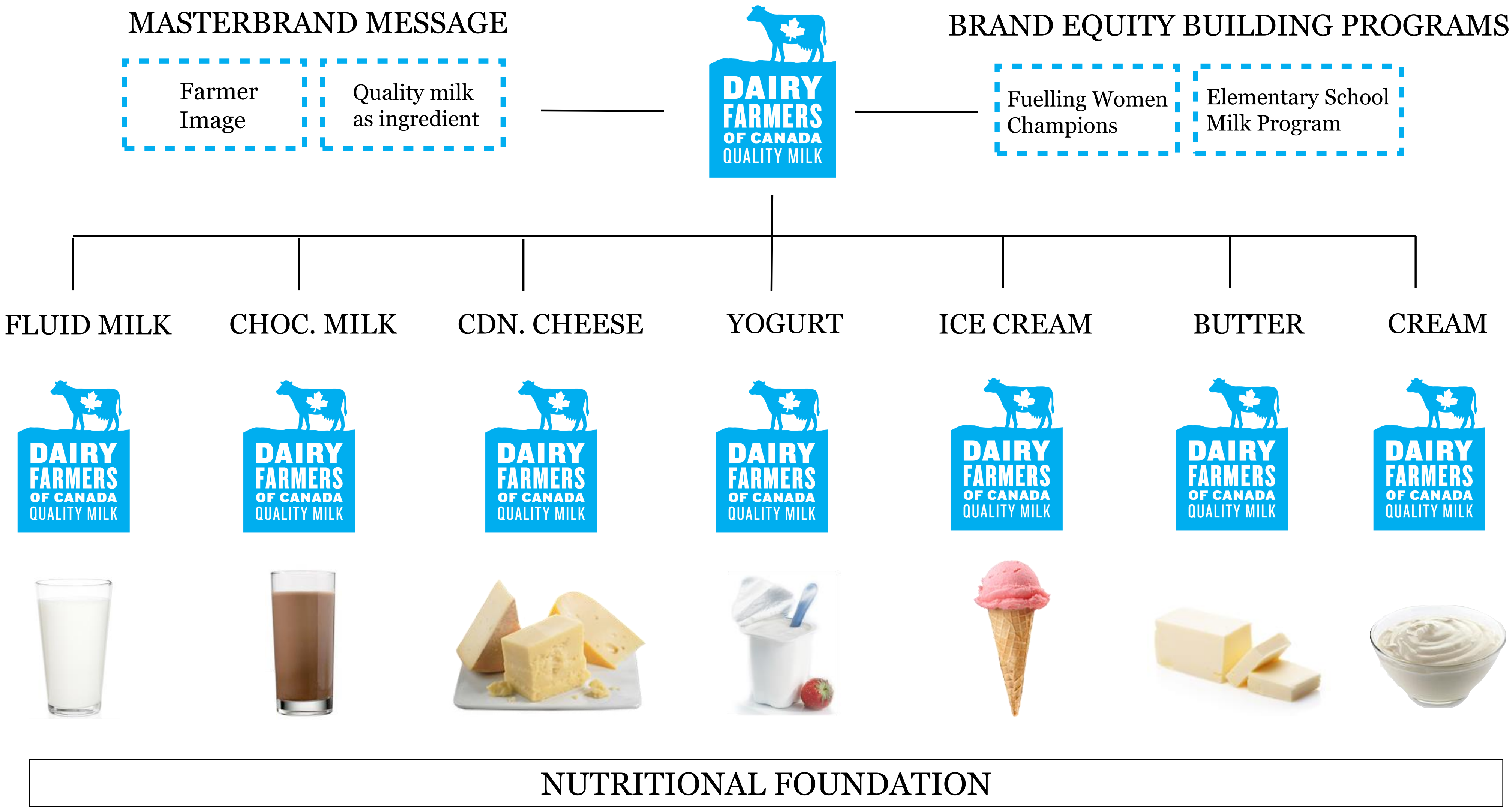
Milk Every Moment



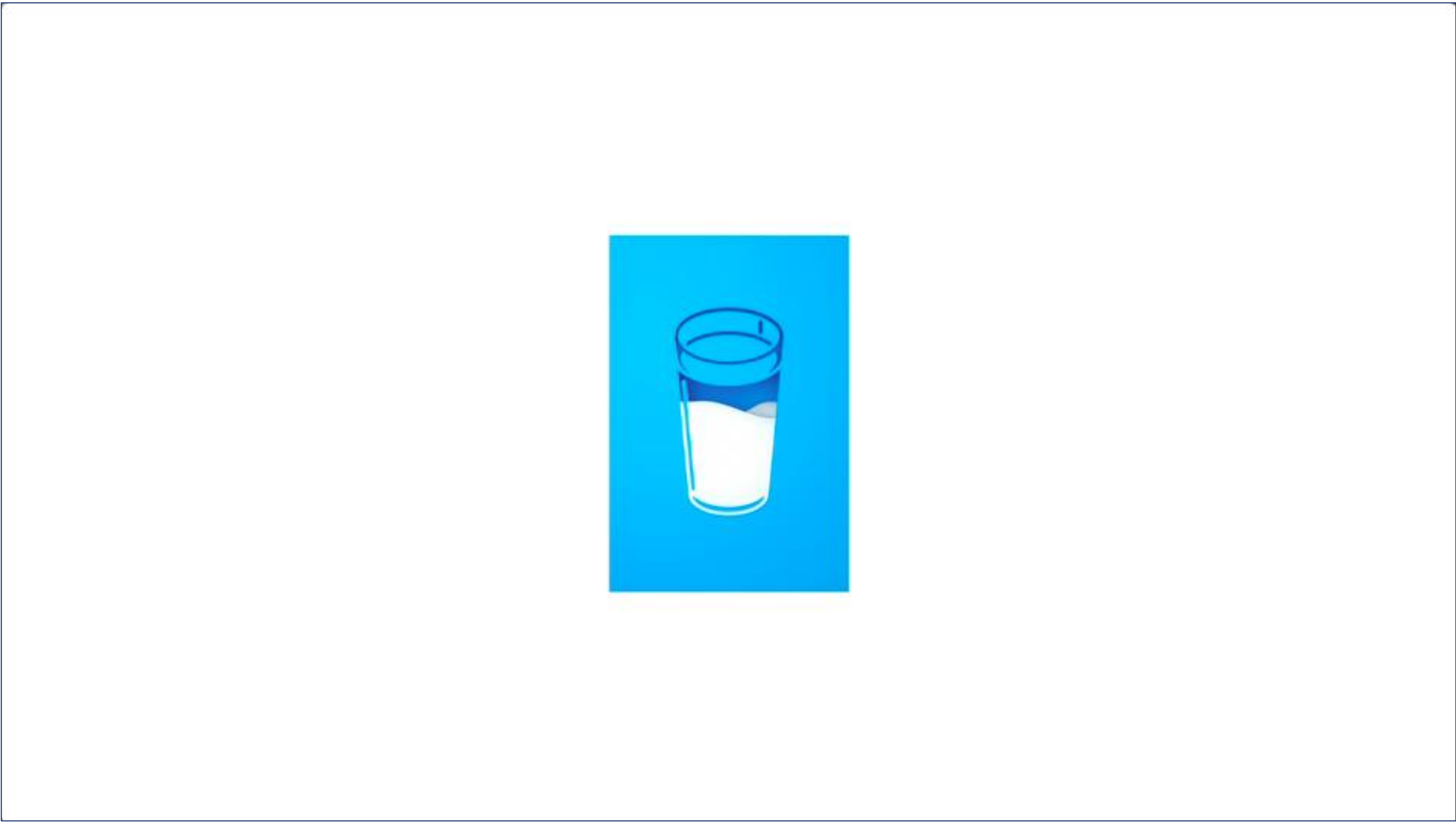
getenough.ca



NEW | BRAND ARCHITECTURE



NEW | DFC LOGO MNEMONIC



NEW | DFC BRAND GUIDE

ENSURING CONSISTENT BRAND USAGE



NEW | DFC BRAND GUIDE

SECTION 1.0

Brand elements

1.1 LOGOS

Advertising logos: size, colour and clear space

Our advertising logos are to be used in mass communications to be seen by the general public, such as campaign advertising, consumer-facing communications, in-store POS, and program applications. Unlike the corporate logos, these ones incorporate "Quality Milk" beneath "Dairy Farmers of Canada." There are English and French variations available.

There are spot colour, CMYK, and RGB versions of the logo available for use. The colour values used within the logo are specified on the right. The logo only ever appears in cyan and white or black and white in colour-restricted situations.

To ensure the greatest visual impact, our logos must always be framed within a zone of minimum protected clear space and be no smaller than the minimum size described opposite.

The white box that defines the top portion of the logo ensures that the cow is visible on medium- or dark-toned backgrounds and on photographs. This white box should never be removed from the logo. On a white field the box will disappear and on light backgrounds it will be subtle; this is intentional. Do not add a keyline to define the white box.

Unilingual

English

French

Black and white

For colour-restricted situations, all logos are available in black and white.

Clear space

as 1/6 logo width

Minimum size

100% cyan and white are the only two colours used in this logo.

Colour

Dark Dairy Blue

C: 100 M: 0 Y: 0 K: 0

R: 0 G: 24 B: 120

Hex: #00AEEF

White

C: 0 M: 0 Y: 0 K: 0

R: 255 G: 255 B: 255

Hex: #FFFFFF

A simple, yet effective way to establish the correct clear space has been provided above. (E.g., a 12mm (wide) logo should have a 2mm border of uninterrupted clear space.)

In instances when the logo would need to be smaller than the minimum size to accommodate the clear space, the clear space can be ignored. The legibility of the logo is always the first priority.

The preferred minimum reproduction size for the logo is often wide (scaled proportionally). When the preferred minimum size cannot be achieved, an 18mm wide small-use version can be used. The absolute minimum width on-screen is 16px. If there is concern that the trademark symbol won't reproduce at this size, it can be removed.

Dairy Farmers of Canada Brand Identity Guidelines

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SECTION 1.0

Brand elements

1.1 LOGOS

Certification logos: recommended placement

Whenever possible the certification logo should appear on the front panel of the package.

Dairy Farmers of Canada Brand Identity Guidelines

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SECTION 2.0

Brand application

2.1 REPORT OR BROCHURE SPREADS

Dairy Farmers of Canada Brand Identity Guidelines

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DAIRY FARMERS OF CANADA

DAIRY FARMERS OF CANADA

TM

NEW | PERSONAS

8 DISTINCT PERSONAS vs. 1 GENERAL TARGET

A comprehensive research analysis exercise was conducted to develop 8 Personas providing rich data on their motivations, attitudes and behavior as associated with dairy products.

1. MARKET RESEARCH

20+ research papers
1000 pages of insights and data points

2. FOCUS GROUPS

48 hours of interviews to ask deeper questions
about opinions and beliefs

3. VALIDATION

Media behaviour data layered on (survey 30,000
Canadians media habits, shopping attitudes etc.)



Loretta

Taylor

Keka

Taylor



Rick

Kathy

Robert

Diane



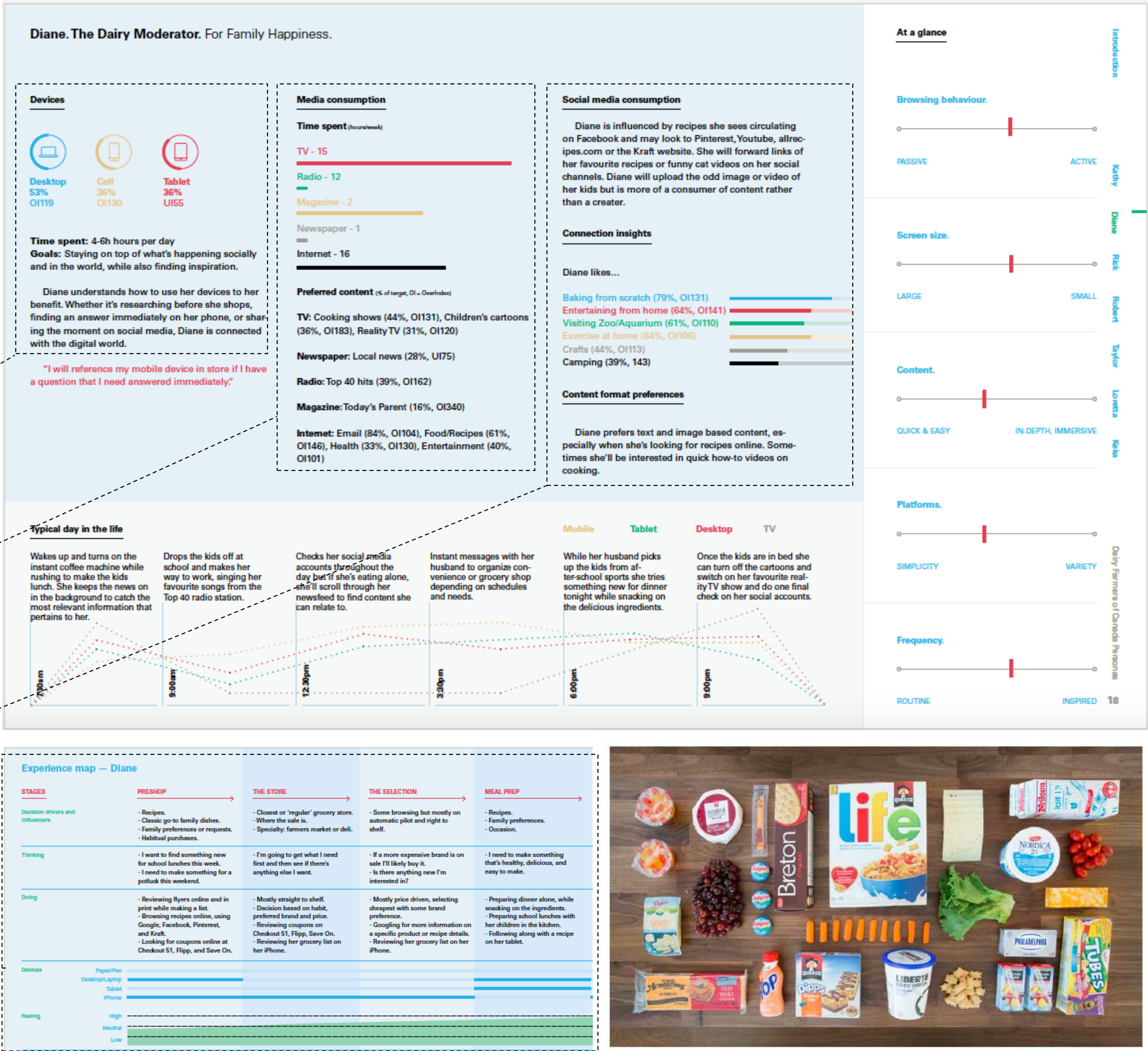
Diane. The Dairy Moderator. For Family Happiness.

DEVICES

MEDIA CONSUMPTION

SOCIAL MEDIA CONSUMPTION

TYPICAL DAY IN THE LIFE OF



BEHAVING AS ONE BRAND

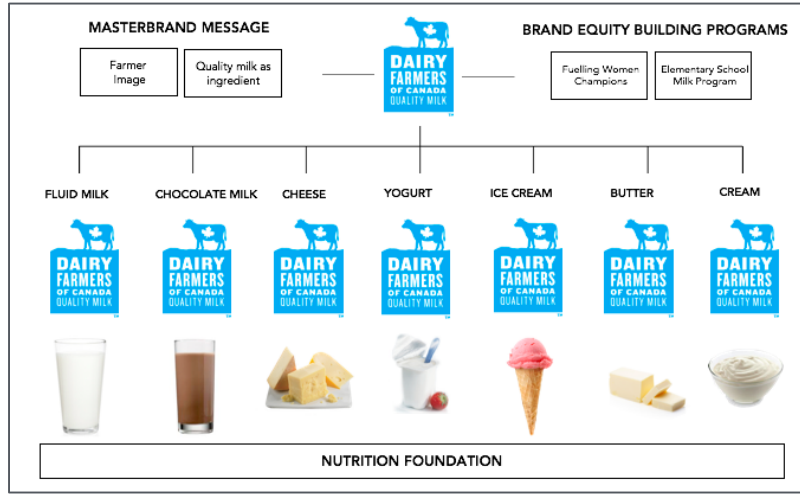
2017 CAMPAIGN TIMING | CONSUMER CENTRIC

	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Masterbrand	MASTERBRAND Jan 16 x 12 weeks					MASTERBRAND June 5 x 12 weeks						
Milk		MILK Feb x 8 weeks					MILK July x 8 weeks					HOLIDAY Dec
Milk Calendar											MILK CALENDAR Nov and Dec	
Cheese			CHEESE							CHEESE		
Chocolate Milk				CHOC MILK								
FWC						FwC						

OUR NEW BRAND

SUMMARIZING WHAT HAS CHANGED

BRAND ARCHITECTURE



BRAND CONVICTION



BRAND STANDARDS GUIDE



LOGO MNEMONIC



8 NEW PERSONAS



Loretta Tavlör Keka Tavlör



Rick KathyRobert Diane

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A top-down view of various dairy products on a rustic wooden table. In the upper left, a terracotta bowl holds a round of soft cheese. To its right, a block of butter sits on a piece of parchment paper next to a wooden-handled knife. Further right is a small white bowl of cream. In the upper right, two glass jars of yogurt are visible; one is plain and the other has a fruit swirl, both with spoons. In the lower left, a glass jar of milk sits on its lid. In the lower center, a terracotta bowl is filled with crumbled white cheese. On the right, a wooden cutting board displays a wedge of white cheese, a wedge of Swiss cheese, and a block of Swiss cheese. The word "MASTERBRAND" is superimposed in white, bold, sans-serif font across the middle of the image.

MASTERBRAND

COMMUNICATION OBJECTIVES

1. Generate greater awareness of Canadian milk as a key ingredient in the dairy products consumers love.
2. Increase credibility and establish why Canadian milk is so good
3. Ensure successful transition of our new Dairy Farmers of Canada Quality Milk logo







PRELIMINARY RESULTS

Although still early in the campaign , overall results are very positive with our target

	IMI Benchmarks	TV Spot (30 secs)	Digital Spots (15/10 secs)	Out of Home Boards
<u>Breakthrough</u>				
Advertising Awareness - % recall in market	N/A	23%	15%	14%
<u>Impact</u>				
Impact on DFC Equity- % Net more favourable	+30%	+38%*	+59%*	+64%*
Impact on Purchase - % Net Increase consideration of Dairy Products made from Canadian milk	+30%	+38%*	+58%*	+57%*



**ENSURE THE SUCCESSFUL TRANSITION FROM
100% CANADIAN MILK TO DFC QUALITY MILK**



**DAIRY
FARMERS
OF CANADA
QUALITY MILK**

**OUT WITH THE OLD
IN WITH THE MOO**

IT'S TIME TO PUT OUR OLD
LOGO OUT TO PASTURE

LOOK FOR



LOOK FOR THESE LOGOS TO MAKE SURE IT'S MADE WITH HIGH QUALITY MILK

**CRITERIA FOR USING THE
CERTIFICATION LOGO HAVE NOT
CHANGED**

MILK

DAIRY FARMERS OF CANADA



WHO WE ARE SPEAKING TO

Primary persona: Rick

Secondary persona: Diane

PRIMARY PERSONA
RICK



SECONDARY PERSONA
DIANE



Milk snacking occasions	35%	43%
Evening meal occasions	65%	55%
Lunch milk occasions	54%	41%
Milk purchase volume per week	1.8L	1.6L
See themselves as sharing grocery tasks	54%	
Report drinking milk as ‘love the taste’	71%	

Source: Milk Usage and Attitude study, 2014, RMG
Intel Report - Grocery Store Perimeter March 2016
Qualitative IMI Research 2016

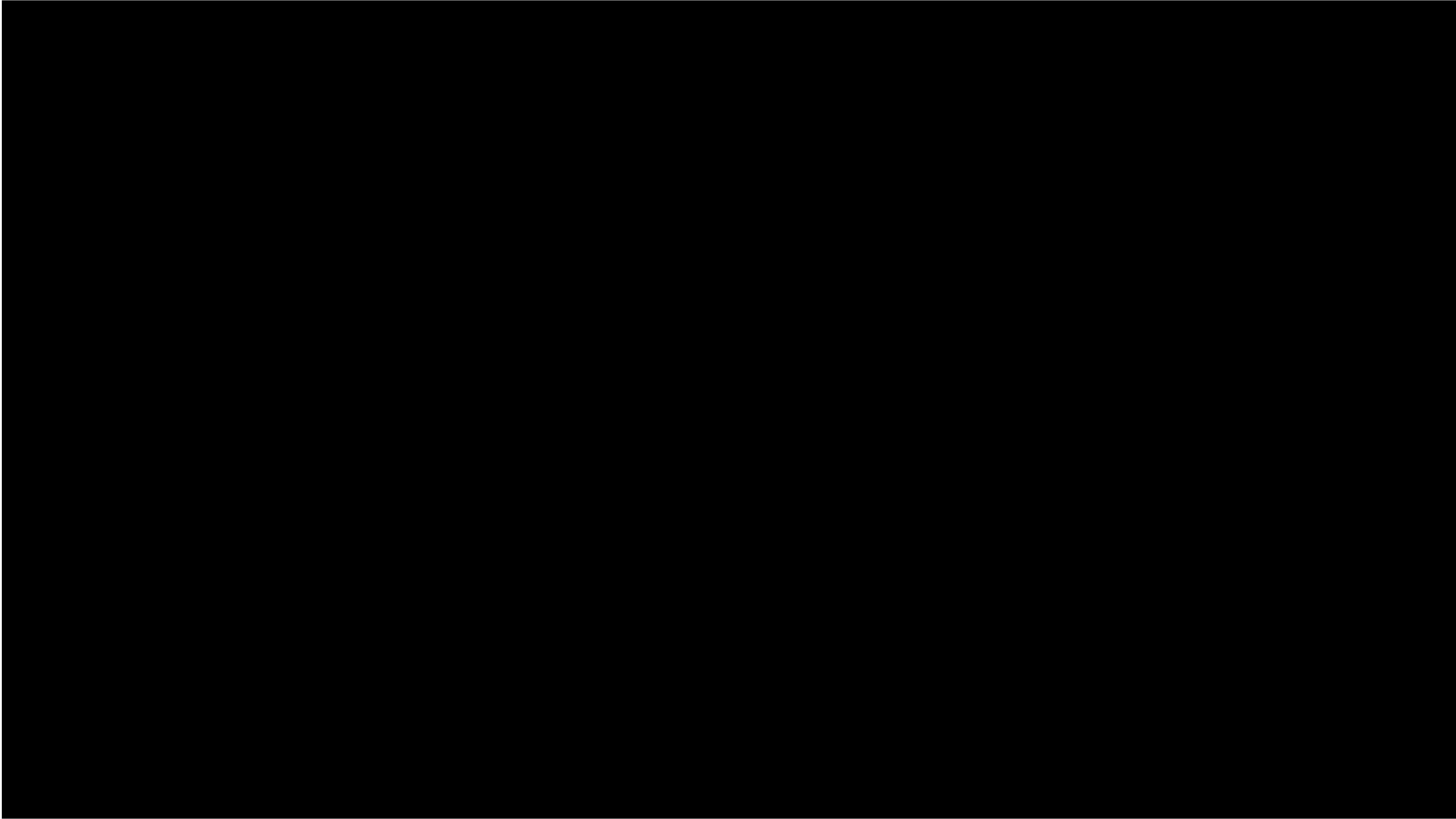
THE IDEA

Rick enjoys drinking milk for what it is – a delicious refreshing drink to be enjoyed anywhere, anytime. When you think about it, milk sounds awfully similar to another drink Rick loves; a drink that represents good times with good friends.

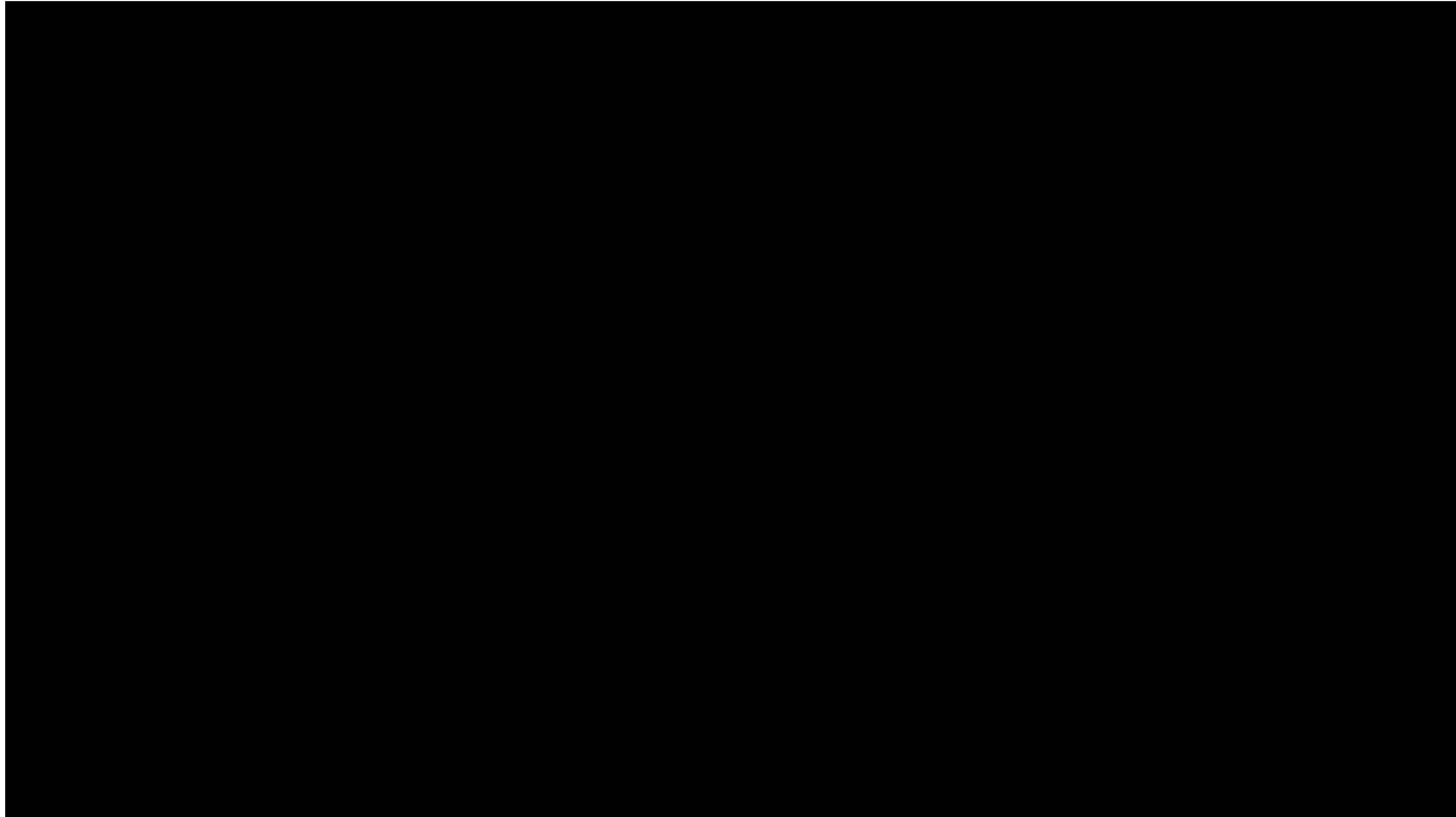
In this campaign we're going to talk about milk the way people talk about beer. We'll keep it light, fun and of course utterly thirst inducing.



MILK | TV 30 SEC.




MILK | DIGITAL FILM – 15 SEC.



ICE COLD
ICE COLD TASTE


Pure white



DAIRY FARMERS OF CANADA
QUALITY MILK

POUR A TALL
COLD ONE


Pure white



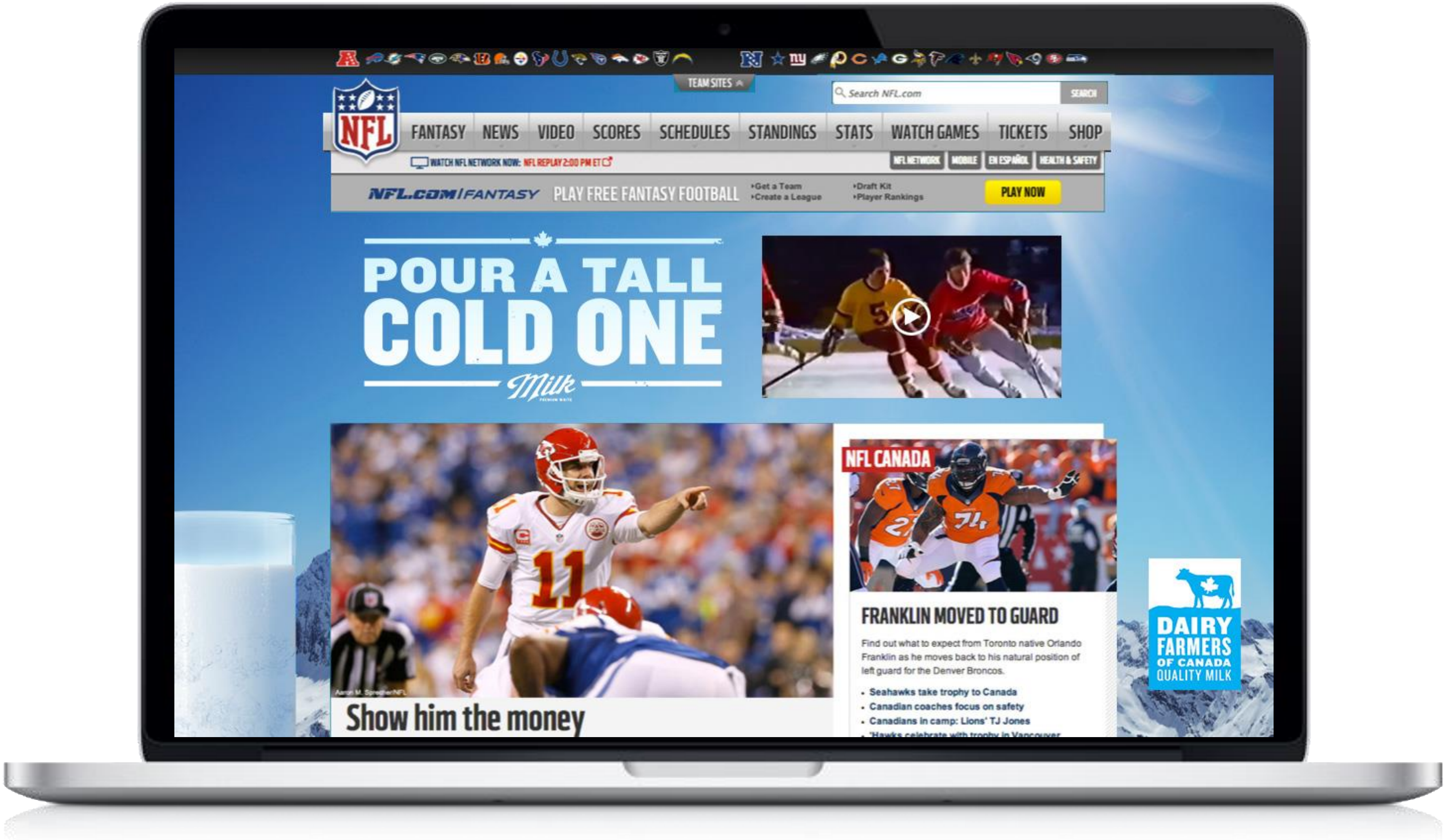
DAIRY FARMERS OF CANADA
QUALITY MILK

BOTH SMOOTH
AND CRISP
AND CRISP AND SMOOTH

Pure white



DAIRY FARMERS OF CANADA
QUALITY MILK





CHEESE

DAIRY FARMERS OF CANADA



WHO WE ARE SPEAKING TO

PRIMARY PERSONA: TAYLOR (MILLENNIAL)

SECONDARY PERSONA: DIANE

Adventurers and the curious.

Specialty cheese is a pleasure that doubles as a badge of sophistication to be shared amongst friends, family and community through their social channels.

While price sensitive, he/she are always willing to spend more on products that help define their curated self.

PRIMARY PERSONA:
TAYLOR (70% of media focus)



SECONDARY:
DIANE (30% of media focus)



BRANDS SUCCESSFULLY LEVERAGE LONG-FORM ANIMATED CONTENT

Campaign: Lilly and the Snowman

Brand: Cineplex



Metrics

21.8MM views during last two weeks of December 2015.

Campaign: Scarecrow

Brand: Chipotle



Metrics

Sales increased 23.4%.

Chipotle spent just \$5.8 million on measured media (2011) in US

THE IDEA

CANADIAN CHEESE. CRAFTED WITH CREATIVITY

Canadian Cheese is special. It's different.
It respects rules and tradition but are not bound to it.

We are creative and expressive.
Our cheese is an expression of individual Canadian cheese makers.
It's as diverse as our country.

In these ways, Canadian cheese is a lot like Taylor.
Curious and creative, daring to push the limits set by tradition.

We make cheeses that are delicious in their own right,
distinct from our European counterparts.

We've taken the established convention of cheese making and given
it a creative twist.

The Story "Mia & Morton"

2 min video

Mia | Daughter of Morton

Grown up taught traditional cheesemaking by her father, Morton



Morton | Father to Mia

Cheesemaker, raised and taught in the traditional way in Europe



Mia, a young Canadian girl, has been apprenticing under her father, Morton, in the art of making cheese. Morton is very traditional, and believes cheese should be made how it's always been made with no room for interpretation.

Mia struggles with his strict adherence to tradition. She respects the process of cheese making, but wants to infuse her personality into her craft and make new, delicious cheeses inspired but not bound by tradition.

One day before an international cheese competition (which Morton has entered for many years but has failed to win), Mia presents her father with a special cheese she's made that she'd like to enter.

Without tasting the cheese, he rejects it because it isn't made in the traditional process he has been raised on.

However later one night, Morton's curiosity gets the better of him and he tries the cheese Mia has made. He's immediately won over and secretly replaces his cheese with Mia's, and enters her cheese in the competition.

Mia's cheese goes on to win, and breaks her father's decades long losing streak—showing that when you respect tradition but are not bound to it, incredible things can happen.



Continuously Measuring and Reporting our Performance

DAIRY FARMERS OF CANADA

TRACKING AUDIT

In 2016, a comprehensive audit was completed to evaluate top vendors for communication tracking and reporting.

Each was reviewed for methodology, expertise, lead time and cost efficiency.



TRACKING AUDIT: CONCLUSION

IMI was determined as the optimal partner based on our needs to :

- Understand the impact of our campaigns on brand equity, ROI & ROO.
- Understand contribution of each channel in impacting the above.
- Plan our media mix and ongoing optimization.
- Provide an online dashboard for our stakeholders to access



REPORTING PERFORMANCE

The following partners and vendors have been selected based on their versatility and ability to provide DFC with a holistic view of results.

SALES
PERFORMANCE



DAIRY FARMERS OF CANADA

MEDIA
PERFORMANCE



Google Analytics

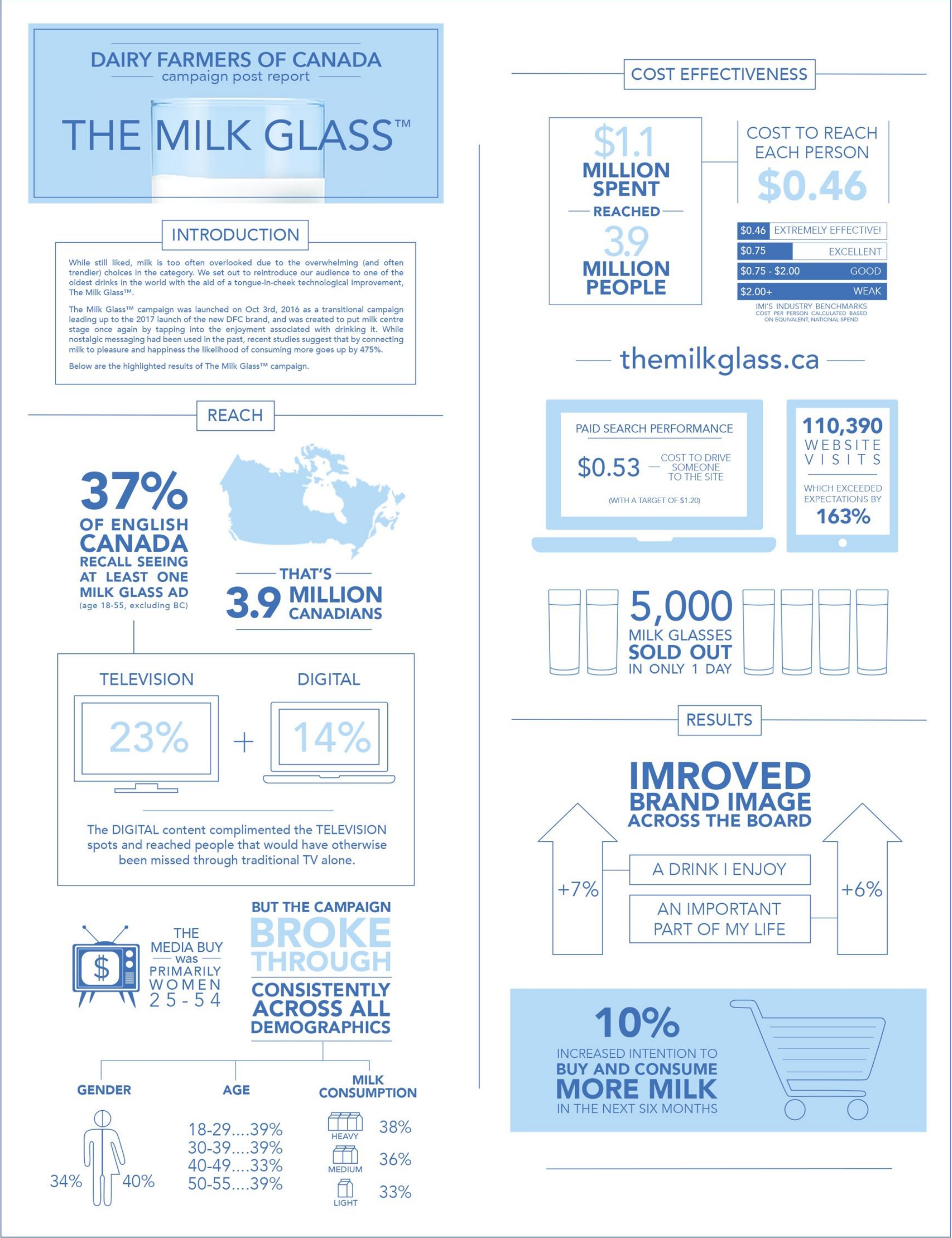


PERCEPTION/
BEHAVIOUR



TM

REPORTING PERFORMANCE





**HERE'S TO GREAT THINGS THAT LIE AHEAD
THANK YOU**