



## What we're going to do

- 3 Year Strategic Plan Guidelines 2009-2011
- Snapshot of 2010 Marketing Programs
- A Brief Look into 2011 Game Plan

## The Situation Statement in late 2008

### Change

The blueberry game is changing quickly and dramatically. Cultivated will get more influential. We need to *recognize the nature of this change and be proactive* in creating the best competitive advantage and marketplace conditions for Wild Blueberries so that all players in our industry have the best chance of winning.

*Think like a Brand*

## Differentiate our Brand

NOT JUST BLUEBERRIES...

## Value-Added Health Identity

**“From something in a muffin to a health icon”**

*We didn't change the blueberry,  
we changed the way people think about it*

## Capturing “Premium” for Wild

### The Strategic Question

How do we structure and play the blueberry game so we can win and capture *the value added premium position* we need to keep the “Wild” industry successful in the future

## Three Year Plan 2009 - 2011






## The WBANA Plans





1994 - 2011






## Segmenting for a New Game Plan



The Ingredient Business  
B2B

The Retail Frozen Business  
B2C




## Marketing Plan Initiatives



Wild Brand Identity

The Ingredient Story

The Retail Frozen Story

The Health Story




## Brand Leadership Strategic Initiatives

Wild Brand Identity	Lift Brand Identity to an exceptional high level of differentiation and competitive value proposition
The Ingredient Story	Gain competitive brand leadership in all fruit ingredient sectors plus a new focus on foodservice
The Retail Frozen Story	Lead, build, and own the retail frozen fruit business
The Health Story	Re-energize the category driving Health Story




## Integrated Marketing Strategies



Advertising

Promotion

Public Relations

Interactive




### Marketing Plan Initiatives



Wild  
Brand  
Identity

The  
Ingredient  
Story

The  
Retail Frozen  
Story

The  
Health  
Story




### The Revitalized Brand Mark



*Put a Premium and Health Halo around Wild Blueberries*




### Marketing Plan Initiatives



Wild  
Brand  
Identity

The  
Ingredient  
Story

The  
Retail Frozen  
Story

The  
Health  
Story




### Strengthen The Wild Advantages

- Special Size
- Extraordinary Taste
- Superior Performance
- Antioxidant Power
- Wild Mystique




### Marketing Plan Initiatives



Wild  
Brand  
Identity

The  
Ingredient  
Story

The  
Retail Frozen  
Story

The  
Health  
Story




### Target Audience Segments

The  
Retail Frozen  
Story

Consumer

Retailer






## Basic Marketing Strategies



Product

Place

Price

Promotion




## The Place is the Case

Bring the Retail Frozen Fruit Case to Life!






## A Plan for Future Success



Wild Brand Identity

The Ingredient Story

The Retail Frozen Story

The Health Story




## The Health Story

Health is the Umbrella. Antioxidants the Icon Identity

- Both the Trade Ingredient and Retail Frozen businesses benefit from the ongoing scientific research and reporting done *jointly* by Wild and cultivated
- Broad scope research reporting will drive marketplace coverage and interest...all researchers contributing
- Wild will continue to deliver *antioxidant positioning* message but begin to explore more focus on anti aging benefits particularly brain related research...*very carefully*.




## 2009-2011 Strategic Initiatives

Wild Brand Identity	Lift Brand Identity to an exceptional high level of differentiation and competitive value proposition
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## Year I 2009 Marketing Programs



Mid 2009 Launch of New Strategies and Creative




## Year II 2010 Marketing Programs



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## Business Unit Focus



The  
Ingredient  
Business  
B2B

The  
Retail Frozen  
Business  
B2C



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## Wild Marketing Initiatives



Wild  
Brand  
Identity

The  
Ingredient  
Story

The  
Retail Frozen  
Story

The  
Health  
Story



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## Wild Marketing Initiatives



Wild  
Brand  
Identity

The  
Ingredient  
Story

The  
Retail Frozen  
Story

The  
Health  
Story



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## Building Brand Identity



*Putting a Premium Halo around Wild Blueberries*



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## Wild Marketing Initiatives



Wild  
Brand  
Identity

The  
Ingredient  
Story

The  
Retail Frozen  
Story

The  
Health  
Story



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## Trade Ingredient Target Audience



Trade Ingredient

- Bakery
- Packaged Goods
- Foodservice
- Functional & Nutraceutical



## Trade Brochure - Wild Advantages





## Trade Shows

- Grocery (FMI)
- Food Technology (IFT)
- Bakery (IBIE)
- Nutrition Influencers (ADA)




## Trade Shows

Our Branded and Beautiful Booth






## Ingredient Trade Ad





## Trade Print Media







## A Plan for Future Success

Wild Brand Identity

The Ingredient Story

The Retail Frozen Story

The Health Story

## 2010 Health Magazine Story

**Health**

**THE TOP 10 SUPERFOODS FOR WOMEN**

1. Wild Salmon
- 2. Wild Blueberries**
3. Oats
4. Broccoli
5. Walnuts
6. Avocado
7. Red Beans
8. Greek Yogurt
9. Olive Oil
10. Dark Chocolate

## Health Magazine

## Health Magazine

## Health Magazine "Wild" Breakthrough

**Leveraging the Luck**

- Perfect timing for new Retail Frozen Initiative
- Health Differentiator versus cultivated
- Premium by Nature support
- Only berry on the list
- Alliance with the Health Magazine title and image
- Retail trade sell-in consumer angle... reason to stock
- Helps validates Wild as the superior healthy blueberry
- Supports antioxidant and anti-aging story
- The Power of Blue

## Consumer Advertising

## Consumer Advertising



NYT Sunday Magazine April 18th Health and Wellness Issue  
4.2 million readership



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## Retail Frozen Fruit - Trade



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## Grocery Trade Ad



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## Grocery Trade Show



Food Marketing Institute  
(FMI)



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## Ingredient Trade Ad



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## Public Relations



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CREATING GREAT TASTE



## Public Relations

Steady Drumbeat on Health, Nutrition, Frozen and Lifestyle



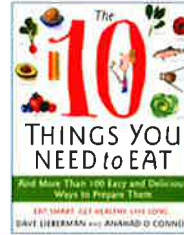
- Satellite Media Tour
- Food Page Feature
- Radio Public Service Announcement
- Symposium Sponsorships
- Chef Partnerships
- Press Releases & Targeted Pitching



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## Public Relations

Satellite Media Tour



- Aired in 18 TV and 10 Radio Markets
- 10 million audience



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## Public Relations



### Food Page Feature

- 217 newspaper placements
  - 8.3 million audience
  - 422 online placements
  - 15 MM online impressions
- 23.3 million total impressions!**



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## Public Relations



### Radio Public Service Announcement

- *Breaking the Frozen Barrier*
- 172 stations nationwide
- 71 markets/8 of the top 10
- 14,204 airings
- 31.2 million impressions
- \$745,000 media value!

**Excellent results far surpassing industry standard 10% return**



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## Public Relations



### Health & Wellness Day

- Deepak Chopra
- Dr. Mehmet Oz
- Bobby Flay

*TimesTalk Sponsorship*



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## Public Relations

Food for Your Whole Life Health Symposium



- NYC Event Sponsorship
- California Walnuts Hosted
- Public, Health Professionals & Media
- High Profile Speakers
- Attendance exceeded 1,000



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## Public Relations

### Chef Partnerships



- Jonathan Cartwright of White Barn Inn/Kennebunkport
- Spring Weekend TV Filming
- 9 million viewers



- Mark Gaier of Arrows Restaurant in Ogunquit
- 2010 James Beard Best Chef of the Northeast
- Portland's WCSH6 News Magazine 207




## Public Relations

### National Radio Pitch

- Pitched Nutrition Advisor Susan Davis, MS RD to national radio outlets as health and wellness expert
- Targeted national food and health programming
- Long format interviews allowed for Q & A related to nutrition, antioxidants, research studies, benefits of frozen fruit, and Wild vs. cultivated








## Public Relations

### Bar Harbor Research Summit

- National press release
- Important diabetes study results presented by Summit attendee Dr. William Cefalu of Pennington Biomedical Research Center/Louisiana State University

## Public Relations

### Upcoming

- Boston Media Pitch/ADA
- Holiday Media Pitch
  - ✓ Lifestyle & Food Targets
  - ✓ Use great repertoire of new food photography





## Trade & Consumer Interactive Marketing





## Interactive Marketing

### Web Advertising




- Epicurious.com - premier award winning food Web site
- More than 25,000 professionally tested recipes drawing from Gourmet and Bon Appetit, plus web-exclusive recipes from renowned sources
- 4-week promotion March 3.2 million impressions
- Features frozen fruit message and Maine getaway
- Designed to build brand awareness and garner new subscriber emails
- 2,000 new email addresses




## Interactive Marketing

### Real Age

- Site founded by Oz and Roizen
- Tip-of-Day and Targeted Emails
- Opt-in recipients/receptive audience
- Designed to build brand awareness
- 13.5 million impressions Feb/March






## Interactive Marketing



*NYT.com Campaign: 3.5 million impressions*




## Interactive Marketing






## Interactive Marketing






## Interactive Marketing






## Interactive Marketing



NYT.com Targeted Opt-In Health Email






## Interactive Marketing

Health/Superfood Landing Page




## Wild Blueberries NYT.com Rich Media Campaign

Campaign Performed 375%  
Better Than Industry Standard




## Social Media

WBANA Blog  
[www.wildblueberryhealthblog.com](http://www.wildblueberryhealthblog.com)




## Social Media

WBANA Blog  
E-Mail




## Social Media

[www.facebook.com/wildblueberries](http://www.facebook.com/wildblueberries)




## Social Media

[www.twitter.com/wildberries4U](http://www.twitter.com/wildberries4U)




### Social Media and Search Campaigns

Wild Blueberries HEALTH

Wild Blueberries

Organic Search

Paid Search

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### Trade & Consumer Interactive Marketing

Wild Blueberries  
NATURALLY DELICIOUS. SCIENTIFICALLY PROVEN.

- 25% increase in visits and page views
- Online promotions and paid search increase traffic dramatically

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### 2010 - On Strategy and On a Positive Course

CAPTURING THE Wild PREMIUM

- Wild Brand Identity
- The Ingredient Story
- The Retail Frozen Story
- The Health Story

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### SO.....

What's next for 2011?

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### What's Next for the US in 2011 ?

Same Focus. More Competitive. New Creative.

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### 2011 Strategies and Programs

Wild Brand Identity	Lift Brand Identity to an exceptional high level of differentiation and competitive value proposition
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## 2011 Strategies and Programs

Wild Brand Identity

Lift Brand Identity to an exceptional high level of differentiation and competitive value proposition

### Brand Differentiation and Appeal

## Brand Differentiation and Appeal

Brand Awareness

↓

← Brand Loyalty

↑

Brand Associations

Perceived Quality →

←

## 2011 Strategies and Programs

The Ingredient Story

Gain competitive brand leadership in all fruit ingredient sectors plus a new focus on foodservice

### The #1 Superfruit Ingredient

*Stronger Competitive Positioning*

## The #1 Superfruit Ingredient

**IFT**

**The Science of Food...**

There is a convergence of the science of food with overall health and wellness

## The #1 Superfruit Ingredient

**The Premium Wild Advantages**

## 2011 Strategies and Programs

The Retail Frozen Story

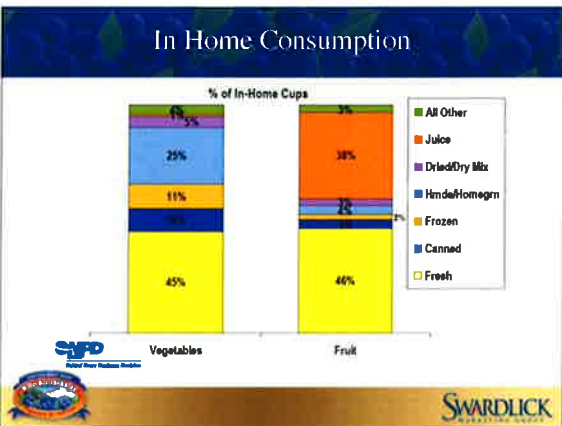
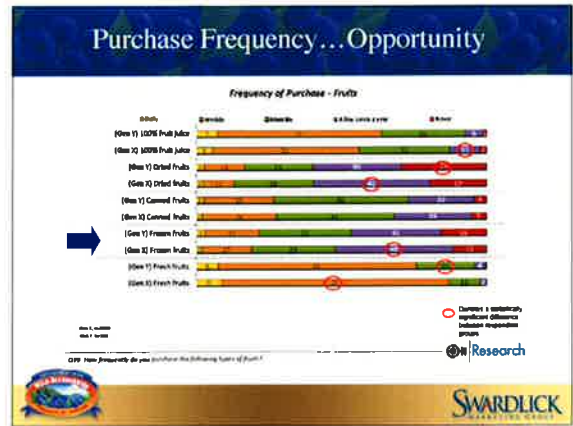
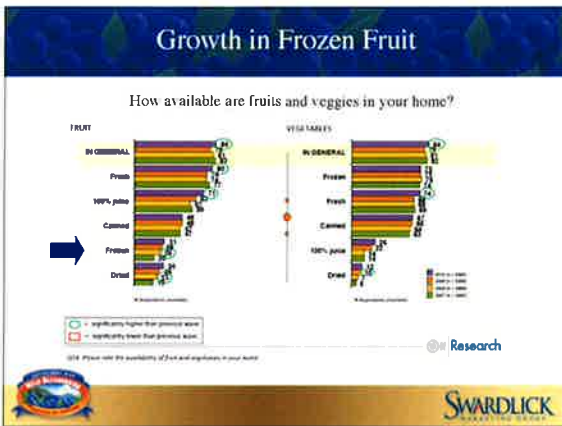
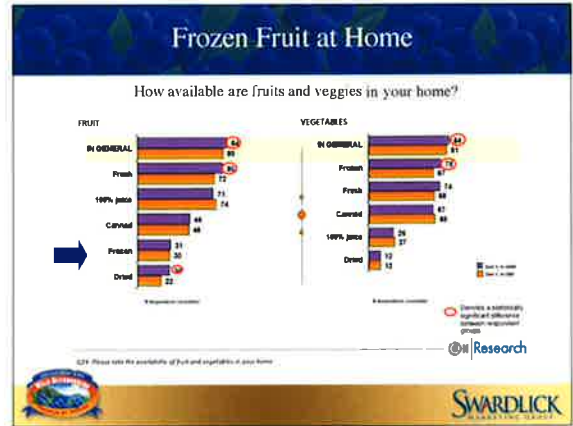
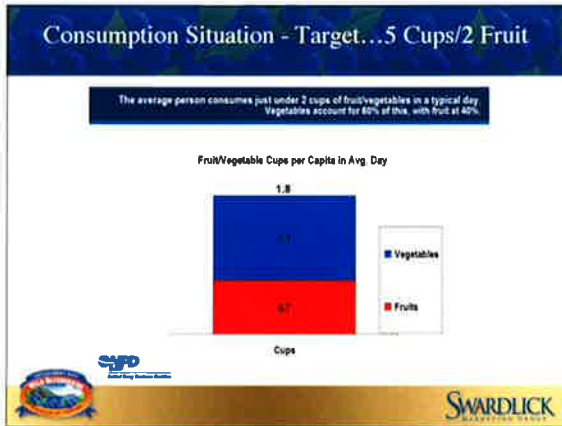
Lead, build, and own the retail frozen fruit business

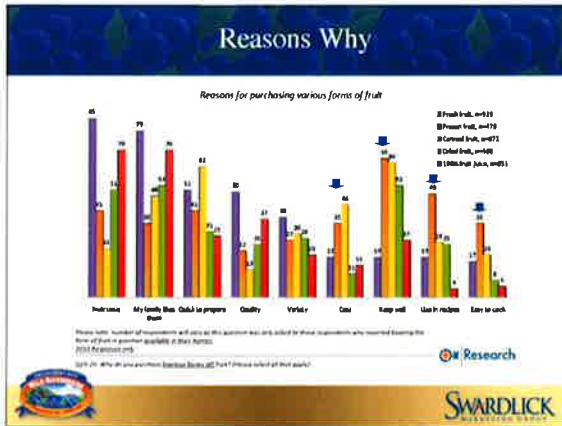
### #1 Solution to Daily Fruit Recommendation

**Wild Blueberries - The #1 Retail Frozen Fruit Choice**

*Breaking the Frozen Barrier*







### Frozen Wild Blueberries at Retail

The #1 Solution to the daily fruit consumption challenge

\$\$ and a key industry supply and demand management strategy \$\$

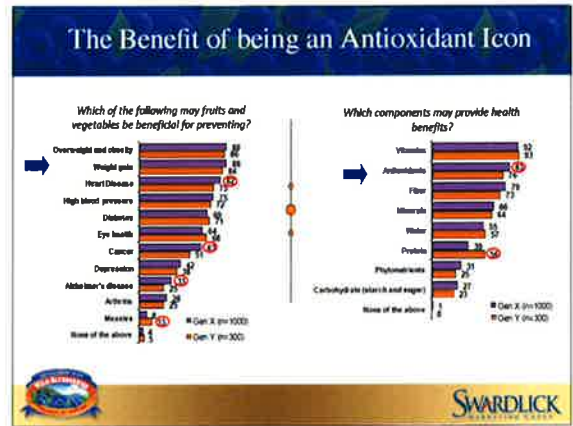
Swardlick Research Group

### 2011 Strategies and Programs

The Health Story  
 Energize the category driving Health Story

## The Antioxidant & Benefits Story

Swardlick Research Group

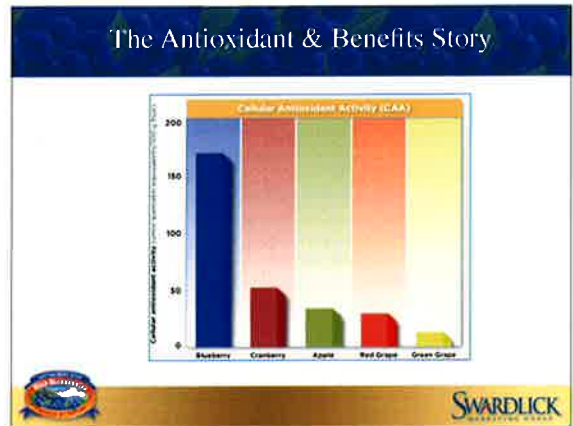


### The Antioxidant & Benefits Story

USDA Database for the Oxygen Radical Absorbance Capacity (ORAC) of Selected Foods, Release 2  
 May 2010  
 Nutrient Data Laboratory  
 Beltsville Human Nutrition Research Center (BHNRC)  
 Agricultural Research Service (ARS)  
 U.S. Department of Agriculture (USDA)

01070	Blueberries, raw	FF ORAC	4133
		E-ORAC	26
		Total ORAC	4159
01070	Blueberries, wild rose	FF ORAC	3621
		Total ORAC	3621
		TP	479

Swardlick Research Group



## 2011 Strategies and Programs

- Wild Brand Identity** Lift Brand Identity to an exceptional high level of differentiation and competitive value proposition
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## 2011 Strategies and Programs

**Same Focus. More Competitive. New Creative.**

*And one more thing...*





## A Celebration!!!

*The WBANA 30th Anniversary Year*  
1981 - 2011

*Let's make it a great year for the industry!!!*





**WBANA USA Marketing Program**

