

*TEMPO Strategic is a marketing agency that helps companies maximize their results across the spheres of online, social and traditional marketing.*

TEMPO Strategic drives revenue and reduces cost per lead with digital marketing

**TEMPO**

GET UP TO SPEED

# BRANDING IN THE DIGITAL AGE

**TEMPO** was created to bridge the gap between traditional branding and digital and social activation. Traditional branding through push messaging outlets relies on a singular message (the USP) and enough capital to drive awareness into the consumer's brain through constant repetition.

The content and information demands of Digital/Social outlets require a more robust brand platform than a single USP, require a more encompassing brand story. Consumers expect transparency on a new level, whether it's your company's community service initiatives or the additives in your products. As the agency, we respond with a deep understanding of the brands, companies, competitors, consumer trends and economic frameworks of our core specialties: food, beauty, and education.

In this age of transparency, brand trust is built through stories that ring with truth; truth about the features, of course, but also truth about the companies behind the brands, and truth about what the brands mean in the lives of consumers.



*Self Storage for Women*



*Celebrating Men*



*Impressive made Easy*

# THE ROLE OF DATA ANALYSIS IN BRAND DEVELOPMENT

*“IF YOU CAN'T  
MEASURE IT, YOU  
CAN'T IMPROVE IT”*

*- Peter Drucker*

Telling the brand story and raising awareness requires what it has always required; reaching as many people as possible, as often as possible, in as many places as possible. Through careful determination of Key Performance Indicators and deep, regular data analysis, we uncover actionable insights that allow our clients to shift budget allocations for maximum efficiency, to uncover insights into the consumer mindset, and to mine for product development insights.

We provide our clients with regular reports that measure the impact of each effort. When clients share their sales data, we overlay the information to see the immediate impact of specific initiatives.

# BRANDING DOFINO

Dofino is America's #1 Havarti, but research showed Havarti was low on the awareness scale, so we clearly needed to acquaint consumers with the product type.

The process of developing the brand platform included ethnographic research to study shopping habits and desires, competitive positioning and activity analysis, and social media listening to uncover consumer attitudes expressed online.

This process revealed a key insight: that users consider Dofino an 'Upgrade' over other cheese type choices. For current users the brand strategy became to change Dofino Havarti from an occasional purchase to a staple; for new users, it was to convert them from their usual cheese choice to havarti.

The resulting campaign theme we developed was:

***“UPGRADE TO GREAT”***

The new brand positioning was executed through in-store, sampling, video/television, sweepstakes, recipes, and social communications.

## TOP LINE RESULTS

Sales increased regionally by 53.7% in target market year-over-year

10.6% increase in national sales year over year

Branded search increased to 247% over previous year in region indicating a much higher brand awareness

Dofino Havarti is the leader in the category



# BRANDING DOFINO

The award-winning website incorporates this message, in a slider panel, which also accommodates promotions, corporate messages, and the Wisconsin Milk Marketing Board presence required for co-op support.

Other features of the site include a Facebook stream, original recipes and photographs based on trending themes.

We adapted the site for mobile use with key features.



# SOCIAL MEDIA AND DIGITAL MARKETING

Through social media, we aim to engage and inform, giving consumers a steady stream of inspiration for using Dofino Havarti.

## STRATEGIC CALENDAR

A strategic content publishing plan is essential support to consistent brand messaging. It incorporates specific drivers such as promotions and events, recipes, and photography. Keyword research uncovers search behavior and users needs, to drive content strategy.

All recipes are professionally developed and Google Recipe Search optimized.



## YOUTUBE

Video is increasing in importance, as is the importance of executing it well. With a test-market television production in place, we expanded the budget to include two 'bonus' videos produced for YouTube.



# SOCIAL MEDIA AND DIGITAL MARKETING

## FACEBOOK COMMUNITY MANAGEMENT

Facebook rewards brand-savvy community management with actionable insights. This has been particularly helpful in understanding the Dofino consumer's needs, interests, and desires, as opposed to other cheese types. The feedback also informs New Product Development. For example, this year the client is introducing pre-sliced, sandwich-sized packs.



## PINTEREST

One of our core services is keeping clients 'Up to Speed' of relevant social developments. We identified Pinterest early on as a key platform and set up the client brand boards, tracking the results. It has become the lead driver to the website, responsible for 82% of current web traffic.



## EMAIL

We continuously engage consumers through a email marketing campaign.



# SOCIAL MEDIA AND DIGITAL MARKETING

## PANDORA

As mobile continues to grow in dominance, streaming platforms such as Pandora are incorporated into the multi-channel mix. An audio and banner campaign with a calendar of customized spots and banners, is currently achieving a 16% click thru rate on our banners.



## TELEVISION

Still the 800-pound brand awareness gorilla. And on a local basis, reasonably affordable, even for smaller brands. Research continues to support TV as essential to a healthy media mix.



## IN-STORE PARTNERSHIPS

Point of purchase adjacency is increasing as a challenge as more stores take control over their displays. Attractive, consistent executions help persuade buyers to let us in. Dofino in-store promotions have included Sweepstakes, Coupons, and Recipes.



# SOCIAL MEDIA AND DIGITAL MARKETING

## SALES SUPPORT

Getting buyer respect requires brand consistency all the way through the brand chain, from trade ads to broker events and trade show planning. Custom quarterly newsletters also help the sales team and brokers stay informed.

## ENGAGEMENT EVENTS AND SAMPLING

Point of purchase and event sampling are used to drive trial, data capture and build brand awareness.

## MOBILE CONSUMER ENGAGEMENT

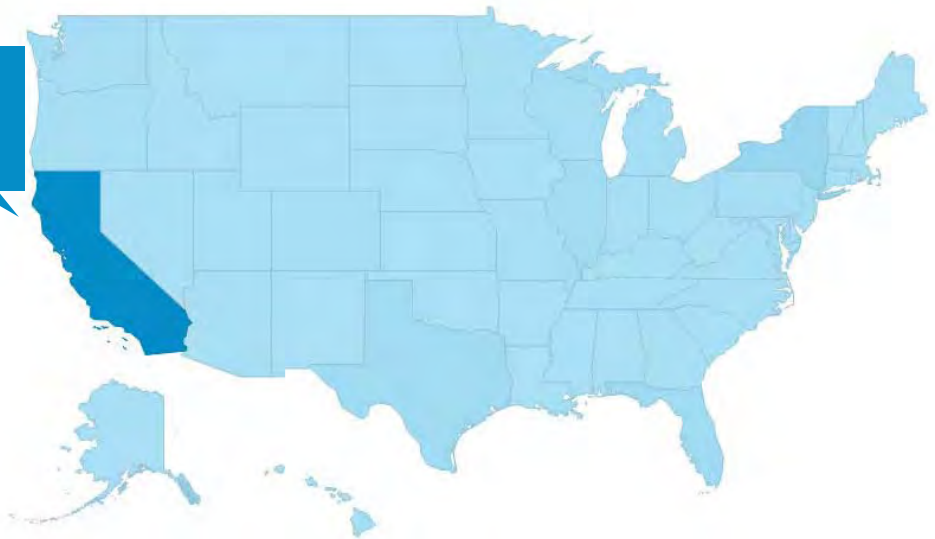
Mobile marketing opens up huge opportunities at point of purchase, but the coordinating planned activities with on-pack messaging is a challenge for distributed brands. To overcome that, the on-pack QR code campaign facilitates updates to the back-end content, without changing the labeling, giving us flexibility to coordinate with external events.



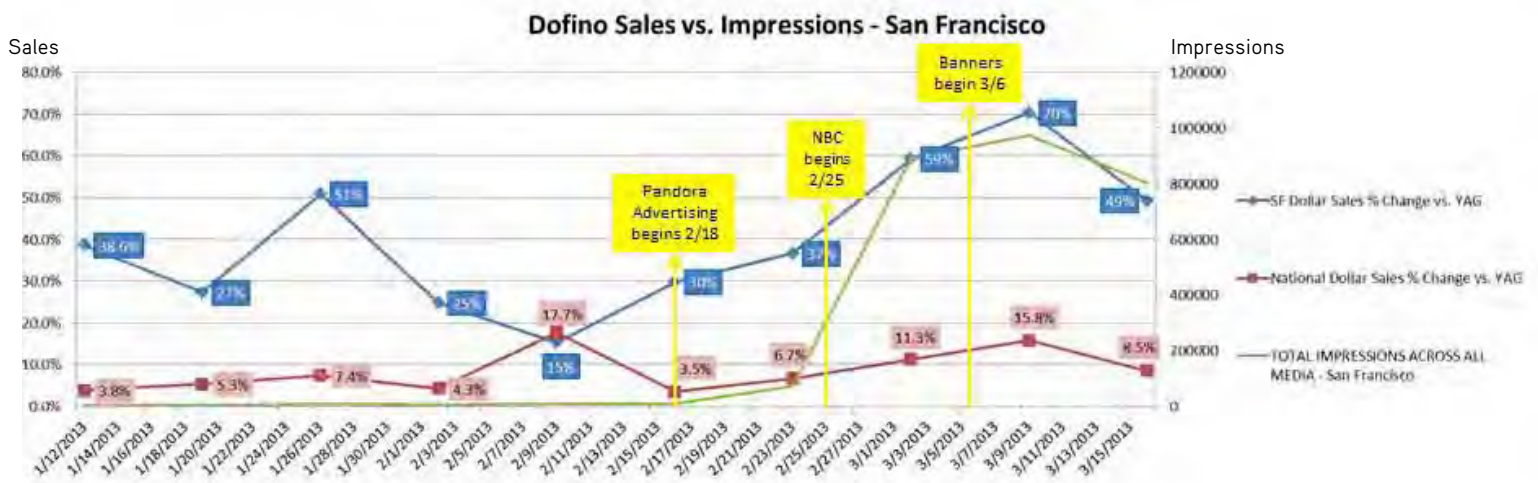
# Dofino Campaign Results

During the campaign we saw natural search activity for branded keyword terms at 247% over the same time period for the year before. This is a clear indicator for increased brand awareness in the targeted market.

247% ↑



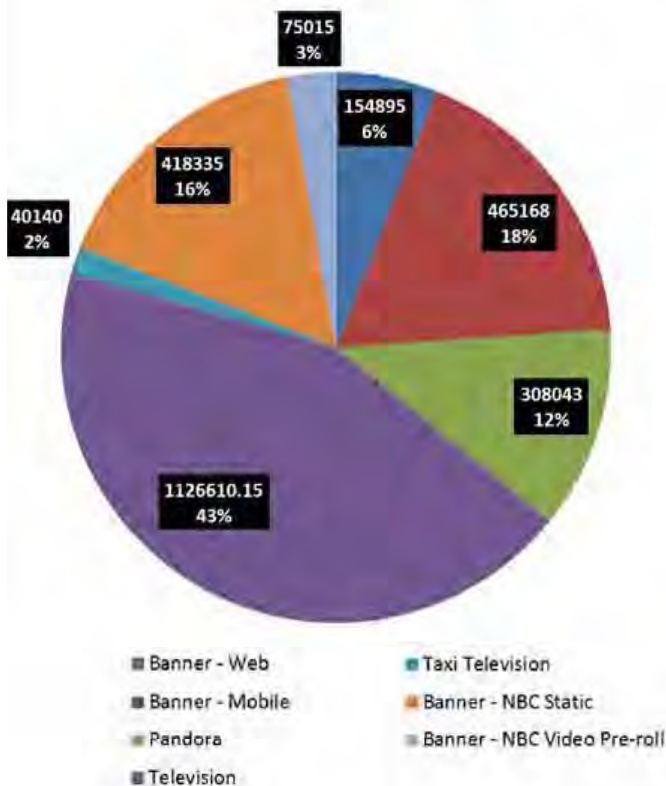
In the target market sales increased 53.7% YAG and 10.6% nationally.



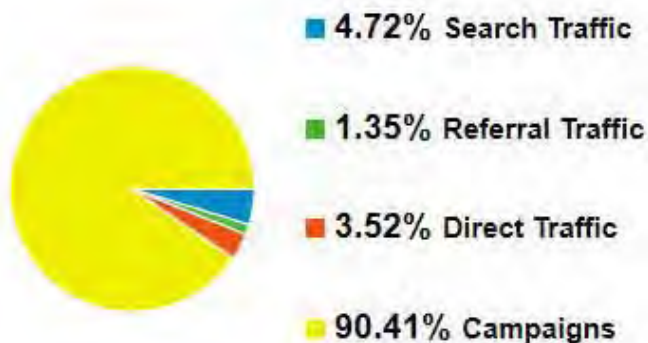
We track specific campaign initiatives against impressions and sales.



## San Francisco Impressions 2/18 - 3/16



We ran seven channels of various media for a combined 2.5 million impressions in the San Francisco market. Each was demographically targeted to women 35-54 in the San Francisco metro area. The messaging was consistent across all initiatives: highlight the brand as category leader when compared to other havarti cheese brands and simultaneously introduce the new sliced cheese format. Combined with our offline initiatives and events, the geographic and demographic targeting of these impressions enhanced our integrated campaign approach.



Google Analytics reported that over 90% of the incoming web traffic from California was directly related to our campaign.

The brand sustained growth in the market even after our Q1 initiatives had ended.