DIRECT MARKETING – PROMOTING YOUR FARM BRAND
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Building a brand:
The “Holy Grail” of Marketing

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A. A brief history of Red Jacket Orchards

   a. Established in 1917, acquired by Joe and Emily Nicholson, Sr. 1958
   b. Joe Jr. returns 1972, the big expansion 1980
   c. The kids get involved in the 1990’s, an era of new product and market developed
   d. Gen X settles in to take the reins, the next great expansion 2010

B. The evolution of our brand

   a. The early years (1958-1980) – A local name for quality and service (Gen 1)
   b. Years of establishment (1990-2000) – Incubation (Gen 2)
   c. Serendipity (2000-2010) – Local goes loco (Gen 2/3)
   d. To infinity… and beyond – What does the future? (Gen 3)

C. Key elements to building a brand

   a. A definition, a la Wikipedia
   b. What does it mean to us
   c. How we pursue brand building
   d. Takeaway’s for others… if there are any

D. Thanks!