

DIRECT MARKETING – PROMOTING YOUR FARM BRAND

January 24, 2012

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!