

DIJ STRATEGY – DEVELOPING RED MEAT BRANDS

Too often red meat companies consider branding peripheral to their business – handing the task over to an agency, driven by its own ideals.

We believe branding is central to future business success – deciding 'where you want to play' and 'how you're going to win' in the future

- Your brand supports enduring B2B relationships & provides the platform for customer loyalty
- In a market that tends towards commoditisation, your brand is your sustainable profit margin

We seek to assist meat companies to develop your own brand blue-print, putting you in control of defining your brand and managing it for future success

We follow a workshop based approach, to gain commitment and belief amongst all stakeholders. We believe in validating your own perspective, with those of your external stakeholders (i.e. competitive strengths)

We work with you to develop the master plan for your brands success

- Identify your key capabilities & the strengths of your existing / future business model
- Assess the implications of consumer and market trends that shape your growth opportunities
- Develop your brand architecture to efficiently and effectively structure your offer in the market
- Development of a staged plan to bring to life your brand through meaningful actions in the market

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BRAND STRATEGY WORK

Major global brands

Creation of the value-adding platform for Australian red meat brands in export markets

Original premium grass fed brand for export markets – unifying force for producers



Regional & niche brands

Assist regional businesses take the next step, developing new offerings into new channels

Focused propositions into new markets & new offerings that make them famous



Future focussed opportunities

Positioned MISP 2030 to focus on big thinking, actionable change & future opportunities

Industry training program to assist the development of CoMarketing Programs



Bring experience from outside

Luxury brands that are revered by retail partners and the end-customer alike

Celebrating the authentic origins of a brand & bringing it to the fore



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