

Introducing McKINNA *et al*

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McKINNA *et al*
Strategic Insight
Global Outlook

Sometimes it takes a fresh set of eyes to see a better way

MLA's CoMarketing program is about helping you apply a 'fresh set of eyes' to your marketing activity and that is exactly what we do. McKINNA *et al* has led some of Australia's biggest agrifood brands to success. We have addressed huge domestic marketing challenges like declining red meat consumption; as well as ambitious export briefs such as getting Aussie Beef onto Korean barbeques or Tasmanian Abalone into Taiwanese tanks.

While today's food markets are more globally aligned than ever, paradoxically, building enduring export markets is still a highly nuanced exercise. An export strategy that works in Japan, won't necessarily work in Korea. **Effective marketing strategy must be based on a clear understanding of the structure of the market and the behaviours of its traders and consumers.** There is so much more to it than commissioning a designer to develop a brand, logo or packaging in the right colours. Our advice would be to develop the strategy first.

Ways McKINNA *et al* could help you apply a 'fresh set of eyes' to your marketing strategy:

- **Corporate marketing strategy** – to focus your marketing investment
- **Market mapping analysis** - to help you prioritise export markets
- **Global retail or food service research** - to better understand user perceptions
- **Export market development strategy** – to enter and forge new markets
- **Regional market growth strategy** – to grow existing trade
- **Brand architecture and market segmentation** - to better target your spend

Why McKINNA *et al*?

Our meat industry experience is vast . . .

. . . it spans all touch points in the red meat supply chain including consumer, food service and trade research in both export and domestic markets. A long project history with MLA includes steering the development of MSA, Japan and Korea food service strategies and the strategies for award-winning domestic marketing campaigns.

Our insights are drawn from a global outlook . . .

A long product history of developing export markets in multiple categories has given us a deep understanding of global supply chains. Our insights are drawn from much in-market research in horticulture, dairy, seafood and packaged goods as well as red meat.

Our approach is strategic . . .

Any marketing activity will return a far greater investment and avoid costly mistakes if underpinned by a sound strategy developed by insightful, analytical thinkers.

Dr David McKinna
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To see a better way ... try a fresh set of eyes

"McKINNA et al's diligent and long-term efforts shaped the successful drive by MLA for increased consumer acceptance of beef products here and overseas"

John Gunthorpe
Chair, Australian Beef
Industry Foundation