

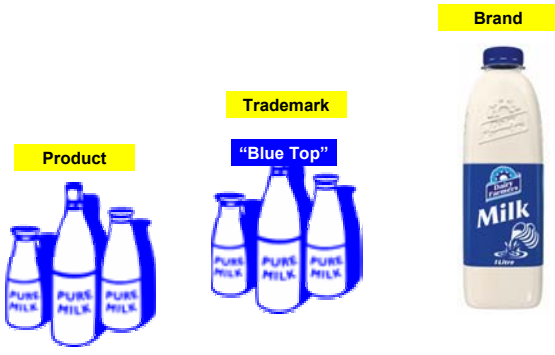


# The power of Brands....

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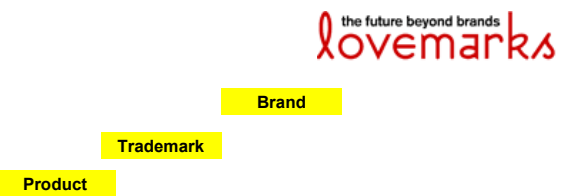
Consumer packaged goods are on a journey from products to brands



## What makes a brand?

- Brands make emotional connections with consumers
- Authenticity
  - the truth behind the “image”
  - branding articulates the anchor or core values
- Brands deliver benefits that are highly relevant and compelling
  - functional, symbolic and experiential!
- ... a promise
  - Trust based relationships

However , in a world of very high expectations what is next?



Source: Saatchi & Saatchi

## How can the “lovemark” concept stretch our brand thinking for the future?

- Most major brands
- Needed, but maybe not desired



- Commodities
- Essential, but no excitement
- price

- Fun, not loyalty
- Hair styles and pop stars

Source: Saatchi & Saatchi

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- Commodities
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- Deliver beyond expectations
- Hearts and minds
- Intimate and emotional connection
- A real relationship
- Ingredients
  - Mystery
  - Sensuality
  - Intimacy
- eg's in consumers minds – Harley Davidson?

Source: Saatchi & Saatchi

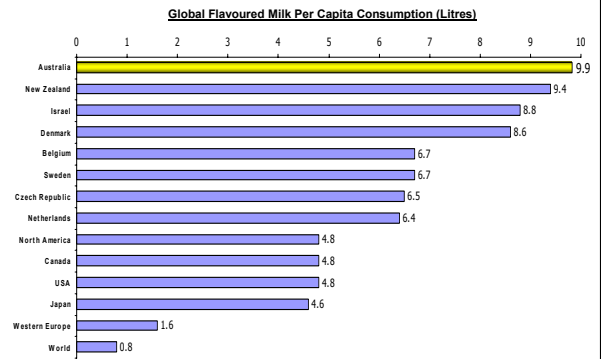
## A case study in brand success...

### Flavoured Milk in Australia

- Large and attractive market
- Driven by strong brand development
- Attracts a significant price premium
- Showing double digit growth

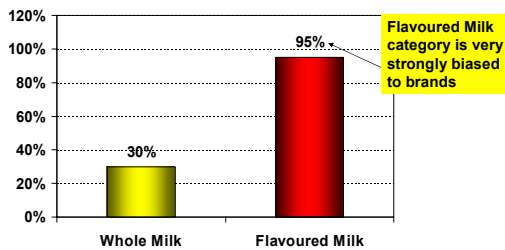
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## Australians consume more flavoured milk per capita than any other country in the World.



## The Flavoured milk category is driven by very strong and sophisticated consumer brands

### Category Revenue from Brands (Retail Grocery) MAT 24.10.04

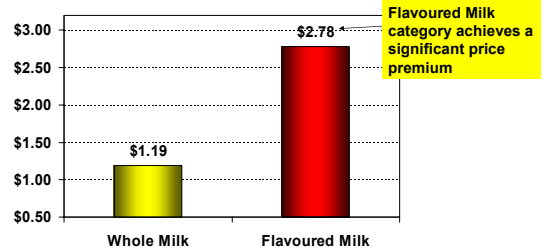


Source: Aztec Scan Data 24/10/04

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## The strength of the brands translates directly to the high value achieved in the category – on a per litre basis double that of whole milk

### Category Revenue per Litre (Retail Grocery) MAT 24.10.04

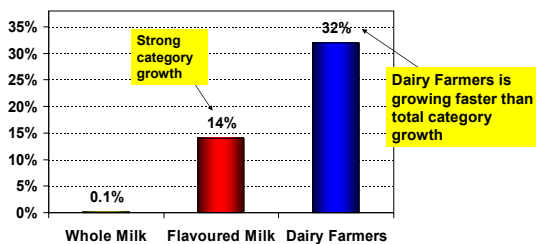


Source: Aztec Scan Data 24/10/04

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## The Flavoured milk category is also showing strong value growth

### Category Value Growth (Retail Grocery) MAT 24.10.04



Source: Aztec Scan Data 24/10/04

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## Dairy Farmers case studies...

- "Talk the language of teens" - Moove
- Product Innovation - Shrek "Pop Top"
- Dairy can live in "attitude" - Dare

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**“Talk the language of teens” - Moove**



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**“Talk the language of teens” - Moove**



**“Talk the language of teens” - Moove**



**Product Innovation - Shrek “Pop Top”**

- Simple innovation, yet highly relevant to consumers
- First ‘pop-top’ flavoured milk
- Winner of Gold Packaging Innovation Award



**Dairy can live in “attitude” – Dare**



Dairy can live in "attitude" – Dare



Dairy can live in "attitude" – Dare

