

BUILDING BRAND POTENCY

September 14, 2011

**POTENCY THAT
INCREASES YOUR
SHARE**

**SHARE OF MIND
SHARE OF SHELF
SHARE OF SALES**

- THE GOAL...ONE DECENT IDEA

NEED YOUR HELP...

- CHALLENGE
- APPLY
- IDEATE

**GOT MILK?
THE VEHICLE, NOT THE
DESTINATION**

**FOUND
THE BRAND**

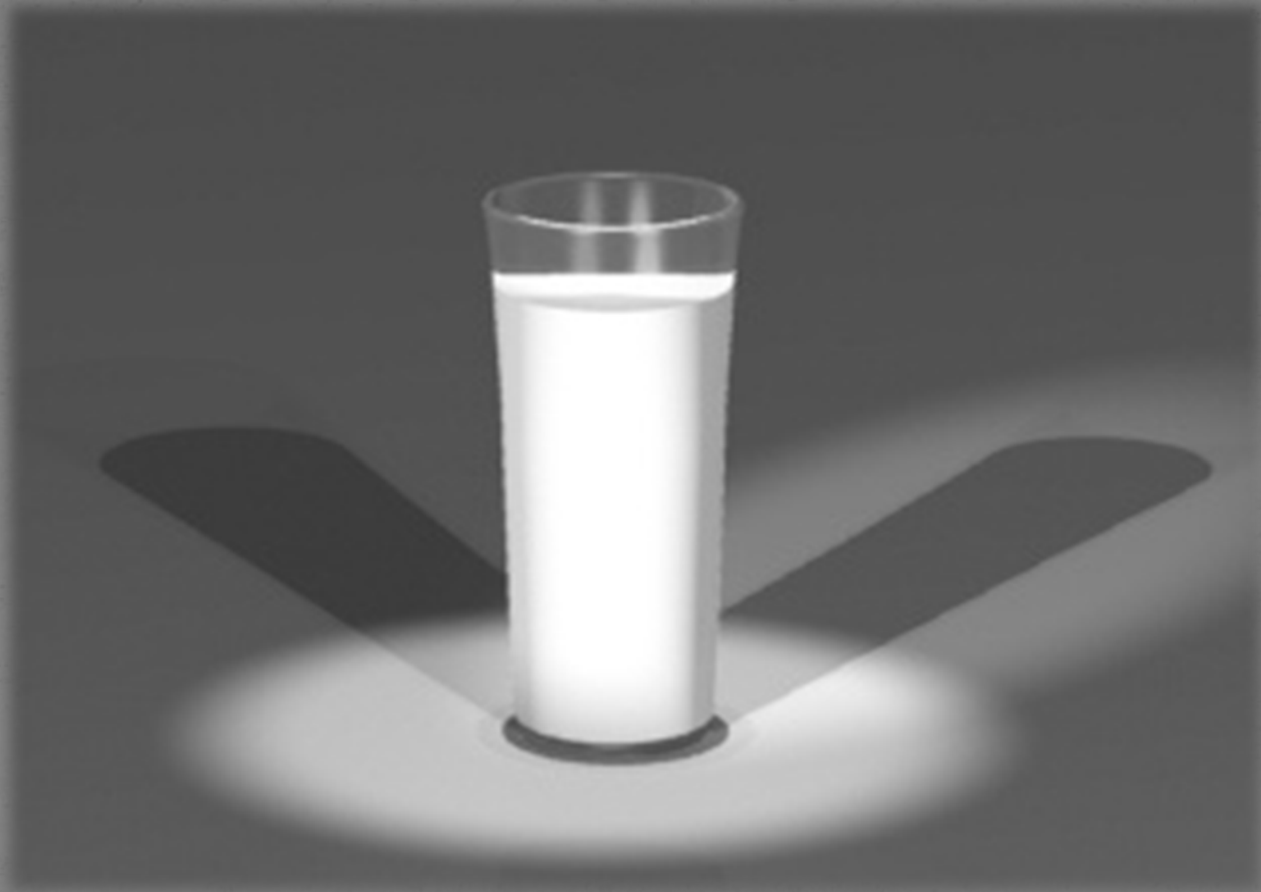
1993

ONE GLOBAL STRATEGY

GOOD FOR YOU!

PROBLEM...
96% BELIEVED IT

NOT STAND ALONE





FOOD & MILK

“YUM, YUM STRATEGY”

**“DEPRIVATION
STRATEGY”**

got milk?



STRATEGY

COMPETITIVE

PROPRIETARY

POTENT

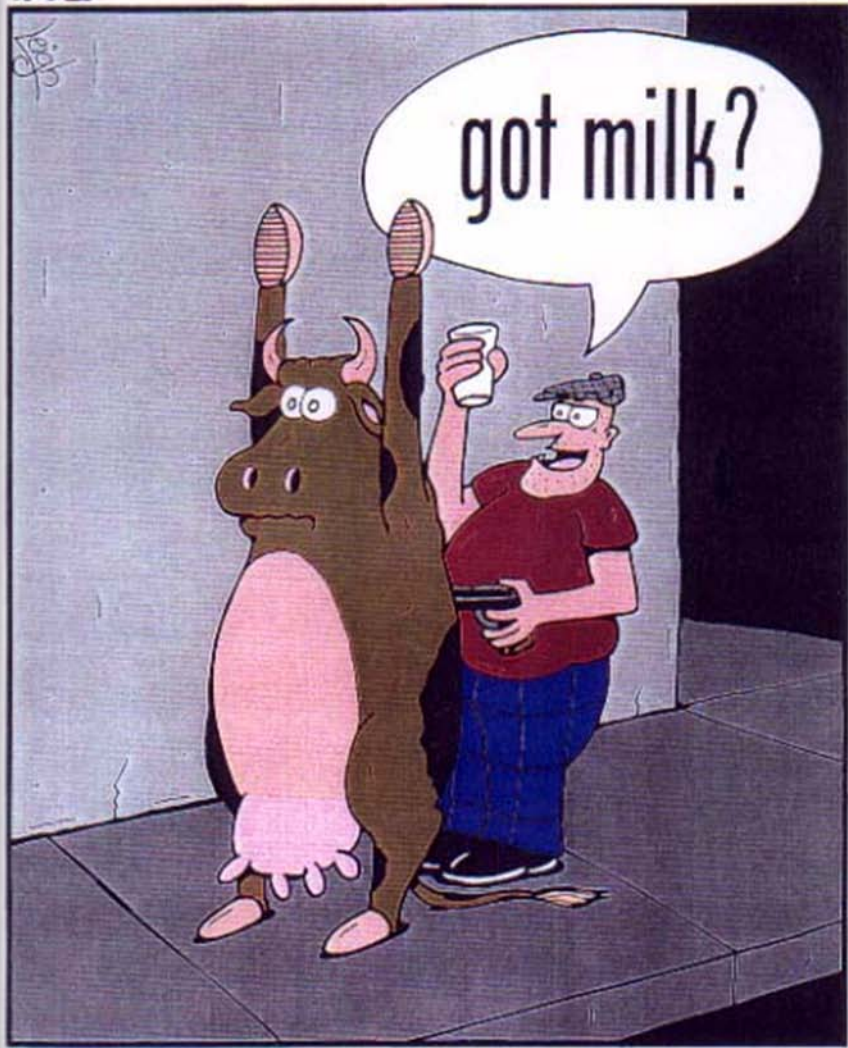
PLIABLE

SUSTAINABLE

TRUE

WORSHIP IDEAS

RUBES™



RUBES: TM & © 1996 Lugh
got milk? © The California Fluid Milk Processor Advisory Board
and by Hooper Imprints

RECOGNIZE THE BRAND

\$300,000 MISTAKE

NOT MILK

Avalanche a win away from Stanley Cup finals/C4

SPORTS

To contact the Sports department, call (202) 438-5702, Fax: (202) 491-5070; E-mail: Sports@wpas.com

Hills are alive

It was the scene of
tragedies in the Court
of King Manu's...

Classified/C5

Got milk? Brack, Foyt do



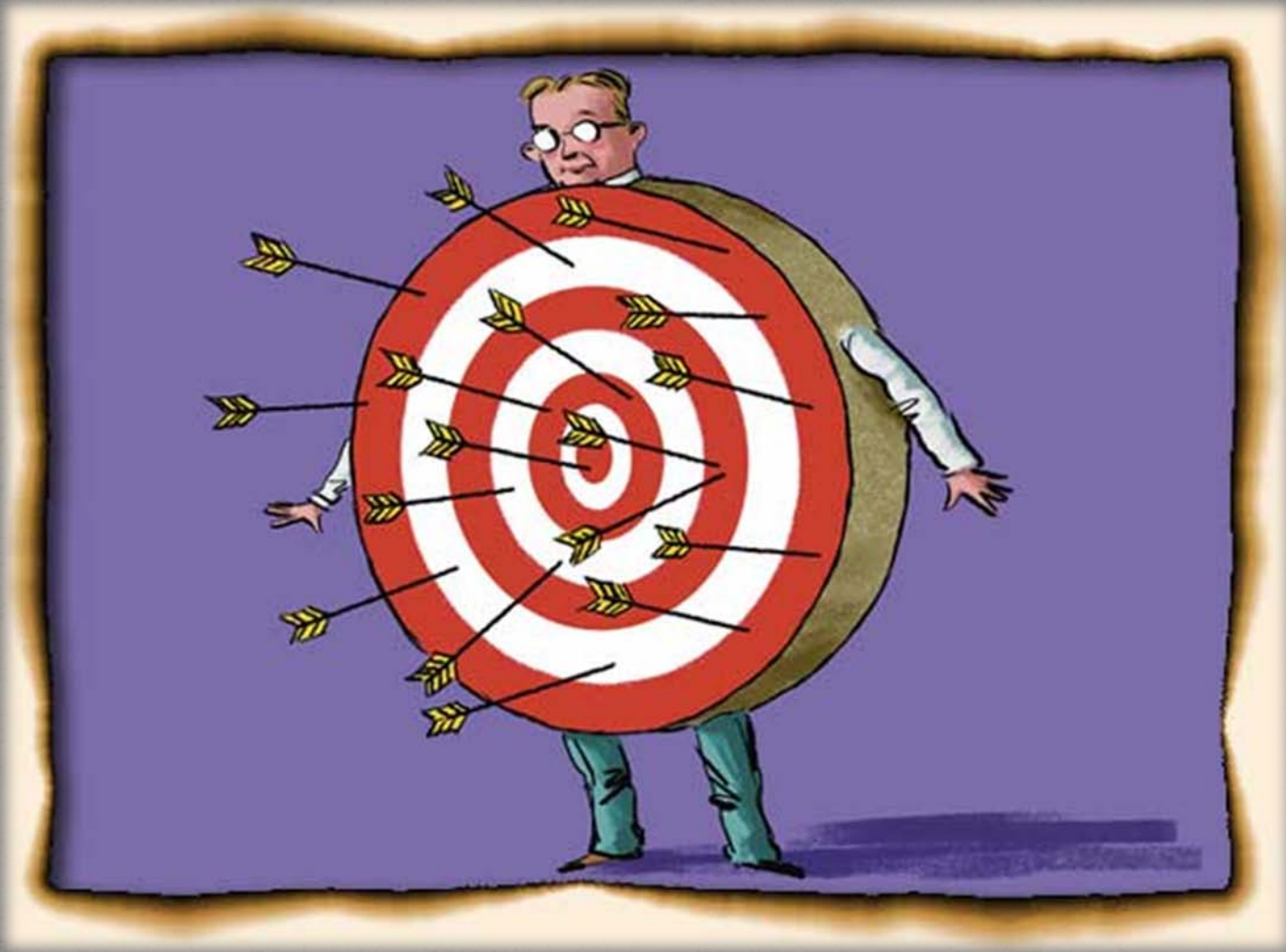
Kenny Brack, left, and car owner A.J. Foyt enjoy their victory Sunday, Foyt's first as an owner and fifth overall.

They take Indianapolis 500

INDIANAPOLIS 1B2

eliminated the Kelley Racing driver on Lap 109.

**MAKE THE BRAND
PERVASIVE**



gotmilk.com
SOCIAL MEDIA
LICENSING



got milk?
chocolate

got milk?
chocolate

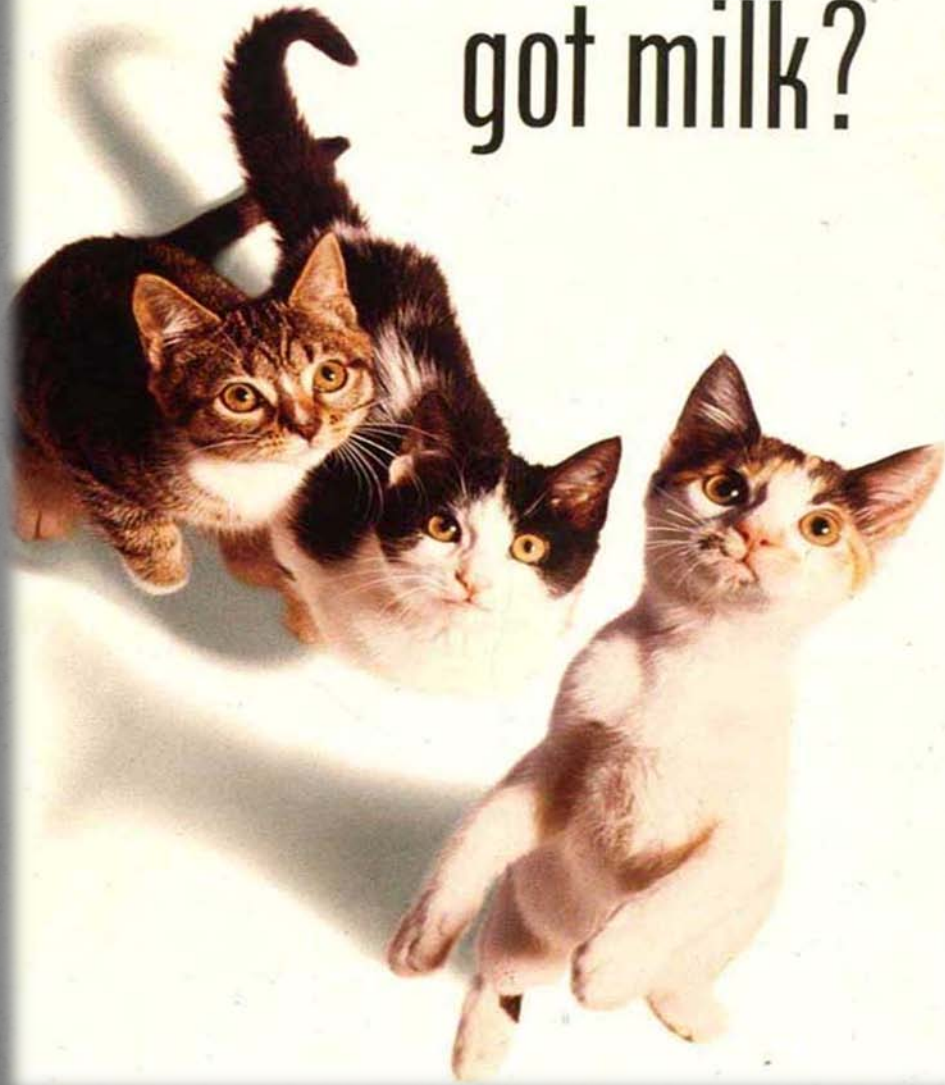


**AVOID DEATH BY
COMMAND**

GET MILK!

OR

got milk?



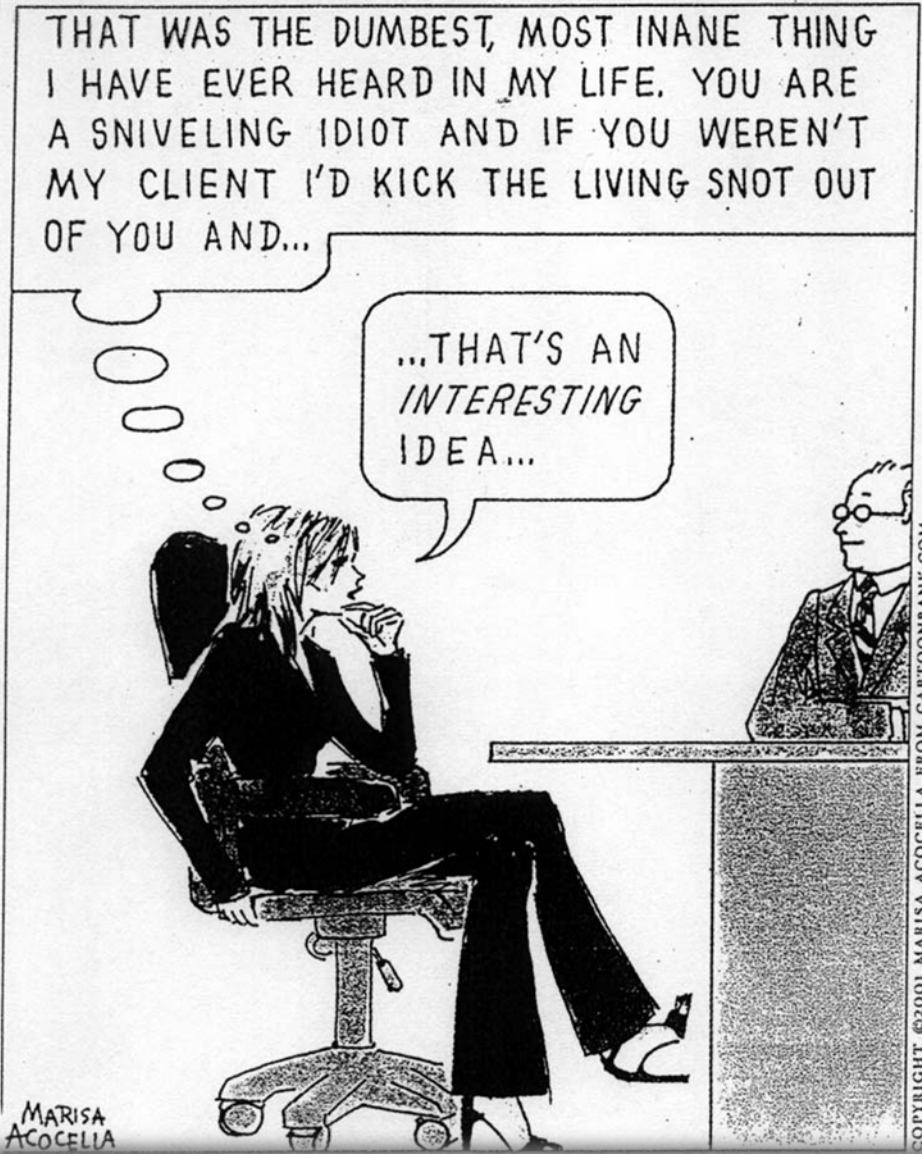
**“TREAT YOUR
AGENCY LIKE
YOUR CLIENT”**

THAT WAS THE DUMBEST, MOST INANE THING I HAVE EVER HEARD IN MY LIFE. YOU ARE A SNIVELING IDIOT AND IF YOU WEREN'T MY CLIENT I'D KICK THE LIVING SNOT OUT OF YOU AND...

...THAT'S AN INTERESTING IDEA...

MARISA
ACOCELLA

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OWN YOUR BRAND'S MISTAKES

TOWN W/O MILK

**MAKE THE BRAND
SMILE**

got milk?



**GIVE
THE BRAND AWAY**

New!

**Chips
Ahoy!**

Special Recipe
for a fresh baked taste!



Ooey Gooey
Warm 'n Chewy

Available in
Chocolate Chunk
& **Triple Chunk**



got milk?

Got Milk? is a registered trademark of the California Milk Processor Board.
©2002 KF Holdings

Get 'em while they're hot!



got milk?



IN THE DAIRY CASE **got milk?**



MANUFACTURER'S COUPON
EXPIRES 4/30/06

\$1.00

\$1.00 OFF
ONE GALLON OF MILK
When You Buy One Package
Of Pillsbury Cookie Dough

45917

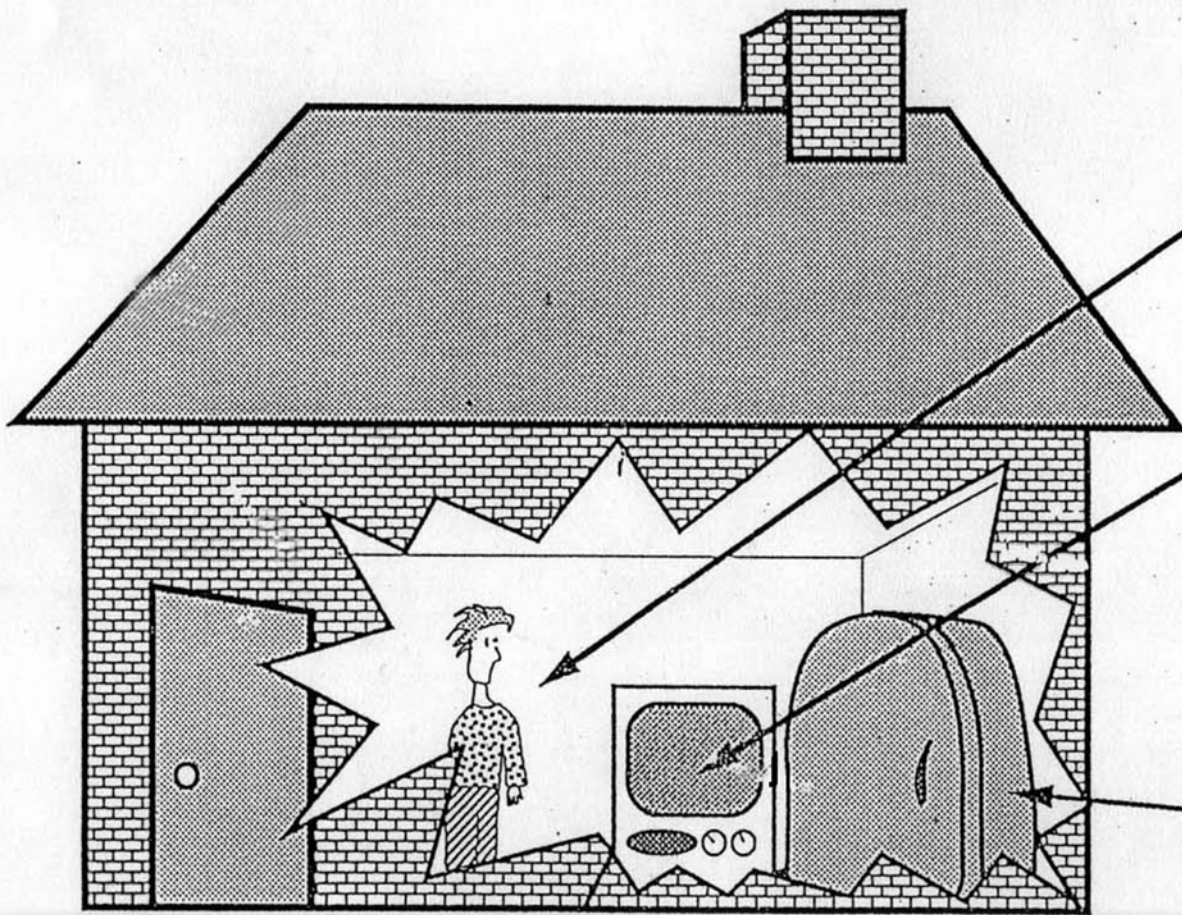


VC D

COUPON: Limit one coupon per purchase of specified product(s); no other coupon may be used with this coupon. Void if torn, mutilated or tampered. RETAILER: You are authorized to add to our sign and where this coupon is face value plus the handling fee in accordance with our redemption policy. Coupons available upon request. Limit coupons to one per customer. Control from 10/2005. ©2006. To 10/2006/05/06. Your store's milk brand, location or availability.

SIMPLIFY THE BRAND





Someone Home!

TV

Fridge

**TASTE THE
BRAND...EMOTIONAL
CONTENT**



got milk?

**EMBODY
THE BRAND**

For ages and up 3 years

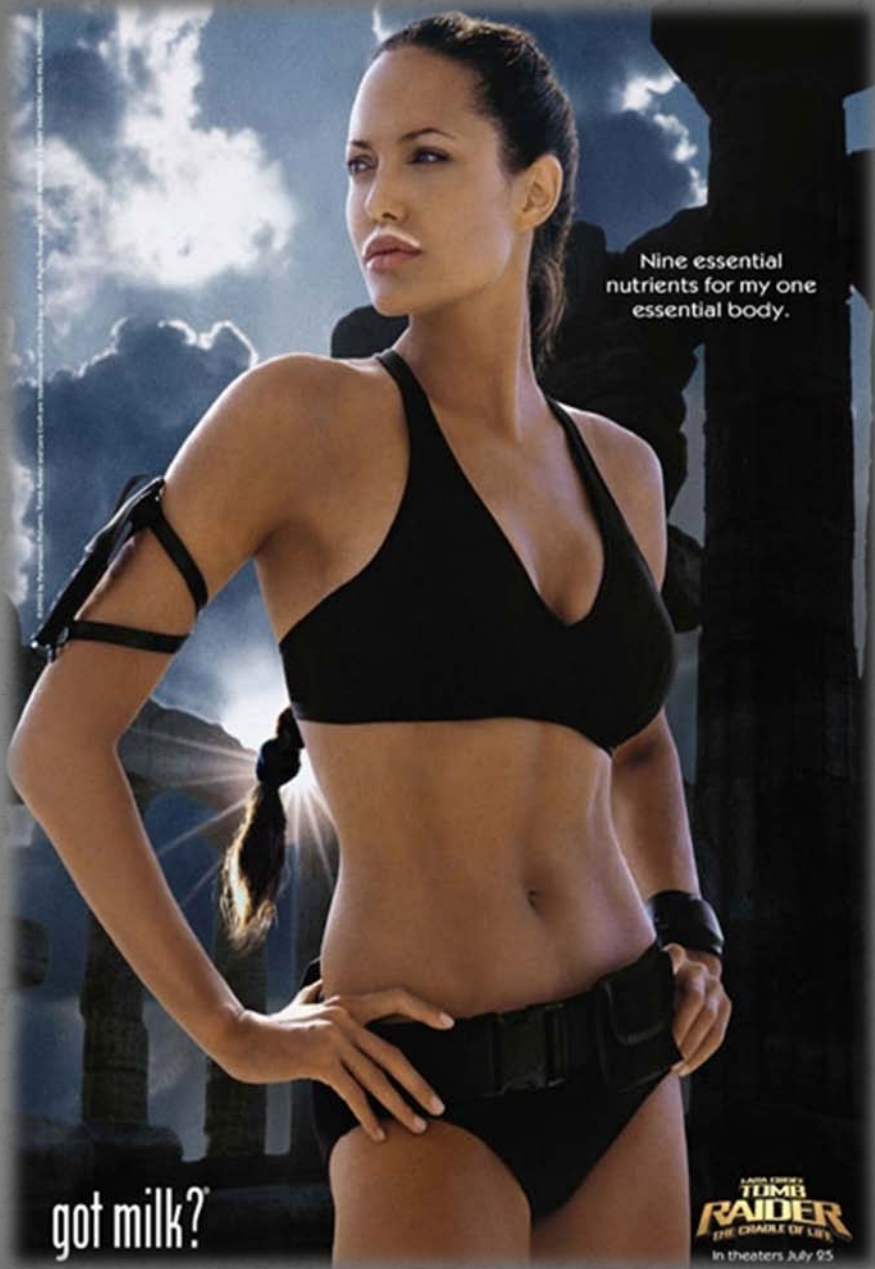
Special Edition



Special straw for
sippin' in style!

got milk?
Barbie

WARNING:
Small parts. Not for children under 3 years.



Nine essential nutrients for my one essential body.

got milk?

LARA CROFT'S
**TIME
RAIDER**
THE CHALLENGE OF LIFE.
In theaters July 25

LICENSE THE BRAND



EXTENDING THE
MILK'S 9 ESSENTIAL NUTRIENTS



For the hero in all of us.

Milk's 9 essential nutrients give me the strength and energy I need to fight the forces of evil. Not drinking milk? Now that would be a crime.

got milk?

© 2005 National Milk Processor Promotional Board. All rights reserved. Milk is a natural source of calcium and protein. For more information, visit www.gotmilk.com

RECOGNIZE BRAND BOUNDARIES





got milk?[®]

FUEL DISTRIBUTION



GOT LECHE?

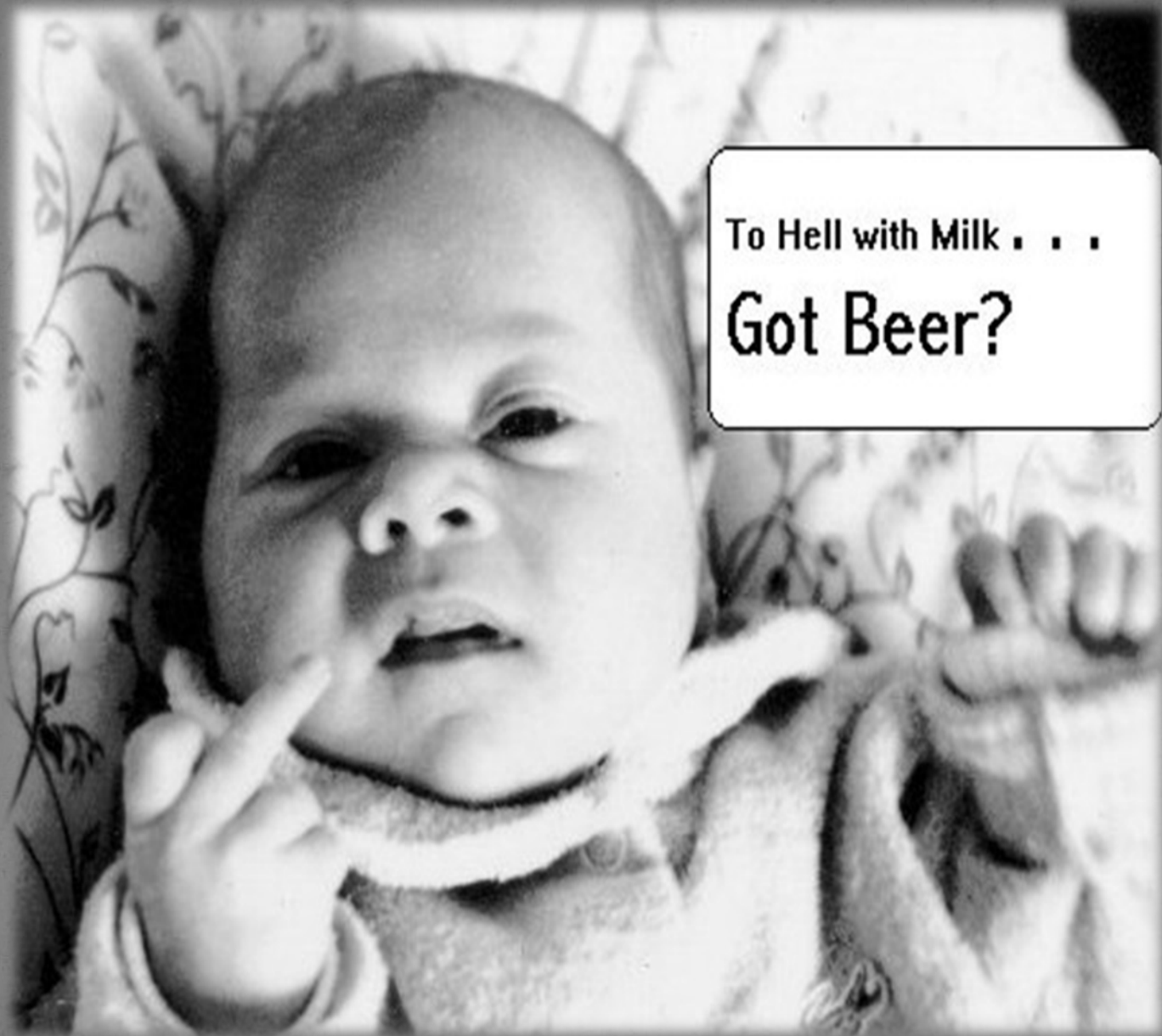
- Latinos under radar in early 1990's
- Large, fast growing population
- Heavy milk users
- Major Cultural, Language & Menu differences
- Mas Leche?"



got milk?

**PROTECT
THE BRAND**





To Hell with Milk . . .

Got Beer?

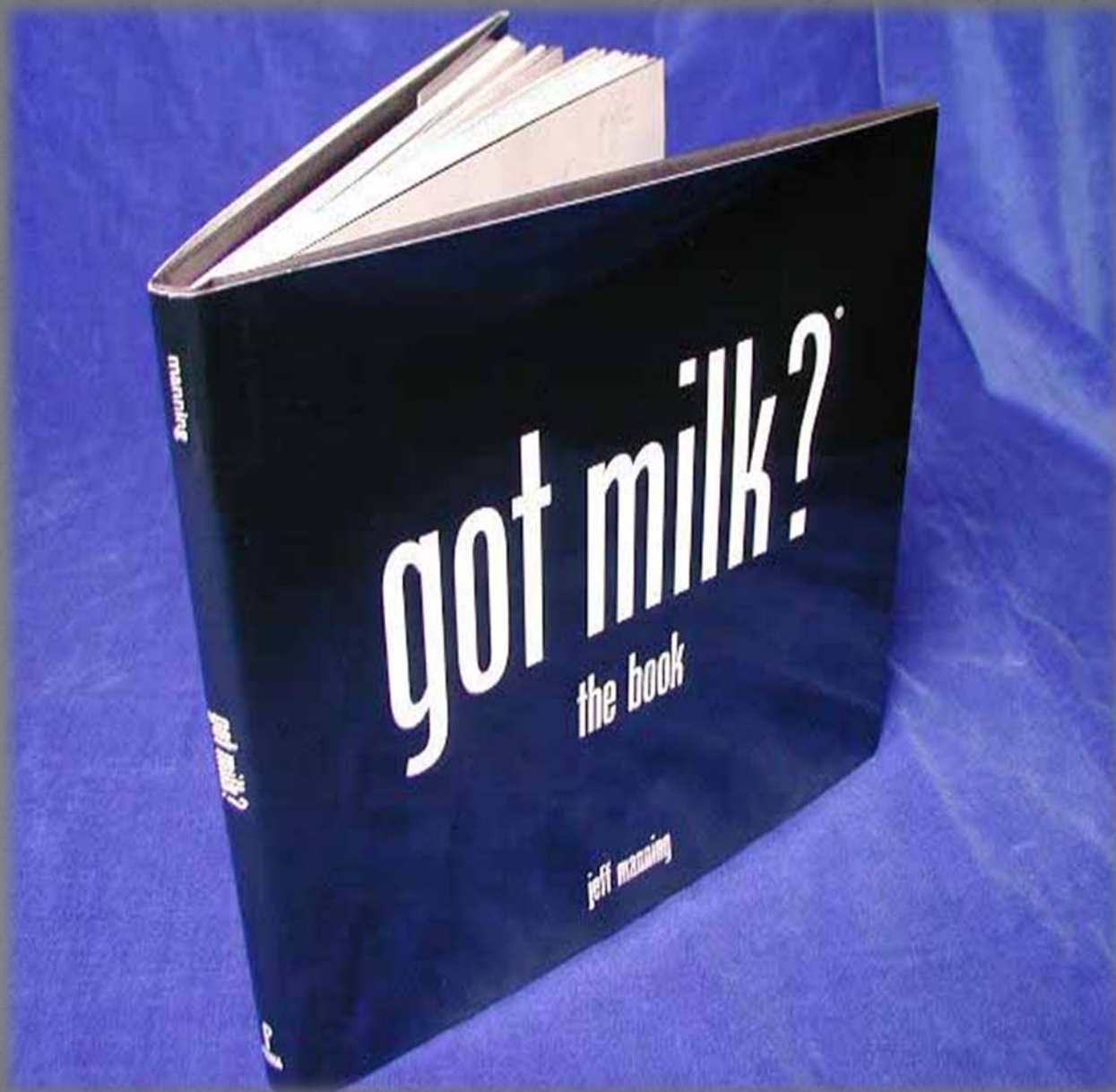
GOT RIPPED OFF

GOT A JOB? • GOT A CLUE? • GOT BRAINS? • GOT CHEESE? • GOT CLOTHES? • GOT
CONDOMS? • GOT ENERGY? • GOT INK? • GOT HEAT? • GOT LOVE? • GOT HAIR? • GOT
ICE? • GOT MONEY? • GOT MUSCLE? • GOT PLASTIC? • GOT PROTEIN? • GOT KIDS? •
GOT LIFE? • GOT WRINKLES? • GOT HELP? • GOT LIGHT? • GOT PROMOTIONS? • GOT
DEBT? • GOT RESPECT? • GOT RICE? • GOT SILICONE? • GOT SUN? • GOT TASTE? • GOT
SICK? • GOT SURF? • GOT VOICE? • GOT BOOZE? • GOT BALLS? • GOT JESUS? • GOT
DEMOCRACY? • GOT YOGURT? • GOT WINE? • GOT CLIENTS? • GOT LIGHT? • GOT
EGGS? • GOT CELEBRITIES? • GOT TICKETS? • GOT LUNGS? • GOT IDEAS? • GOT SICK? •
GOT TEETH? • GOT THE MUNCHIES? • GOT NEWS? • GOT FUEL? • GOT CREDIT? • GOT
BEER? • GOT ART? • GOT BAIT? • GOT THE BLUES? • GOT CHOCOLATE? • GOT CLOUT? •
GOT COLOR? • GOT COOKIES? • GOT DOUBTS? • GOT OIL? • GOT GAS? • GOT SHRIMP? •
GOT STARS? • GOT GAME? • GOT BONES? • GOT BUGS? • GOT MUSIC? • GOT CHANGE? •
GOT POLLYSTHER? • GOT OPTIONS? • GOT CONFLICT? • GOT SOY? • GOT TRASH? • GOT
SNOW? • GOT BLISTER? • GOT LUNGS? • GOT IDENTITY? • GOT FEAR? • GOT MILK
PAINT? • GOT FISH? • GOT CAKE? • GOT PROBLEMS? • GOT MOLES? • GOT
MARGARITAS? • GOT REALTORS? • GOT MATH? • GOT GOALS? • GOT VIRTUAL? • GOT
AIR? • GOT ANXIETY? • GOT HAMM? • GOT PETS? • GOT E-COMMERCE • GOT PORN? • GOT
VEGGIES? • GOT TRANSIT? • GOT VISION? • GOT LUBE? • GOT KITTENS? • GOT
BLISTER? • GOT DIRT?

**EMBRACE INTELLIGENT
RISK**



EMPOWER THE BRAND



**CREATE BRAND
CURRENCY**



thead Beckham Academy

Goal by Beckham.
Body by milk.

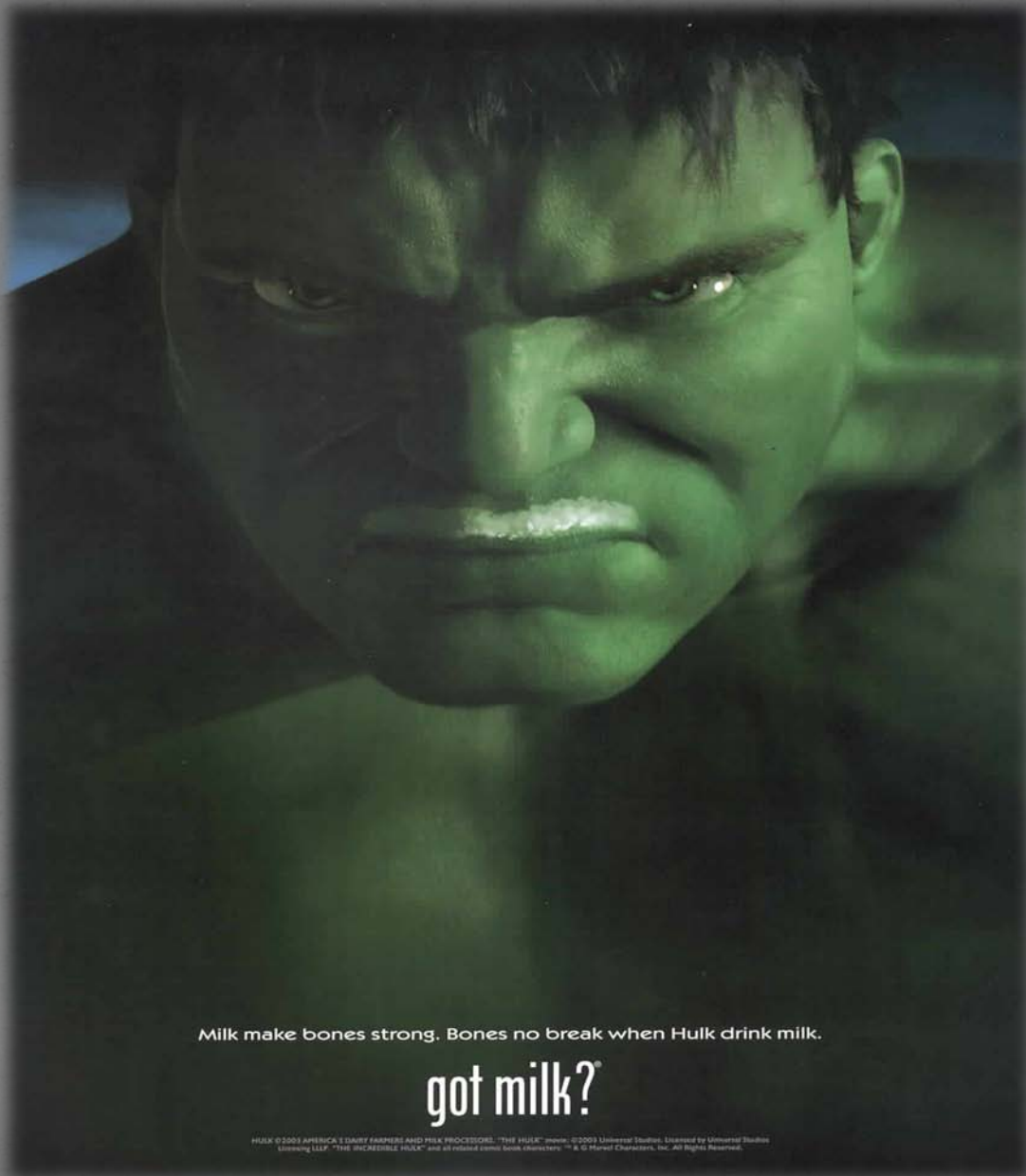
Heads up. The protein in milk helps build muscle and some studies suggest teens who choose it tend to be leaner. Staying active, eating right, and drinking 3 glasses a day of lowfat or fat free milk helps you look great. So grab a glass and get in the game.

got milk?

www.bodybymilk.com

DAVID BECKHAM: © 2004 AMERICA'S DAIRY FARMERS

**CHOOSE BRAND
PARTNERS CAREFULLY**



Milk make bones strong. Bones no break when Hulk drink milk.

got milk?

HULK © 2003 AMERICA'S DAIRY FARMERS AND MILK PROCESSORS. "THE HULK" name © 2003 Universal Studios. Licensed by Universal Studios Licensing LLC. "THE INCREDIBLE HULK" and all related comic book characters:™ & © Marvel Characters, Inc. All Rights Reserved.

got milk?

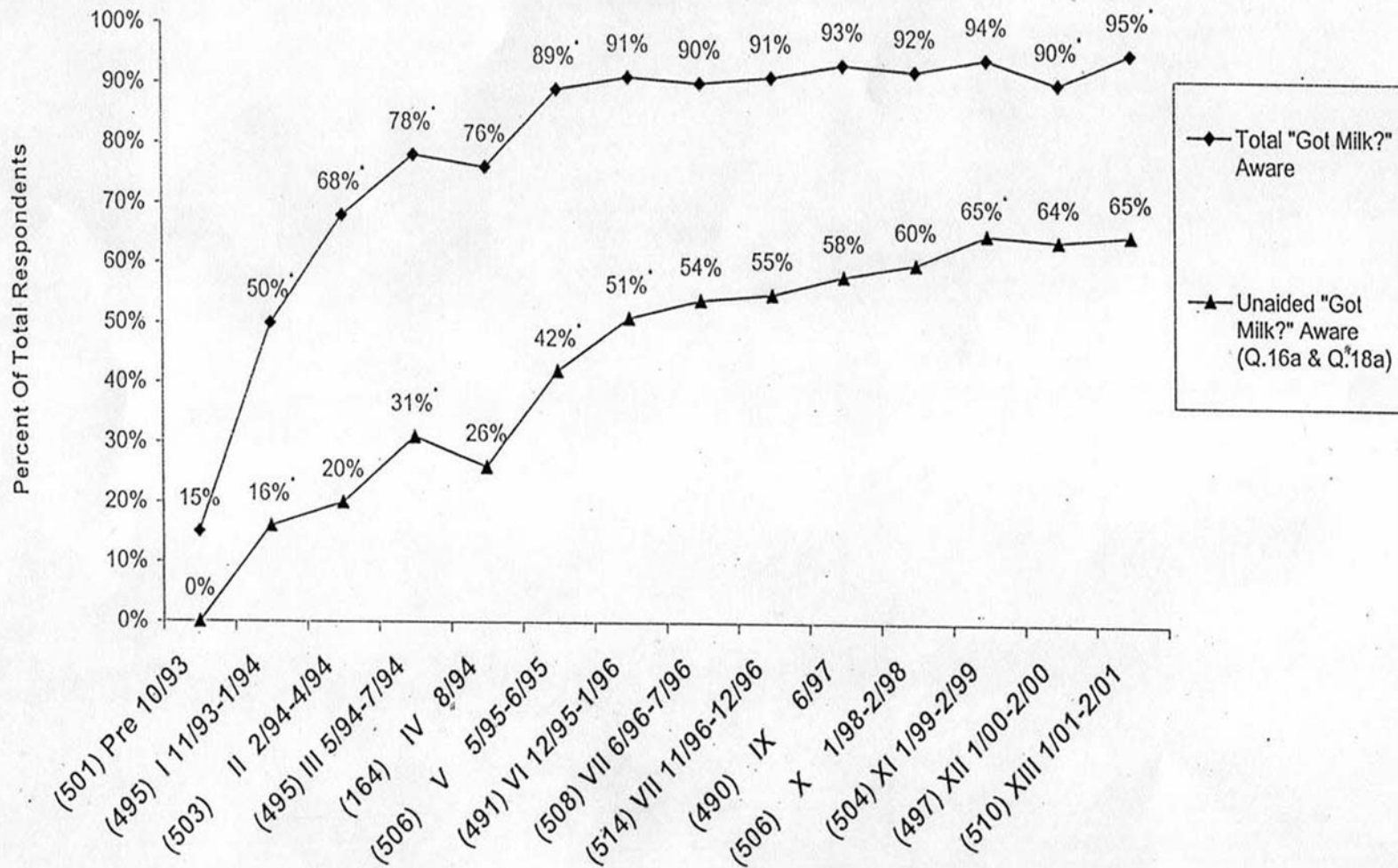


ESTABLISH NEW BRAND MEASURES

ROI

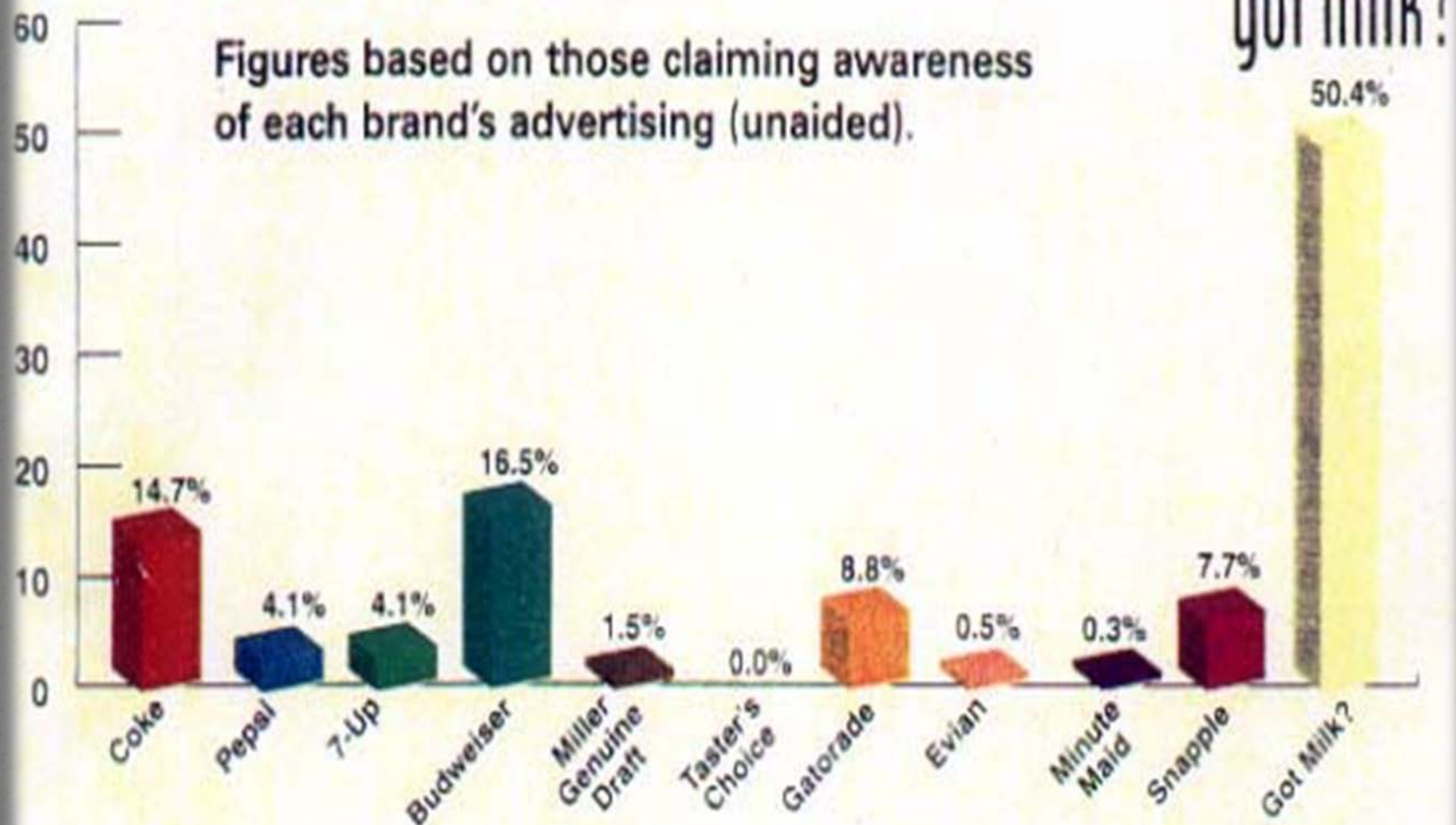
- Not a Perfect World
- Measure What is Impacted
- Go Beyond Sales/Profits

Got Milk? Advertising Awareness (Respondents 8+)



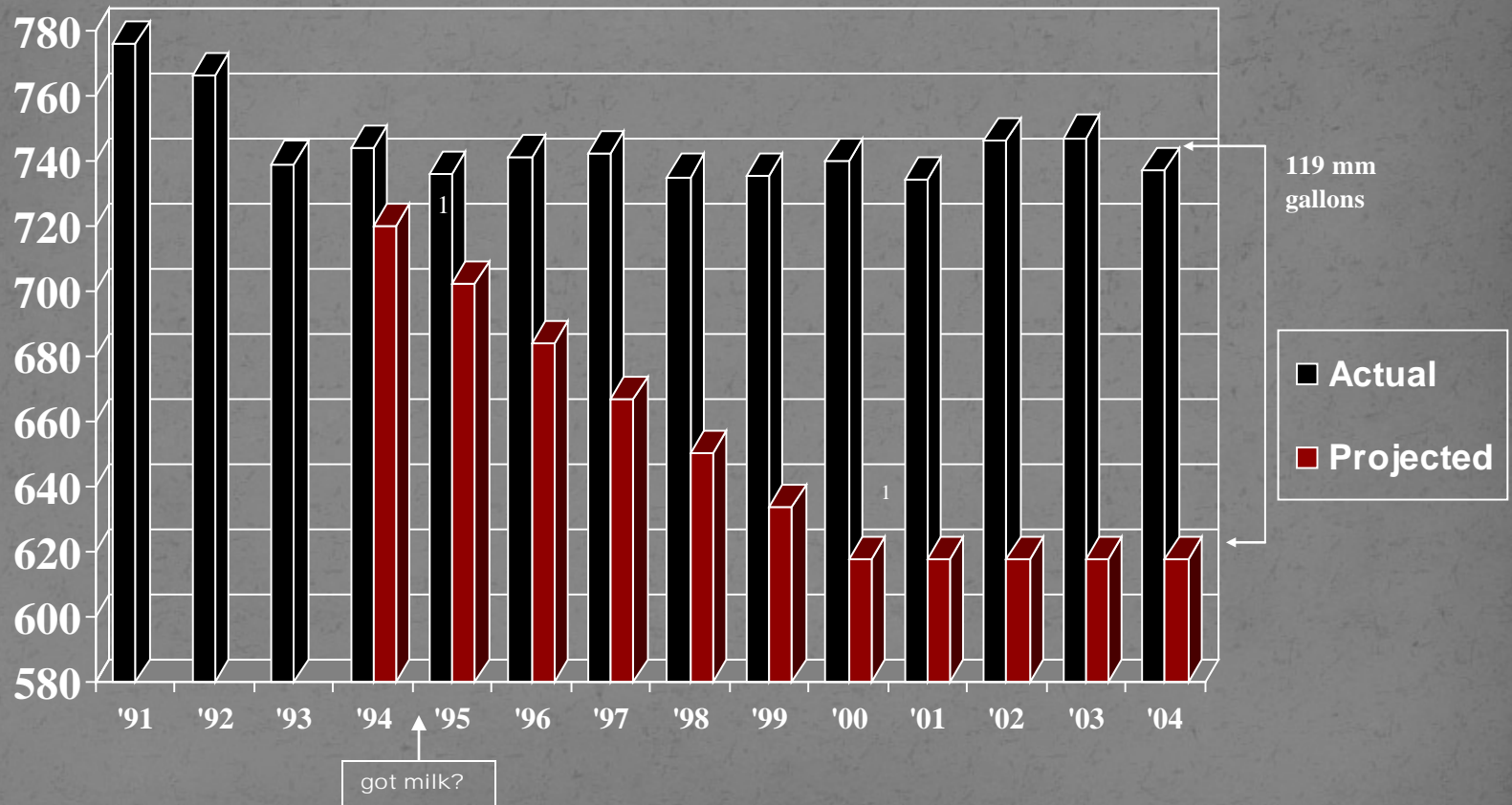
* = Significant difference from prior wave at the 95% confidence level

Brand Tagline Recall



Source: Bennett Research/California Milk Processor Board

CA CLASS I MILK SALES MILLIONS GALLONS



1. Projected assumes 2.5% decline per year thru 2000, then flat

GOT ROI?

- +120 MILLION GALLONS/YEAR
- \$2/GALLON WHOLESAL
- \$240 MILLION INCREMENTAL
- GOT MILK? SPENT \$22 MILLION/YEAR
- 10 TO 1 RETURN ANNUALLY

NABISCO

America's Favorite Combination, Oreo & Milk.

OREO

got milk?



®

NET WT 1LB 2 OZ (510 g)

Save
\$100

on OREO & MILK
STALK

**ACT AS IF
YOUR BRAND
WILL NEVER DIE**

SOME FINAL THOUGHTS

FAMILY RUN

- Northwestern Kellogg School governing the Family Business
- Babson College Summit for Family Enterprise
- INSEAD Family Enterprise Challenge

WSJ August 22, 2011

Family Biz Source of Friction

- 30% Future Strategy
- 27% Performance of Family Members
- 22% Reinvest Profits Vs. Paying Dividends
- 19% who Gets to Work in Biz
- 18% Compensation for Family Members
- 15% Role of In-Laws
- 13% Failure to Consult Family

SUPPLY CHAIN MANAGEMENT

- Treat Suppliers as Partners
- Build Relationships at the Top
- Provide Positive Feedback
- Incent vs. Threaten
- Solicit Ideas/Solutions

Fighting the Big Brands

- Tough, Objective Self-Assessment
- Dig, Study...Find Vulnerable Spots
- Pom Wonderful
- Scharffen Berger Chocolate
- Fage Greek Yogurt (NPR 8/22/11)

BRAND IDENTITY AUDIT

- The Brand Identity Audit is an apolitical, brutally objective assessment of a brand, its competition, its core leverage points and its greatest vulnerabilities.
- The BIA delivers clear, strongly rationalized direction for the brand, even if it is not what the owners or parent company want to hear.
- It is an action driven process that can greatly accelerate growth and increase the selling power of a marketing program.

THANK YOU

Got Manning?

jeff@gotmanning.com