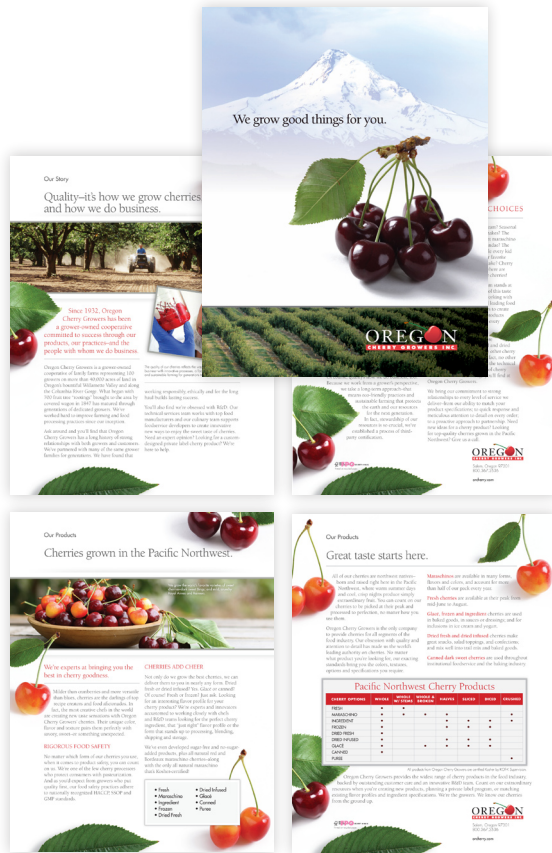




Cherries from Oregon gain recognition



Business

The largest producer and processor of sweet cherries in the world and a grower-owned cooperative

Audience

B2B audiences in retail, foodservice and industrial ingredient markets

Challenge

Distinguish Oregon Cherry Growers from other processors in a commodity industry, primarily maraschinos and industrial ingredients. Promote maraschino cherries as well as fresh, frozen, brined, glacé, dried and canned cherries while building the Oregon Cherry Growers' name and image

Strategy

Establish the position as "cherry authorities," market leaders, innovators and providers of top-quality cherry products. Build a consumer-focused brand identity to update the Oregon Cherry look and apply it to trade show materials. Create a B2B sales packet to showcase products, source and growers' perspective in a flexible format. Sell sheets focus on the product range and the company story, and a blank, pre-printed master sheet allows for customization for each presentation. Update the Website to incorporate new images and content for the B2B market without the cost of a complete redesign

Results

Positive feedback from the sales team; wider recognition at a foodservice trade show; new customers reached and sales closed, even in a tough economy

^ B2B Sales literature system and consumer brand on a poster and label