



*The taste you love, the nutrition you want.*

**FY 2014 Marketing Plan Narrative  
National Processed Raspberry Council  
As Amended, January 15, 2014  
For the Period July 1, 2013 – September 30, 2014**

**FY 2014 Marketing Tactics**

A limited number of activities are recommended in the FY 2014 plan recognizing the transitional nature of FY 2014 prior to full program implementation in FY 2015.

1. **Focused Public Relations:** *The services of contracted communicators will be utilized to develop and implement proactive and reactive public relations activities to raise awareness of raspberries. Consistent consumer, media, and trade messaging drawing on existing and ongoing research findings will be established. New and existing partnerships with dietitians, media, and health organizations will capitalize on their relationships and media reach.*
  - a. Press kit/materials will include regular releases highlighting raspberry's contribution to health and wellness, recipes/usage ideas and tips to stimulate creative use of raspberries, and information on processed raspberry convenience, affordability, and availability.
  - b. Short-lead newspapers, television, radio, news media, etc. will be utilized to create timely stories highlighting the industry.
  - c. Trade education and outreach, through attendance at trade shows, conferences and symposia will educate key influencers/decision makers to broaden raspberry's reach and lend third party credibility to our message.
  - d. Trade advertising, utilizing resources such as Today's Dietitian, Nutrition411.com, etc., will direct the trade to our booth at shows and conferences, and serve to remind the trade of our message.
  - e. Social media tools such as Facebook, twitter, blogs, Pinterest, and YouTube will stimulate conversation, gain recognition for raspberries, and be employed to tap into this immediate, user driven communication format. Proactive monitoring and scheduling of information will serve to keep content fresh. YouTube will feature recipe demonstrations and highlight the role of farmers to deliver a wholesome industry image.
  - f. Conduct market research to establish baseline usage, attitudes, and awareness of our product among consumers and end users. Who are our customers (institutional, industrial, consumer)? What do they know/don't know about our products? How do they use them? Answers to these and similar questions will focus future activity as well as provide a measure of program success.
  - g. Produce a Harvest Video showcasing the processed raspberry industry.



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- h. Develop a communications plan to deal with potential recalls or product contaminations involving processed raspberries.
- i. Acquire product samples to be distributed to Public Relations partners or use during trade education events.
2. **Logo/identity:** *A unique Council identity will be created through the use of outside contractors that will continue the presence created by the WRRC. The objective will be to maintain a family look/feel for materials, website, trade show booth, etc. as currently exists.*
  - a. Develop an appropriate industry logo reflecting the membership represented by the Council.
  - b. Register or trademark the tag line “The taste you love, the nutrition you want” as created by the WRRC to protect its use by and for the industry on letterhead, collateral, website, etc.
  - c. Revise the website to raise visibility based on key word search (Search Engine Optimization), manage site content to generate a user friendly experience, regularly provide new content (recipes, stories, etc.), create an e-newsletter incorporating recipes, usage tips, and nutrition research findings, provide links to grower, processor, importer websites, and incorporate site metrics.
  - d. Update the trade show booth and collateral to recognize new logo, organization name, etc.
3. **Newsletters** with information on marketing activity and research findings will be published as part of an active Industry Communication program.

### **FY 2014 Marketing Activities and Budget**

Activities presented below recognize the transitional nature of the program in FY 2104, and a necessity to complete infrastructural elements while beginning to project the new organization to public audiences. Existing program elements as conducted by the Washington Red Raspberry Commission will be continued. At the same time, new public relations activity will begin to utilize cutting edge marketing tools to reach virtual followers.

1. **Program Management and Services.** These are expense items that implement marketing activities. Included is Wellness Communicator (the majority of the contract and travel), a portion of the Executive Director’s time to complete activities that might otherwise be conducted by a marketing agency, Council travel to attend and participate in Council and committee meetings to discuss marketing programs, and an allocation of direct administrative expenses necessary to support marketing program functions (printing, supplies, booth maintenance, memberships, and legal services for contract review, trademark registration, etc.). No new activities re projected during the amended period. Existing contracts will be extended.
2. **Trade Education and Conferences.** Trade education and Conferences are a primary means of gaining direct access to decision-makers and influencers. The two Conferences



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included in the budget, Academy of Nutrition and Dietetics Food and Nutrition conference and Expo (AND/FNCE), and Sports, Cardiovascular Health and Wellness Nutrition (SCAN) are those that have been attended by the WRRC over the past 4 years. The budget represent the remainder of costs that will be incurred at AND/FNCE in 2013 (booth space was paid for by WRRC) and exhibitor registration for the FY 2014 Expo, and exhibitor registration for SCAN in 2014. In addition, during the period April 1, 2014 – September 30, 2014, Council staff will attend the following Conferences and Exhibitions: American Frozen Foods Conference, Research Chefs Association Conference and Culinary Expo, California Dietetics Association Annual Conference and Exhibition, Washington State Academy of Nutrition and Dietetics Annual Conference, American Diabetes Association Research Conference. The purpose of attending these conferences is to network with exhibitors and attendees and evaluate their potential for future participation as an exhibitor. Additionally, the Council will exhibit at the American Association of Diabetes Educators Conference and be a sponsor at the Sports, Cardiovascular, and Wellness Nutrition (SCAN) Symposium.

### **3. Public Relations.**

- a. Nutrition communication experts will be contracted to implement end-user outreach activities. Registered Dietitians (RD's) with an extensive background in the field have been identified to effect a coordinated program that will incorporate social media, timely e-blasts targeting other RD's, trade advertising, and write copy for health newsletters.
- b. Existing collateral will be reprinted incorporating the Council's logo, and new collateral, including recipes, will be developed. Collateral will be distributed at trade events, made available for downloading on the website, and be available to industry members on the website for customizing for their own use with customers.
- c. The existing trade show booth will be updated and freshened to reflect the NPRC's identity. As with the current booth, raspberries will be projected as part of an active, healthy lifestyle. People shown in images will reflect cultural diversity.
- d. To project a positive image for the processed raspberry industry, a Harvest Video showcasing the industry's commitment to sustainable agricultural practices and the utilization of technology to deliver the highest quality product will be created. The video will feature interviews with growers, narrated voice overs, and footage both in the field as well as processing facilities. It will be edited such that it can be run "full length" as a continuous loop at trade shows or in 15-60 second clips which can be incorporated into the Council's social media program and/or embedded website.
- e. With the growing number of foodborne illness outbreaks, a Crisis Public Relations plan will be developed to minimize the impact on the processed



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raspberry industry. Funds will be used to contract an experienced PR firm to assist the industry in identifying vulnerabilities and developing message points to be delivered in the event of a recall involving raspberries.

- f. Product Samples will be acquired for distribution to food editors and during trade shows/conferences.
- g.

#### **4. NPRC Identity.**

- a. To establish our identity, a design firm will be contracted to develop a series of logo alternatives for Council consideration. The logo will be reflective of the industry's suppliers to project a positive industry image. The logo and tag line will be trademarked to protect their use. Amended funds will be utilized to complete trademark registration for the industry's tag line.
- b. The industry's website is a primary communication medium, both to the public and internally. While the current site contains good information, it needs to be optimized using new web design technology that will direct web user searches to the site so that it becomes a useful source of information (Search Engine Optimization, or SEO). This process will also allow staff to readily update it to keep information current. The site will provide a place to embed video messages, recipe preparation, industry news, etc. Amended funds will be used to host the website, and manage and update content as it is created and approved.