

FAIR OAKS

FARMS™



THE DESIGNER DAIRY POSITION

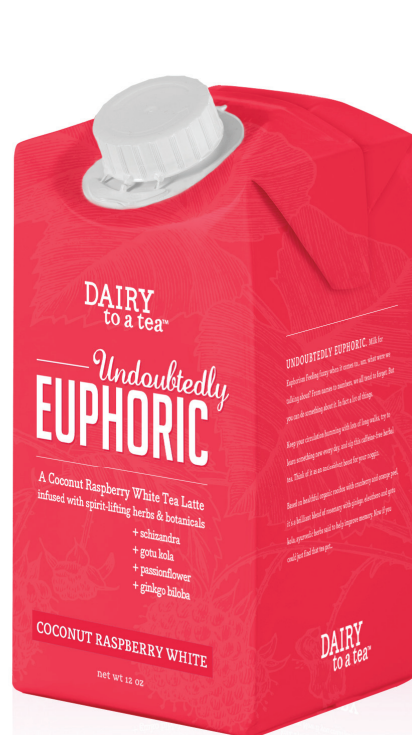


DESIGNER DAIRY REPOSITIONING

Right now, dairy sales are in decline. One contributing factor to this is that DAIRY PRODUCTS HAVEN'T HAD AMPLE OPPORTUNITY TO EVOLVE. Other health foods have adapted to match changing consumer trends and tastes (e.g., Vitamin Water), but the resounding feeling seems to be that dairy isn't really capable of this sort of evolution. And, of course, THERE ARE SOME PEOPLE WHO JUST DON'T LIKE DAIRY... not because they're lactose intolerant but because they've grown to believe that dairy simply isn't their cup of tea.

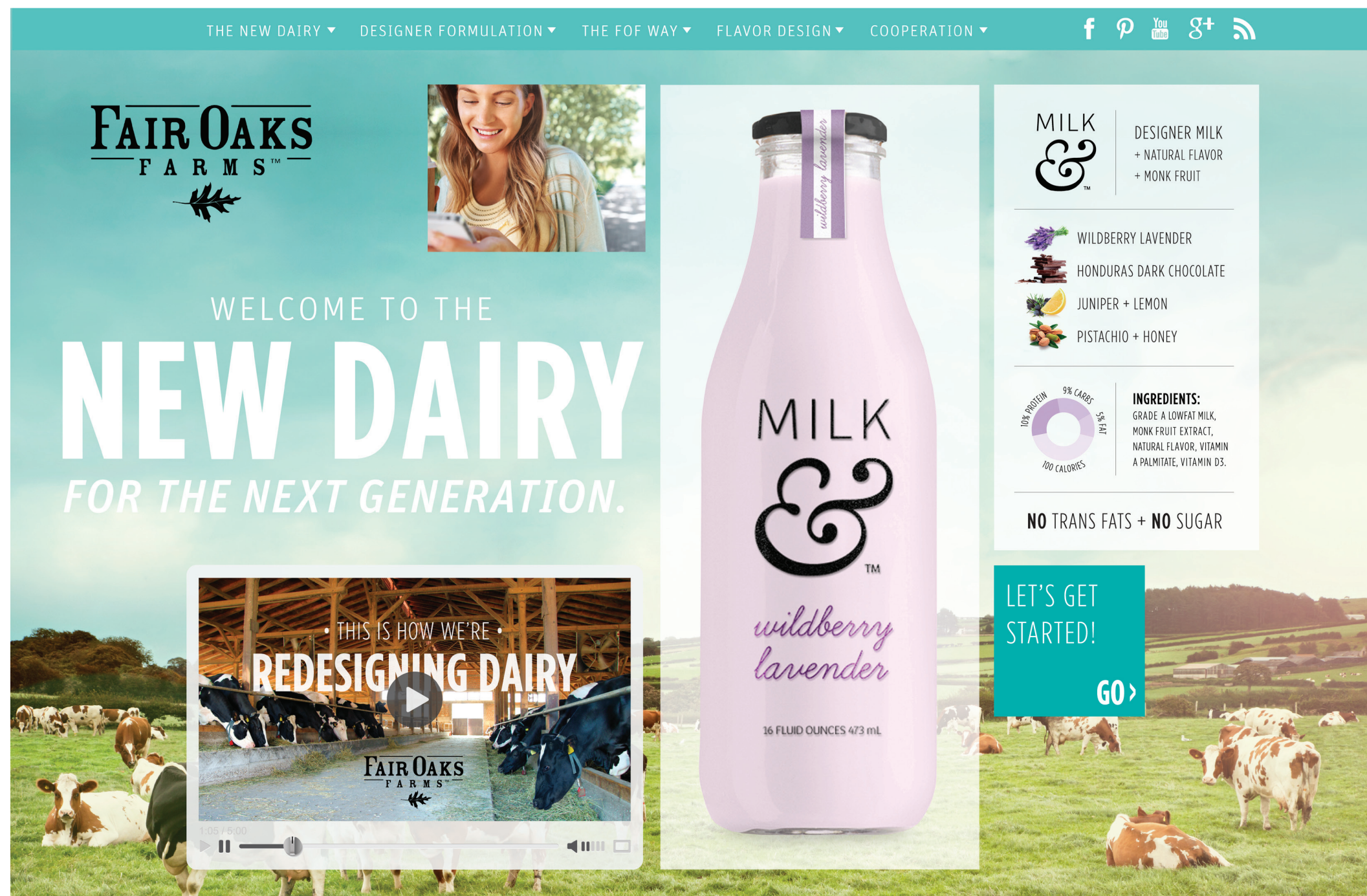
FORTUNATELY, THE DOOR IS WIDE OPEN FOR FAIR OAKS FARMS to change these perceptions and take advantage of the full potential of dairy by leading the way into a NEW MARKET OF DESIGNER DAIRY PRODUCTS. No matter what the current perception may be, dairy *is* good – it's often considered ONE OF NATURE'S MOST PERFECT FOODS—but IT DOESN'T HAVE TO BE A ONE-SIZE-FITS-ALL PRODUCT CATEGORY with the same standard options.

Designer dairy offers the potential for A GREATER VARIETY OF BETTER PRODUCTS that can alter the bias against dairy, CHANGING THE WAY PEOPLE THINK and appealing to new groups of consumers – maybe even those who have never enjoyed dairy products. By adjusting your story slightly, Fair Oaks Farms can assume the roles of innovator, iconoclast, and provider for A WHOLE NEW WORLD OF DELICIOUS DAIRY OPTIONS for consumers.



CAMPAIGN AND PR DEVELOPMENT / MEDIA MANAGEMENT


As Fair Oaks Farms takes hold as the leader and pioneer in designer dairy, new stories will need to be told and new products will need to be explained to consumers and the market. Press releases and ad campaigns in targeted publications, websites, etc. (fitness-related for Core Power, e.g.) would help spread the word.





WEBSITE UPDATES


As the Fair Oaks Farms story evolves, it would be ideal for the FOF website to evolve in-kind, PRESENTING FAIR OAKS FARMS AS A DESIGNER OF INNOVATIVE PRODUCTS in a variety of markets. In the process, it's important to CREATE A STRONG LINK BETWEEN FOF AND ITS UNIQUE BRANDS. Right now, for instance, the link between FOF and Core Power wants and needs strengthening.


These changes would apply to the consumer-facing website as it currently stands, as well as to AN ENTIRELY NEW B2B SITE THAT PROMOTES FOF AS THE LEADER AND IDEAL PARTNER FOR DEVELOPING DESIGNER DAIRY PRODUCTS. This new site would allow potential clients to learn about Fair Oaks Farms' capabilities, current product offerings, and specifications as well as give them an easy method for contacting FOF about developing designer dairy projects.






ORGANIC


TEA LATTE


DESIGNER


CORE POWER


CORE POWER LIGHT


WHAT'S MY PRODUCT?

NEED HELP CHOOSING
THE RIGHT MILK?
*Answer the following questions
to find the perfect milk for you.*

AGE 28

☐ MALE
☒ FEMALE

GOALS


☒ TRY SOMETHING NEW
☐ ENHANCE HEALTH & FITNESS
☐ USE ECO-FRIENDLY PRODUCTS

ACTIVITY LEVEL

☐ BEGINNER
☐ INTERMEDIATE
☐ ADVANCED


YOUR PRODUCT IS...
CORE POWER

*Take me to
the website* ➤



TIP OF THE DAY »

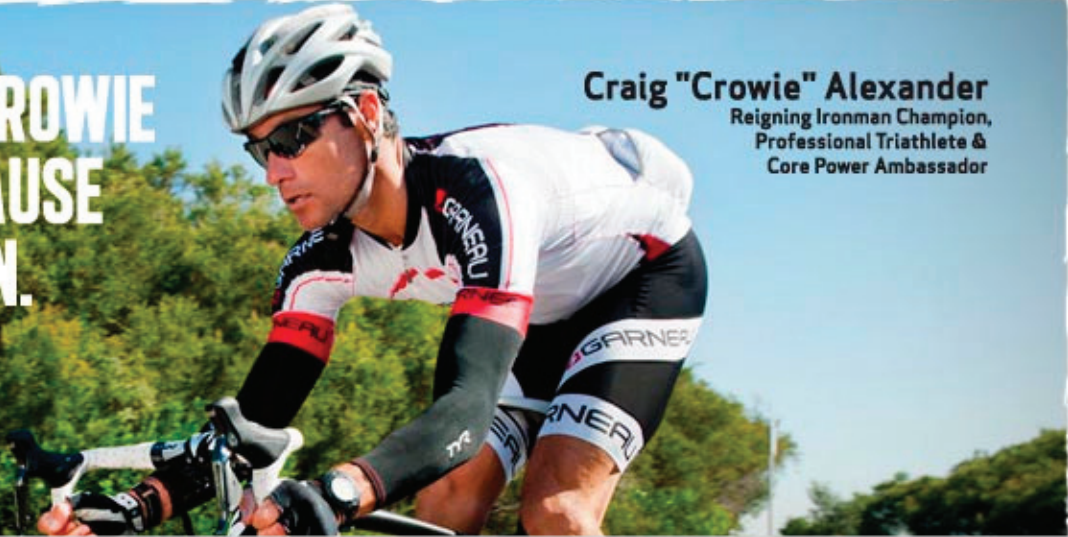
BUY ONLINE



ABOUTPRODUCTSFIND CORE POWEREVENTSATHLETESCHALLENGEBLOGPRESSCONTACT


HEADING BACK TO KONA, CROWIE
DRINKS **CORE POWER** BECAUSE
IT'S PACKED WITH PROTEIN.


Find out more about protein so you
can be a champ like Crowie.




Craig "Crowie" Alexander
Reigning Ironman Champion,
Professional Triathlete &
Core Power Ambassador

IN TIME, AS NEW designer dairy products are created, A UNIQUE FOF NAVIGATION BAR, common across all product sites, would provide users CONSTANT ACCESS TO THE ENTIRE FAIR OAKS FARMS FAMILY. This navbar would be designed to drive consumers to the product that's right for them. A user might select his gender, her age range, and his goals (e.g., "try something new," "find an eco-friendly dairy product," "enhance health and fitness") and then BE TAKEN TO THE PRODUCT SITE THAT BEST FITS HIS OR HER NEEDS.


CORE POWER



CORE POWER LIGHT


WHAT'S MY PRODUCT?

ACTIVITY LEVEL
BEGINNER
INTERMEDIATE
ADVANCED

YOUR PRODUCT IS...
CORE POWER

*Take me to
the website* ➤





CORE POWER

THE DESIGNER DAIRY POSITION

FACE THE COMPETITION



IT MIGHT BE TIME FOR A DIRECT PRODUCT COMPARISON

against Muscle Milk. People need to know the difference to mitigate the risk of Core Power's appearing to be a me-too product. Core Power is no me-too. CORE POWER IS A DIFFERENT AND SIGNIFICANTLY BETTER SUPPLEMENT, SO WHY NOT TELL THAT STORY? The Challenge program is a good start, but flavor won't be enough of a driver for most people. Customers need to know the tangible details that affect how the products work.

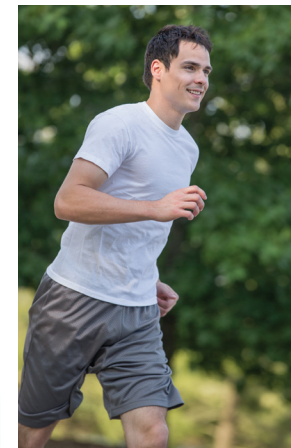
SIDE-BY-SIDE COMPARISONS BETWEEN CORE POWER AND MUSCLE MILK can be a powerful tool. They should be based on hard facts and studies but not copy heavy; rather, they should be as visual as possible: infographics, charts, callouts, etc.

Consumers might not immediately care about natural ingredients in and of themselves, but there's still a story here to tell, a story of performance (e.g., natural ingredients work better with the body's own systems than do synthetic chemicals). The science behind products like Muscle Milk can be intimidating and scary to some; PEOPLE UNDERSTAND (AND GENERALLY PREFER) NATURAL PRODUCTS. Core Power has actual milk in it. Muscle "Milk" should never be allowed to live that one down.

Ideally, these competitive studies would be available not only on the website but also in packaging, in ads, in collateral for customers, at event booths, etc.

REPOSITION AND DIFFERENTIATE CORE POWER AND CORE POWER LIGHT

Core Power offers a lower-calorie option, but at the moment, it's hard to differentiate between this product and the original. HIGHLIGHTING THE DIFFERENCES BETWEEN THE TWO PRODUCTS, giving them a separate look (i.e., packaging redesign), and creating separate messaging could create exciting new opportunities. Both would still exist under the Core Power brand but would serve different purposes. A PRODUCT SELECTOR WOULD HELP USERS CHOOSE WHICH PRODUCT MAKES MORE SENSE FOR THEM based on their goals.



THE ORIGINAL CORE POWER would be for THE MORE SERIOUS-MINDED ATHLETE and would retain the classic, industry-standard look. It's A LITTLE DARKER, A LITTLE MORE MASCULINE, with a focus on high performance: pushing yourself, striving for greater challenges, etc. This would be the DIRECT COMPETITOR TO MUSCLE MILK.

CORE POWER LIGHT would be marketed as a MORE APPROACHABLE ALTERNATIVE to Core Power, for people concerned about health and wellness but NOT SO FOCUSED ON MUSCLE GROWTH and maximum performance levels. They're dedicated to being healthy and active but not as a professional athlete. SUBTLE BRAND REPOSITIONING WOULD MAKE THE BRAND A LITTLE FRIENDLIER, LIGHTER, and more approachable and inclusive (e.g., older, younger, just getting started with an active lifestyle).

CORE POWER



MARATHONS, TOUGH MUDDER, GYMS

PERFORMANCE APPS (E.G., FITNESS TRACKING, WORKOUT TIPS)

WORK WITH SPORTS TEAMS AND ATHLETES AT ALL LEVELS - HIGH SCHOOL, COLLEGE, PRO - IN ALL DISCIPLINES. GATORADE GREW IN POPULARITY WITH WORD-OF-MOUTH RECOMMENDATIONS FROM THESE SAME GROUPS.

BY GOALS: MUSCLE, CARDIO, ETC.

PARTNERSHIPS

Although you've already made some strides in sponsoring events by diversifying your product line, partnerships allow you to cover a wider spread and more demographics.

APP SPONSORSHIP

Smartphone apps are ideal for monitoring and maintaining fitness and healthy living, but it isn't necessary to make a large investment in app development to gain brand loyalty. By sponsoring (via ads) existing popular apps, you can send a regular, targeted message to your audience.

HOOK 'EM WHILE THEY'RE YOUNG (OR NEW)

Active people tend to form habits and stick with them. If you can become part of their routine early on, you have a loyal consumer for life.

SUB-BRANDING / SPECIAL FORMULATIONS

Extending the product line beyond the standard offering helps appeal to specific audiences and makes them feel like the brand is looking out for them and cares about their interests, creating greater loyalty.

CORE POWER LIGHT



5K EVENTS, (CASUAL) YOGA GYMS, DIET PROGRAMS (E.G., JENNY CRAIG)

HEALTHY LIVING APPS (E.G., YOGA INSTRUCTION, HEALTHY RECIPES)

WHEN FIRST ESTABLISHING A WORKOUT ROUTINE, CONSUMERS ARE LOOKING FOR TIPS AND INFORMATION. PARTNERSHIPS WITH DIET PROGRAMS (E.G., JENNY CRAIG, THE BIGGEST LOSER) AND HEALTHCARE PROFESSIONALS / TRAINERS.

BY CATEGORY: WOMEN, TEENAGERS, OLDER POPULATION