

A photograph of a person with white hair, wearing a brown shirt and red headphones, operating a red tractor in a vineyard. The tractor is moving through rows of young grapevines, leaving a path of dark soil. The scene is set in a lush green vineyard with rows of young trees. The text "BIO SÜDTIROL" is overlaid in large white letters, and "Anna Hosfeld" is written below it in smaller white letters.

BIO SÜDTIROL

Anna Hosfeld

AGENDA

1. Pitch
2. SWOT
3. Internal and External Analyses of Status Quo
4. Target Analysis: New Moms in Ireland and Italy
5. Proposed Branding Strategy
6. Strategy Tactics
7. Conclusions
8. References



PITCH

- Biosüdtirol is a trustworthy brand with a strong infrastructure, valuable resources, and high-quality experience in the apple industry. However, the business can only flourish if they increase their sales by targeting a new customer segment: new moms in Italy and Ireland.
- This presentation explores the following:
 - WHY NEW MOMS: Bio's organic products fulfill their desires to raise their child in a healthy way
 - HOW TO REACH NEW MOMS: communicate with the audience where they already are – social media, the grocery store, direct email marketing
 - WHY A NEW CUSTOMER SEGMENT BENEFITS BIO: increase sales by expanding their customer base and making the brand more well-known

SWOT

STRENGTHS

- They have access to **hundreds of farmers** who can grow local organic apple that fit their standards
- They have the **infrastructure** in place to maintain high quality production and distribution channels
- They develop **high quality apples** that meet customer's needs and wants in organic produce
- Are able to **sell at a higher price** because of the value of organic, so they have higher margins than non-organic products

OPPORTUNITIES

- **Expand their product offering** – produce more apple juice and dried apples, and add apple sauce to match trends
- **Advertise directly to new moms** – integrate Bio into their everyday lives with apple recipes, lunch box sized dried apple chips, drink juice at breakfast
- Advertise on **social media** and meet customers **in store** as they make purchase decision (in-store sign or interactive display)

WEAKNESSES

- They are **not a well-known brand**
- **High cost** of organic production
- Their location is far from any big city, so it is difficult and expensive to distribute products to customers
- Only 15% of Biosüdtirol apples are sold under their brand name and the others are sold under grocery **private label** names or club names
- Lack of extensive product offering beyond apples

THREATS

- **Misunderstandings from consumers** of how organic apples are grown (negative connotation towards spray and pesticides)
- Many consumers don't buy organic and they don't know why organic is "better"
- **Club names** are more well-known than Bio



BIOSÜDTIROL

INTERNAL ANALYSIS OF STATUS QUO

- BRAND ELEMENTS: brand name Biosüdtirol with red apple symbol, URL, packaging
 - The name and symbol work together to form a brand logo that effectively classifies the industry that Bio resides (food/produce), what they do (grow apples), where they operate (South Tyrol Italy), and what kind of products they produce/grow (organic apples)
 - Owns website URL, biosudtirol.com → easy for customers to access information about them online
 - Their apple packaging matches the brand image (fresh, organic, honest) by using paper made from apples and printing the brand name, logo, and images of apples across the boxes
- MISSION/VISION: Biosüdtirol promises organic production that brings life to our products, our farmers, and our customers
 - Aligns well with their organic practices and clearly explains what they stand for
- Bio office with fresh cut wood and minimalist architecture, and their **honest, family-oriented farmers align with their mission and values** (care for apples and the earth, dedication to production, organic all-natural farming, and love for life)
- Bio apples have a high-quality and fresh taste thanks to their intensive production, storage, and delivery systems
- Bio should emphasize to the untrained customer what it means to be organic and how that makes a difference in color, taste, value, etc.

EXTERNAL ANALYSIS OF STATUS QUO

TRENDS

- Biological food - Increase in healthy eating and intentionally eating locally grown products (farm to table)
- Biological fruit – increase in organic fruit consumption
- Steady growth in apple trends, so there is an opportunity to incorporate apples into everyday life: baking, cooking, drinks, snacks
- Locally in Italy and Ireland – traditional baking frequently involves apples, but there is opportunity for more apple recipes
- Most consumed fruit in Italy is apples, but bananas in Ireland

COMPETITORS

- Grocery store private labelled apples (even if these are Bio apples they're not sold with Bio logo)
- Club name apples (Evelina, Pink Lady, Kanzi)
- Other fruits that are more commonly purchased: bananas in Ireland, oranges in Italy
- Local Irish apples for customers in Ireland

TARGET ANALYSIS: NEW MOMS

- AGE: 27-35 in Italy, 30-39 in Ireland
- CHARACTERISTICS: learning the new life of motherhood, easily susceptible to persuasive messaging, highly focused on their children, will use a product for all of child's life
- BRAND PERSONA:
 - Jen is a 33 year old married woman who is a stay at home mom with her first child, Nicholas who is less than one year old. Jen wants what's best for her child, so she has been reading lots of books and watching blogs about what kind of food is best to eat, where she should shop, and what kind of meals she should be preparing for her family. Her family lives in the suburbs of Dublin with lots of access to outdoor parks (where she goes running), local and national grocery stores, and many activities that are healthy for a child (libraries, schools, and playgrounds). She spends most of her time on play dates with Nicholas and other new moms who talk about what motherhood is like. Jen does not normally eat organic food, but she is trying her best to raise Nicholas in a healthy way that will allow him to grow into a strong, well-balanced, young man.
- WHERE DOES THE TARGET LOOK FOR INFO: mommy bloggers, new mom books, their mothers, other new moms, Facebook and Pinterest





TARGET ANALYSIS

WHAT CONTENT DO THEY LIKE

- **Social media:** Facebook and Instagram to share updates about their family (photos, videos, captions), and to share articles that interest them (how to raise a kid/what food kids should eat/why organic). Pinterest for baking and cooking recipes
- **Preferred content:** videos – funny or serious videos of babies or puppies (anything wholesome to trigger new mom hormones), informational content about what is best for their child

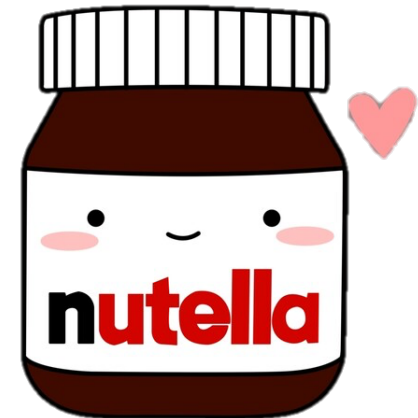




BIOSÜDTIROL

TARGET ANALYSIS

- INFLUENCERS ARE HIGHLY PERSUASIVE
 - new moms are very vulnerable, and therefore **susceptible to any recommendations about how to raise their child**. Anyone who shows valid knowledge of child rearing including celebrity trends or social media influencers promoting products will be **trusted by moms**.
 - They are sources of content because the information that they share is consumed by Bio's target market of new moms
 - It is common in Italian culture to listen to people who they believe in because that person's values and ideology aligns with their own → influencers can be the da Vinci of motherhood
 - Influencers can change the content preferences of the target by promoting certain products (Biosüdtirol) or lifestyles (organic) in order to get customers to buy into these ideas
- RELEVANT BRANDS/INFLUENCERS/CELEBRITIES
 - **Well-known and loved brand by families in Italy and Ireland: Nutella**
 - Italian organic baby food company: Hip Italia
 - Irish baby food brand: Piccolo
 - Famous celebrity and mom in Italy: Carla Bruni
 - Italian social media influencer: Giorgia Gabriele
 - Irish social media influencer: Pippa O'Connor



TARGET ANALYSIS

SHOPPING HABITS

- **Italian mom:** shops for groceries at her **local grocery store** that could be a large national retailer like Pam, or more local and health conscious like NaturaSi
- **Irish mom:** shops for groceries at **large stores** like SuperValu or smaller supermarkets closer to home like Spar or Centra
- Online retailing for grocery items is not as common in Ireland or Italy as it is in the US, so offline channels are most effective to sell your product
- **Moms purchase groceries in person for themselves and their children**
 - opportunity for Bio to promote their products in-store to help the mom's make their final purchase decision → add touchpoints in store with point of purchase displays and interactive in-store displays



A wicker basket filled with green and yellow apples, resting on a wooden surface. The basket is made of light brown wicker with a woven pattern. The apples are mostly green with some yellowing, and some have green leaves attached. The background is a plain, light gray wall.

PROPOSED BRANDING STRATEGY

- **OVERALL GOAL:** create and fulfill needs for new moms that the customers didn't even know that they needed in order to expand customer base and increase demand for Bio products
 - **Targeted advertising:** connect with new mom's on social media, direct email marketing, and in-store point of purchase displays
 - **Expand product offering** to match current trends and utilize Bio's current apple production resources
 - **Partner with Nutella** to integrate Bio into customer's everyday lives

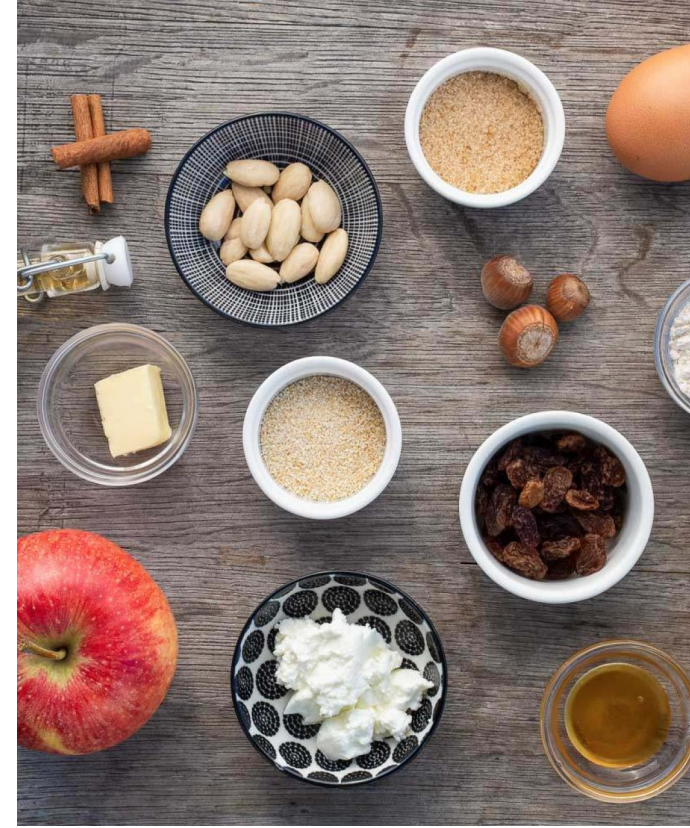
TACTICS

- TARGETED ADVERTISING: personally connect with customers on a daily/weekly basis
 - **Social Media advertising**
 - **Facebook and Instagram** video and image content: feature real-life stories of farmers, how Bio products are made, farmer explains how products are made or what makes them organic, why organic is best for the health of you and your family, kids in the kitchen baking with moms
 - **Pinterest** video and image content: all apple recipes with images that link to step by step instructions and videos – new trends, holiday recipes, apples + Nutella recipes
 - **Direct email marketing:** biweekly emails to new moms in Italy and Ireland (found from local data and current customers, customers can add their friends to the email list). Include content: Bio apples offered near you, new apple recipes or recipes for the current holidays, why organic, what makes our products organic
 - **Point of purchase displays in grocery stores:** attract new moms with kids in store
 - Biggest question for customers is why organic? → answer this with a display next to Bio apples that is shaped like an apple tree with a touch screen (designed to attract kids) asking customers “do you know what’s in your apples?” → new moms with their kids play and interactive game or click through the slides to learn about how Bio organic apples are extra special
 - **Result:** interrupt customer’s purchasing process to make them reconsider Bio → new moms and their kids interact with brand so they’re more inclined to buy



TACTICS

- EXPAND PRODUCT OFFERING: Create a new reason for kids to want to eat apples
 - Produce more **apple juice** to drink at breakfast or lunch, produce more **dried apples** as a perfect lunch or afternoon snack, start to produce **apple sauce** so even infants can eat Bio
- PARTNERSHIP WITH NUTELLA
 - Nutella is well-known throughout Europe (especially Italy where it was founded) and has a **strong appeal to new moms as a result of its association with home, comfort, and delicious food** → great partnership for Bio
 - **Marketing:** on social media and direct email promote Bio apple + Nutella recipes (that you and your kids will love and make), eat Nutella with apple slices for a snack or breakfast (incorporate brand into everyday life), create lunch box sized snack packs for kids at school of dried Bio apple slices and the perfect portion of Nutella
 - **Product placement:** sell Nutella next to the Bio apples in grocery stores



CONCLUSIONS

In order to expand Biosüdtirol's already successful brand, it is clear that Bio must **target new moms in order to build long term brand loyalty and brand trust**. This expansion will benefit Bio in the long-term by building relationships with the customers that truly matter. My strategy encourages customers to **integrate Bio products into their home, families, and everyday lifestyles**. By meeting the **customers where they are** (advertising to them on the right social media, direct email marketing, and interrupting their in-store purchasing decisions) and **fulfilling a need that works well in their existing lifestyle** (selling apple sauce and apple juice for their kids), new moms are more inclined to try a new product and stick with it.

With that said, this branding strategy will increase Bio's profits by establishing a long-lasting relationship with a valuable (yet previously unused) target audience.



REFERENCES

<https://biosuedtirol.com/en/>

<https://www.quora.com/What-are-some-of-the-most-popular-fruits-in-Italy>

<https://www.statista.com/statistics/718430/mothers-average-delivery-age-in-italy-timeline/>

<https://www.thetimes.co.uk/article/average-age-of-first-time-mother-is-30-qsfzsq76d>

<https://www.statista.com/statistics/937720/most-used-social-media-by-type-in-italy/>

