

## Morgan&Myers: Customers discover why a dairy cooperative is Foremost

### Challenge

Foremost Farms USA, a regional dairy cooperative, faces off against national competition in a highly competitive environment. They market to a customer base including food processors, foodservice operators, food retailers and consumers. The dairy cooperative had been presenting itself to customers as three separate divisions – cheese, whey ingredients and consumer products – each with its own brand identity. With this approach customers struggled to see the full value of Foremost Farms.

### Strategy and Action

Morgan&Myers guided Foremost Farms through our Behavioral Map™ process to identify opportunities that showcase the cooperative's full value, leading to: 1. Development of brand promise and key messages, 2. Creation of marketing materials to support the brand promise and messages, and, 3. Creation of a new unifying slogan: Discover why we're foremost.™ Rollout included use in the annual report, trade show displays and advertising. M&M built an on-line corporate ID standards site for guidance.

### Results

"Discover why we're foremost" has generated positive response across the cooperative. The new marketing tools made it possible for the Foremost Farms sales force to communicate and cross-sell effectively across market segments. Foremost Farms continues to expand its customer base into new market areas.



**Morgan & Myers**

