



#PlanYourBrand: Branding Your Child Nutrition Programs

March 2020

PROFESSIONAL STANDARDS LEARNING CODES: 4110, 4120



Overview

1. Define 'branding' and the importance of creating a brand
2. Review current branding techniques most successful in the School Nutrition setting
3. Learn how to implement these techniques to make your own brand successful

Definitions

Brand A set of unique values; the identity of a product or service

Marketing Strategy A plan of action designed to promote and sell a product or service

Logo A graphic mark, emblem, or symbol used to aid and promote public identification and recognition

Brand Equity The value of a brand derived from **consumer perception** of the brand name, rather than from the product or service itself

Definition of Branding

Then...



Branding was a sign/symbol of asset ownership

Now...



Branding is a portrayal of what you represent and your overall identity

Why is Branding Important?

Importance of Branding

Creating a Brand...

- Is a component of promoting your programs
- Allows you to send the message you want to send
- Helps you connect with your audience
- Communicates professionalism and consistency

Importance of Branding

Creating a Brand...

Is a component of promoting your programs

- Part of a successful marketing strategy
 - Creates awareness of your programs
- Opportunity to make a name for yourself

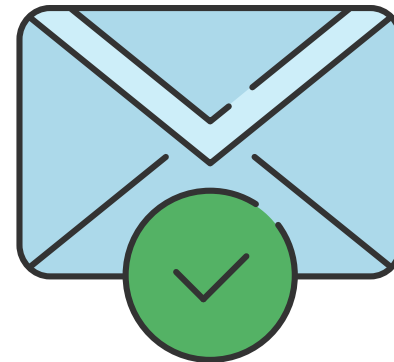


Importance of Branding

Creating a Brand...

Allows you to send the message you want to send

- Tells others what you stand for
- Establishes your reputation
- Is your pledge to your audience



Common Brands' Messaging

NIKE



Athletic Apparel

- Speed
- Victory
- Athleticism

TARGET



Convenience Store

- Meets your needs
- Accessible
- Community Driven

GOOGLE



Website

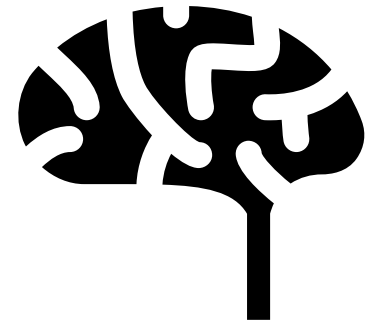
- Accessible
- Reliable Source
- "Google It"

Importance of Branding

Creating a Brand...

Helps you connect with your audience

- Gives audience a "gut feeling" about you
- Makes your audience proud to be associated with you
- Effective branding can increase participation



Brand Personality

Brand Personality

5 Brand Personality Dimensions:

- Sincerity
- Excitement
- Ruggedness
- Competence
- Sophistication

In Focus Groups conducted by the National Food Service Management Institute:

- *Friendly* and *hard working* were the two most cited characteristics that directors hinged their programs' brand personality on.
- These were also the two most cited characteristics perceived by High School Students taking part in the focus groups.

Brand Personality Descriptors

Friendly	Upper class	Exciting
Secure	Original	Intelligent
Hard working	Spirited	Reliable
Down-to-earth	Unique	Good looking
Real	Confident	Honest
Trendy	Independent	Up-to-date
Cool	Charming	Masculine
Successful	Family-oriented	Western
Smooth	Contemporary	Rugged
Young	Technical	Sincere

Source: Rushing, K. and Asperin, A. (2011). Branding the School Nutrition Program: Building the Foodservice Personality. University, MS: National Food Service Management Institute.

Importance of Branding

Creating a Brand...

Communicates professionalism and consistency

- Consistency can save time
- When you look professional, your audience is more likely to trust what you say
- Gives you a chance to create your own style

ADE Branding Examples

These two logos might look familiar...



...these are examples of our own branding here at ADE!



upLIFT

What's up with **upLIFT**?
LEARN. INSPIRE. FEED. TEACH.

How to Use Whole Foods

Innovative Ideas for using real, whole foods in delicious ways!

Black Beans

Black beans are a nutrient dense legume that can be used in a variety of ways to add fiber, protein, and iron to your meal!

Examples:



This institution is an equal opportunity provider.

Tip! Consider using USDA Foods Black Beans (Material #100359)



upLIFT Chef Spotlight!

Webinar Contest
Showcasing the talents and work of a professional Blue Watermelon chef that YOU may have a chance to win a culinary training from! This month's spotlight is on:

Dina Altieri

Director of Culinary Enterprises at
UMOM New Day Centers

Hometown: Born In The Bronx, NY, grew up in
Bethel, Connecticut
Current City of Residence: Phoenix, AZ
Favorite Childhood School Meal: Sloppy Joe



Dina learned from a family of Italian immigrants that "food is love." These three words best describe her upbringing. Holiday feasts, daily home-cooked meals and her first taste of preparing the "Sunday 'gravy'" are examples of how her career as a chef was shaped from an early age. Dina started working in the food service industry at the age of 20 and feels at home within the culture of kitchen work. In her many roles, she has continued to learn by attending graduate school and taking professional risks to climb out of her comfort zone. Food has nourished her both personally and professionally!

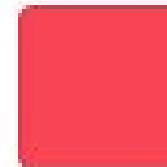
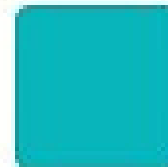
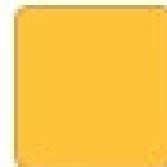
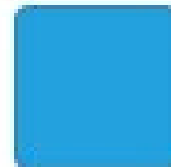
During her first month in Phoenix, Dina attended the Feeding the Future event at the Farm at South Mountain and began networking with a wonderful team of individuals who were participating in the Blue Watermelon Project. Since that day, she has had the opportunity to participate in numerous events, mentor students and network with industry professionals and community members. This community work has inspired her in many ways and influences her work at UMOM New Day Centers, a non-profit that strives to end homelessness in the community.



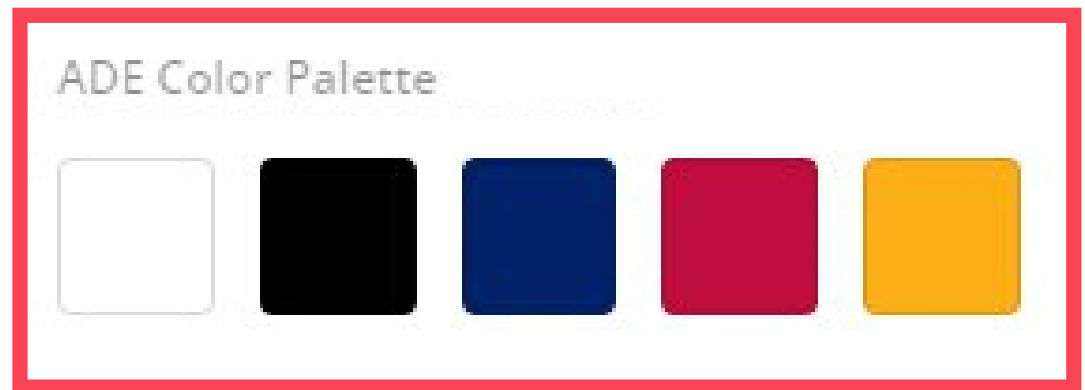
Recognition!

"LEAs who attend or watch recordings" for every upLIFT webinar from August until March will automatically be entered into a contest to receive a FREE culinary training for their staff from the Blue Watermelon Project.

upLIFT



ADE



How are other Child Nutrition Programs being branded?

Creating a Logo



Humboldt Unified



Queen Creek Unified



Washington Elementary



Laveen Elementary



Madison School District



Creating a Tagline/Name

Name/Tagline should depict your:

- Association
- Values
- Purpose



Creating a Tagline/Name

Name/Tagline should be:

- **Unique**
- **Memorable**
- **Easy to Pronounce**

Chandler Unified



Osborn School District

Branding in the Cafeteria



Humboldt: Coyote Cafe



Humboldt: Cub Cafe



**Scottsdale
Unified:
Suns Cafe**

Branding Initiatives/Campaigns



Scottsdale Unified: Scottsdale Parent Nutrition Initiative



THE NEW SCHOOL CAFE!

We spoke up and they listened!

NEW HEALTHY OPTIONS

The district teamed up with us to create Power Lunches, packed with nutrients and rich in whole grains, veggies and lean meats.



POWER LUNCHES

Now offered everyday with Mondays and Wednesdays featuring only Power Lunches. Also introducing Meatless Mondays. This is a great opportunity to try out the new cafe.



Humboldt: Leaders for School Wellness Subgrant



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Webinar Series



Branding Initiatives/Campaigns



Oxford School District in Mississippi

- School Food Service
- Farm to School Program
- Nutrition Education
- Grants to Support Scratch Cooking
- Community Involvement

**BURLINGTON
SCHOOL
FOOD
PROJECT**



Burlington School District in Vermont

- School Food Service
- Farm to School Program
- Partnerships with Local Organizations



How can you #PlanYourBrand?

Steps To Creating a Brand

1. #PlantOut - Decide what your messaging will be

Items to Consider:

1. Who do you want involved in the decision-making?
2. What message do you want to deliver about your programs?
3. Establish what resources are already available to you.

Steps To Creating a Brand

1. #PlantOut - Decide what your messaging will be

Item to Consider:

Who do you want involved in the decision-making?

- Buy-in and support from those around you is very important
- Good time to establish a timeline
- Invite Stakeholders to serve as advisors
 - Parents, teachers, students, SN workers

Steps To Creating a Brand

1. #PlantOut - Decide what your messaging will be

Item to Consider:

What message do you want to deliver about your programs?

- Research Your Audience/Competition
 - Students/parents
 - Food from outside, non-participation
- Establish your Brand Personality
 - Choose 1 from the 5 dimensions (sincerity, excitement, competence, sophistication, and ruggedness)
 - Determine what your values are
 - Ask for input from audience

Steps To Creating a Brand

1. #PlantOut - Decide what your messaging will be

Item to Consider:

Establish what resources are already available to you.

- Who do you already know?
 - Access to graphic design services
 - Someone on your staff skilled in marketing/design
 - Relationships with the outside community
- What resources does your district already utilize?
 - PR or marketing specialist on staff
 - Does your school offer an art or design class?

Steps To Creating a Brand

2. #MakeItYours - Create your branding kit materials

Items to Consider:

1. Design and create your logo
2. Compose your original tagline
3. Assemble your color palette

Steps To Creating a Brand

2. #MakeItYours - Create your branding kit materials

Item to Consider:

Design and create your logo

- Distinctive to your brand
 - Recognizable, simple and easy to decipher
 - Depicts your purpose and values
- Use design resources available to you!
 - Hire a graphic design artist
 - Use design software (Canva, Photoshop, etc)
 - Involve students/teachers in designing your logo

Logo Design - QCUSD

Logo design process - Involving students!



- Reached out to graphic design/marketing class and proposed a logo design competition for students
- Students were given guidelines about Food Service Dept's message
 - Fresh, agriculture, thought-provoking
 - Department tagline - *"Growing Healthy Kids"*
- Narrowed it down to 6 logos, then gave feedback
- Chose the winning logo design
- PR specialist approved the logo to be used on all external communication and print materials

"The chosen logo worked well for the department because the district logo is an apple, and so to add that little touch really tied us in with the district."

Steps To Creating a Brand

2. #MakeItYours - Create your branding kit materials

Item to Consider:

Compose your original tagline

- Make sure it is memorable
 - Unique, simple, concise
 - Focus on what you provide to your audience
 - Depict your purpose and values
- Include it in your logo
- Get input from your advisors
 - Develop a few choices and vote

Steps To Creating a Brand

2. #MakeItYours - Create your branding kit materials

Item to Consider:

Assemble your color palette

- Option: Use your school colors
- At least 3 different colors
 - Dominant color: Used for about 60 percent of the design
 - Secondary color: Used for about 30 percent of the design
 - Accent color: Used for about 10 percent of the design
- Ensure colors are distinguishable on both dark and light backgrounds

Steps To Creating a Brand

3. #BrandYourself - Make it happen

Items to Consider:

1. Choose your branding outlets
2. Develop a Brand Equity Evaluation System

Steps To Creating a Brand

3. #BrandYourself - Make it happen

Item to Consider:

Choose your branding outlets

- Use your brand on everything!
 - Uniforms, business cards, vehicles, water bottles
 - Think outside the box!
- Any external communication should have your logo and colors
 - Newsletters, flyers, menus, website & social media accounts
- Determine what (if any) changes you will make to cafeteria
 - Signage, paint, graphics
 - Changes can be big or small!

Steps To Creating a Brand

3. #BrandYourself - Make it happen

Item to Consider:

Develop a Brand Equity Evaluation System

- Develop a system for evaluating and continually improving your branding project.
 - Establish project goals (e.g. increased student participation or customer satisfaction)
 - Routinely gather student and staff input with surveys or suggestion boxes
 - Keep track of meal participation rates
 - Utilize results to make changes to your brand

Summary

1. #PlantOut - Decide what your messaging will be

- Establish what you want to stand for
- Get support and buy-in from others

2. #MakeItYours - Create your branding kit materials

- Create your logo, tagline, color palette (Branding Kit)

3. #BrandYourself - Make it happen

- Decide what items you are going to brand
- Develop a system to evaluate your brand's effectiveness

Next Steps

Key tips to remember...

- Ask for help from your staff and other school professionals
- Start small, with a logo and tagline
- It doesn't always have to cost a fortune, use resources already available to you!
- Start thinking about where you want to display your branded materials to promote your program!
 - Create Social Media profiles and update webpage

Remember!



CONTEST!

LEAs who attend or watch recordings for every upLIFT webinar from August until March will automatically be entered into a contest to receive a FREE culinary training for their staff from the Blue Watermelon Project.

*Submission of the online survey following completion of each recorded webinar is required in order to count these toward the contest.





Thank you!

Any questions? Please contact your assigned School Nutrition Programs Specialist!

If you are watching the recorded webinar, you can access the survey link and certificate of completion at the end of the webinar slides.



Comprehension Check

Question #1

A Brand can be defined as:

- a. A logo
- b. An advertising campaign
- c. A product
- d. The identity of a product or service

Comprehension Check

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Comprehension Check

Question #2

The top two characteristics that directors have hinged their program's brand personality on are, *successful*, and *original*.

TRUE

FALSE

Comprehension Check

Question #2

The top two characteristics that directors have hinged their programs' brand personality on are *successful*, and *original*.

→ TRUE
FALSE

Comprehension Check

Question #3


Which of the following is NOT a characteristic of an effective tagline/name?

- a. Unique
- b. Must be in English
- c. Easy To Pronounce
- d. Memorable

Comprehension Check

Question #3

Which of the following is NOT a characteristic of an effective tagline/name?

- a. Unique
-  b. Must be in English
- c. Easy To Pronounce
- d. Memorable

Congratulations!

You have completed the [Recorded Webinar: #PlanYourBrand: Branding Your Child Nutrition Programs](#)

To request a certificate, please go to the next slide.

In order to count this training toward your Professional Standards training hours, the training content must align with your job duties.

Information to include when documenting this training for Professional Standards:

- Training Title: [Recorded Webinar: #PlanYourBrand: Branding Your Child Nutrition Programs](#)
- Key Area: 4100-Communications & Marketing
- Learning Codes: 4110, 4120
- Length: 0.5 hour

Please Note:

- Attendees must document the amount of training hours indicated regardless of the amount of time it takes to complete it.

Congratulations!

Requesting a Training Certificate

Please click on the link below to complete a brief survey about this webinar. Once the survey is complete, you will be able to print your certificate of completion from Survey Monkey.

*This will not appear in your Event Management System (EMS) Account.

<https://www.surveymonkey.com/r/upliftrecordedwebinar>

The information below is for your reference when completing the survey:

- Training Title: [Recorded Webinar: #PlanYourBrand: Branding Your Child Nutrition Programs](#)
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