

U.S. DAIRY EXPORT COUNCIL

Think USA Dairy Brand and Marketing Collateral

The U.S. Dairy Export Council (USDEC) is a non-profit, independent membership organization that represents the global trade interests of U.S. dairy farmers and producers, proprietary processors and cooperatives, ingredient suppliers, and export traders. USDEC provides members with industry data, experts, and strategies that they may not have access to on their own.

Think USA Dairy is USDEC's international, customer-facing arm, dedicated to promoting U.S. dairy to consumers and business partners.

CHALLENGE

Think USA Dairy's customer-focused identity used the same member-focused look, feel, and materials as the USDEC in-country and membership materials. Materials were largely red, white, and blue—colors that didn't always resonate overseas. Think USA Dairy enlisted Novak Birch's help adapting their new mark and website, ThinkUSAdairy.org, into a full, cohesive identity system that worked across all communication and marketing channels, both in the USA and globally.

SOLUTION

Our work includes:

- Global-friendly color palette and pattern palette system
- Marketing kit, including overview folder, presentation folder, and sell sheets
- Templated international event materials, including banner stands, pop-up booth, agendas, brochure, programs, handouts, invitations, directories, surveys, registration forms, podium signage, and backdrop
- Member blog highlighting Think USA Dairy promotions and events for international customers, along with an enewsletter and an email template to distribute marketing announcements
- Trade data infographics for presentations
- Custom coasters
- Trade show marketing support, including a postcard, map to booth, and handout
- Cheese manual (a 130-page guide to U.S. cheese) and cheese guides for international consumers
- Advertorial
- Monograph system, icon system and infographics, and additional marketing kit components

RESULTS

- The new identity system provides a cohesive, global-friendly look-and-feel, increasing the U.S. dairy industry's visibility and brand credibility and communicating that they are a customer-focused, adaptive partner that's ready for business.
- The member blog receives steady engagement, and emails have positive click-through rates.