

THINK USA DAIRY

RETAIL TOOLKIT

Design / Copywriting / Promotional



ABOUT

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

CHALLENGE

USDEC sought to provide international retailers with tools to help them market and sell U.S. cheeses to overseas consumers, who may perceive cheese as unhealthy and limited to processed American cheese slices.

SOLUTION

Novak Birch created a retail toolkit that introduces consumers around the world to the flavors, value, and versatility of U.S. cheese. The toolkit includes a suite of scalable, ready-to-use, point-of-purchase signs and promotional elements that share the benefits of U.S. cheese. We designed, wrote, and produced pairing cards, recipe cards, product seals, overhead signs, floor stickers, case dividers, cooler clings, shopping cart signs, product sampling displays, and more.

The toolkit design uses sketched line illustrations and authentic textures to convey U.S. cheese as a handcrafted, wholesome food. Building on Think USA Dairy's color system, we used a friendly navy and bright blue palette to appeal to shoppers and invite them to expand their culinary repertoire. We paired this consumer-friendly design with engaging copy that succinctly communicates the many benefits of U.S. cheese, encouraging consumers to explore new tastes and recipes. We produced print-ready files in multiple languages, including English and Vietnamese, and provided source files so individual markets can print on-demand and translate as necessary.

The retail toolkit was successfully launched in four grocery stores throughout Vietnam, where customers were excited to sample and learn about U.S. cheeses.

RESULTS

Due to the campaign's success, USDEC expanded the program, launching it in Hong Kong and Mexico. Next, it will launch in the United Arab Emirates, Kuwait, and Saudi Arabia.