

# Building a Global Brand in an Interactive World

Karen Haefling  
VP of Marketing, Vitamix

UNLOCK

# adventure







## Who is Vitamix?

- 96-year old company
- Family-owned
- Manufacturer of high performance blending equipment
- Sold in more than 100 countries
- Category Leader



# Category Leadership - Award Winning Design

AS OF FEBRUARY, 2017

Innovation in  
Technology Germany



Innovation in  
Technology International



Kitchen Products  
Consumer Award Germany



9 AWARDS IN TOTAL!



# Category Leadership - Retail

CARRIED BY PREMIER RETAILERS WORLDWIDE

# WILLIAMS-SONOMA







# Category Leadership in Commercial

Named best in class overall beverage blender for eight consecutive years by readers of *Foodservice Equipment & Supplies* magazine who include:

- Operators
- Dealers
- Consultants

79% of STARCHEFS surveyed in 2016 indicated that they have a Vitamix



*Vitamix is coveted by chefs everywhere*







# Category Leadership Culinary Schools

- Used to train more than 52,000 students and master chefs worldwide
- Relied upon by over 150 schools in the U.S., including the top 7
- Working with top international schools



JOHNSON & WALES  
UNIVERSITY





# Category Leadership - Chains

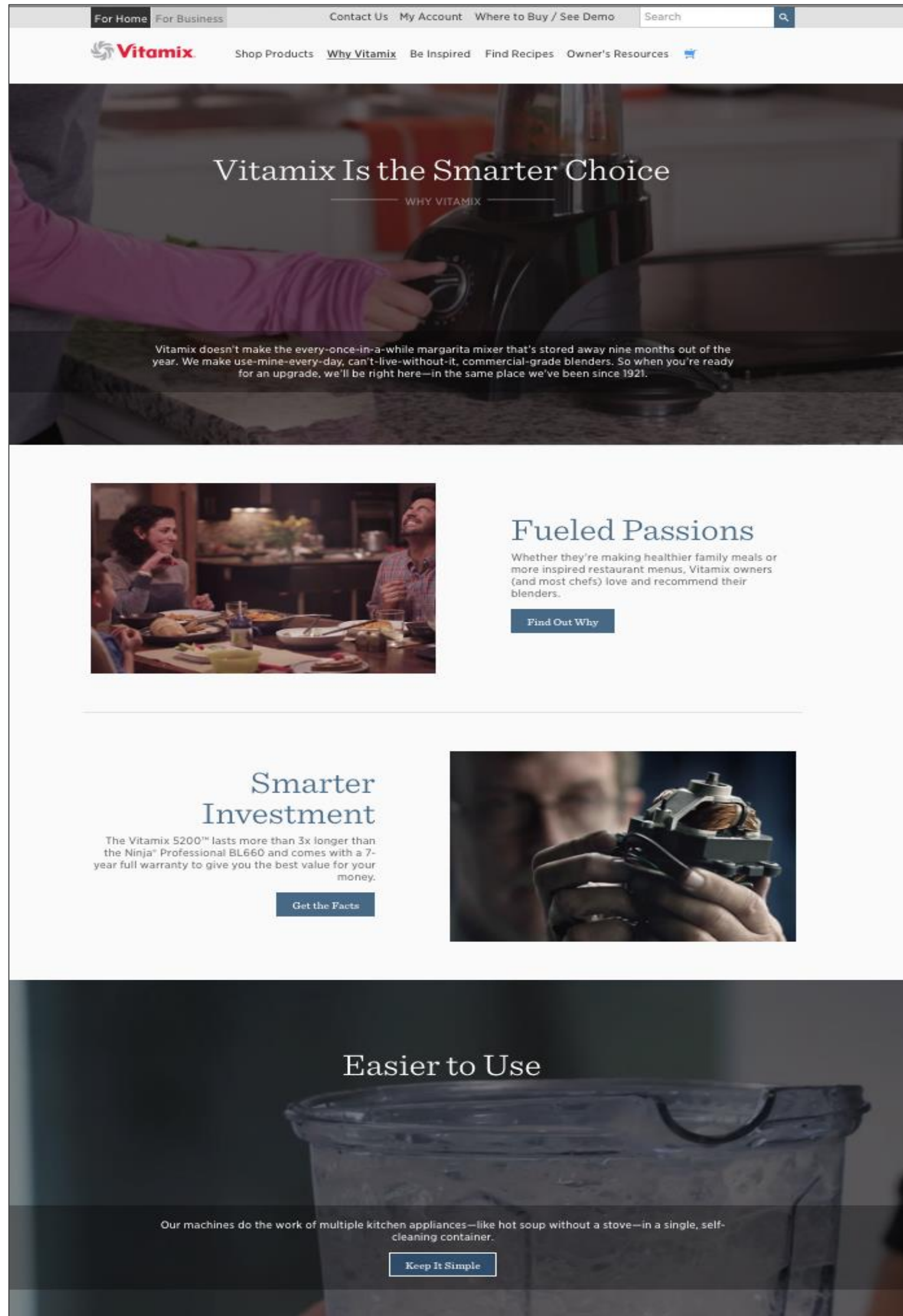
VITAMIX USED IN OVER 100,000 CHAIN LOCATIONS WORLDWIDE



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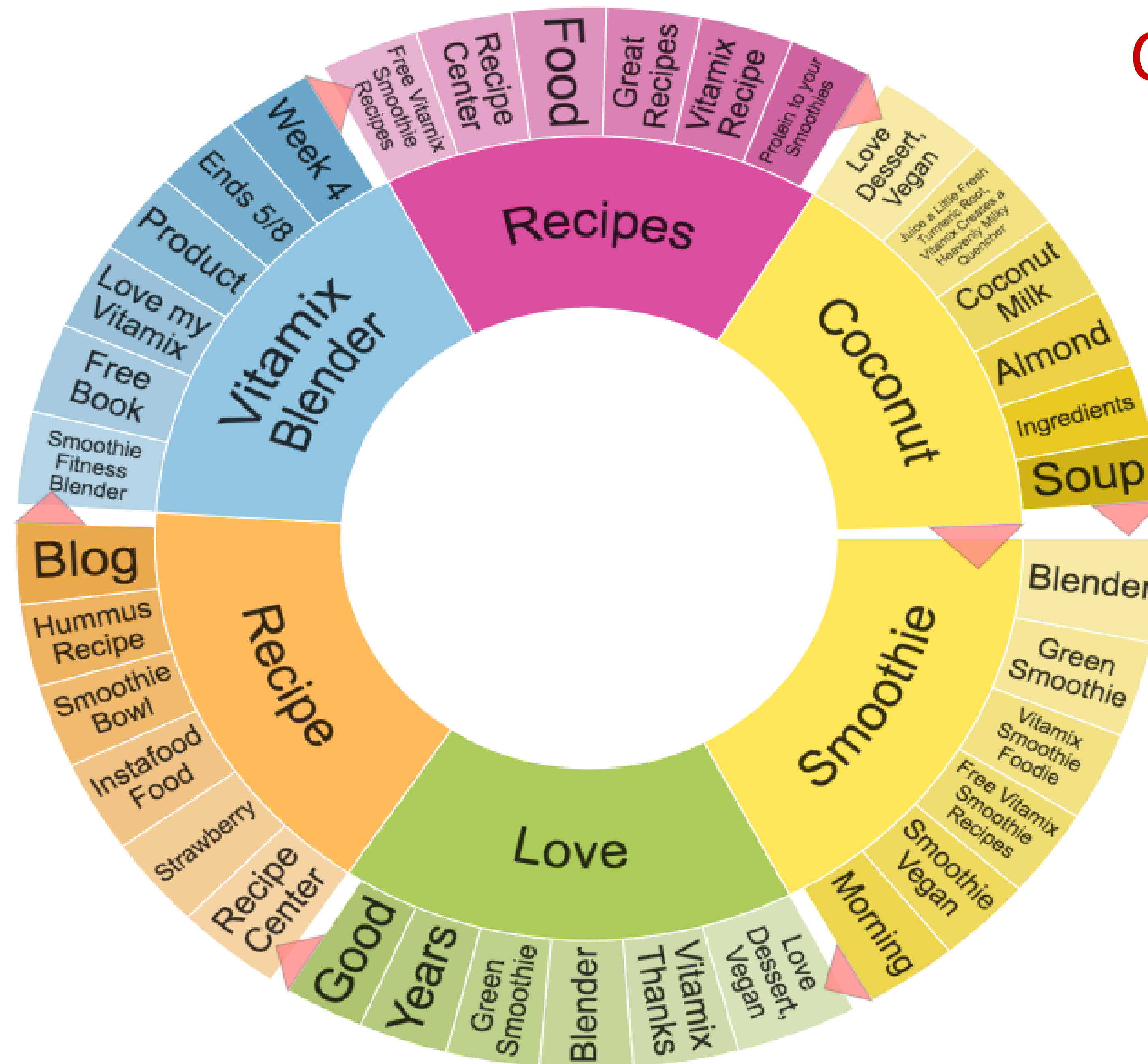
# Category Leadership - Why Vitamix Landing Experience



- Durability
- Hot Soup (without a stove)
- Versatility
- Easy to Clean/Use
- Precise Textures
- Unleashes Flavor
- Trusted by Chefs



# Category Leadership – Raving Fans



#1 share of voice – PR

#1 share of blending  
conversation – Social  
Media

96% positive sentiment –  
Social Media





GLOBAL BRAND  
REFRESH

*inspiration*





# Purpose:

Liberate & nourish  
the *zest* for life.

 **Vitamix.**



Video - <https://youtu.be/nMEVa3ciE78>



# Brand Evolution

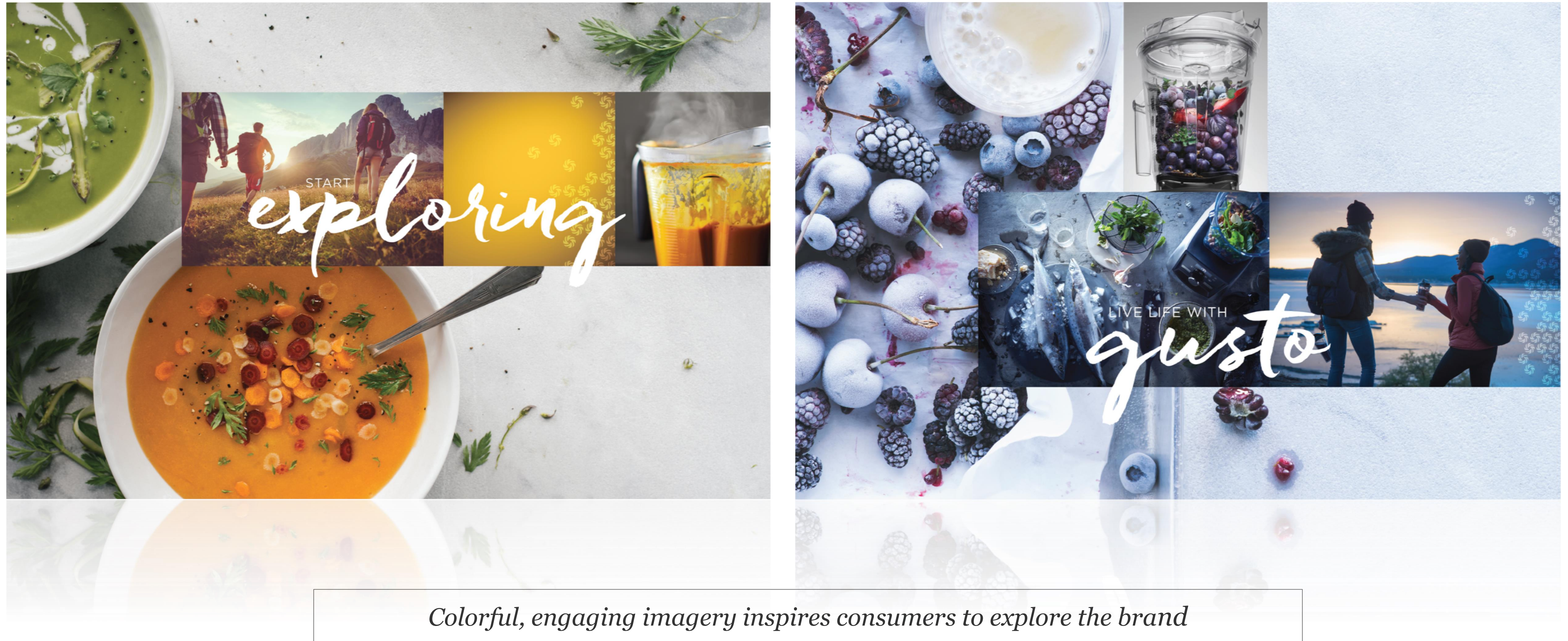
WHERE WE'RE GOING

- Colorful, expressive & creative
- Premium & iconic
- Captures an inspired moment
- Makes a human connection

adventure



# Brand Refresh: Visual Approach





# Activation

ASCENT PRODUCT LAUNCH



*Award-Winning Package Design*



# Activation

NEW COOKBOOK FORMAT



*Award-Winning Simply Blending Technique Book*



# Activation

TRADESHOW BOOTH







INTERNATIONAL DIGITAL  
ENGAGEMENT

performance



# Two Go-To-Market Approaches

TRADITIONALLY SOLD THROUGH DISTRIBUTORS IN COUNTRIES OUTSIDE THE U.S.

## Distributor Markets

- Vitamix in a Box
  - Guidelines
  - Training
  - Information
- Digital Asset Management System
  - Photos, Videos, Imagery
  - Templates
- Indirect Website
- Remote Support from HQ

## Direct Markets

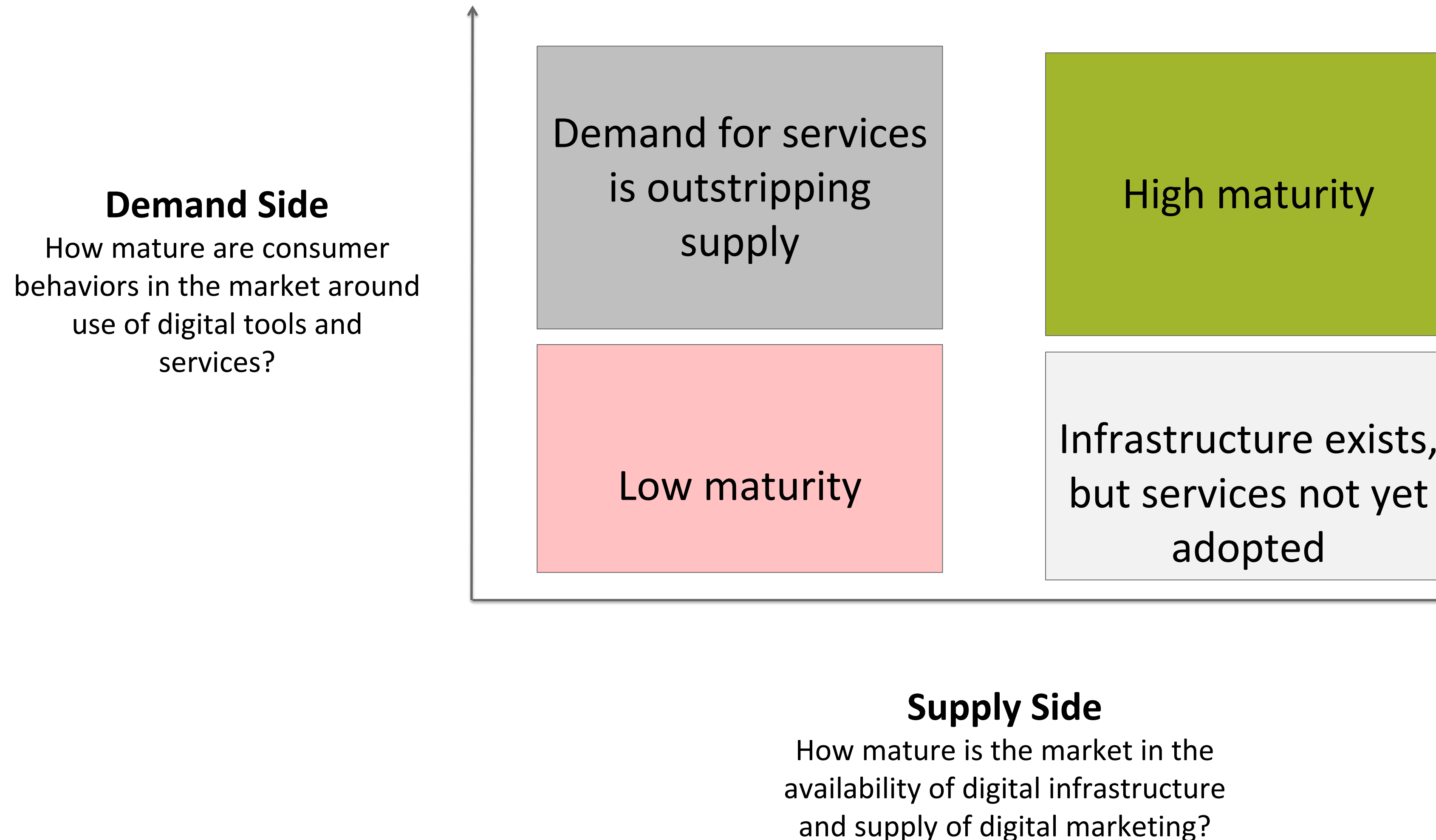
- Direct Brand Building Activities
- Investment in Business Insights
- Staff on the Ground
- Agency Support
- E-Commerce Sites
- Localized Content

*The marketing approach varies by sales approach*



# Step 1: Identify Digital Archetypes by Country

ARCHETYPES DEFINED ACCORDING TO THE DIGITAL MATURITY





# Demand-side Criteria

## MOBILE

Proportion of population  
owning at least one  
smartphone

Proportion of total retail  
sector executed through  
mobile devices

## SOCIAL MEDIA

Average time spent on social  
channels

Proportion of social media users  
who are members of a social  
network

## E-COMMERCE

% total retail sector executed through e-  
commerce

Average time spent on the internet

*Demand side maturity according to consumer's behaviors*



# Supply-side Criteria

## DIGITAL INFRASTRUCTURE

Proportion of population with access to internet

Proportion of population with access to a 4G mobile internet connection

## MARKETING STRUCTURE






















Total size of the marketing sector by value

Proportion of marketing spend invested in digital (SEO, SEM, PPC, display and retargeting)

*Supply side maturity according to maturity of digital infrastructure and digital marketing sector*



# Digital Archetypes

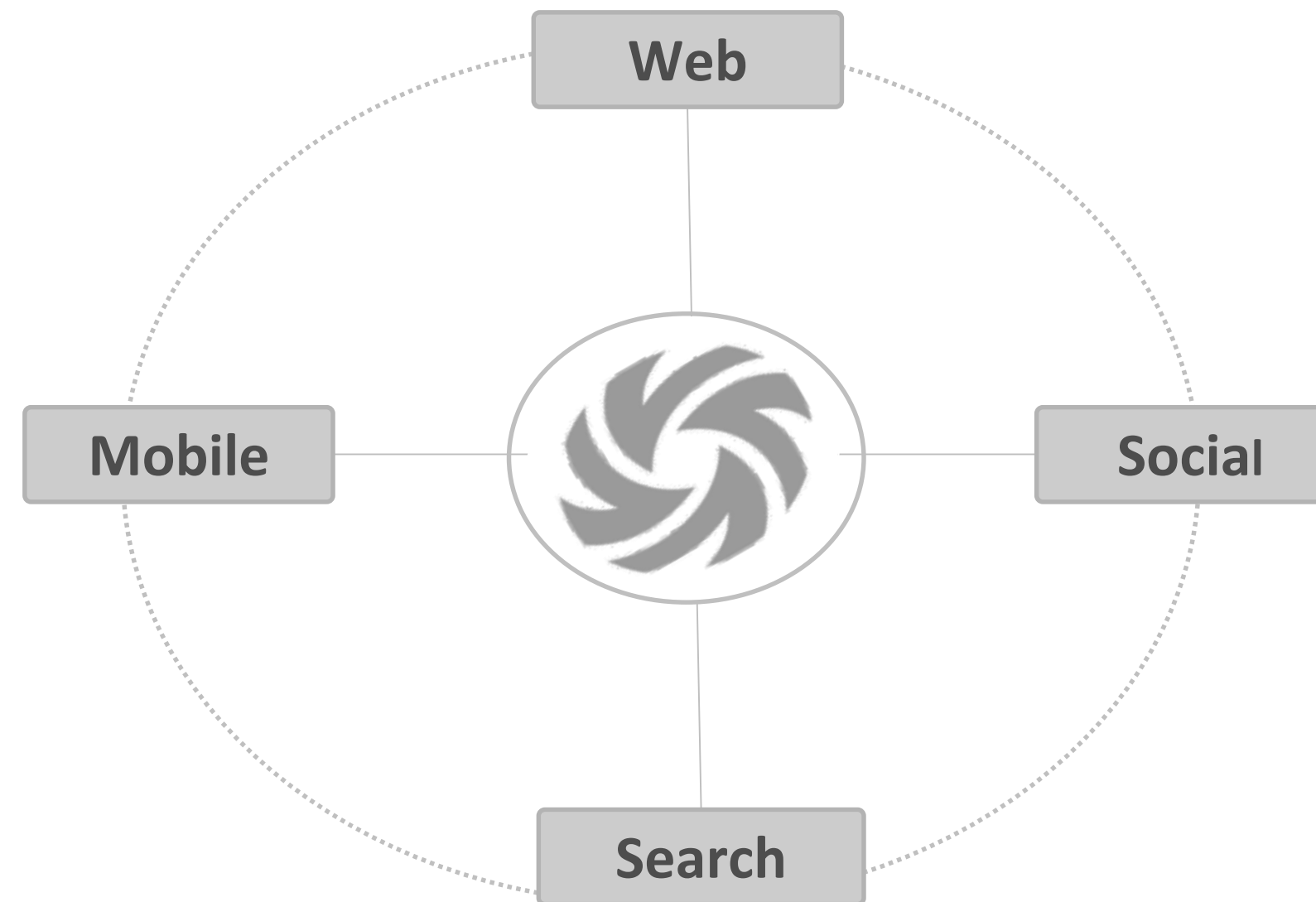
|        | Basic   |  | Developed  |   | Leading   |   |
|--------|---|--|--|---|---|---|
| Web    | <ul style="list-style-type: none"><li>Acts as a basic marketing tool, with basic product information and ability to find stockists</li><li>Content is not localised to the market, but is regularly updated</li></ul>               |   | <ul style="list-style-type: none"><li>Acts as a commerce tool, with ability to complete basic transactions through the platform (e.g. purchase, track, request help)</li><li>Some localised content, regularly updated</li></ul> |     | <ul style="list-style-type: none"><li>Acts as the heart of the brand experience, with engagement functions, ecommerce and integration into owned apps</li></ul> |    |
|        |   |  |  |   | <ul style="list-style-type: none"><li>Ability to personalise content according to individual</li></ul>  |    |
| Mobile | <ul style="list-style-type: none"><li>No specific mobile provisions exist, with ability to access desktop version of site through mobile</li><li>This results in reduced functionality on mobile</li></ul>                          |   | <ul style="list-style-type: none"><li>Responsive website which renders appropriately on different mobile devices</li><li>Functionality mirrors that of the desktop site</li></ul>  |    | <ul style="list-style-type: none"><li>Mobile site, with optimised experience and functionality for mobile users</li></ul>                                       |   |
|        |   |  |  |   | <ul style="list-style-type: none"><li>Relevant apps exist which are additive to the customer experience</li><li>Supports targeted advertising</li></ul>         |     |
| Social | <ul style="list-style-type: none"><li>A social presence exists, but this is not managed to a local level</li><li>Channels are predominantly used to push out advertising content, with limited use of other content types</li></ul> |   | <ul style="list-style-type: none"><li>Social presence across relevant platforms in each market (as governed by a social strategy)</li><li>Mix of content types, predominantly broadcast</li></ul>                                |    | <ul style="list-style-type: none"><li>Balance struck between broadcast and conversation</li></ul>   |    |
|        |   |  |  |   | <ul style="list-style-type: none"><li>Content decisions based on understanding of ROI</li><li>Social listening deployed for proactive engagement</li></ul>      |     |



# Digital Capabilities to Develop

- Ability to deliver relevant, local experiences on the web, which are actively maintained
- Ability to understand more about the customer and their needs
- Striking the appropriate balance between web as a marketing platform and as a commerce platform

- Capabilities to deliver services and campaigns through mobile devices according to how consumers are using mobile in the customer lifecycle
- This could include:
  - Mobile sites
  - Applications
  - Targeted ads
  - Use of mobile in-store



- Actively managed presence in relevant channels
- Ability to personalise the Vitamix brand and portray a personality to the market
- Ability to develop relationships with consumers and engage in impactful two-way conversations
- Ability to “get people talking”
- Ability to undertake proactive campaigning and to quickly respond to emerging trends

- Optimising search presence on primary search engines for each market
  - Optimise paid search
  - Optimise SEM
  - Optimise web content for search





THE BUILDING BLOCKS  
OF PERSONALIZATION

*innovation*



# Marketing Strategy

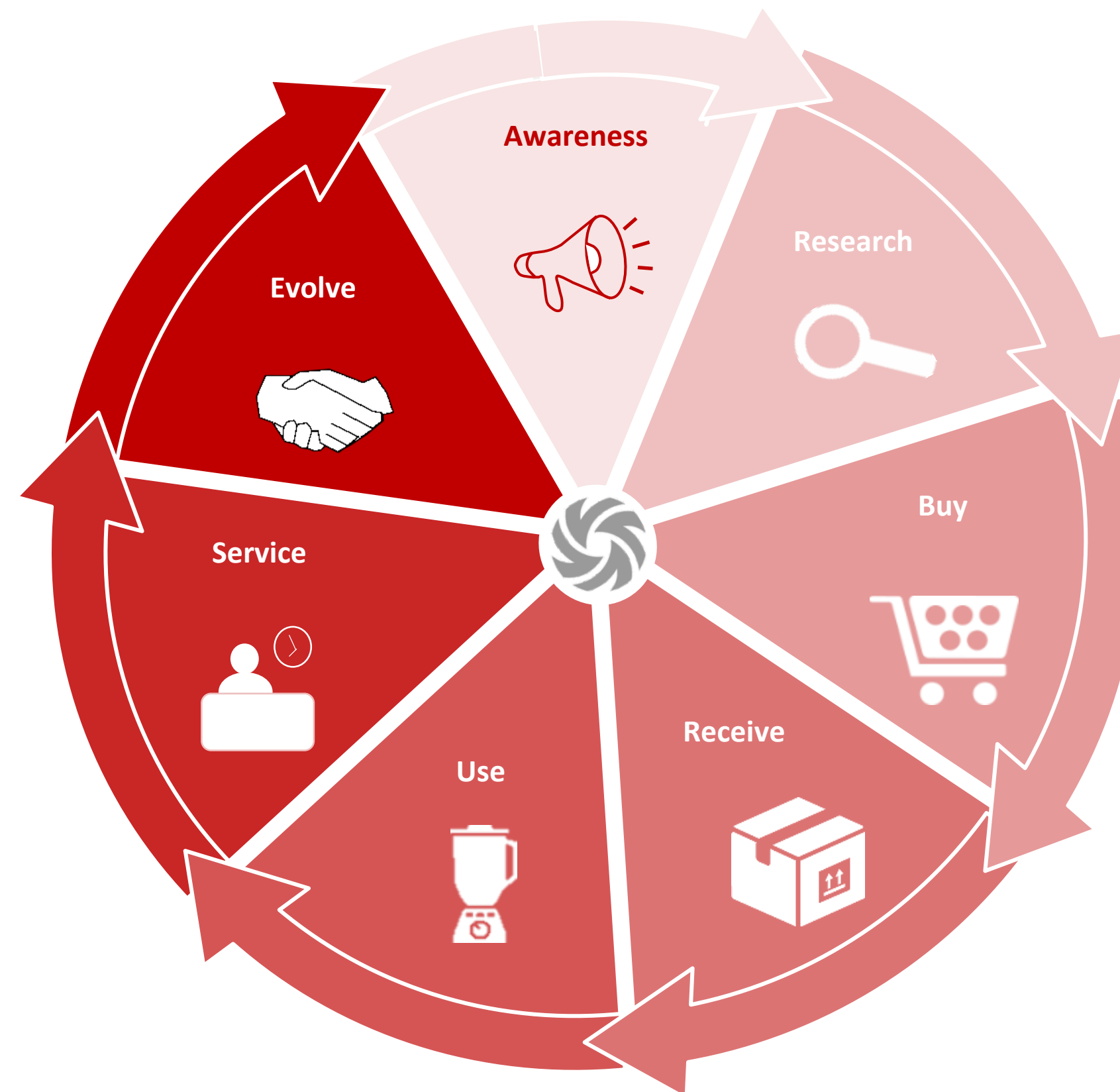
WHERE SHOULD WE FOCUS OUR PERSONALIZATION EFFORTS?

- Segmentation
- Customer Experience
- Journey Mapping
- Hypothesis Library
- A/B Testing



# Customer Experience

IT IS ESSENTIAL TO ALIGN YOUR CONTENT AND CONTACT STRATEGIES TO WHERE THE CONSUMER IS IN THE LIFECYCLE



*Prioritize your efforts around Moments of Truth, set your baselines and test your way to higher performance*



# Content Production

THE OLD WAY TO PRODUCE CONTENT WAS SLOW AND EXPENSIVE

- Data-driven concepts
- Templated messages
- Agile creative
  - In house
  - Freelancers and small agencies
  - Publishers
  - Consumer generated content
- Rapid review
- Distributed decision rights



# Data and Technology

WE NEED A PLACE TO KEEP IT, BUILD IT, ANALYZE IT AND UTILIZE IT TO MATCH AND DELIVER THE RIGHT CREATIVE AT THE RIGHT TIME

## Data Types

- Recognition
- Preferences
- Attitudes
- Behavior
- History
- Demographics
- Location

## Marketing Tech Stack

- Data Management Platform
- Campaign Management Tools
- Analytics
- ...and new ones every day



# Content Distribution

BE WHERE THEY ARE

- Email and Direct Mail
- Programmatic Advertising
- Retailer Sites
- New Media
- Influencers
- Other Partners and Apps



# Keeping Up is a Challenge

NEW STRATEGIES, SKILLS AND TOOLS ARE NECESSARY TO STAY ON TOP OF A RAPIDLY CHANGING WORLD







Thank you