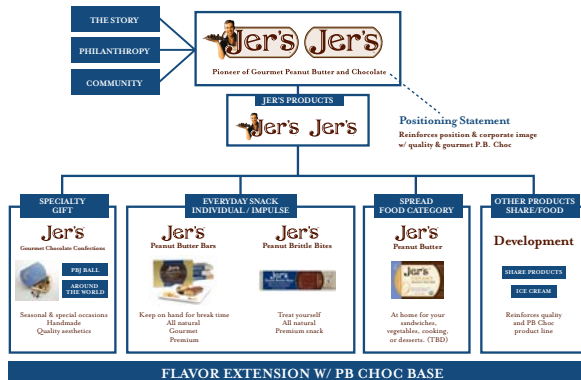


Brand Strategy

Expanding from a single product to a multi product line company



Signature package with point of purchase teaser



Product Development

Peanut butter packaging and testing



:: JER'S

Jer's Handmade Chocolates has built a business based on an all natural gourmet peanut butter and chocolate product. The product, although successful, was limited as it was a seasonal gift giving item.

The challenge for Jer's was how to develop beyond the seasonal category into an everyday confection without compromising the brand attributes that have contributed to its current success and emphatic following.

Without an internal marketing department, Jer's required a multi-level marketing solution in Copia Creative from brand strategy through conceptual design, research, development, production, and management. Within six months, with Copia Creative as its strategic marketing and branding department, we were able to transform the company from a one product business to a multiple product line company with defined and consistent brand positioning and messaging, new product development, research and packaging, and trade and sales creative support materials.

GOALS:

- Expand the Jer's brand and products beyond holiday for year-round purchases in support of purchasing patterns
- Establish brand consistency across all product lines and corresponding marketing
- Establish Jer's position in the marketplace as the authority in gourmet peanut butter and chocolate to differentiate them from competitive confection companies and eliminate future "copycat" brands
- Successfully execute tradeshows, events, and online to maximize awareness, exposure, sales, and distribution
- Integrate sales, marketing, and branding efforts to reinforce reach and impact and drive sales
- Accelerate the product development lifecycle to research, introduce, and rollout new products in abbreviated time frames

3



★ 2005 Silver Davey Awards winner

2



1



- 1: Jer's Everyday Snack Line: Peanut Butter Bars
- 2: Jer's Peanut Butter Bars Gift Package targeting luxury consumers
- 3: Jer's Everyday Snack Line: Peanut Brittle Bites

Jer's Tradeshaw Experience

From planning, sourcing, execution, and working in the trenches, our strategy hit each business objective



- 1: Consistent campaigns using print and web vehicles to reach business and consumer markets
- 2: Sales Kit: Custom package incorporating signature "double grin" with emboss and metallic accents; sales collateral differentiating from competitors



PROCESS AND STRATEGY:

Copia Creative conducted an extensive competitive brand review to determine the strategic approach to leverage and differentiate the Jer's brand as they ventured into product expansion and new arenas (from gift to everyday). Applying our proven brand process and methodology, products and packaging were developed to entice year-round, repeat purchases, as well as reinforce the brand.

CREATIVE SOLUTION:

Copia defined, recommended, and executed a brand and product strategy for new bars and brittle bites products including: price point, size, shape, quantity, packaging options, product positioning, product naming, and flavor combinations. We continued to advance and steward the brand in developing new messaging and key positioning statements to establish Jer's market position. Structure and design concepts for the new product lines and point-of-purchase retail were developed along with consistent, branded sales tools highlighting targeted benefits for both the business to business and direct to consumer market.

As part of our strategy, Copia developed a tradeshow experience, interactive marketing plans, and other critical foundation materials to catapult the brand and reinforce the established attributes.

RESULTS:

The two new product lines have changed the company from a single product business to a multi-line every day product company. With exceptional feedback from retailers and orders requested even prior to production and roll-out were completed, Jer's expansion into the year-round market has increased sales and maximized exposure to the brand even in a tougher market climate. With the goal of continued product expansion to the Jer's branded line of confections, Jer's has a more established base, increased marketing exposure and sales, and is poised for "sweet" returns on their investment.